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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

White House, Senate, FCC all in the act on cable rules
Special Report: Radio '71, the medium with the action
Court case may make renewal applicants fair game again
Air campaigning: hearings on reform; report on spending

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to

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Cincinnati, Ohio
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The FCC may lose star billing as creator of CATV policy. While Chairman Dean Burch raises the official curtain on the commission's plans, the Hill, the White House and the copyright owners are waiting in the wings. See . . .

Who's to write that cable regulation? . . . 19

Licensee preference in renewal battles is changed by appeals court decision, but the question is: How much of that policy will be scrapped? Many feel the fears that it is back to post-WHDH days are justified. See . . .

Renewal applicants: fair game again? . . . 28

CATV industry and copyrighters finally come together on joint proposal that would permit cable carriage of three network and three independent stations, and local origination, in return for acceptance of copyright liability. See . . .

A sudden deal on cable, copyright . . . 28

Stormy, 14-year tenancy of WHDH Inc. on Boston channel 5 might be near end, following Supreme Court refusal to review case. But don't count on it. WHDH can still seek reconsideration from court, and from FCC. See . . .

Darkness at the tunnel's end? . . . 29

Teleprompter board brings back Irving Kahn as chairman and chief executive, but the firm's largest stockholder, Jack Kent Cooke, disagrees with the decision to the point that he resigns his directorship. See . . .

Kahn reascends Teleprompter throne . . . 35

Once there was radio and only radio, but the elder electronic medium faded in the glare of a television screen. Now BROADCASTING finds radio winding up for a strong, exciting and innovative comeback. See . . .

On the leading edge of broadcasting . . . 41

As his subcommittee ends hearings, Chairman Torbert Macdonald's political-spending bill gets a push from the administration. But broadcasters are still shouting that H.R. 8628 would discriminate against them. See . . .

Macdonald bill picks up support . . . 81

Candidates for state and federal offices spent \$50,292,164 on their campaigns during 1970—\$18 million more than during last off-year elections, according to report issued last week by FCC. See . . .

Who spent what in the '70 elections? . . . 82

Television Bureau of Advertising reports that TV-spot advertising brought in \$291,923,100 during first quarter of 1971. Report reveals that 1,290 firms made ad investments, with Proctor & Gamble leading the way. See . . .

Money marks the television spot . . . 84

Action for Children's Television, which has already ignited FCC rulemaking proceeding on regulation of TV programming for the young, takes its argument to House Small Business Committee—via its president, Evelyn Sarson. See . . .

Dingell hears from Mrs. Sarson . . . 88

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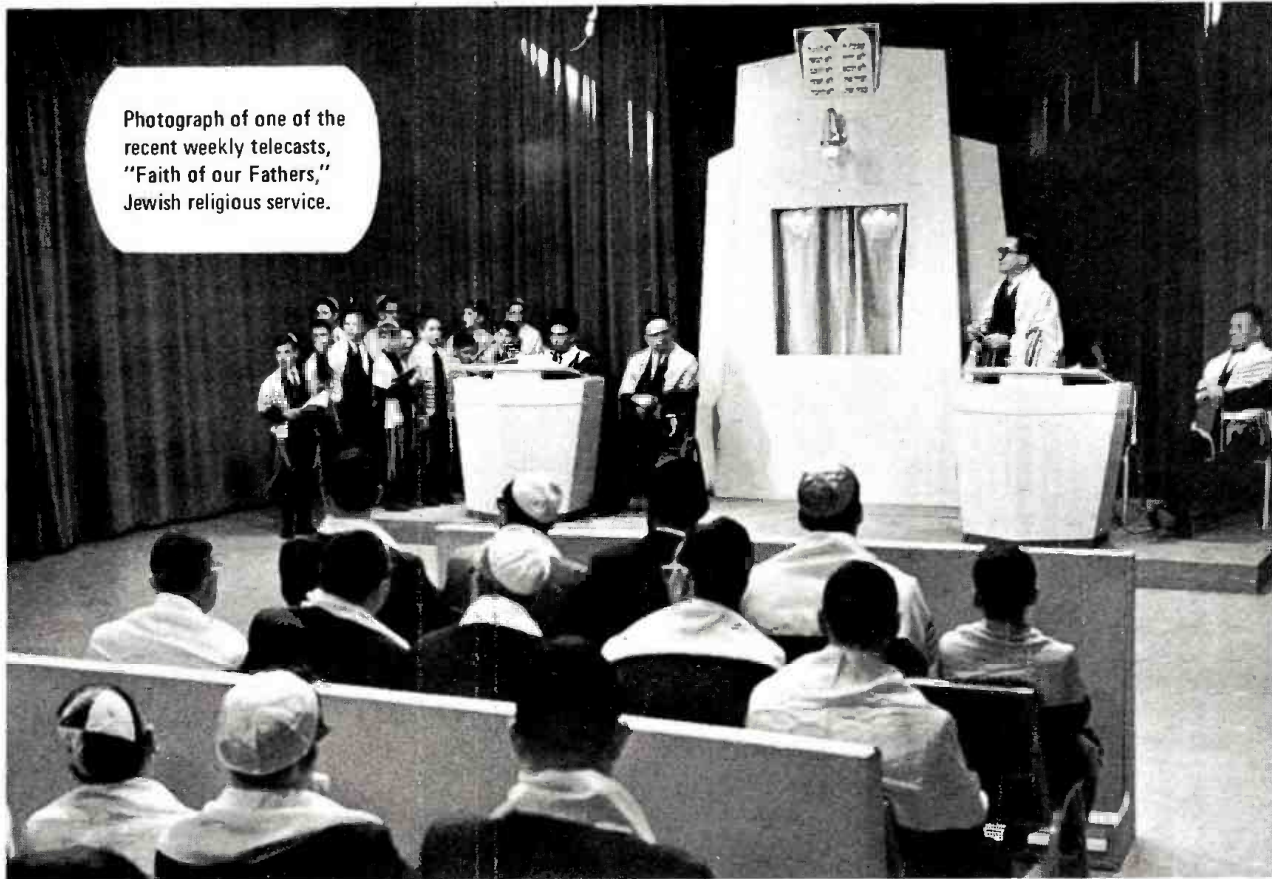
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Photograph of one of the recent weekly telecasts, "Faith of our Fathers," Jewish religious service.

WTEV religious programs foster understanding among major faiths

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WTEV is one of the very few television stations in the country to present live religious programs on a round-the-year basis. Weekly, Jewish, Catholic and Protestant services are presented. The objectives are: to assist local rabbis, priests and ministers to reach more people; to fill the needs of shut-ins; to give Channel 6 viewers a better insight into and understanding of faiths other than their own. This is one segment of the growing roster of WTEV public service programs.

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Fallout

Betting last week was that if *Boston Herald-Traveler* has to turn channel-5 WHDH-TV over to Boston Broadcasters Inc., as seemed likely in wake of Supreme Court's refusal to hear *Herald-Traveler's* appeal (see page 29), there will be changes in network affiliations in Boston. Speculation was that CBS-TV affiliation would move from WHDH-TV to RKO General's channel-7 WNAC-TV, now with ABC-TV, which presumably would take on new channel-5 operators. Group W's WBZ-TV, only other commercial V in Boston (channel 4), is NBC-TV affiliate.

White House visit

President Nixon will greet board of directors of National Association of Broadcasters in informal White House reception Wednesday afternoon (June 23). With NAB board holding June semiannual meeting in Washington same week, Vincent Wasilewski, NAB president, had invited Mr. Nixon to join 44-man board at reception at NAB headquarters. Through good offices of Herb Klein, director of communications for executive branch, arrangements were made for gathering at White House.

Perpetrators

How did Nicholas Johnson ever get appointed anyway? That frequently posed question can now be answered without equivocation. In 1964, when he was 29, Mr. Johnson became first appointee to high federal office of President Lyndon B. Johnson, who named him administrator of Maritime Administration of Department of Commerce. President Johnson's young assistant, Bill Moyers, University of Texas graduate as was Mr. Johnson (both class of 1956), urged appointment, as did Joseph Califano, then Defense Department lawyer and later counsel to President.

By 1966, Mr. Johnson had become persona non grata at Maritime Administration, having antagonized ship operators, labor unions, and his boss, Secretary of Commerce Luther D. Hodges. Messrs. Moyers and Califano again went to bat with President Johnson to fill FCC vacancy created by departure of Chairman E. William Henry. This was despite contention that Nick Johnson had embarrassed administration. It was known also that Washing-

ton state democrats, led by Chairman Warren G. Magnuson of Senate Commerce Committee, had sought his removal from Maritime Administration—which President could effect since position was appointive and didn't need Senate confirmation. Mr. Johnson's term at FCC runs until June 30, 1973. In today's political environment Messrs. Moyers and Califano are among least influential men in Washington.

Wired future?

Prospect of forthcoming cable-TV expansion, seen in FCC testimony before Senate subcommittee and agreement between CATV industry and copyright owners last week (see pages 19, 23), has put new complexion on meeting of consortium of broadcasters, cable-TV firms and manufacturers set for Thursday (June 24) in Boston, to consider future steps and to hear latest market studies on viability of engaging in broadband communications.

Group of 28 year ago paid \$12,500 each to Arthur D. Little Co., Cambridge, Mass., to make study, which is said to suggest marketability of broadband services in facsimile and merchandising fields among others. Among firms underwriting study are CBS, Westinghouse Broadcasting, General Electric, and three CATV corporations: American Television & Communications, TM (Times-Mirror) and Television Communications.

Board of elders

For past several months, Office of Telecommunications Policy officials have been sounding out those in and on fringes of communications business for names of communications-industry senior-statesmen types. Purpose has been to develop pool of individuals who might be asked to serve on National Communications Advisory Committee. List of possible members is now set, and, if present plans gel, names will be picked and committee appointments announced by fall.

Committee is provided for in executive order creating OTP, and although ideas on structure are not yet firm, it could be used to initiate ideas as well as to react to OTP proposals. Presumably committee will be composed of 15-25 individuals from all parts of country and all areas of communications—broadcasting, print, cable, common carrier.

Ambitious plans

Administration interest in CATV is likely to have implications undreamed of by broadcasters and cablemen now engaged in battle over what is gut issue to them—importation of distant signals. Cabinet officers and White House aides named to committee to work with Office of Telecommunications Policy on cable policy (see page 19) have own ideas of how cable can be used to further ends each of them regards as important. Health, Education and Welfare, for instance, sees cable as important tool in distributing education and health information; Housing and Urban Development, as means of helping to solve problems of cities (see page 23). As result, CATV industry may wake up one day to find itself pushed in direction it had not planned to take.

Separate ways

New executive line-up has been set for RKO Radio Representatives, effective July 1. Changes are cued to departure of James F. O'Grady Jr., vice president and general manager, who heads group acquiring WALL Middletown, N.Y. Rep. firm's AM and FM divisions will be established as separate autonomous units. R. John Stella, now Eastern sales manager for AM, becomes general sales manager of AM unit; Gordon Hastings, Eastern sales manager for FM, becomes general sales manager of FM unit, and both will report directly to Ross S. Taber, radio vice president of RKO General Inc.

Peace pitch

Promoters of "Unsell the War" project say they are encouraged by positive response to their antiwar public-service campaign. Acceptances to run campaign were said last week to have been received from 135 radio and 12 TV stations, 60 newspapers and 15 outdoor advertising companies. In addition, leaders said, several advertisers have offered to donate network time to campaign. Response reportedly has run two-to-one in favor of broadcasting "Unsell" spots in South and Southwest.

Charles Finch Jr., associate director of project and student at Yale University, said no "fairness doctrine" problem was anticipated (BROADCASTING, June 7, 14). Negative response to request to carry "Unsell" messages was said to have come from 41 radio stations and one TV, 28 publications and 10 outdoor-advertising firms.

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Cable weighs heavy at the OTP

But Whitehead indicates Congress is solution

Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, regards cable television as "most important" matter confronting his agency and says that ultimately Congress will have to deal with it.

Mr. Whitehead, in closed-door testimony before subcommittee of House Appropriations Committee that was released Friday (June 18), also disclosed nature of policies—involving broadcasting, CATV, and related matters such as access to media—that OTP plans to develop. He appeared before subcommittee on May 13.

Mr. Whitehead said that despite broad range of other problems confronting OTP, including some dealing with international matters, he regards CATV as most important because cable television "ultimately gets into the question of how we distribute information."

In formal presentation to subcommittee, OTP said legislation would be necessary to deal with cable because many problems pertaining to it "do not fit existing regulatory molds." Statement indicates cabinet-level committee on CATV that Mr. Whitehead heads (see page 19) will recommend legislation.

Policy projects, listed in formal presentation, involve "highly interrelated issues" such as concentration of media, access, cable TV, public-service requirements, program diversity and fairness. Statement said these are being dealt with separately, "inspiring little faith" among broadcasters or public that "cohesive policies underlie federal actions."

Statement said that it is essential that these issues be dealt with fairly and promptly, with the perspective and continuity necessary to impart a sure sense of direction.

Objectives listed in connection with broadcasting and local wideband distribution include: Develop projections of likely demand for broadcast programming and other services that can be offered over local wideband cable systems; identify likely costs of such services and their feasibility; assess effectiveness of existing and proposed broadcasting-media regulations in assuring timely development and necessary control of comprehensive community distribution services, and formulate alternative regulatory or legislative proposals as warranted.

In other matters, OTP said it plans to update and amplify executive branch policy on domestic satellites, which was announced in January 1970. Policy statement, calling for competition among satellite systems, was drafted by Mr. Whitehead, then White House aide.

Statement noted that six years have passed since "American technology launched the first commercial communications satellite for international use" but that nation still lacks domestic system. This was obviously barbed reference to what OTP regards as lack of speed on part of FCC in resolving satellite policy.

Testimony was released at same time full appropriations committee reported appropriations bill to House floor that includes \$2.6 million for OTP. Administration had requested \$2.7 million. OTP is currently operating on appropriation of \$2 million.

Dingell slaps FCC wrists on truth in advertising

Chairman of House Small Business subcommittee virtually told FCC Chairman Dean Burch Friday (June 18) that commission isn't using all powers at its command to determine whether broadcast advertisement is true or false, or whether it deserves rebuttal time.

Representative John D. Dingell (D-Mich.), who has been holding hearings on advertising self-regulation (see page 86) raised this question in interrogating Mr. Burch about FCC's position that commercials generally are not susceptible to fairness doctrine.

This was reference to commission decision in Chevron F-310 case which held that the ad did not call into play

The ashes still smolder

Consolidated Cigar Corp.'s TV advertising on NBC has caused some eyebrows to go up on Capitol Hill. Seems one item is called CigarLet, and on-camera narrator is shown inhaling.

Question whether this violates ban on cigarette advertising on TV and radio stations was raised Friday (June 18) by T. J. Oden, counsel to House Small Business Committee, during appearance of FCC Chairman Dean Burch (see above).

fairness policy requiring response similar to cigarette-health issue last year (BROADCASTING, May 17). Same ad is subject to Federal Trade Commission complaint.

Mr. Dingell asked why FCC did not check with Environmental Protection Agency before making decision. He suggested commission has power to make judgments and should have in this instance.

He concluded by stating he thought FCC should require broadcasters to make time available to "responsible segment of public" to answer "controversial" advertising.

Mr. Burch disagreed strongly with Mr. Dingell's views. FCC, he stressed, does not have expertise to determine truth or falsity of advertising. That, he said, is job of FTC and other government agencies.

"To track all these commercials with free announcements," he said, "would undermine the commercial system [of broadcasting]. Also, he added, not every challenged commercial raises issue of public importance.

At another point in hearings, Representative Fernand J. St. Germain (D-R.I.) asked FCC chairman about imposition of protective requirements on radio telephone talk shows, where, he said, "Anyone with a microphone seems to feel he is endowed with all knowledge . . . and it's false knowledge in many cases." Mr. Burch said he hoped commission would bring out decision this summer that would impose seven-second delay before airing.

Among other witnesses, Miles W. Kirkpatrick, chairman of FTC, suggested that trade associations could monitor practices of their industry and "assume role of applicant" to FTC when they find false or deceptive practices.

No answer necessary for recruitment spots

U.S. Court of Appeals in Washington has held that broadcast of armed-forces recruiting spots does not obligate stations to donate free time to those who want to offer contrasting views under fairness doctrine.

Decision, handed down June 18, is certain to be welcomed by broadcasters, as well as FCC, as affirming commission policy of affording broadcasters discretion in fairness-doctrine matters. Court decision upheld commission decision that stations in Washington and in San Francisco area did not violate fairness doctrine in refusing to

grant time to groups wishing to broadcast messages opposing military service or to inform public of alternatives to military service.

In process, it appeared to strengthen commission's position that fairness doctrine does not entitle individual to access to airwaves and that ruling applying fairness doctrine to cigarettes was limited to that product.

Suits grew out of complaints G. I. Association, San Francisco Women for Peace and Resistance filed against some 20 San Francisco-area stations, and Peace Committee of the Baltimore Meetings of the Religious Society of Friends filed against WRC-TV and WMAL-TV, both Washington.

Court, in disposing of issues raised by antiwar groups, upheld commission's position that military recruitment, in its own terms, is not controversial issue; to oppose all enlistment, court said, would be to urge abolition of armed forces.

As for questions of Vietnam war and draft, which groups felt were involved, court said it is "undeniable that these issues have been ventilated in extenso for years on (probably) every television and radio station in the land."

Similarly, it found no basis for overruling commission on two other questions said to be involved—morality of participating in any war (antiwar groups did not claim that is properly "the issue raised") and desirability of military service (which "comes right back to the draft and the Vietnam war.")

"Essential basis for any fairness doctrine, court said, "is that the American public must not be left uninformed." And on record in case, it added, "we cannot conceive that any live American has been left uninformed about the desirability or undesirability of military service, the draft or the Vietnam war."

In discussing cigarette ruling, court said it would have thought that past court and commission rulings had made it "unmistakably clear that it is not every advertisement carrying a controversial message which calls for response through a similar spot-announcement format." It said that it was "uniquely serious and well-documented hazards" to public's health that stood at core of cigarette ruling.

San Francisco group and Commissioner Nicholas Johnson, in dissenting to commission decision, had cited cigarette ruling in arguing that carriage of recruiting spots raises fairness-doctrine question.

However, court made clear its ruling was not last word on doctrine's applicability to commercial messages. It said other cases that are pending or yet to be brought to court would provide

occasions "for critically tracing the contours of the public-interest standard as it applies to commercial advertising."

IRTS: The 'Times' is right

International Television and Radio Society, New York, gave "vigorous support" to *New York Times* Friday (June 18) in newspaper's first-amendment dispute with U.S. government. Max E. Buck of NBC-TV, IRTS president, told *Times* publisher in telegram that paper "has displayed great courage in seeking to maintain the constitutional guarantees for a free press and free speech in its publication of the papers of the Pentagon study. The IRTS, comprising a broad cross-section of the radio and television communities, gives the *New York Times* vigorous support in its decision."

Earlier in week, support for *Times* stand also materialized from broadcast figures Frank Stanton, CBS president (see page 87); Julian Goodman, NBC president, and Tom Powell, president of the Associated Press Broadcasters Association and news director, WDAU-TV Scranton, Pa.

Bringing home the bacon from Taft Broadcasting

Charles S. Mechem Jr., chairman of group station owner Taft Broadcasting Co., earned \$85,461 last year. Company disclosed this figure and compensation paid to other top executive in announcing its annual meeting, July 13 at Kings Mills, Ohio.

Other officers named in report included: Lawrence (Bud) H. Rogers II, president, \$75,643 in salary plus \$10,984 set aside from profit sharing, retirement and pension plan; Eugene C. DiAngelo Jr., vice president, \$61,583 plus \$8,194; John L. McClay, executive vice president, \$60,552 plus \$8,875, and Dorothy S. Murphy, treasurer and assistant secretary, \$46,188 plus \$7,164. In sum, company's directors and officers (totaling 23) were paid \$804,365 in salary and \$118,759 in profit sharing. All figures were compiled for fiscal year ended March 31.

Company also announced that income during fiscal year ended last March fell slightly—from \$6,944,317 in 1970 to \$6,675,219.

Company attributed decline to poor fourth quarter. Reason for this, it said, was loss of cigarette revenues; strike at its owned WGR-AM-FM-TV Buffalo, N.Y., and loss from sale of property in Cincinnati.

For year ended March 31:

	1971	1970
Earned per share	\$ 1.80	\$ 1.90
Revenues	48,798,644	49,733,716
Net Income	6,675,219	6,944,317

When is 'live' Laird unlike 'taped' Laird?

Pentagon said Friday (June 18) that Defense Secretary Melvin Laird has refused to appear in taped interview for CBS special on U.S. prisoners of war in North Vietnam.

Daniel Z. Henkin, assistant defense secretary for public affairs, said Secretary Laird was willing to appear in live segment, but that CBS would only accept taped interview. Mr. Henkin said Mr. Laird's refusal to appear on tape was due to "sensitive nature" of POW issue. He said he did not know if it was also related to CBS's controversial *The Selling of the Pentagon*.

William Small, CBS News chief in Washington, said it was "extremely rare" to have live segment in midst of filmed documentary. He added: "When newspapers and magazines concede to similar requests by granting Mr. Laird a certain number of column inches to fill as he sees fit, then CBS News will consider granting a certain amount of time for him to appear live within an otherwise filmed documentary."

Two-part special, *POW's—Pawns of War!*—is scheduled tomorrow June (22) and June 29 from 10-11 p.m. EDT. Mr. Small said Mr. Laird would probably still be seen on program because CBS has tapes of Mr. Laird's previous remarks on issue.

Comeback effort by pay TV

Teco Inc., Chicago, announced Friday (June 18) it has filed with Securities and Exchange Commission proposed-rights offering of 1.2-million units of shares and warrants to raise \$12 million to inaugurate over-air subscription-TV system in either Los Angeles or Chicago. Teco is exclusive licensee of Zenith Radio Corp.'s over-air pay-TV system. Zenith has agreed to buy 500,000 units, provided at least 500,000 units are subscribed to by Teco's shareholders and other investors.

WBLU going for \$170,000

Application was filed last week for FCC approval of sale of WBLU(AM) Salem, Va., from Baker Broadcasters Inc. to Pioneer Airlines Inc. Consideration was fixed at \$170,000. Pioneer, Washington-based helicopter and short-haul air service, owns through subsidiary Pioneer Broadcasting Corp. WAYX(AM) Waycross, Ga., and is set to put WAYX-FM there on air by September. A. L. Wheeler is president.

Baker Broadcasters has been operating WBLU since July 1968. Vernon Baker is president of company, which also owns WGIC(AM)-WBZI(FM) Xenia, Ohio. WBLU is 5 kw daytimer, operating on 1480 khz.

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All of which is why such stations as WCBM, Baltimore . . . WEZE, Boston . . . WRIT, Milwaukee . . . WKRC, Cincinnati and KHOW, Denver have joined the ABC Demographic Radio Networks in the past 6 months. Also why KFRE, Fresno . . . WOW, Omaha . . . WRNL, Richmond . . . WDCK, Lexington . . . WKBO, Harrisburg . . . and WGR, Buffalo have joined us recently.

We hope you'll talk to some of these people who have joined us about the service they are getting from the ABC Demographic Radio Networks.

Because after you've talked to them, we think you'll want to talk to us.



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May in Indiana: madness time

EDITOR: In her June 7 "Monday Memo", Lois Underhill stated a very interesting and factual point or two in favor of May rating sweeps. Her article was both factual and well thought out, but I believe there is a very strong case against a May sweep in the Indianapolis market.

The month of May in Indianapolis is an island in our calendar year. There is nothing in television, radio or newspaper that compares with the complete upheaval created by a race track on the west side of the city.

Many regular programs are preempted for "special" shows on the race events and related festival activities connected with the Indianapolis 500. These pre-emptions range from daily to once a month.

Then there's the time change. The state legislature saw to it that Indiana stayed on Eastern Standard Time all year around. Now we find prime-time programing completely tossed around the evening clock.

As the result of the time shuffle, Central Indiana viewers had only three days of the time programing before the rating period started. Two days later the month of May race programing got underway.

In short, about the only thing that remains constant in the Indianapolis market during the month of May rating period is change of programing. It all amounts to an impossible gauge for

summer or fall buying! Anyone for April?—*Terry Simpson, promotion manager, WTTV(TV) Indianapolis.*

The fine points matter

EDITOR: We note error in the May 31 story relating to the FCC's approval of the transfer of three TV facilities [WUSN-TV Charleston, S.C., KCBD-TV Lubbock, Tex., and the latter's satellite, KSWs-TV Roswell, N.M.] to our company. . .

A condition of the transfer imposed by the commission related to Mr. Ambrose G. Hampton's bank directorship—the post from which he would resign—not from the board of the State-Record Co. as the article states. Mr. Hampton continues as president and a director of the State-Record Co.—*W. Frank Harden, president, State Telecasting Co., subsidiary of the State-Record Co., Columbia, S.C.*

Count was off for 'Countdown'

EDITOR: Thank you for the well written piece on the booklet, "Countdown-September '71," in the May 3 issue. It did justice to the intentions of the students who wrote it and our interest in supervising their summer project.

One modest correction: The total number printed was 1,500, a run of 500 followed by 1,000. The article increased each figure by an additional zero.—*George C. Conklin Jr., Northern California Council of Churches, San Francisco.*

Datebook®

A calendar of important meetings and events in communications

†Indicates first or revised listing.

June

June 19-23—Annual convention, *Georgia Association of Broadcasters*. Among featured speakers will be FCC Commissioner Thomas J. Houser; Marianne Campbell, Avco Broadcasting, Cincinnati, president of American Women in Radio and Television; Dr. Barry Cole, consultant to FCC on renewal procedures and Daniel Z. Henkin, assistant secretary of defense for public affairs, Jekyll Island, Ga.

June 21-26—18th annual advertising film festival, *Screen Advertising World Association Ltd.*, Cannes, France.

June 22-25—Spring meeting, TV and radio boards, *National Association of Broadcasters*. NAB building, Washington.

June 23—Ninth annual *Canadian Television Commercial Festival*. Inn on the Park, Toronto.

June 23-24—Children's Programing Workshop for advertising agencies and advertisers, sponsored by ABC. Featured speakers include Senator Ed-

ward M. Kennedy (D-Mass.); Chuck Jones, executive producer of ABC-TV's *Curiosity Shop*; Evelyn Sarson, president of Action for Children's Television, and Warren Braren, executive director of National Citizens Committee for Broadcasting, New York.

June 23-25—National Broadcast Editorial Conference, sponsored by *National Association of Broadcasters, Radio-Television News Directors Association and Southern Illinois University*. Featured speakers: Dr. Barry Commoner, Washington University; Dr. Norton Long, University of Missouri; Dr. William Masters and Virginia Johnson, Reproductive Biology Research Foundation; Richard Jencks, CBS/Broadcast Group; Dr. R. Buckminster Fuller, Southern Illinois University; Representative William Clay (D-Mo.); Harry Ashmore, Center for the Study of Democratic Institutions. Stouffers Riverfront inn, St. Louis.

June 25—*House Small Business Committee* hearing on effects of advertising codes on small business and consumers. 10 a.m., Room 2359, Rayburn building.

June 25-27—Meeting, board of trustees, educational foundation, *American Women in Radio and Television*. Fairmont hotel, Dallas.

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*Reg. U.S. Patent Office.

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BROADCASTING, June 21, 1971

June 26—Regional conference and workshops, *Radio Television News Directors Association*. Brown Palace hotel, Denver.

June 26-29—First International Television Exhibition of Programs for Young People, sponsored by *New Hampshire Network*. New England Center for Continuing Education, Durham, N.H.

June 27-30—Annual Consumer Electronics Show, sponsored by *Electronic Industries Association*. Includes marketing, video and audio conferences. McCormick Place, Chicago.

June 27-30—Summer convention, *Idaho State Broadcasters Association*, Sun Valley.

June 27-July 1—Conference on educational communications, sponsored by *Canadian Scientific Film Association, Educational Television and Radio Association of Canada, Educational Media Association of Canada*. Macdonald hotel, Edmonton, Alberta.

June 28—Regional conference and workshops, *Radio Television News Directors Association*, sponsored by KOA-AM-TV Denver.

June 29-July 1—Summer convention, *Maryland-D.C.-Delaware Broadcasters Association*. Cavalier hotel, Virginia Beach, Va.

June 30—Financial seminar, sponsored by the *National Cable Television Association*. Various speakers will discuss financing and the impact of CATV expansion on existing communications systems, including broadcasting, newspapers and telephone companies. Seminar originally was scheduled for June 23. Sonesta hotel, Washington.

July

July 1-7—94th annual meeting, *American Bar Association*. First part of meeting will be held in New York City; second portion will be held in London from July 14 to 20. Among topics to be discussed is communications. Guest speakers will include Miles Kirkpatrick, chairman, Federal Trade Commission; Robert W. Sarnoff, chairman, RCA, and Clay T. Whitehead, director, Office of Telecommunications Policy. New York Hilton (first meeting); Grosvenor House hotel, London (second half.)

July 2—New deadline for comments in FCC's inquiry into children's TV programs (Doc. 19142).

July 2—New deadline for comments in two FCC proceedings: formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153); formulation of policies relating to broadcast renewal applicant (Doc. 19154).

July 7-11—National convention, *American Federation of Television and Radio Artists*. Hilton inn, Dallas.

July 8-10—Meeting of *Colorado Association of Broadcasters*. Wildwood inn, Snow Mass, Aspen.

June 9-11—Meeting, board of directors, *American Women in Radio and Television*. Netherland Hilton hotel, Cincinnati.

July 10—Regional conference and workshops, *Radio Television News Directors Association*, sponsored by AP, New York. AP building.

July 11-13—Meeting, *South Carolina Broadcasters Association*. Ocean Forest hotel, Myrtle Beach.

July 12—New deadline for reply comments on application for, and FCC's rulemaking proceeding concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (extended at request of GTE Communications and MCI Lockheed, from June 9) (Doc. 16495).

July 15-16—Annual general membership meeting, *California Broadcasters Association*. Del Monte Hyatt House, Monterey.

July 16—Board meeting, *Institute of Broadcasting Financial Management*. Wov Continental Broadcasting Co., Chicago.

July 19-20—Meeting, *New York State Broadcasters Association*. Otesage hotel, Cooperstown.

July 22—Meeting on CATV and Community Development, sponsored by Morehead State University's *Appalachian Community Television Project*. Natural Bridge state park, Stanton, Ky.

July 22-24—Meeting of *Wisconsin Association of Broadcasters*. Abbey resort, Lake Geneva.

August

Aug. 2—New deadline for reply comments in FCC's inquiry into children's TV programs (Doc. 19142). Previous deadline was June 1.

Aug. 2—New deadline for reply comments in two FCC proceedings: formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153); formulation of policies relating to broadcast renewal applicants (Doc. 19154). Previous deadline was June 3.

Aug. 18—New deadline for filing reply comments in response to FCC's further notice of proposed rulemaking on one-to-a-market rule (Doc. 18110)

M&H

RESEARCHES YOUR PERSONALITY

Every television and radio station has a personality which its audience can define and articulate with amazing and sometimes startling candor.

This personality (or image) is the result of the effect of everything that happens on the station. Each individual and program on the air is part of the station's personality.

Our company uses the unique skills of the social scientists to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and all the competing stations in your market.

Our clients know where they stand, and, more importantly, they know the reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women's programs, etc. One of the principal reasons for our contract renewals year after year is, that we do more than just supervise a research project. We stay with your station for a whole year, to make sure you thoroughly understand the study and that it works for you.

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Goodson-Todman



Major convention dates in '71

June 26-30—National convention of *American Advertising Federation*. Hawaiian Village, Honolulu.

July 6-9—Annual convention of *National Cable Television Association*. Sheraton and Shoreham hotels, Washington.

Sept. 27-29—11th annual conference sponsored by *Institute of Broadcasting Financial Management*. Regency Hyatt House, Atlanta.

Sept. 28-Oct. 2—Annual national conference and workshops, *Radio-Television News Directors Association*. Statler Hilton hotel, Boston.

Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*. Fontainebleau hotel, Miami Beach.

Nov. 14-17—Seminar, sponsored by *Broadcasters Promotion Association*. Washington Plaza hotel, Seattle.

and crossownership of CATV and local newspapers (Doc. 18891).

■Aug. 19-21—Fourth annual Radio Programing Forum, sponsored by *Billboard* magazine. Ambassador hotel, Chicago.

Aug. 20-21—Meeting of *Arkansas Broadcasters Association*. Arlington hotel, Hot Springs.

Aug. 22-25—54th annual meeting, *Association for Education in Journalism*. Meeting concurrently with *AEJ* is *American Association of Schools and Departments of Journalism and American Society of Journalism School Administrators*. University of South Carolina, Columbia.

Aug. 24-27—*Western Electronic Show and Convention*. Civic auditorium, San Francisco.

September

Sept. 9-11—Fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

Sept. 15-17—Fall convention, *Michigan Association of Broadcasters*. Featured speaker will be former FCC Commissioner Lee Loevinger, now Washington lawyer. Hidden Valley.

Sept. 23-25—Annual broadcasting symposium, sponsored by Group of Broadcasting, *Institute of Electrical and Electronic Engineers*. Washington Hilton hotel, Washington.

Sept. 23-25—Meeting, *Minnesota Association of Broadcasters*. Location to be announced.

Sept. 26-28—Meeting, *Nebraska Association of Broadcasters*. The Villager motel, Lincoln.

October

■Oct. 3-8—110th technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers (SMPTE)*. Queen Elizabeth hotel, Montreal.

■Oct. 6-8—Meeting, *Tennessee Association of Broadcasters*. Sheraton hotel, Nashville.

■Oct. 7-9—Meeting, *Massachusetts Association of Broadcasters*. Sheraton-Hyannis, Hyannis.

Oct. 14-15—First fall conference, *National Association of Broadcasters*. Regency Hyatt House, Atlanta. (For complete list of NAB's 1971 fall conference dates, see BROADCASTING, June 29, 1970).

■Oct. 14-16—Annual birthday celebration and convention, *Grand Ole Opry*. Municipal auditorium, Nashville.

■Oct. 17—1971 Japan electronics show, *Electronics Industries Association of Japan*. International Trade Fair grounds, Osaka, Japan. Information: Mamoru Tsukamoto, EIAJ, 437 Fifth Avenue, New York 10016.

■Oct. 17-19—Meeting, *North Carolina Association of Broadcasters*. Grove Park Inn, Asheville.

■Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*. Fontainebleau hotel, Miami Beach.

■Oct. 20-22—Annual election of officers, *Indiana Broadcasters Association*. Ramada Inn, Nashville, Ind.

November

■Nov. 11-14—Sixth annual *Radio Program Conference*. Roosevelt hotel, New Orleans.

■Nov. 14-17—Seminar, sponsored by *Broadcasters Promotion Association*. Washington Plaza hotel, Seattle.

April 1972

■April 9-12—Annual convention of *National Association of Broadcasters*. Conrad Hilton hotel, Chicago.

Spotmaster

Cartridge Tape Supermarket!

Here's a one-stop shopping center for the most and best in broadcast quality cartridge tape equipment—a SPOTMASTER supermarket of variety and value.

Just check the boxes and send us this advertisement with your letterhead. We'll speed complete information to you by return mail.



Ten/70
Record-Play

Single-Cartridge Equipment

Record-play & play-back models, compact & rack-mounted

- The incomparable Ten/70
- The classic 500C
- The economical 400 (from \$415)
- Stereo models
- Delayed programming models



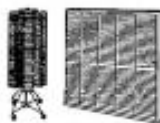
Multiple-Cartridge Equipment

- Five-Spot (5-cartridge deck)
- Ten-Spot (10-cartridge deck)

Versatile Five-Spot

Cartridge Tape Accessories

- Tape cartridge winder
- Calibrated tape timer
- Remote controllers
- Cartridge racks (wall, floor & table top models)
- Degaussers (head demagnetizers & cartridge erasers)



Tape Cartridge Racks

- Telephone answering accessory
- Replacement tape heads
- Adjustable head brackets
- Head cleaning fluid
- Alignment tape
- Bulk tape (lubricated, heavy duty)



- Tape tags
- Cartridges, all sizes, any length tape (or empty), no minimum order, lowest prices

Cartridges: All Sizes

The nation's leader in cartridge tape technology can fill your every need, quickly and economically. That's how we became the leader. Write:

BROADCAST ELECTRONICS, INC.

A Filmways Company

8810 Brookville Rd., Silver Spring, Md. 20910
(301) 588-4983

Consider the freedom.

How do you capture the nightmare of pollution? Or the geometric purity of a snowflake? Use the freedom of film, and the unique power of animation.

Animation lets you exaggerate without losing the attention or belief of your audience. And with today's new techniques, and the elimination of on-camera talent, you can often produce an animated commercial for less cost than a live-action spot.

But whether you use animation or live action, or a combination of both, the possibilities are endless. Like music, film has the power to convey any mood or style, reality or fantasy. Exactly the way you saw it.

You can make a name for your product or service in 60 seconds or less. If you find the right place for your ideas: on film.

EASTMAN KODAK COMPANY

Atlanta: 404/351-6510; Chicago: 312/654-5300; Dallas: 214/351-3221;
Hollywood: 213/464-6131; New York: 212/262-7100; San Francisco: 415/776-6055.





Know thyself.

Every community has to set priorities in dealing with its problems. Sometimes community leaders and the general public are at odds on what should happen first. The Fetzer television station in Lincoln, Nebraska, determined that a complete, in-depth survey was needed. The station interviewed 321 leaders and a large segment of the public. The results were then published in a forty-page book for use by the community. Interestingly, everyone—leaders and public—agreed on the top ten local problems and four out of five national problems. Now the community can use this material to help create action programs to work at eliminating its problems.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sioux City

The way to the black community is through it

Sophisticated advertisers seeking to market their products and services in the growing black marketplace throughout the U.S. are learning that the key to success is deep involvement in the affairs of the black community.

The past pattern of selling to the black community is no longer guaranteed. Probably it never was, but there were many salesmen—both black and white—in the advertising industry 10 to 15 years ago who would tell you that they could deliver the so-called “black market” on a silver platter. Today, the old attitudes and conclusions about the black community are no longer valid. The salesmen who have milked the old methods as far as they would go could not get to first base today in the black community selling either products or services. The black community now is conscious of its influence and aware of its dollar value. And after decades of being exploited, that sector now is more careful than ever about how it spends its money.

The aura of social revolution, more prevalent than ever in the younger and more educated black, has led them to separate whom they consider their friends from a very large contingent on nonfriends. Companies that blunder ignorantly about the black community find themselves and their products—well-known though they might be—effectively blacklisted in the community. The results can be felt in the drop of their sales.

As a result, the “black market” philosophy has had to change. Again, today the gateway to the black market is community involvement. Corporations that seek sales in the black community must first sell themselves to the black community by becoming totally involved with the problems of the black community. This is not just token involvement but conscious involvement in trying effectively to solve some of the problems that exist in the area.

And knowledgeable advertisers realize, too, that the broadcasting media, particularly radio, are major vehicles to be used to communicate this sense of involvement. They understand that radio, particularly black-oriented radio, catches the spirit of involvement best and registers the strongest impact in the black sector.

With the guidance of black-oriented advertising agencies, advertisers have

learned to tie in with community projects and issues that heighten their identity in black America and project a more favorable impression of their products and services. These advertising approaches reflect a substantial change from the past when the emphasis was on the “hard-sell” message.

These campaigns combine the effective use of honest advertising with visible work within the community. Without the honesty, black people are not going to believe the advertising. And without the involvement, the ultimate effectiveness of the honesty is lost.

The Howard Sanders Advertising and Public Relations Agency long ago realized this trend and has tried to use it for the benefit of the community as well as the improvement of the sales of our clients. One of our most successful endeavors is the current “Pepsi business of the week” program which we conceived. Each week a different black business is highlighted and helped to obtain more visibility in the community through broadcast and print advertising, with Pepsi-Cola picking up the tab. So outstanding were the results last year that the 24 businesses selected decided to show their gratitude by giving a dinner at the St. Regis hotel for Pepsi-Cola executives and key business persons in the black community.

To continue its involvement with the community this year, Pepsi-Cola sponsored a one-hour program on WNEW-TV dedicated to Dr. Martin Luther King. The program, which was aired on April 4, the anniversary of the assassination

of Dr. King, was a combination of music, poetry, and the dance done in good taste and dignity to display the ability of black artists and in particular to display the sensitivity of a people who have a statement to make in our society. The program featured Diana Sands, Roberta Flack, Gilbert Price, and the young state senator from Georgia, Julian Bond. The letters are still coming in to WNEW-TV praising not only the content of the program, but the intent that made it possible.

Before the program was aired, the Sanders agency held, with the consent of Pepsi-Cola officials, a sneak preview and cocktail party. This was a resounding success, attended by some 600 people and many leaders of the black community, and another example of the way a product or service company can become directly involved with the black consumer market by becoming involved in its social demands.

Another client of the Sanders agency has been sold on the idea of using its influence to help one of the largest black women's organizations to raise sorely needed funds.

The fact is that involvement is the key and the yardstick by which the black market evaluates industry. There is no way to get around this fact. As Samuel Johnson said in 1778: “He who would bring home the wealth of the Indies must carry the wealth of the Indies with him.” Today the same still applies for the corporations who wish to seek the wealth of the black community.



Howard Sanders has had a long and varied career in black-oriented advertising and broadcasting. Before organizing Howard Sanders Advertising and Public Relations Agency Ltd., New York, in 1966, he had spent 15 years with both general-market and black radio stations and with a station representative and a station group. He has worked for WNEW(AM) and WLIB(AM), both New York, as a news reporter; with Bob Dore Associates, New York, a representative in the black radio field, and with the Sonderling radio stations in sales.

A black and white photograph of a hand holding a vintage portable radio. The radio is held vertically, with its long antenna extending upwards. The hand is positioned on the right side of the frame, gripping the radio. The radio's face is visible, showing a speaker grille and some control knobs. The background is a plain, light-colored surface.

how big is big numbers radio?

13,717,700*
Americans

Statistics sure, but with feeling. ABC Owned Radio Stations attract the largest audience of any radio group in the country. For good reason too.

Our success is based on our belief: find a community need and fill it. It proves that when we listen to the things that make a city a hometown, the people listen to us. And that's what makes your ABC advertising work harder in seven ABC cities. AM and FM, A.M. and P.M.

ABC OWNED RADIO STATIONS 

NEW YORK **WABC WPLJ** / PITTSBURGH **KQV WDVE**
DETROIT **WXYZ WRIF** / CHICAGO **WLS WDAI**
HOUSTON **KXYZ KAUM** / SAN FRANCISCO **KGO KSFX**
LOS ANGELES **KABC KLOS**

*Estimates from the October/November 1970 ARB surveys; total cumulative persons 12+; total areas Mon-Sun, 6AM-Midnight; qualifications available on request.

Who's to write that cable regulation?

**FCC outlines a plan to expand signal importation;
 Senate keeps watching; White House moves in**

In a Senate hearing room filled to overflowing, principally with representatives of broadcasting and CATV, FCC Chairman Dean Burch last week formally unveiled a commission plan to unleash CATV in the top-100 markets—without, at the same time, wrecking television broadcasting. The plan, however, is tentative.

It may be even more tentative than the FCC thinks it is. There were indications that the commission may be upstaged in its effort to write basic CATV regulation. Congress, the White House and even the cable industry and copyright owners are beginning to get into the act.

Described by Mr. Burch variously as "conservative," a "compromise," and a taking of "first steps," the FCC plan—if adopted—would assure most cable systems in the top-100 markets of the importation of two distant signals—more, if needed, to provide what the FCC considers "minimum service."

But the plan is in nothing like final form. Mr. Burch presented an outline that remains to be fleshed out; even the shape of the outline is subject to change. He called it an "interim report." And

while the commission members have agreed generally on each of the proposals in the plan, there has been no vote on the over-all package.

There was also reason last week to question the degree of independence the commission would actually have in fashioning its final plan or in determining when the drawn-out proceeding would be complete.

Pressed by Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, before which the commission testified, Chairman Burch said the commission would be prepared to act on the CATV matter before Aug. 6, when Congress is expected to recess.

But Senator Pastore, who in his opening remarks noted that he had received letters from some 30 members of Congress expressing the view that Congress should have a hand in shaping CATV policy, drew from Mr. Burch a promise to confer with the parent Commerce Committee before taking final action.

"This is a matter of public policy," Senator Pastore said. "I'm going to take it up with the full committee . . . I hope that before you publish [your thoughts]

you would . . . sit down with our committee to talk the thing out for a while to see what we can do."

In addition, Senator Pastore appeared concerned over reports of a cabinet-level committee working on development of CATV policy for the administration. He wondered whether there would be two different administration plans emerging. Chairman Burch, who said he knew nothing about the reports, said the FCC was not preparing an administration plan.

It is understood a committee has been named to work with Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy as chairman, in preparing administration policy on CATV ("Closed Circuit," June 7). It consists of the secretaries of housing and urban development, health education and welfare and commerce, as well as three top White House aides—Robert Finch, Leonard Garment and Herbert G. Klein, White House director of communications. There is no firm estimate as to when the committee, which is expected to hold its first meeting within a week, will complete its work. But an OTP spokesman said that the office



Chairman Pastore



Chairman Burch



Director Whitehead

has not asked the FCC to wait while the Whitehead committee proceeds.

The committee, which will operate on largely an informal basis, was organized at President Nixon's request to provide a mechanism for enabling the individuals named to make their contributions, in terms of their specialties and responsibilities, to the CATV policy studies that OTP has been conducting for months.

Mr. Whitehead and his staff are said to have reached some tentative conclusions. The ultimate conclusions and recommendations will be submitted to the President. But the form they may take remains to be decided. One possibility is that the committee will propose legislation.

Another possibly complicating factor is the agreement announced on Monday (June 14)—the day before the commission appeared before Senator Pastore's subcommittee—by the National Cable Television Association, on behalf of its members, and copyright owners (see page 23).

The agreement, aimed at removing the roadblock holding up congressional action on a new copyright bill, would take CATV policy in a different direction from that on which the commission

appears embarked. It would promote CATV activities in the markets below the top 50—and provide for a kind of exclusivity protection for copyright owners not contemplated in the commission plan. The FCC has specifically avoided the copyright question, asserting that it is a matter for Congress to decide. The only extended discussion of the cable-copyright agreement at the hearing was by Commissioner Nicholas Johnson. He called it a "weekend" pact "between a handful of power brokers serving only their own self-interest" that the commission should not endorse.

Thus, the commission may find itself contending with pressures not only from Senator Pastore but also from Senator John L. McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, who has been urging the parties to agree on copyright provisions that could be enacted into law.

The FCC plan presented last week follows roughly the descriptions that have already been published (BROADCASTING, May 31), although changes were being made, apparently, up until a meeting on Monday. A separate statement left behind by Commissioner Robert E. Lee, who is now attending

the World Administrative Radio Conference on space telecommunications in Geneva, discusses provisions that were missing in the plan submitted Tuesday.

The plan would permit CATV systems in the top-50 markets to import whatever distant signals they need to provide a minimum service of three network signals and three commercial independents. Systems in markets 51-100, would be permitted to import signals needed to provide a service of three network and two independent stations.

In all of those markets CATV stations would be entitled to two distant signals, whether needed or not to provide the minimum service. (However, Mr. Burch said the commission is considering separate treatment for several 50-100 markets where the formula would permit CATV systems to carry three or four independent signals. He called these anomalous situations, and said the commission is considering limiting systems in the affected markets to one distant signal, or perhaps none.

In markets of all sizes cable systems would be permitted to import as many noncommercial signals as they wished—unless a local noncommercial station objected.

Chairman Burch called the formula

The signals cable systems in the top-100 markets could carry under FCC's proposed formulas

Mkt. No.	Market	Mkt. stations currently on the air		Must carry non-mkt. stations within 35 miles		Additional distant signals permitted	Total	Mkt. No.	Market	Mkt. stations currently on the air		Must carry non-mkt. stations within 35 miles		Additional distant signals permitted	Total
		Net.	Ind.	Net.	Ind.					Net.	Ind.	Net.	Ind.		
1	New York	3	5	—	—	2	10	26	Houston	3	1	—	—	2	6
2	Los Angeles	3	8	—	—	2	13	27	Dayton, Ohio	3	1	—	—	2	6
3	Chicago	3	5	—	—	2	10	28	Columbus, Ohio	3	—	—	—	3	6
4	Philadelphia	3	4	—	—	2	9	29	Johnstown-Altoona, Pa.	3	—	—	—	3	6
5	Boston	3	2	—	—	2	7	30	Harrisburg-Lebanon-Lancaster-York, Pa.	3	—	—	—	3	6
6	Detroit	3	3 ¹	—	—	2	8	31	Tampa-St. Petersburg, Fla.	3	1	—	—	2	6
7	San Francisco-Oakland	3	5	—	—	2	10	32	Memphis	3	—	—	—	3	6
8	Cleveland	3	2	1	—	2	8	33	Charlotte, N.C.	3	1	—	—	2	6
9	Washington	3	3	—	—	2 ²	8	34	Syracuse, N.Y.	3	—	—	—	3	6
10	Pittsburgh	3	1	1	—	2	7	35	Toledo, Ohio	3	—	—	—	3	6
11	Baltimore	3	2	—	—	2 ²	7	36	Portland, Ore.	3	1	—	—	2	6
12	St. Louis	3	2	—	—	2	7	37	Wheeling, W. Va.	2	—	—	—	4	6
13	Hartford-New Haven-New Britain, Conn.	3	1	3	—	2	9		Steubenville, Ohio	2	—	3	2	2	9
14	Providence, R.I.	3	—	—	—	3	6	38	Kalamazoo, Mich.	3	—	—	—	3	6
15	Dallas-Fort Worth	3	3	—	—	2 ²	8	39	Grand Rapids, Mich.	3	—	—	1	2	6
16	Cincinnati (Newport, Ky.)	3	1	—	—	2	6	40	Denver	3	1	—	—	2	6
17	Minneapolis-St. Paul	3	1	—	—	2	6	41	Birmingham, Ala.	3	—	—	—	3	6
18	Indianapolis	3	2	—	—	2	7	42	Nashville	3	1	—	—	2	6
19	Atlanta	3	2	—	—	2	7	43	Albany-Schenectady-Troy, N.Y.	3	—	—	—	3	6
20	Miami	3	2	—	—	2	7	44	New Orleans	3	1	—	—	2	6
21	Buffalo, N.Y.	3	—	—	—	3	6	45	Greenville, N.C.	4	—	1	—	3	8
22	Seattle-Tacoma	3	2	—	—	2	7		Spartanburg, N.C.	4	—	—	—	3	7
23	Kansas City, Mo.	3	2	—	—	2	7		Asheville, N.C.	4	—	—	—	3	7
24	Milwaukee	3	1	—	—	2	6	46	Greensboro-High Point-Winston-Salem, N.C.	3	—	—	—	3	8
25	Sacramento, Calif.	3	1	—	—	2	8	47	Flint-Bay City-Saginaw, Mich.	3	—	—	—	3	6
	Stockton, Calif.	3	1	—	1	2	7	48	Louisville, Ky.	3	—	—	—	3	6
								49	Charleston-Huntington, W. Va.	3	—	—	—	3	6
								50	Lansing-Onondaga-Jackson, Mich.	2	—	—	—	4	6
									San Diego	3*	1	—	—	2	6

¹ Includes CKLW Windsor, Canada.

² Some additional, overlapping-market signals may be carried in these and other markets if they are substantially viewed.

* Includes XETV(TV) Tijuana, Mexico.

a "reasonable compromise" between the needs of the two industries involved. "We would not permit an area to be flooded with distant signals," he said. "There would be a minimum of needed services and at the same time, the minimum needed to permit cable development." He also said it would make CATV's success dependent on "the provisional new services unique to cable technology."

The commission has not yet reached even tentative agreement on an anti-leapfrogging proposal. Chairman Burch said the commission is considering the possibility of seeking to promote UHF by requiring that half the distant signals imported be UHF; it is also considering whether to require that at least one distant signal be within the state.

In markets below the top 100, the commission would permit cable systems to import whatever signals they needed to provide a complement of three networks and one independent. Mr. Burch said the commission feels the formula would permit cable to provide "a basic, needed service" without overwhelming local stations with "too many distant signals."

Chairman Burch said the plan—which represents a reversal of estab-

lished commission policy that bars CATV systems from the major markets and permits its growth in the smaller ones—is based on the premise that distant signals would have a smaller impact on big-city stations already competing with several other outlets.

Senator Pastore suggested that the commission had it right the first time and that the commission should consider the public's wants. After Chairman Burch stressed the need for offering small-market stations some protection, the Senator mused, "I see a big exodus into the cities."

The plan defines local signals in markets below the top 100 in terms of Grade B signals, as do the existing rules, and it would require a system within 35 miles of a station to carry its signals. But it proposes a new definition so far as the larger markets are concerned; a signal "viewed significantly off the air in a community" would be deemed local. What that standard means, however, remains to be determined.

But such definition would mark the end of the present overlapping-market rules under which a cable system in the top-100 markets may carry the signals of a station in an adjoining top-100 market only if the system is within 35

miles of the station's market. The plan would mark the end, also, of two prior proposals—one that would require a system to obtain retransmission consent before importing a distant station's signals, the other requiring a system to substitute the commercials of local UHF stations for those of distant stations whose programs it was importing.

Chairman Burch, who described the distant-signal problem as the most difficult in the whole range of CATV issues confronting the commission, stressed that the agency would take swift remedial action if its proposals proved to be in error "in some substantial way."

He also indicated that the commission is, in effect, still feeling its way. The commission has "neither the experience nor the hard data to justify wholesale revamping of the communications market," he said. "What we seek, therefore, are sound and realistic first steps—to open up cable, to obtain experience thereby, and then to proceed in the same measured and balanced way."

The commission's plan touched on these other matters:

Sports—A rule is being considered to require CATV systems in the top-100

Mkt. No.	Market	Mkt. stations currently on the air		Must carry non-mkt. stations within 35 miles		Additional distant signals permitted	Total	Mkt. No.	Market	Mkt. stations currently on the air		Must carry non-mkt. stations within 35 miles		Additional distant signals permitted	Total
		Net.	Ind.	Net.	Ind.					Net.	Ind.	Net.	Ind.		
51	Oklahoma City	3	—	—	—	2	5	76	Spokane, Wash.	3	—	—	—	2	5
52	Raleigh-Durham, N.C.	2	1	1	—	2 ³	6	77	Knoxville, Tenn.	3	—	—	—	2	5
53	Norfolk-Newport News-Portsmouth-Hampton, Va.	2	1	—	—	2 ³	5	78	Des Moines, Iowa	3	—	—	—	2	5
54	Manchester, N.H.	3	—	—	—	2 ³	6	79	Jackson, Miss.	3	—	—	—	2	5
55	Omaha	1	—	—	—	4	5	80	Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	3	—	—	—	2	5
56	Wichita, Kan.	3	—	—	—	2	5	81	Columbus, Ga.	2	—	—	—	3	5
57	Hutchinson, Kan.	2	—	—	—	3	5	82	Youngstown, Ohio	3	—	—	—	2	5
58	San Antonio, Tex.	3	1	—	—	2 ³	6	83	Columbia, S.C.	3	—	—	—	2	5
59	Tulsa, Okla.	3	—	—	—	2	5	84	Baton Rouge	2	—	—	—	3	5
60	Salt Lake City-Ogden	3	—	—	—	2	5	85	Springfield-Holyoke, Mass.	2	—	2	1	2 ³	7
61	San Jose-Salinas-Monterey, Calif.	3	1	—	—	2 ³	6	86	Greenville, Washington-New Bern, N.C.	3	—	—	—	2	5
62	Phoenix	3	2	—	—	2 ³	7	87	Binghamton, N.Y.	3	—	—	—	2	5
63	Davenport-Rock Island-Moline, Ill.	3	—	—	—	2	5	88	Madison, Wis.	3	—	—	—	2	5
64	Portland-Poland Springs, Me.	3	—	—	—	2	5	89	Lincoln-Hastings-Kearney, Neb.	3	—	—	—	2	5
65	Rochester, N.Y.	3	—	—	—	2	5	90	Fresno, Calif.	3	2	—	—	2 ³	7
66	Richmond-Petersburg, Va.	3	—	—	—	2	5	91	Chattanooga	3	—	—	—	2	5
67	Roanoke-Lynchburg, Va.	3	—	—	—	2	5	92	Evansville, Ind.	3	—	—	—	2	5
68	Texarkana, Tex.-Shreveport, La.	4	—	—	—	2	6	93	Sioux Falls, S.D.	2	—	—	—	3	5
69	Wilkes Barre-Scranton, Pa.	3	—	—	—	2	5	94	South Bend-Elkhart, Ind.	3	—	—	—	2	5
70	Green Bay, Wis.	3	—	—	—	2	5	95	West Palm Beach, Fla.	2	—	—	—	3	5
71	Little Rock, Ark.	3	—	—	—	2	5	96	Fort Wayne, Ind.	3	—	—	—	2	5
72	Springfield, Ill.	3	—	1	—	2 ³	6	97	Rockford-Freepport, Ill.	3	—	—	—	2	5
73	Decatur, Ill.	3	—	—	—	2	5	98	Peoria, Ill.	3	—	—	—	2	5
74	Champaign, Ill.	3	—	—	—	2	5	99	Augusta, Ga.	2	1	—	—	2 ³	5
75	Mobile, Ala.-Pensacola, Fla.	3	—	—	—	2	5	100	Terre Haute, Ind.	2	—	—	—	3	5
76	Cedar Rapids, Iowa	3	—	—	—	2	5								
77	Waterloo, Iowa	3	—	—	—	2	5								
78	Jacksonville, Fla.	3	—	—	—	2	5								

³ May be reduced to zero or one to reduce impact on existing independent stations.

Last week's formulas for signal importation

Here are the ratios tentatively proposed by the FCC (see this page) and jointly proposed by the National Cable Television Association and the Committee of Copyright Owners (see page 23).

The FCC's:

In all markets: Cables would be obliged to carry all local stations. They could import any number of noncommercial signals, unless local noncommercial operators objected.

In top-50 markets: Cables could import number of distant signals needed to provide service of three networks, three commercial independents.

In 51st through 100th markets: Cables could import enough to provide three networks, two independents.

In all top-100 markets: Cables would be free to carry two distant signals, whether needed or not to piece out minimums listed above.

In markets under 100: Cables could import signals necessary to provide three networks, one independent.

The NCTA-copyright pact:

In all markets with TV stations: Cables could import enough signals to provide three networks, three commercial independents, one educational.

In all other markets: Cables would be entitled to unlimited importation.

markets to observe national sports telecasting policies on local blackouts.

Minimal channel, two-way capacity; technical standards—The commission proposes that, for each broadcast signal carried, a CATV system provide a non-broadcast channel. This would be in line with what the commission says is one of its main purposes in allowing cable to develop—to provide “the means for new and diverse services unique to cable.” Similarly the commission would require that there be built into a system the capacity for two-way nonvoice communications. The commission, in addition, is formulating technical standards to insure adequate quality of service.

Federal-state relationship—The commission has yet to reach a decision on the extent to which it will pre-empt authority for regulating CATV. Chairman Burch said “a partnership” is required, one in which the federal government specifies national policies and, where appropriate, lays down guidelines to be applied by the local government involved.

Although the commission members have committed themselves to no aspect of the plan, those attending the subcommittee hearing last week (Commissioner Thomas Houser, who was re-

covering from surgery, was absent along with Robert E. Lee) presented a show of unity. Commissioner Robert T. Bartley, who has invariably urged a more liberal regulatory approach to CATV than his colleagues have been willing to adopt, said he endorsed the conclusions of the plan. “The statement,” he said, “comes close to the center line between extremes.”

Commissioner Nicholas Johnson, whose criticism of the commission has not been limited to CATV matters, had high praise for its performance, to date, on CATV. “Given the political realities, I think our procedures and policy discussions—so far—have represented the FCC at its finest.”

But both Commissioners Bartley and Johnson indicated they would favor an approach to cable regulation less restrictive than that embodied in the plan the chairman related. And Commissioner Robert E. Lee, in his statement, expressed concern over what he felt were adverse economic consequences he saw the plan having for television.

There was considerable uncertainty on the part of many in the hearing room as to whether Senator Pastore's request that the commission confer with the Commerce Committee before taking final action was an effort at delay.

Commissioner Bartley suggested that it might be—a suggestion that Senator Pastore snapped back at with the comment: “Whenever you're ready, we're ready. Within 24 hours after you agree among yourselves, we'll sit down with you.” Last week's session was in response to the senator's request that the commission report on its CATV deliberations before reaching a final result. Commissioner Johnson, in his statement, had also raised the question of a congressional roadblock to commission action. “If congressional intervention further postpones the expansion [of CATV]—that has already been held back 20 years—you, too, may be called upon to explain why.”

Senator Pastore, in his opening statement, indicated he was concerned with the wisdom of the commission rather than the speed with which it may act. He traced a 25-year history of commission television-allocation policy that resulted, among other things, in the demise of “more than 100 UHF stations” and the collapse of the DuMont network. Commission policies, he noted, also led to the all-channel receiver bill, considered necessary to promote the development of broadcasting but, he said, a great injustice to the American people.

“That's why we're interested in this proceeding,” he said. “I don't want the American public to pick up the dirty end of the stick again.”

He said he did not want to see mistakes made on CATV. “We can't sweep

CATV under the carpet,” he said. But at the same time, he added, “We want it to supplement free television, not substitute for it.” If CATV simply takes programs now available to the public at no charge and requires viewers to pay for them, “then it's a great injustice to the American public,” he said.

Repeatedly, Senator Pastore asked Chairman Burch whether he would welcome legislation empowering the commission to regulate CATV, including its licensing. Chairman Burch on every occasion said such legislation would be helpful as a clear mandate, but that it would not be necessary. And he repeatedly shied away from a suggestion that the commission license CATV systems; the commission, he said, lacks the resources to take on such a responsibility.

His colloquy with Senator Pastore also indicated the commission is not planning, at least for the present, to regulate CATV systems as common carriers. Senator Pastore, as well as Senator Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, appeared to favor such regulation.

“Entrepreneurs don't like to invest large amounts of money for moderate or less return,” Chairman Burch said, adding, “so it would not be appropriate at this time.”

The plan seemed to have more appeal for cable interests than for broad-

Pastore hearings star on New York CATV

The Senate subcommittee hearing on cable television last week (see story page 19) was taped in full, for showing on cable television. The proceedings, approximately five hours in length, were to be shown on the Sterling Manhattan cable system in New York last Saturday (June 19), starting at 2 p.m. Sterling Manhattan serves an estimated 25,000 subscribers.

The video-taping was done by Global Village Inc., New York, a group working experimentally with video tape under a grant from the New York State Council on the Arts. Global Village serves as a video resource center for community groups in the state.

John Reilly, who with Rudi Stern is Global Village's co-director, regarded last week's project as evidence of CATV's ability to serve community interests through the presentation of greater detail—in this case the complete event—than is usually possible on broadcast TV. He said the project was sponsored in part by Free Access, a citizen group seeking greater access to CATV for communities.

casters. A spokesman for the National Association of Broadcasters noted that his organization had opposed distant-signal importation in the past and that the commission's testimony last week offered no reason NAB should change its thinking.

Donald Taverner, outgoing NCTA president, said that the plan "provides an opening." It could have been "more generous," he said, but "we are pleased."

A sudden deal on cable, copyright

System owners, film firms get together on approach to prompt Hill action

After three-and-a-half years of negotiations, the cable-TV industry and the film producers who provide most of the programs for TV got together last week.

The June 14 agreement was signed on the eve of the FCC's appearance before a Senate committee to discuss CATV (see page 19). It's admitted that the June 15 hearing acted as the catalyst for bringing the CATV and copyright owners together.

In many respects, the agreement follows CATV proposals contained in the pending copyright revision proposed by Senator John L. McClellan (D-Ark.). In other respects, it was reminiscent of the ill-fated 1969 agreement worked out by the staffs of the National Association of Broadcasters and the National Cable TV Association.

In essence, the latest agreement provides for both congressional legislation and FCC regulation. It calls for a compulsory copyright license for all CATV systems, with the fees to be negotiated in the next 60 days.

It provides that cable systems operating in TV markets be eligible to carry sufficient TV signals to serve customers with three network stations, three commercial independents and one educational station, beginning with carriage of all local TV stations and permitting the importation of distant stations to fill out the 3:3:1 formula. A TV market is defined as a community with a TV station out to a 35-mile radius from a specified reference point. Cable systems outside that radius would have no limitations placed on TV station carriage. Local service is defined as the Grade-B contour of the TV station.

The agreement also provides that cable systems in the top-50 markets would protect the exclusivity provisions of programs sold to local TV stations. In fact, they would agree not to carry an outside station's syndicated show, if that program had not yet been

sold in CATV's system's own market for at least two years from the time the program first became available for syndication. Same-day nonduplication for all CATV systems would continue to be enforced.

The CATV-copyright owners concord was signed by Alfred R. Stern, president of Television Communications Inc., New York, and chairman of the copyright committee of the National Cable TV Association, and David H. Horowitz, vice president-general counsel of Columbia Pictures, for the Committee of Copyright Owners. That committee consists of seven principal TV film producers who account for an estimated 75% of all copyrighted material used on TV. Nearly all feature films used on television were said to come from those seven producers.

Mr. Stern's signature was authorized by the executive committee of the NCTA after a conference telephone call on June 10.

Both negotiators stressed that the agreement is considered a package deal, and that unless all of its provisions come into being, there is no agreement.

The copyright elements of the agreement are based, it was acknowledged, on S.644, sponsored by Senator McClellan and originally introduced in the 91st Congress. That bill is a complete revision of the 1909 Copyright Act and contains a section on CATV that imposes copyright liability on all CATV systems. It also establishes two categories of carriage—in the top-50 markets, three network, three independents and one educational; in other markets, three, two and one. Under the compulsory license provision, quarterly fees are set ranging from 1% on the first \$40,000 of gross revenues, to 5% on revenues over \$160,000. That bill, initially recommended by Senator McClellan's Patent, Trademarks and Copyright Subcommittee, has been referred to the parent Senate Judiciary Committee.

The cable interests and copyright owners had been in disagreement over elements of the McClellan bill. Their sudden accord on a modification was considered a significant change.

Some of the provisions of the latest agreement are similar to the cable TV accord that was worked out two years ago by the staffs of the National Association of Broadcasters and the NCTA. That agreement, accepted in principle by the NCTA board but turned down by the NAB board, provided that CATV systems could carry three networks and three independent TV stations beginning with the carriage of all local stations; originate entertainment programs on one channel and advertising on a second channel. Existing cable systems then were to be grandfathered so that

To come: wired cities in a wired country?

"In 20 years, you will see more entertainment programs on cable than over the air." The speaker was Dr. William L. Everitt, dean emeritus of the College of Engineering, University of Illinois, and he made the statement last week at a Washington news conference that introduced a report on telecommunications and urban problems by a special panel of the National Academy of Engineering.

Dr. Peter C. Goldmark, president and research director of CBS Laboratories, was chairman of the committee which recommended 18 programs where telecommunications, virtually all depending on wire, may help overcome the difficulties of city life today. The report was undertaken at the request of the Departments of Housing and Urban Development, Transportation, Commerce and Justice, the U.S. Postal Service and the FCC.

Among the recommendations: 24-hour surveillance of high-crime city streets, automatic call boxes at bus stops to provide computerized information on schedules and routes, automated parking lots for commuters, two-way educational television.

The committee envisaged four basic networks: a telephone network transmitting pictures and written materials as well as sound; a network based on existing CATV systems to distribute a wide range of information to homes and offices, including "premium" color, extra-high-resolution entertainment programs; a broadband two-way TV network interconnecting major public institutions and large commercial enterprises, and a sensing network to collect data on weather, pollution, traffic, vehicle location and power supplies.

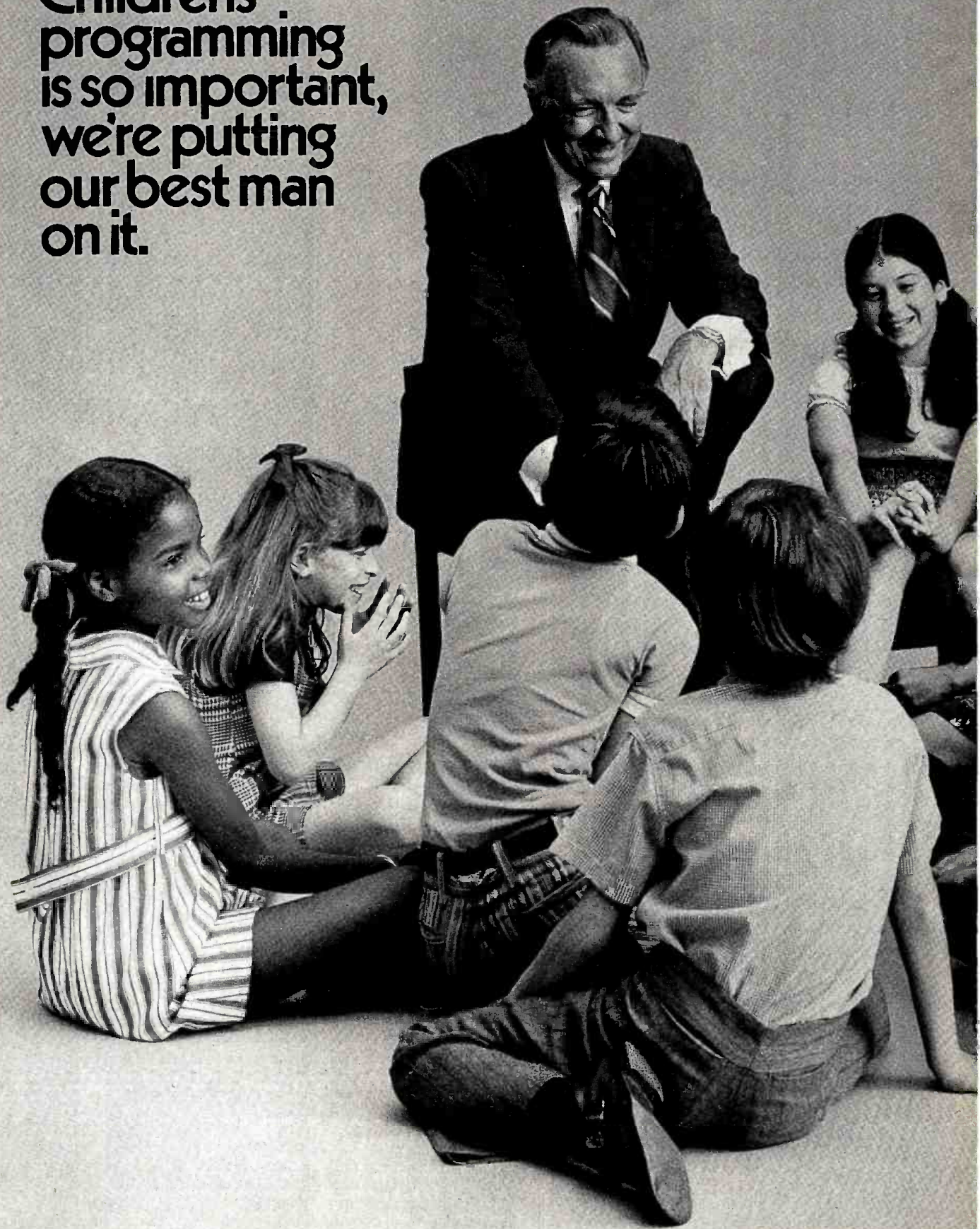
The principal advantage to the intensified use of telecommunications in a city, Dr. Goldmark remarked, is that it won't be necessary for people to be physically present in the city to transact their business. In fact, much business could even take place in homes.

their current services would not be disturbed.

In return, the cable industry agreed to accept copyright liability, the exclusivity provisions in contracts between TV stations and program suppliers, and to adhere to a pledge not to interconnect.

Last week, both Messrs. Stern and Horowitz furnished copies of the NCTA-copyright owners agreement to FCC Chairman Dean Burch and his aides; Nicholas Zapple, communications staff specialist for the Senate Com-

**Children's
programming
is so important,
we're putting
our best man
on it.**





Walter Cronkite, our number one world watcher, has an important new assignment.

Starting this fall, every Saturday Walter will act as anchorman on "You Are There," a new young people's version of the classic CBS News series which offers "eyewitness" re-enactments of historic events.

The new "You Are There" represents a giant step in the direction of venturesome, thought-provoking entertainment that talks *up* to young people. In addition to anchorman Cronkite, CBS News will assign some of its top correspondents to "cover" such news stories as the Lewis and Clark expedition, the trial of Socrates, the Alamo, the Trojan Horse.

Expert newsmen like Mike Wallace, Richard C. Hottel and Morley Safer. Top-flight performing talent will also give the series their best: E. G. Marshall will play Sam Adams in our opening re-creation of Paul Revere's ride. And Geraldine Brooks will portray Amelia Earhart.

The addition of Walter Cronkite and "You Are There" to our schedule is just one of several major innovations with which we will enlarge the scope of children's programming next season.

Throughout the Saturday morning hours when CBS regularly presents television's most popular lineup of programs for young viewers, we will introduce "In the News," a series of brief news broadcasts designed to help young minds better understand what's happening in the world. Produced by CBS News, these "minor" newsreels will be seen eight times each Saturday.

"CBS Children's Film Festival," winner of a George Foster Peabody Award and a Saturday Review Television Award, will return on an every-week basis. This showcase for outstanding children's films from all over the world will be hosted by Kukla, Fran and Ollie.

Nor will quality programming for the young be confined to Saturdays.

Long before "Sesame Street," youngsters were learning their abc's on CBS. Weekdays from "Captain Kangaroo." The Captain will continue his daily adventures in learning next season—his 16th!—with some exciting innovations of his own.

Children can also learn a good deal about themselves in relation to the grown-up world through our broad spectrum of programming created for the enjoyment of the entire family. Regular series seen each week and specials of notable appeal for all ages. Such as the forthcoming National Geographic specials; Charlie Brown; New York Philharmonic Young People's Concerts; Dr. Seuss; Leonard Bernstein and the Vienna Philharmonic in an all-Beethoven concert filmed in Vienna, and The American Revolution: 1770-1783, a continuing series of ad-lib interviews with such major figures in American history as George Washington, Samuel Adams and Lord North, as portrayed by some of the world's finest actors.

Programming for minors has always been of major importance to us. That's why we give it our best.



merce Committee; NAB executives Vincent T. Wasilewski, president, Paul B. Comstock, government relations executive vice president, and William Carlisle, TV vice president, and Thomas C. Brennan, chief counsel of the Senate Copyright Subcommittee.

Details of last week's CATV-copy-right owners agreement are:

- Compulsory copyright licenses for all CATV systems. This would permit them to carry, with one exception, all local TV stations plus enough distant signals to provide "adequate television service." Local signals are defined as those broadcast by a TV station that places a grade B signal over the community in which the cable system operates. Adequate service means providing the programs of the three networks plus those of three independents plus that of one non-commercial.

- The only exception is in the top-50 TV markets. There a CATV system will not carry distant copyrighted programs for a period of two years from the first date of availability of the program for nonnetwork telecasting; where a copyrighted program has been sold to a TV station in that market, the CATV system will not carry that program from distant stations.

- The definition of a TV market is the area within a 35-mile radius from a reference point within such market.

- Present CATV systems have their current operations grandfathered in, although they are required to adhere to the compulsory licensing provisions.

- Although no specific fees are established now (hope is expressed that they will be negotiated in the 60 days), the agreement provides that after the first three years, and every five years thereafter, the fee schedule shall be renegotiated. If negotiations are unsuccessful, an impartial federal tribunal, after public hearings, will set new rates.

Other features of the agreement provide that where, because of congressional legislation or FCC rule, a CATV system must eliminate a program in order to comply with a same-day, non-duplication rule, it may substitute a distant signal of the same type (network, independent or ETV) rather than blacking out the channel as is the practice now.

Also, the agreement provides that where a TV station granted in a TV market finally goes on the air, the cable system may carry that station, but does not have to reduce its carriage of distant signals to comply with the 3:3:1 formula.

And, where a CATV system operates outside a TV market, no limitations are imposed on carriage, although the CATV must operate under the compulsory license feature.

The agreement provides that cable

shall carry at least one independent TV station that is in the same state as the cable system; but, it also provides, if microwave is required to accomplish this, then the cable system may carry a nearer, out-of-state TV station (either off-air or by microwave).

The agreement was characterized as self-serving by two broadcast spokesmen. Vincent T. Wasilewski, president of the National Association of Broadcasters, charged that the cable and motion-picture industries have put money ahead of public interest in signing the agreement. It is, he said, "a potentially devastating blow to the ability of stations in medium and smaller television markets to provide the public with local news and public-affairs services."

Lester W. Lindow, executive director of the Association of Maximum Service Telecasters, charged that the agreement "would serve their own interests at the expense of the public and broadcasters." He also contended that the arrangement would penalize stations in medium and small markets.

Copyright deal scored as danger to syndication

The compromise copyright proposal advanced for cable TV last week (see page 20) was denounced by A. Frank Reel, president of Metromedia Producers Corp., as a serious threat to first-run syndication.

In a letter to the FCC, Mr. Reel protested that the plan "provides for contract exclusivity only for the top-50 markets." He contended that first-run producers must also be able to assure prospective buyers in other markets that they, too, will be protected against importation of the programs on cable.

Mr. Reel said MPC is a member of the Copyright Owners Committee that negotiated the plan with the National Cable Television Association but dissented from the proposal because it inadequately protects first-run programming. MPC will have two series in first-run syndication this fall: *Primus* and *Truth or Consequences*.

It is a rule of thumb in syndication, Mr. Reel told the FCC, that production costs are amortized from sales in the top-50 markets while distribution costs are recouped and any profits earned from sales in the other markets. "First-run syndication can only be encouraged if those markets are kept open," he asserted.

Under the proposal, he said, network affiliates are protected against importation of network programs, and syndicators of off-network shows should be able to "derive a sufficient return" from sales in the top-50 markets. But producers for first-run syndication "will be seriously undercut," he said.

FCC's Johnson on local CATV access

NCTA conference hears plan to allot half its channels to public service, programmers

FCC Commissioner Nicholas Johnson suggested last week that the FCC use the carrot of "greed" to persuade cable TV operators to make channels available for local access.

Speaking to a public service-in-prime-time conference in Washington sponsored by the National Cable Television Association, Mr. Johnson proposed that cable operators be required to offer channels for local origination equal to those they use for off-the-air TV programming.

These extra channels would be divided into two categories, he told the conference: half for local public service and half for lease to programmers or other commercial users. Cable operators, he noted, would have to provide the "dedicated" channels before being permitted to lease other channels.

In his view priorities for the public channels should run: (1) free access to any local person or group, (2) educational TV to be used by local schools, colleges, universities, galleries, libraries, etc., given gratis or at cost; (3) a government channel for the cablecasting of local city councils, civic events, and even free political election appearances.

After those requirements are fulfilled, Mr. Johnson said, the operator would be able to lease the other channels for commercial purposes, including, he noted, to independent programmers or for subscription TV.

The NCTA conference drew 150 government and private organization public relations and program aides who heard Wally Briscoe, NCTA managing director, announce that most cable systems will originate programs whether required or not.

He also disclosed that nearly 800 systems out of 1,200 responding to an NCTA questionnaire are capable of originating.


The survey itself showed that 780 systems provide automated originations.

But most interesting was the showing that 422 of the 1,200 respondents reporting (35%) are capable of originating programs either live, on film or on video tape. This, the association noted, compares with 329 that had this capability last year—a 29% increase. The survey also showed, NCTA reported, that 284 CATV systems cablecast on a regular scheduled basis, an average of 16 hours weekly, and, 160 cable systems are capable of originating color programs.

"...in the public interest..."



Carl Stokes
Mayor of Cleveland, Ohio



City of Cleveland

A PROCLAMATION

By the Mayor of the City of Cleveland, Ohio
Designating Monday February 1, 1971, as
"WJMO APPRECIATION DAY"

WHEREAS, the City of Cleveland is desirous to express its appreciation to Radio Station WJMO for outstanding public service to the community; and


WHEREAS, the services of Radio Station WJMO are of inestimable value broadcasting programs of interest, information and concern to its listening audience and for dedicated efforts to assist and help solve community problems; and

WHEREAS, Radio Station WJMO and members of its staff have proved to be valuable additions to the communications industry in this community for they are today's citizens of vision and influence - it is through the manifestation of their beliefs that they can build a better community because they want it that way; and

WHEREAS, the City of Cleveland recognizes the important contributions made by Radio Station WJMO to our community.

NOW, THEREFORE I, Carl B. Stokes, Mayor of the City of Cleveland do hereby proclaim Monday February 1, 1971, as "WJMO APPRECIATION DAY" and do respectfully urge all citizens of Cleveland to salute Radio Station WJMO for its noteworthy accomplishments and to wish it continued success.

In Witness Whereof, I have hereunto set my hand and caused the Corporate Seal of the City of Cleveland to be affixed this 29th day of January, 1971.



MAJOR

"...our company policy."
Richard Eaton, President



United Broadcasting Company

WBNX
New York

WFAB
Miami, Florida

WINX
Rockville, Maryland

WJMO
Cleveland, Ohio

WOOK
Washington, D. C.

KVEZ-FM
San Francisco, California

WFAN-TV
Washington, D. C.

WMET-TV
Baltimore, Maryland

WSID
Baltimore, Maryland

KALI
Hollywood, California

WCUY-FM
Cleveland, Ohio

WFAN-FM
Washington, D. C.

WLPL-FM
Baltimore, Maryland

WMUR-TV
Manchester,
New Hampshire

KECC-TV
El Centro, California

KIKU-TV
Honolulu, Hawaii



Renewal applicants: fair game again?

That's critical question raised by court reversal of FCC's policy letting incumbents run on record

For many communications lawyers last week, it was June 1971 on the calendar but January 1969 all over again, by action of an appellate court. The cold chill that had been engendered by the FCC's WHDH decision on Jan. 23, 1969, struck Washington again as a result of an appeals-court order overturning the commission's Jan. 15, 1970, policy statement that had been designed to calm the fears the WHDH decision had aroused (BROADCASTING, June 14).

Multiple-station owners and licensees owned by newspapers, it seemed to some attorneys, were vulnerable again. Local groups were seen as having been given the encouragement to challenge multi-media owners at license-renewal time, with diversification of ownership of media as the cutting edge of their case.

Time bombs ticking in the fine print?

Lawyer conversation in Washington last week dealt often with two footnotes in the appellate-court opinion reversing the FCC's 1970 policy on renewal challenges. Here are partial texts:

"*The court recognizes that the public itself will suffer if incumbent licensees cannot reasonably expect renewal when they have rendered superior service. Given the incentive, an incumbent will naturally strive to achieve a level of performance which gives him a clear edge on challengers at renewal time.

"But if the commission fails to articulate the standards by which to judge superior performance, and if it is thus impossible for an incumbent to be reasonably confident of renewal when he renders superior performance, then an incumbent will be under an unfortunate temptation to lapse into mediocrity, to seek the protection of the crowd by eschewing the creative and the venturesome in programing and other forms of public service.

"The commission in rulemaking proceedings should strive to clarify in both quantitative and qualitative terms what constitutes superior

The decision of the U. S. Court of Appeals in Washington, said one attorney with a number of multiple-station owners on his client list, is "very rough." Said a network attorney, "It gets worse every time I read it."

This view was not unanimous, however. One communications attorney held that the court decision did not disturb the basic premise of the policy statement—that an incumbent could have a marked advantage over a challenger on the basis of past performance.

The court decision, written by Judge J. Skelly Wright, held that the policy statement violated the Communications Act on the ground it did not assure qualified applicants a full hearing. The statement held that once an incumbent whose license-renewal application was

service . . .

"Along with elimination of excessive and loud advertising and delivery of quality programs, one test of superior service should certainly be whether and to what extent the incumbent has reinvested the profits on his license to the service of the viewing and listening public . . .

"*Since one very significant aspect of the 'public interest, convenience, and necessity' is the need for diverse and antagonistic sources of information, the commission simply cannot make a valid public-interest determination without considering the extent to which the ownership of the media will be concentrated or diversified by the grant of one or another of the applications before it . . .

"As new interest groups and hitherto silent minorities emerge in our society, they should be given some stake in and chance to broadcast on our radio and television frequencies. According to the uncontested testimony of petitioners, no more than a dozen of 7,500 broadcast licenses issued are owned by racial minorities. The effect of the 1970 policy statement, ruled illegal here today, would certainly have been to perpetuate this dismaying situation."

being challenged demonstrated that he had provided "substantial service," the competing applications would be dismissed.

Judge Wright did say that "superior performance" should be regarded as "a plus of major significance in renewal proceedings" and that a new applicant has a heavy burden in making the showing necessary to displace an incumbent in a comparative hearing. He also said that "the public interest will suffer if incumbent licensees cannot reasonably expect renewal when they have rendered superior service." (He did not, however, define such service; he said the commission should do that.) These statements are cited by those who see commission policy favoring incumbent licensees in comparative hearings—a policy that dates back to 1952—left largely untouched by the ruling declaring the policy statement itself illegal.

However, attorneys troubled by the decision see it as holding that renewal applicants are entitled to no special advantage because of their status and that the commission should judge them, in comparative hearings, on the basis of criteria normally employed in proceedings involving new applicants only.

Of particular concern is the stress Judge Wright places on the diversification-of-ownership of media issue, which proved fatal to WHDH. "Since one very significant aspect of the 'public interest, convenience, and necessity' is the need for diverse and antagonistic sources of information," Judge Wright said, "the commission simply cannot make a valid public-interest determination without considering the extent to which the ownership of the media will be concentrated or diversified by the grant of one or another of the applications before it. . . .

"Diversification," he added, "is a factor properly to be weighed and balanced with other important factors, including the renewal applicant's prior record, at a renewal hearing." And in that context, he talked of the need to give minority groups, now largely unrepresented among broadcast licensees, a "chance to broadcast on our radio and television frequencies."

Diversification, then, could be critical.

"What's going to happen to a multiple owner," one commission attorney asked, "if he comes up against a challenger who promises the kind of service he is providing?"

The policy statement the court rejected had been designed to protect incumbents in such situations. It was adopted in the wake of the uproar caused by the commission's unprecedented decision denying renewal to WHDH-TV Boston and granting the competing application of Boston Broadcasters Inc. (The Supreme Court last week denied WHDH's petition for review of that decision.)

What worried broadcasters was that the commission applied criteria normally used in proceedings involving new applicants only. WHDH-TV's performance was considered only "average"; therefore, it was not given any weight. And since WHDH is licensee of WHDH-AM-FM and is owned by the Boston Herald-Traveler, it was found wanting on grounds of diversification of ownership of media, as well as integration of management and ownership.

To the broadcasting industry, the decision meant multimedia owners stood little chance against license-renewal challengers who had no media interests and could offer attractive, if plausible, programming proposals.

And the fears appeared justified. In a 10-month period following the WHDH decision, eight groups filed applications challenging the renewal applications of incumbent licensees.

The commission, meanwhile, had attempted to back away from the implications of the WHDH decision. It said that the case was unique because of its history; WHDH's initial grant, in 1957, had been withdrawn because of ex-parte activities on the part of a company official, and the station had been operating under temporary authority for most of its history. The appeals court upheld the WHDH decision on that ground.

Congress, too, began to move to provide broadcasters protection at license-renewal time. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, in response to broadcasters' pleas, introduced legislation that would require the commission to find a renewal applicant disqualified before it could accept new applications for the frequency. However, that bill came under sharp attack from citizen groups, and Senator Pastore abandoned it after the commission adopted its policy statement.

That commission action permitted multimedia licensees to breathe easier again, and with reason. The flow of competing applications dried up. Indeed, three applicants who had filed against incumbents dropped their challenges. However, the commission has yet to act on one of the petitions to dis-

miss an application, that of Greensboro Television Co., which had filed against the renewal of WFMY-TV Greensboro, N.C. (In all, there are 11 pending hearing cases in which renewal applicants—AM and FM as well as TV—are contending with challengers. But in none of them has a decision been rendered on whether an incumbent's service has been "substantial.")

Broadcast-industry representatives looking about for some way of undoing the Wright decision found little to offer hope last week. The commission staff is expected to urge the commission to request a rehearing of the case by the nine judges of the District of Columbia circuit court and, if that is denied, to seek Supreme Court review. But commission attorneys expressed doubt that the decision could be overturned.

And the National Association of Broadcasters officials see little likelihood that Congress will offer relief, at least at this time. They feel the "climate" is not right for passage of the kind of bill Senator Pastore introduced two years ago. What's more, the House Investigations Subcommittee staff, in a report submitted to the commission by Chairman Harley O. Staggers (D-W. Va.), sharply criticized the commission's policy statement, calling it "anticompetitive" (BROADCASTING, Dec. 7, 1970).

Senator Pastore himself is reportedly not interested in again taking on the role of broadcaster defender.

The appeals court decision came on two appeals brought by disparate groups united in a common cause. One suit was brought by Hampton Roads Television Corp. and Community Broadcasting of Boston Inc., new applicants seeking to displace incumbents—WTAR-

TV Norfolk, Va., in case of Hampton Roads; WNAC-TV Boston, in the case of Community. The other was filed by Citizens Communications Center of Washington and Black Efforts for Soul in Television, which contended that the policy statement operated to deny minority groups the opportunity to enter broadcast ownership.

Edward P. Morgan, counsel for the two challengers, last week said the decision "should come as no surprise." The policy statement, he said, "runs in the face of everything the commission and courts have said" on comparative hearings. The decision marks a return "to first principles."

To Albert Kramer, director of Citizens, a public-interest law firm specializing in broadcast matters, decision was "a nice victory." He sees it as introducing "an element of competition" in the license-renewal process.

But he expects the battle to shift to Capitol Hill. Broadcasters, he said, "will go screaming to Congress" to seek relief. And, as he sees it, the battle will be between "the broadcaster-monopolists and the community groups and racial minorities."

The courts and the Hill, however, are not the only routes to at least a modification of the Wright decision, in the view of attorneys in and out of the commission. They point out that the commission, in a series of comparative-renewal cases in which it weighed all criteria, could make it clear that it would favor incumbents who had established a reasonably good record. "It would take several years," and meanwhile the industry would be in a turmoil, said one private attorney, but eventually the FCC could get the message across.

Darkness at the tunnel's end?

WHDH stands on almost the last of many legs after being turned down by Supreme Court

The Boston Herald-Traveler Corp.'s 14-year litigation-filled tenancy of Boston channel 5 appears about over. The Supreme Court last week, in a brief order in which Chief Justice Warren E. Burger did not participate, denied the company's petition for review.

The action left standing the decision of the U.S. Court of Appeals in Washington affirming the FCC's order denying WHDH-TV Boston's license-renewal application and granting the newcomer, Boston Broadcasters Inc., a construction permit.

WHDH Inc., the licensee corporation, can still request the high court to reconsider its denial of review. In addi-

tion, the commission is considering a number of last-minute pleadings in which WHDH has raised questions concerning the character qualifications of BBI principals. Conceivably, the commission could reopen the record to examine the charges.

And Harold E. Clancy, president of WHDH, while expressing "disappointment" over the Supreme Court's decision, made it clear last week that WHDH was not yet ready to concede defeat. He said WHDH's attorneys were considering filing a petition for reconsideration in view of the U.S. Court of Appeals decision on June 11 outlawing the commission's policy statement on

comparative hearing in which renewal applicants are involved (BROADCASTING, June 14). He did not elaborate.

But he appeared to be placing greater reliance on the pleadings alleging wrongdoing on the part of BBI principals, particularly Nathan David, 6.5% stockholder, director and executive vice president, and claiming that BBI failed to notify the commission promptly of information pertinent to the case (BROADCASTING, April 26). BBI has called the allegations a "sham" designed to prolong WHDH's operation on the channel.

Mr. Clancy, in his statement, said: "The same discretion which allowed the commission to deny our license renewal is available to the commission to support whatever action might be deemed appropriate in the light of the disclosures in the WHDH petition. That is the next battleground in this long and frustrating struggle, and we approach it with complete confidence that the truth and significance of the matters we have brought to the commission's attention will in the end prove that the public interest will not be served by removing WHDH as the operator of channel 5."

But BBI, at least, following the Supreme Court decision not to review the appeals-court decision, expects to be operating on channel 5 "on or before Sept. 26, according to a spokesman for the group. The commission order, issued in January 1969, is to become effective 30 days after judicial review is completed.

And BBI will be operating with new equipment. BBI purchased \$3 million worth of equipment after WHDH refused to deal with it concerning WHDH-TV gear. BBI is leasing space on WBZ-TV's tower for its antenna, and it expects no problems in building its station.

If WHDH really does lose a facility whose open-market value has been valued at upwards of \$50 million, one of the most bizarre and controversial cases in broadcasting will have come to an end. It began, in court, as one of a number of the ex-parte proceedings which the commission was plagued with in the 1950's. But the ex-parte aspects of the case did not figure in the final commission decision. Rather, what appeared to be a new concept did—the commission's application of criteria it had normally used in hearings involving new applicants. Only in this case the criteria applied to a renewal applicant, WHDH, were involved.

That action, in turn, caused an uproar in the industry that the commission took a number of steps to calm. One was to attempt to distinguish WHDH as a unique case because of its background, one that would not serve as a precedent in other proceedings in which renewal applicants were being challenged; and

the appeals court in Washington upheld the decision on the ground that WHDH was in a "special and unique category." The other was to issue a policy statement asserting that in comparative hearings in which renewal applicants were competing, the incumbent would be favored; once he could demonstrate he had provided "substantial" service, the hearing would be terminated and the renewal granted. That calmed the industry—but the appeals court on June 14 ruled the statement illegal.

The case began in 1954, when six competing applications for channel 5 Boston were designated for hearing. The Herald-Traveler emerged with the grant three years later, but in 1958 the court sent the case back to the commission to check into disclosures that the late Robert B. Choate, then WHDH president, had off-the-record contacts with the then FCC chairman, George C. McConaughy.

Four years later the commission, which had withdrawn the original grant, again authorized WHDH to operate on channel 5—but only for a four-month period, because "of the inroads made by WHDH upon the rules governing fair and orderly adjudication."

WHDH and a losing applicant appealed, but before the court could act WHDH had applied for renewal of license, and the commission had expressly invited competing applications for Boston channel 5. Another complication was the death of Mr. Choate, on Dec. 21, 1963.

The court directed the commission

to consider the effect of Mr. Choate's death on the 1962 decision and to consolidate its consideration of that matter with the comparative hearing involving WHDH's renewal application; by then three new challengers had appeared, including BBI.

The hearing examiner in the case recommended a grant to WHDH. As for the old ex-parte issue, he held that it had died with Mr. Choate. The commission itself never reached the issue, saying: "In view of our denial of the WHDH application on other grounds, it is unnecessary to determine whether the examiner reached a proper result."

The commission, which acted on a 3-to-1 vote, appeared to be breaking new ground in deciding the case on the basis of criteria specified in a policy statement dealing with new applicants only. It said that since WHDH-TV's programming was only "average," it would not be considered; then, on grounds of diversification of ownership of mass media and integration of ownership and management, the commission granted BBI's application.

However, in its order denying petitions for reconsideration; in its arguments in court defending the decision, and in the Jan. 15, 1970, policy statement, the commission sought to make clear that WHDH was not establishing precedent so far as renewal applicants were concerned.

Because of its "unique" background, WHDH was considered to be in a different posture from the conventional renewal applicant.

Renewals will be on their minds

Court decision will dominate NAB boards; push for radio version of TIO expected

Members of the TV and radio boards of the National Association of Broadcasters, scheduled to meet this week in Washington, face a new priority topic: FCC renewal policy.

Movement of that issue to the top of the agenda came from a federal appeals-court decision two weeks ago canceling out the 18-month-old licensee-preference renewal policy (BROADCASTING, June 14). That subject, together with interrelated moves by the commission (to set percentage floors for local programming, news and public affairs; to require annual reports, and to require periodic public announcements) has now become the prime topic for broadcast leaders. Close behind in importance to broadcasters are such other issues as CATV and political campaign-spending limitations, both in the last stages of consideration by the commission and the Congress (see separate stories).

The NAB's radio board, however, will

be facing a separate issue. This is the anticipated resolution to be introduced by Philip Spencer, WCSS(AM) Amsterdam, N.Y., proposing the establishment of a Radio Information Office, similar to the Television Information Office, to publicize radio.

Mr. Spencer's view is that NAB already supports the TIO endeavor and that equivalent maintenance should be given to a radio organization. Bespeaking a general feeling among fellow radio broadcasters, Mr. Spencer is resentful of the efforts of TIO to tell the TV story, in some cases, he claims, to the detriment of radio. Mr. Spencer represents NAB's district 2.

Perhaps most significant of all is the long-time feeling among radio broadcasters that many of the difficulties facing broadcasters emanate principally from TV and that radio broadcasters are facing what they call government harassment as well as public criticism not be-

AIN'T NO MOUNTAIN HIGH ENOUGH
 Jobete Music Company, Inc.
 Nickolas Ashford
 Valerie Simpson
ALL I HAVE TO DO IS DREAM
 House of Bryant Publications
 Boudleaux Bryant
ARIZONA
 Kangaroo Music, Inc.
 Kenny Young
BACKFIELD IN MOTION
 Cachand Music, Inc.
 Patchell Music
 Hubert McPherson
 Melvin Harden
BORN FREE
 Screen Gems-Columbia Music, Inc.
 John Barry (PRS)
 Don Black (PRS)
BOTH SIDES NOW
 Siquomb Publishing Corporation
 Joni Mitchell
A BRAND NEW ME
 Parabut Music Corporation
 Assorted Music
 Kenneth Gamble
 Theresa Bell
 Jerry A. Butler
BRIDGE OVER TROUBLED WATER
 Charing Cross Music, Inc.
 Paul Simon
BY THE TIME I GET TO PHOENIX
 Rivers Music Company
 Jim Webb
CANDIDA
 Pocketful of Tunes, Inc.
 Toni Wine
 Irwin Levine
CAN'T TAKE MY EYES OFF OF YOU
 Seasons Four Music Corporation
 Saturday Music, Inc.
 Bob Crewe
 Robert Gaudio
CECELIA
 Charing Cross Music, Inc.
 Paul Simon
CHERRY HILL PARK
 Low-Sai Music Company
 Robert Nix
 Billy Gilmore
COME TOGETHER
 MacLen Music, Inc.
 John Lennon (PRS)
 Paul McCartney (PRS)
DAUGHTER OF DARKNESS
 Feistel Music Corporation
 Les Reed (PRS)
 Geoff Stephens (PRS)
DON'T CRY, DADDY
 Elvis Presley Music, Inc.
 B-n-B Music, Inc.
 Mac Davis
DOWN ON THE CORNER
 Jondora Music
 John C. Fogerty
EARLY IN THE MORNING
 Duchess Music Corporation
 Mike Leander (PRS)
 Eddie Seago (PRS)
EASY COME, EASY GO
 Screen Gems-Columbia Music, Inc.
 Jack Keller
 Diane Hilderbrand
EL CONDOR PASA
 Charing Cross Music, Inc.
 Daniel A. Robles
 Paul Simon
 Jorge Milchberg (SACEM)
ELEANOR RIGBY
 MacLen Music, Inc.
 John Lennon (PRS)
 Paul McCartney (PRS)
ELI'S COMIN'
 Tuna Fish Music, Inc.
 Laura Nyro
EVERYBODY'S TALKIN'
 Fred Neil
**EVERYTHING A MAN COULD
 EVER NEED**
 Ensign Music Corporation
 Mac Davis
EVERYTHING IS BEAUTIFUL
 Ahab Music Company, Inc.
 Ray Stevens
FIRE AND RAIN
 Blackwood Music, Inc.
 Country Road Music, Inc.
 James Taylor
FOR THE GOOD TIMES
 Buckhorn Music Publishing, Inc.
 Kris Kristofferson
GAMES PEOPLE PLAY
 Lowery Music Company, Inc.
 Joe South
GENTLE ON MY MIND
 Glaser Publications, Inc.
 John Hartford
GET READY
 Jobete Music Company, Inc.
 William Robinson
THE GIRL FROM IPANEMA
 Duchess Music Corporation
 Norman Gimbel
 Antonio Carlos Jobim
GOIN' OUT OF MY HEAD
 Vogue Music, Inc.
 Teddy Randazzo
 Bobby Weinstein
GYPSY WOMAN
 Curtom Publishing Company, Inc.
 Curtis Mayfield
HELLO DARLIN'
 Twitty Bird Music Publishing Company
 Conway Twitty
HEY JUDE
 MacLen Music, Inc.
 John Lennon (PRS)
 Paul McCartney (PRS)

HITCHIN' A RIDE
 Intune, Inc.
 Peter Callander (PRS)
 Mitch Murray (PRS)
**I GUESS THE LORD MUST BE
 IN NEW YORK CITY**
 Dunbar Music, Inc.
 Harry Edward Nilsson
I JUST CAN'T HELP BELIEVIN'
 Screen Gems-Columbia Music, Inc.
 Barry Mann
 Cynthia Weil
**I NEVER PROMISED YOU A
 ROSE GARDEN**
 Lowery Music Company, Inc.
 Joe South
I THINK I LOVE YOU
 Screen Gems-Columbia Music, Inc.
 Tony Romeo
IF I WERE A CARPENTER
 Koppelman-Rubin Enterprises, Inc.
 Tim Hardin
ILL BE THERE
 Jobete Music Company, Inc.
 Bob West
 Hal Davis
 Willie Hutch
 Berry Gordy, Jr.
IT'S ONLY MAKE BELIEVE
 Merielle Music Publishing Corporation
 Conway Twitty
 Jack Nance
JAM UP AND JELLY TIGHT
 Low-Twi Music, Inc.
 Tommy Roe
 Freddy Weller
JINGLE JANGLE
 Don Kirshner Music, Inc.
 Jeff Barry
 Andy Kim
JULIE, DO YA LOVE ME
 Green Apple Music Company
 Tom Bahler

MY BABY LOVES LOVIN'
 Maribus Music, Inc.
 Roger Cook (PRS)
 Roger Greenaway (PRS)
MY CHERIE AMOUR
 Jobete Music Company, Inc.
 Henry Cosby
 Sylvia Moy
 Stevie Wonder
MY ELUSIVE DREAMS
 Tree Publishing Company, Inc.
 Claude Putman
 Billy Sherrill
MY LOVE
 Duchess Music Corporation
 Tony Hatch (PRS)
MY SWEET LORD
 Harrisongs Music, Inc.
 Abkco Music, Inc.
 George Harrison (PRS)
MY WOMAN, MY WOMAN, MY WIFE
 Mariposa Music, Inc.
 Marty Robbins
OKIE FROM MUSKOGEE
 Blue Book Music
 Merle Haggard
 Roy Edward Burris
OVERTURE FROM TOMMY
 Track Music, Inc.
 Peter Townshend (PRS)
PATCHES
 Gold Forever Music, Inc.
 General Johnson
 Ronald Dunbar
A RAINY NIGHT IN GEORGIA
 Combine Music Corporation
 Tony Joe White
SAVE THE COUNTRY
 Tuna Fish Music, Inc.
 Laura Nyro
SNOWBIRD
 Beechwood Music Corporation
 Gene MacLellan
SOMEDAY WE'LL BE TOGETHER
 Jobete Music Company, Inc.
 Harvey Fuqua
 Johnny Bristol
 Robert L. Beavers
SOMETHING
 Harrisongs Music, Inc.
 Abkco Music, Inc.
 George Harrison (PRS)
SPANISH EYES
 Screen Gems-Columbia Music, Inc.
 Bert Kaempfert (GEMA)
 Charles Singleton
 Eddie Snyder
SPINNING WHEEL
 Blackwood Music, Inc.
 David Clayton-Thomas
STRANGERS IN THE NIGHT
 Champion Music Corporation
 Screen Gems-Columbia Music, Inc.
 Bert Kaempfert (GEMA)
 Charles Singleton
 Eddie Snyder
SUNDAY MORNIN' COMIN' DOWN
 Combine Music Corporation
 Kris Kristofferson
SUNNY
 MRC Music Corporation
 Portable Music Company, Inc.
 Bobby Hebb
TENNESSEE BIRD WALK
 Back Bay Music
 Jack Blanchard
THAT'S WHERE I WENT WRONG
 Gone Fishin' Music
 Terry Jacks
TIGHTER, TIGHTER
 Big Seven Music Corporation
 Tommy James
 Robert L. King
TRACES
 Low-Sai Music Company
 Buddy Buis
 James B. Cobb, Jr.
 Emory Lee Gordy, Jr.
UP, UP AND AWAY
 Rivers Music Company
 Jim Webb
WALK A MILE IN MY SHOES
 Lowery Music Company, Inc.
 Joe South
WAR
 Jobete Music Company, Inc.
 Norman Whitfield
 Barrett Strong
THE WAYS TO LOVE A MAN
 Al Gallico Music Corporation
 Algae Music Corporation
 Billy Sherrill
 Tammy Wynette
 Glenn Sutton
WE'VE ONLY JUST BEGUN
 Irving Music, Inc.
 Paul Williams
 Roger Nichols
WHAT IS TRUTH
 House of Cash, Inc.
 Johnny Cash
WHICH WAY YOU GOIN' BILLY
 Gone Fishin' Music
 Terry Jacks
WITHOUT LOVE (THERE IS NOTHING)
 Hill and Range Songs, Inc.
 Gomace Music, Inc.
 Danny Small
THE WONDER OF YOU
 Duchess Music Corporation
 Baker Knight
YESTERDAY
 MacLen Music, Inc.
 John Lennon (PRS)
 Paul McCartney (PRS)

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 Eddie Rabbitt
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 Green Apple Music Company
 Danny Janssen
LET IT BE
 MacLen Music, Inc.
 John Lennon (PRS)
 Paul McCartney (PRS)
THE LONG AND WINDING ROAD
 MacLen Music, Inc.
 John Lennon (PRS)
 Paul McCartney (PRS)
LOOKIN' OUT MY BACK DOOR
 Jondora Music
 John C. Fogerty
**LOVE GROWS
 (WHERE MY ROSEMARY GOES)**
 Tony Macaulay (PRS)
 Barry Mason (PRS)
MAKE IT WITH YOU
 Screen Gems-Columbia Music, Inc.
 David A. Gates
MAMA TOLD ME NOT TO COME
 January Music Corporation
 Randy Newman
MEMORIES
 Elvis Presley Music, Inc.
 Mac Davis
 Billy Strange
MRS. ROBINSON
 Charing Cross Music, Inc.
 Paul Simon

cause of what they do, but because of TV.

Mr. Spencer plans to submit a resolution that would call on Vincent T. Wasilewski, president of NAB, to appoint a committee to formulate an RIO, and to pledge the association to contribute \$75,000 a year to its upkeep. At present, NAB contributes this sum to the operations of TIO. Other support for an RIO might come, Mr. Spencer feels, from the Radio Advertising Bureau.

A caucus of radio board members has been scheduled for Monday evening in Washington to discuss this suggestion.

The TV board, aside from major broadcast problems, also has to deal with the recommendations of the TV Code Review Board that not only would increase dues, but would also permit nonaffiliated TV stations to carry more nonprogram material than the code permits in prime time as well as acceptance of hemorrhoidal preparations advertising (BROADCASTING, May 31).

The schedule calls for the joint board to meet tomorrow, the radio board to meet Wednesday, the TV board on Thursday and the joint board again on Friday.

In elections to be held at the board meetings, it looks like a three-man race for the vice-chairmanship of the radio board and a possible two-man race for the chairmanship of that same group.

Confirmed candidates for the number-two position on the radio board are John F. Hurlbut, WVMC(AM) Mt. Carmel, Ill.; Wendell Mayes Jr., KNOW(AM) Austin, Tex., and Allan Page, KGWA(AM) Enid, Okla.

Andrew M. Ockershausen, Evening Star Broadcasting Co., Washington, is considered a shoo-in for chairmanship of the radio board, but Ben A. Laird, WDUZ-AM-FM Green Bay, Wis., says he has not made up his mind yet whether to run, although he says he has been asked by some of his fellow board members.

The TV board elections seem more pro-forma: A. Louis Read, WDSU-TV New Orleans, and Donald P. Campbell, WMAR-TV Baltimore, are unopposed for chairman and vice chairman respectively.

The only name mentioned for chairman of the joint boards is Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., present chairman of the radio board.

FCC forced to shelve WWRL short-term order

The short-term license renewal given Sonderling Broadcasting Corp.'s WWRL(AM) New York has been set aside by the FCC. The commission in announcing the action last week, said it was

placing the renewal application in deferred status until it considers technical aspects of the station's operation.

WWRL's short-term renewal was issued on May 19 on the basis of a commission investigation which, according to the FCC, disclosed that the station had carried programs on which the Rev. James Lofton Jr. advertised meetings at which money was said to have been solicited in return for tips on the numbers game.

The commission said its action last week was required. The commission said it was setting aside that action because the technical information Sonderling submitted in support of an application for a license to cover a modified construction permit for WWRL was deficient.

It also said that the action "in no manner modifies or rescinds the views expressed" concerning the broadcast of the Reverend Lofton's alleged numbers-tips broadcasts.

Cable, CARS oppose FCC labor formula

Filings don't argue purpose of rulemaking, but question power of FCC to enforce

The FCC's proposed rules that would require CATV operators and community antenna relay stations (CARS) licensees to institute nondiscrimination employment programs similar to those of broadcast licensees and common carriers (BROADCASTING, May 3) have been attacked by cable and CARS operators. The criticism was not of the agency's intentions, it was said, but because it was felt that the commission had overstepped its authority as a cable regulator and lacked the authority to enforce such rules.

Two separate comments on the proposed rules landed at the FCC last week. One was filed jointly by 72 operators; the other jointly by multiple owners Jerrold Corp., NewChannels Corp. and Cox Cable Communications. While both documents contained common suggestions, the filing of the 72 operators was significantly more acute in its condemnation of the FCC. It urged the commission to abandon its rulemaking notice, or to at least modify it. The Jerrold - NewChannels - Cox proposal called for modification only.

The proposed rules, announced on April 30, would require that CATV and CARS operations employing more than five persons file detailed annual reporting forms with the commission, furnishing statistical and substantive information showing compliance with the provisions of the 1964 Employment Act.

The 72 companies said that the commission's basic authority to regulate CATV stemmed from the Supreme Court's 1968 Southwestern Cable Co. decision. They argued in that decision, the court "made it perfectly clear" that it was sanctioning the FCC's CATV regulatory powers only as they apply to the "responsible regulation of television broadcasting."

The companies further alleged that the FCC's rules would duplicate the employment discrimination-controls of other government agencies (namely, the Equal Employment Opportunities Commission). While EEOC has not objected to the FCC's proposed requirement that CATV's submit annual employment reports to that agency, they said, the commission has failed to give any reason for requiring the reports, or given "any speculation" how the reports will be used. (In its April 30 announcement, the commission indicated that it would consider such reports in passing upon certain applications.)

In the event that the proposed rules are implemented, both of the comments submitted last week suggested certain modifications to the commission's original requirements. The 72 companies asked that no system with less than 12 employees be required to file, and preferably with less than 16—which would make the rules applicable to CATV systems in line with the requirements for common carriers. And of these systems, they added, only those that originate programming should be made to file.

Jerrold-NewChannels-Cox proposed even more stringent revisions: that the "exception line" for systems be 25 employees, and that only those systems against which a complaint has been lodged should have to file.

The three companies also asked the commission to clarify certain issues such as the definition of employees and executives with outside interests as well as the number of reports that should be filed by a company owning a number of systems.

Jerrold-NewChannels-Cox also requested that the commission set a uniform reporting deadline—May 31—for all annual reports, reports on new employment programs, and discrimination complaints from groups and individuals.

Hands extended to shake, but not to pick up a tab

The licensee of WSNT(AM) Sandersville, Ga., and area blacks who had sought to have the station's license renewal denied have reached an agreement on their original differences. And they have asked the FCC to forget about the hearing that had been ordered.

However, the parties in the proceeding are now at odds over an entirely

The Medium is as Modern as the Message

It took about as long for graphic arts to develop Vidifont as it took for the space program to land men on the moon. And for television programming the results are equally innovative. This new generation television display system by CBS Laboratories offers broadcasters:

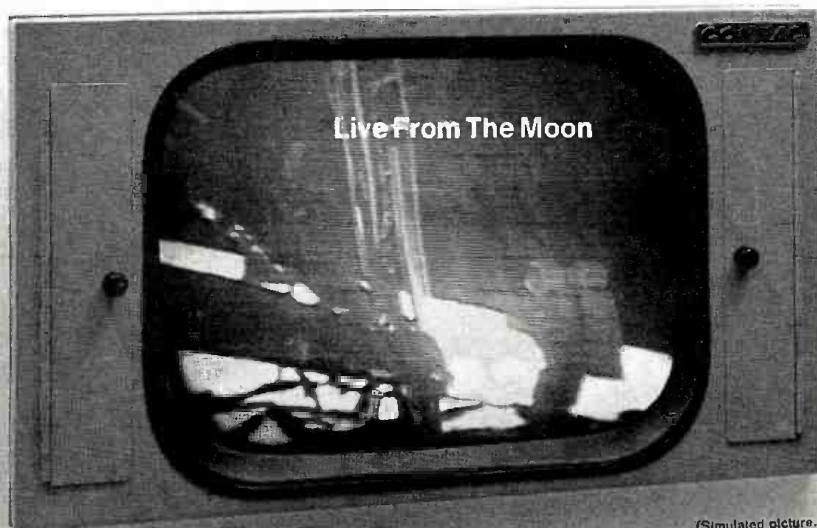
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(Simulated picture.)



different issue—the reimbursement of the petitioners by the licensee for expenses the former incurred in their opposition.

The petitioners, the Black Youth Club and the Southern Christian Leadership Conference, last week asked the FCC to make WSNT pay them \$1,931.60—the total amount, they claimed, of expenses incurred in preparation of legal documents and other aspects of the proceeding. WSNT has already voiced opposition to this new demand, and has told the commission that it has only the authority to approve reimbursements agreed to by station and petitioner. But the petitioners—who are represented by the Citizens Communications Center, Washington nonprofit law organization—argued last week that the Communications Act specifies that the FCC can make any ruling “as may be necessary in the execution of its functions” and to carry out the provisions of the act, and is therefore authorized to make such a judgement.

The commission indicated in a decision involving KTAL-TV Texarkana, Tex., that it would not grant such reimbursements on the sole presumption that they are needed to encourage minority participation in the process of license renewal (BROADCASTING, April 12).

CPB money hopes still alive on Hill

The Corporation for Public Broadcasting is still in line to receive its fiscal 1972 budget request of \$35 million under an education appropriations bill that has passed the Senate.

The bill (H.R. 7016) would appropriate \$5.6 billion for the U.S. Office of Education, an increase of \$815.8 million over the version that passed the House on April 7 (BROADCASTING, April 12). The Department of Health, Education and Welfare would receive \$35 million to disburse to CPB, the same amount in the House version. HEW would also receive \$15 million to distribute to states for the construction of educational broadcasting facilities—a \$4-million increase over the House bill. The measure, approved by a 77-to-0 vote in the Senate, now goes to a House-Senate conference committee to reconcile differences between the two versions.

\$3.8 million puts CPI on over-the-air radio

Communications Properties Inc., an Austin, Tex.-based multiple-CATV owner, has ventured into over-the-air broadcasting with the acquisition of KFJZ(AM)-KWXI(FM) Fort Worth and

the commonly owned Texas State Network. A CPI spokesman indicated last week that the firm intends to continue this expansion—possibly into TV station ownership.

Subject to FCC approval, CPI, a three-year old publicly owned company, will obtain the Fort Worth stations from Texas State Network, the present licensee, for \$3.8 million.

Stan Wilson, president of TSN, also publicly owned, said the sale, which was contracted on June 11, represents the first step in the liquidation of the firm's assets. TSN, he said, will retain KEYS(AM) Corpus Christi, Tex., and WNOR-AM-FM Norfolk, Va.—at least for the present—and while CPI will assume ownership of the Texas State radio network, the Texas State Network company will remain under its present ownership.

Mr. Wilson implied that the Norfolk and Corpus Christi stations will be sold at some future date and indicated that he and Arnold Malkan, TSN chairman, could conceivably acquire the stations personally.

The Texas State radio network has some 125 station affiliates.

Communications Properties presently owns 43 cable systems in seven states.

The sale does not include assumption of TSN accounts receivable by CPI. It was understood that no changes in personnel at KFJZ and KWXI would take place. Mr. Wilson, who has been affiliated with the stations for over 30 years, will continue as president of a new subsidiary to be established by CPI for the sole purpose of operating the stations.

KFJZ was established in 1922. It operates on 1270 khz with 5 kw. KWXI is on 97.1 mhz with 100 kw horizontal, 34 kw vertical and an antenna 680 feet above average terrain. The stations, which were acquired together by TSN in 1965, are programed separately.

Changing Hands

Announced:

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

- KFJZ(AM)-KWXI(FM) Fort Worth, Tex.: Sold by Texas State Network Inc. to Communications Properties Inc. for \$3.8 million (see this page).

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see “For the Record,” page 96).

- WLIQ(AM) Mobile, Ala.: Sold by



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71-25

Thomas S., L.S. and Kathryn Hartzog to F. M. Smith, George J. Silman and Holten D. Turnbough for \$100,000. Hartzog family owns 80% of Hart's Inc., a Memphis food-products firm. Messrs. Silman and Turnbough have interests in WLAU(AM) Laurel, Miss. WLIQ is a daytimer on 1360 khz with 5 kw directional.

Media notes:

Cable seminar delayed ■ Financial seminar on CATV, sponsored by the National Cable Television Association in Washington (BROADCASTING, June 14), has been postponed from June 23 to June 30. Meeting, to be held at Sonesta hotel there, will hear various speakers on financing and on impact of CATV expansion on existing communications systems, including broadcasting, newspapers as well as the telephone company.

Broadcasters unite ■ Eleven California stations in the San Bernardino-Riverside-Ontario region have formed the Inland Empire Broadcasters Association to sell that market to national advertisers. A 12-minute film presentation is being prepared by the association. Newly elected officers of IEBA are Doug Trenner of KCKC(AM) San Bernardino, president; Howard Fisher, KPRO(AM) Riverside, vice president; Helen Jones, KOLA(FM) San Bernardino, secretary, and Thomas Jones, KBON(AM) San Bernardino, treasurer. Address of the association is c/o Holiday Inn, 666 Fairway Drive, Box I, San Bernardino, Calif. 92408.

Expansion in Seattle. ■ Simpson/Reilly & Associates, Pacific Northwest station representation firm, has purchased Camco Media Sales, Seattle, a division of Western Broadcasting Co., Missoula, Mont. At the same time, Cam Wilson, Seattle manager of Camco, joined the S/R office in that city. The acquisition also adds the Great West Group, which involves eight TV stations in Montana and Wyoming, and KMVT(TV) Great Falls, Mont., to the S/R client list.

ATC buys W. Va. system

American Television & Communications Corp., Denver-based multiple-CATV owner, has announced that it has completed its acquisition of Capitol Cablevision Corp., Charleston, W. Va., for an undisclosed amount of stock. Capitol operates a 12,000-subscriber system serving Charleston, South Charleston and Dunbar, all West Virginia, providing six TV stations and one local origination channel. With the West Virginia system, ATC now serves nearly 200,000 subscribers spread over 19 states.

Kahn reascends Teleprompter throne

And Jack Cooke resigns from board in dispute over stock voting rights

In an unexpected development, Irving B. Kahn was continued in the post of chairman and chief executive officer of Teleprompter Corp. by the company's board of directors last Thursday (June 17) and during the meeting, Jack Kent Cooke, the company's largest stockholder, resigned from the board.

The actions were intertwined inasmuch as Mr. Kahn, who had reached an agreement in principle with Teleprompter on March 31 to resign his posts as president and chairman (BROADCASTING, April 5), also held voting rights to 500,000 shares in Teleprompter owned by Mr. Cooke. Mr. Kahn had proposed in his agreement to assign voting rights of Mr. Cooke's stock and of 168,000 shares owned by Hughes Aircraft Co. to T. Newman Lawlor, a Teleprompter director.

Teleprompter said that Mr. Cooke was a party to the agreement in principle with Mr. Kahn and authorized issuance of a company news release, assigning voting rights held by Mr. Kahn to Mr. Lawlor upon implementation of the agreement. Teleprompter added

that the board of directors, Hughes Aircraft and Mr. Kahn approved the agreement in principle on May 19, but Mr. Cooke rejected the formulation.

According to Teleprompter, Mr. Cooke demanded that the voting rights of the stock he held be given to him. It was pointed out by a Teleprompter spokesman that one condition of the merger between H & B American and Teleprompter was that voting rights of Teleprompter stock to accrue to Mr. Cooke, a major shareholder in H & B, were to be assigned to Mr. Kahn.

The Teleprompter board said that in view of these developments, it had voted to terminate the agreement in principle and had requested Mr. Kahn "in the best interests of the corporation" to remain as board chairman and chief executive officer. Mr. Kahn will retain all voting rights, it was said. The board also announced that Hubert J. Schlafly, a senior vice president of Teleprompter, has been elected president, the post being relinquished by Mr. Kahn.

Mr. Kahn had proposed to resign from Teleprompter in order to devote

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The Wonder Market

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time and effort to defend himself and the company against an indictment for bribery and conspiracy now in federal court. The case dealt with a CATV franchise award in Johnstown, Pa., to Teleprompter (BROADCASTING, Feb. 1, et seq.).

Reached in Hollywood, Mr. Cooke said he had resigned as a director because of Mr. Kahn's "alleged misconduct in office" and because—according to the agreement in principle—Mr. Kahn was to give up all posts and continue only as a nonexclusive consultant. But, he said, this was later changed to have Mr. Kahn remain as an employee. Mr. Cooke said he would not comment on any action he plans to take but there was speculation he might wage a proxy fight for control of Teleprompter.

Buyer defends Time-Life sale

McGraw-Hill disputes those minority protests against its TV entry

McGraw-Hill Inc., which is seeking FCC approval to purchase the five Time-Life television stations, replied last week to minority groups that, three weeks ago, asked the commission to deny the transfer (BROADCASTING, June 7).

Following Time's response to the petitioners, which was filed two weeks ago (BROADCASTING, June 14), McGraw-Hill told the FCC that the two petitions to deny the sale "reflect zeal" in itemizing objections to the transfer of the stations, but that the charges "are not supported nor can they be."

The two petitions to deny came from a group of Denver blacks, calling itself the Mass Media Task Force, and jointly from nine chicano organizations. The thrust of these groups' charges was aimed at McGraw-Hill, which was accused, among other things, of submitting an inadequate programming proposal for the five stations, making an unreliable community-needs survey that does not measure up to the FCC's requirements for buyers of three or more VHF stations in the top-50 markets, and failing to provide for diversity in ownership.

In its response last week, McGraw-Hill first separated the petitioners' accusations into several categories and then disputed them individually.

On the charges related to McGraw-Hill's programming proposal, the company contended that, compared to similar proposals that have been accepted by the FCC, its showing is "outstanding." Similarly, M-H said its commu-

nity-needs survey included "3,300 persons, including 651 carefully chosen community leaders" and that "no finer ascertainment studies have been furnished to the commission."

The company also discarded as "specious" the petitioners' claims that the sale would not diversify ownership. It noted that Time is selling its radio interests conditionally on the grant of the sale of its TV's, thus providing "a new radio voice" in each of these markets; that Time's TV sale would eliminate the crossownership between those stations and cable TV interests Time also has in each of the television markets, and that the sale would bring to television "a new voice with unique and needed qualifications in the field of education with substantially no present mass media elements."

McGraw-Hill's retorts were directed primarily at the chicano groups, whose 79-page petition to deny supplied most of the questions concerning that company's qualifications as a licensee. M-H noted that it had met with representatives of the National Mexican-American Anti-Defamation Committee, which co-represented the groups in their petition with the Citizens Communication Center, on May 17—10 days prior to the filing of the denial petition. It had, at the time, judged that meeting as "fruitful," it said, despite the fact that many of the groups represented in the petition were not present. On the other hand, M-H continued, it had "never been contacted" by the Denver minority group prior to its filing.

The stations involved in the proposed \$69.3-million sale are: WFBM-TV Indianapolis; WOOD-TV Grand Rapids, Mich.; KLZ-TV Denver; KOGO-TV San Diego, and KERO-TV Bakersfield, Calif.

Spanish stations hit in LA bombings

Two Spanish-language radio stations in Los Angeles were the targets of bombings late in the evening on June 11 and one of that city's Spanish-language television stations may have been the objective of a bomb that exploded in an adjacent gas station late on June 12.

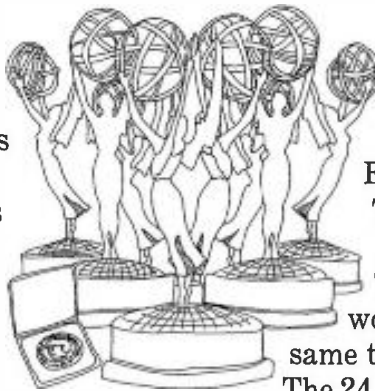
KALI(AM) San Gabriel, Calif., had windows broken at its Hollywood studio while a hole was blown in the roof of KWKW(AM) Pasadena. And what was described by investigators as a homemade bomb, exploded in a gas station next door to KMEX-TV Los Angeles, causing only minor damage. None of the stations left the air as a result of the blasts, although operations at KWKW were disrupted when the announcer was knocked to the floor. Investigators declined to connect the incidents but a spokesman at one of the stations believes the bombings were deliberate.

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Fifteen of them achieved higher ratings than the regularly-scheduled programs they preempted (ratings averaged from start of season to week preceding NGS).



Eighteen of them, 75%, ranked #1 against competing "entertainment" network programs in the same time period.

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WKYC-TV, Cleveland	KMBC-TV, Kansas City	WDBJ-TV, Roanoke	KOGO-TV, San Diego	KHVH-TV, Honolulu
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KXTV, Sacramento	WFMY-TV, Greensboro	WGAL-TV, Lancaster	WESH-TV, Orlando	WNDU-TV, South Bend
KLAS-TV, Las Vegas	WTAR-TV, Norfolk	WHAS-TV, Louisville	KRNT-TV, Des Moines	KBOL-TV, Boise
				WGAN-TV, Portland, Me.

NCTA wants a piece of the TV set

FCC is asked to set requirements for receivers at 60 channels for CATV

The National Cable Television Association has started a campaign to spring a CATV receiver out of the TV manufacturing industry by asking the FCC to establish standards for the reception of as many as 60 channels on a single TV set without the need for switches or top-of-the-set converters. Although no manufacturers are mentioned by name in the NCTA filing, cable sources claim that such receivers are already in design form by Magavox, Zenith and even RCA.

In its petition for rulemaking filed June 10, NCTA noted that current TV sets cover channels 2 to 6 (54-88 mhz) and channels 7 to 13 (174-216 mhz). It noted further than TV-set tuning thus skips over the so-called mid-band (88-174 mhz; now used for FM radio broadcasting as well as aeronautical radio navigational and air, land and maritime mobile) which can be used for a cable-TV receiver. And it also noted such a TV receiver could accommodate channels below 54 mhz or above 216 mhz.

Cable TV cannot use the standard UHF television bands, NCTA said, because present cable and amplifier characteristics are not precise enough.

At present, NCTA said, the only method for adding more channels to current TV sets is through the use of dual-cable systems (requiring switches at the customer's TV set) or by mounting a converter on top of the customer's

set. Both are improvisations, NCTA said, that are not as efficient as a single receiver capable of handling all channels within one TV receiver design.

To that end, NCTA asked the FCC to add or change its present rules on TV receivers to require such characteristics as "true" 75-ohm input, to overcome inadvertent reception of off-the-air TV signals; shielding or better design of local oscillators to prevent interference between two adjoining TV sets; waiver of the present requirement that all TV sets must be capable of receiving UHF, and other specifications that overcome adjacent channel interference, stabilize tuning, and cut down on frequency drift. NCTA also asked the FCC to require cable receivers to be so designed to show the true channel of the station being carried, rather than the channel to which the station is converted under present CATV practices.

Prospective CATV television sets are scheduled to be shown at the NCTA convention next month in Washington by Magnavox and Zenith, according to CATV sources. According to the same source, RCA is building cable-TV sets for Disneyland East under construction near Orlando, Fla. All, it appears, would be sold or leased to cable-TV operators for lease to their subscribers. None would be capable of receiving off-the-air TV signals, unless modified by the addition of an RF tuning unit.

Set sales solid in May, EIA says

Sale of color-TV sets by distributors to dealers shot up a healthy 57.9% in May this year compared to same month last year, with year-to-date sales up 26.5%, the Electronic Industries Association has reported. Black-and-white

TV sales for May were up 15.1% over same month year ago, bringing first five months level to 9.8% over same period in 1970.

Radio sales were up 27.1% for month and 21.9% for five-month period.

Distributor sales for the first five months of 1970 and 1971:

Television	1971	1970
Color	2,008,267	1,588,054
Black-and-white	1,766,213	1,608,623
Total	3,774,480	3,196,677
Radio		
AM	1,914,641	1,685,457
FM	1,269,433	891,957
Auto	4,504,221	3,731,220
Total	7,688,295	6,308,634

From ACLU, a warning on satellite monopoly

The American Civil Liberties Union last week told the FCC that all domestic communication-satellite systems should be common carriers—offering access to virtually anybody capable of providing a signal—and should be regulated as such.

The regulations the commission is proposing, ACLU said, would eliminate any entity currently engaged in program production or satellite equipment manufacturing from the satellite race. Lest a monopoly develop in the future ownership and maintenance of these systems, ACLU said, the commission should at the outset separate the functions of carrier, program supplier and equipment manufacturer, leaving the latter two to their present functions and opening up the new technical medium to those interests whose sole function would be to establish and operate the systems.

But equally important, ACLU said, is the necessity for regulation of these systems as common carriers, "in the same principles that govern the telephone, telegraph, postal, rail and air systems." Common-carrier regulation, ACLU said, would protect "freedoms of access and diversity in this new technology, where short-term technical and economic rationalizations can so readily be converted into long-term restraints," with "free and fair access to all."

ACLU's proposal was essentially in line with earlier suggestions offered by the Justice Department and the White House (following a study, in the latter case, by Office of Telecommunications policy director Clay T. Whitehead). These proposals urged the FCC to permit anyone financially qualified to establish a satellite system—subject to conditions that would prevent interference and insure competition (BROADCASTING, Jan. 26, 1970; May 24, 1971).

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Don't look now, but the engineer is only 15

A Traverse City, Mich., ninth grader, David Bell, has become one of the youngest recipients ever of the FCC's first-class radiotelephone operators license. The license, which legally qualifies him for employment at any commercial broadcast station in the country, was attained by successfully completing a difficult series of technical examinations. 15-year-old David passed



David Bell

his exam the first time he took it.

David has been enrolled in an evening technical-vocational electronics course at Northwestern Michigan College, where he is completing his eighth term toward an associates degree in electronics. In addition, he is an A-minus student at Traverse City Junior High School.

During the hours when he is not commuting between classes, David is employed part time at WLDR-FM Traverse City. He plans to continue there through the summer, but has been harnessed somewhat by a Michigan state ordinance which prohibits persons under 16 years of age from working on the high-voltage circuits which he is trained and qualified to repair and maintain.

While reasonably certain that he is headed for a career in electrical engineering, David is not sure what aspect of the field he will get into. His family believes he will go further than a radio station engineer, but David isn't ruling out any possibilities—except for one: "I don't want to be stuck with a management job," he said.

Technical topics:

Foreign import ■ MSI Television of Salt Lake City has been named exclusive importer in the U.S. for Viscount Video Systems Ltd., a Vancouver, B.C., based audio and video equipment manufacturer. MSI will establish distribution

and warranty service for U.S. customers, as well as advise the Canadian firm on requirements for products for use in the U.S. MSI Television is located at 535 South Second West, Salt Lake City 84101.

Less noise ■ Dolby Laboratories Inc., New York, and Signetics Corp., Sunnyvale, Calif., subsidiary of Corning Glass Works, are collaborating on the development of a monolithic integrated-circuit version of the Dolby-B-Type compatible noise reduction system, to be available by early 1972. The system suppresses the background noise of tape recordings and FM broadcasts without affecting fidelity.

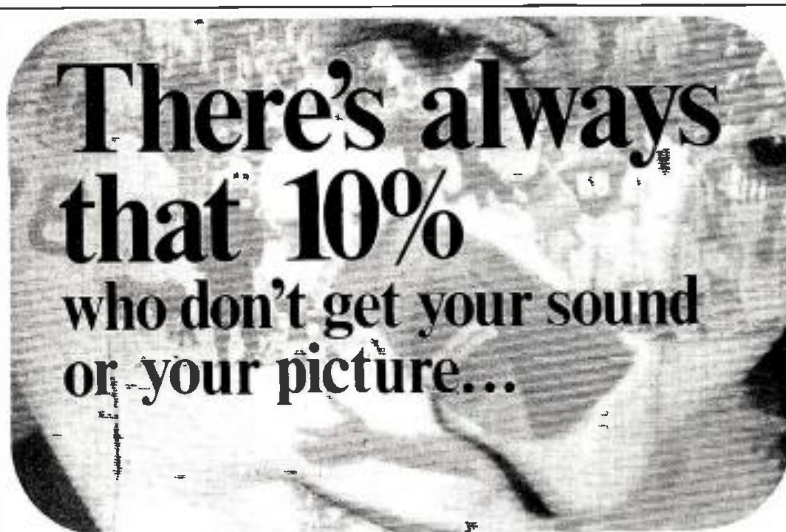
Japanese recorders ■ Victor Co. of Japan has announced availability of two new video-tape recorders, to be introduced at Consumer Electronics Show in Chicago June 27-30: Model FV-3500 color recorder, including a special electronic editor for color editing, and Model PV-4500 monochrome portable battery recorder. Both use one-half-inch tape. Equipment is available through JVC America Inc., 50-35 56th Road, Maspeth, N.Y. 11378.

Supercard kit ■ Television Equipment Associates, Bayville, N.Y., introduced last week a new graphics kit for the immediate production of supercards and titles for studios and remote trucks. The

complete kit, "magnetite," includes four boards, four fronts and a container and sells for \$120. For information contact Bill Pegler, Television Equipment Associates. Address: Box 1391, Bayville, N.Y. Telephone: (516) 628-8068.

Ampex gear to China ■ Sale of three Ampex video tape recorders and 15 audio recorders to China Television Service, Taiwan, has been announced by the Redwood City, Calif.-based broadcast equipment manufacturer. The order, through Ampex International Operations, totaled \$435,000. Delivery is expected to be completed by this summer with the new units to be used in the preparation of educational and entertainment programming.

Illustrated products ■ New literature from Dodge Phelps Communications describes the company's products and their applications in a broadcast installation by using a tower-to-transmitter diagram with white reverse blowups to show the various uses. Products offered are described as Cufil air dielectric and Cuflex foam dielectric coaxial cables, rigid transmission line, plus connectors and mounting accessories for coax and rigid line. Copies are available from the broadcast division of the company at 60 Dodge Avenue, North Haven, Conn. 06473.



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For more information on this remarkable system, contact TRACOR, the same people that brought atomic frequency control for sub-carrier stabilization and raster synchronization with Rapidframe and Chromafix.



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Special Report: Radio '71

On the leading edge of broadcasting

Radio, 20-odd years after yielding the communications baton to TV, is out to take it back again. Here's how it's running the race

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The speaker is Doug Cox, general manager of KPCC-FM Pasadena, Calif., whose radio fortunes have risen dramatically in the last eight months, and now of KMPX(FM) San Francisco, which he has to turn around in the next six months. The thrust of his argument: that

the senior broadcast medium is now so alive, so flexible, in so constant a state of change, that the broadcaster who would stay ahead of the game has got to be running full tilt each day of his competitive life.

Doug Cox is right in his appreciation of both the risks and the rewards of contemporary radio. The truth is that, in 1971, it is radio which is outpacing its larger kid brother, television, in terms of innovation, excitement and—perhaps—communication itself. Radio is once again on the leading edge of broadcasting. This special report tells what it's like out front.

To start with a simplification. There are two dominant influences in radio today. One is Bill Drake. He is 34 years old, stands 6 feet 5½ inches tall, weighs 220 pounds and made well in excess of \$100,000 last year. The other is Tom Donahue. He is 43 years old, stands 6 feet 2 inches tall, weighs 350 pounds and made far, far less than \$100,000 last year. Between them lies the spectrum of Radio '71. The waxing and waning of their influence will determine much of the shape of radio in the years to come.

Bill Drake is the programing half of the formidable Drake-Chenault pro-



Bill Drake on his audience:

“When I first blew in to Los Angeles and looked at all of those lights, I thought that ‘each light is one person and those people are listening to a radio station or they have a favorite radio station now and they don’t really care whether I live or die and probably will never hear of me, but somehow I’ve got to make those people listen to the station that I’m affiliated with, for no other reason than that they want to.’”

gram consultancy-syndication enterprise. (The other half is Gene Chenault, as astute in radio business affairs as is his partner in radio’s sound.) The Drake trademark: a tight, fast-paced, more-music, less-talk, clean, uncluttered, disciplined and meticulously tailored contemporary sound. It’s a formula that has made rich men of both Messrs. Drake and Chenault and profitable ventures of the 10 stations, including most of RKO General’s, whose signals they designed and continue to keep in line. It is a formula which has been emulated unofficially in almost every radio market, and now is encapsulated officially in two syndicated FM music services (“Solid Gold” and “Hit Parade”) in about 50 markets.

Tom Donahue is an ex-top-40 disk jockey, by his own description “a geriatric dropout,” who is the unquestioned oracle of underground radio, an undisciplined, loose, all-encompassing, free-form medium he fathered at KMPX(FM) San Francisco in 1967-68, and which—while essentially antiestablishment in tone—has become successful enough commercially to be embraced by such broadcast organizations as the ABC-owned FM stations and Metromedia (for which Donahue now

works as a weekend DJ on KSAN[FM] San Francisco).

What helps make the Radio ’71 vista so splendid is that there is so much else in between, and that both the ends and the middle are so increasingly everywhere. There were 7,037 stations at last count, broadcasting to more receivers than there are people. But, in a larger sense, there would seem to be at least one station for every person in the land; the listener who has yet to find a station designed for him probably hasn’t been trying. The result has been to make radio a ubiquitous, one-to-one medium, with virtually all tastes, biases, likes and dislikes represented somewhere on an AM or FM dial.

At its best, that one-to-one ratio becomes almost a matter of transference—to the point that, as one broadcaster puts it, “when you do something wrong they pick up the phone and say: ‘What the hell are you doing to my radio station!’” The phenomenon isn’t confined to one kind of radio: A classical station will report that reaction when its repertoire becomes too avant garde, an underground station when a commercial sounds too plastic.

Accompanying the one-to-oneness has

been a corresponding narrowing of any one station’s programming spread. Whereas television is still in the something-for-everyone bag, radio long ago lost that illusion. Even the powerhouse stations—the 1A clears whose signals go hundreds of miles beyond their assigned metro areas—have to settle for a demographic. The younger the better in today’s commercial radio world. For if ubiquity and variety are radio’s outstanding characteristics, so also is its appeal to those who would reach the younger audience: the 18-49’s, at its widest, and, more often than not, the 18-34’s.

As if to prove a dictum of Ed Bunker, president and general manager of KFI(AM) Los Angeles—that “nothing is true in radio”—among the most successful stations in radio (and surely among the most profitable) are a handful which are at least generalists, if not totalists, in their programming philosophies. Mr. Bunker’s own, although not enjoying audience dominance equal to its facility, is among those that offer a range of programming that includes personalities, news, sports and music. Competing similarly in Los Angeles—and making appreciably more money at it—is KMPC(AM). Dominating the Midwest radio

it takes a lot more than a 50,000 watt signal to be #1 in new york.

A powerful signal is a nice thing to have. But, it's *what* the signal carries that makes a radio station great.

WABC is a great radio station and we've got the audience and the awards to prove it. Year after year our personalities earn the loyalty of New York's #1 radio audience.

Excellence in News and Public Affairs isn't what you ordinarily expect from a contemporary music station. But, year after year, WABC Radio's 20-man news department brings home major awards for public service and broadcast journalism.

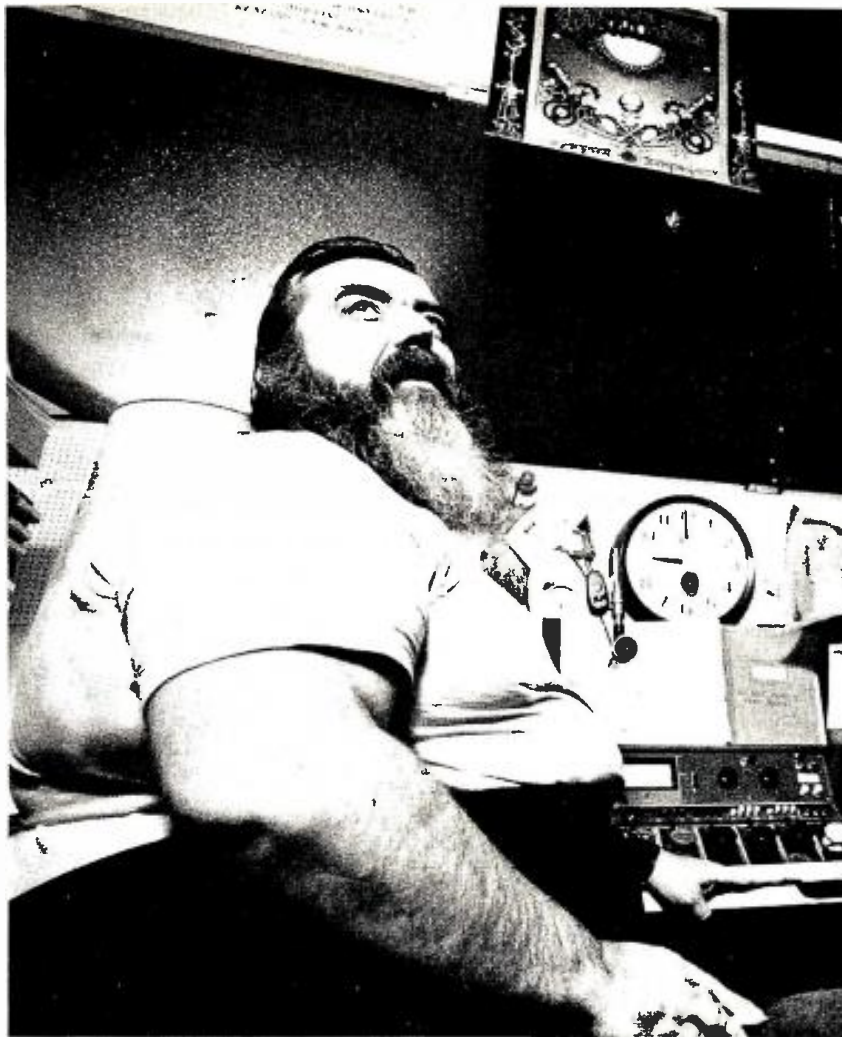
A lot of radio stations *attempt* to be all things to many people. WABC succeeds in being many things to many people. That's what gives us New York radio's #1 audience.

All of which makes WABC Radio a uniquely effective medium for your advertising. For all the facts on New York's #1 radio audience, give our General Sales Mgr., Paul Abrams a call at: LT 1-7777 Ext. 7586.

WABC RADIO 77 

#1 in New York

Represented nationally by Blair Radio/Estimates from Jan/Feb 1971
ARB cumes, total survey area. Qualifications available on request.



Tom Donahue giving credit where credit is due:

"Billy James Hargis was one of my inspirations for this kind of radio. I came on one of his shows out of Denver, and he was playing Phil Ochs and Dylan and Joan Baez. And after every number he would get on and say 'Did you hear what that commie said?' But in the process he was also putting on some music no one else was playing. It was a hell of a show."

scene are such generalists as WCCO(AM) Minneapolis and WGN(AM) Chicago. In the East there's WOR(AM) New York, and in the South WSB(AM) Atlanta. All are "old-line" radio stations, all defy classification in any of the contemporary terms and all are eminently successful. Each swims upstream in the demographic marketplace, and all face the frequent accusation that their audiences are dying out from under them. Yet there they stand, if not serene at least outwardly unruffled (and seemingly impregnable).

(The Bunker rule goes on to say that "the moment you get to thinking certain things are true [in radio] they aren't any more. The day you think you're set is the day you're gone. Any time you think you can't be taken you're going to be.")

Whatever the exceptions, the rule remains: The race is to the swiftest in finding a section of the broadcast spectrum to claim as your own, and in holding on to it against the unceasing competition in this most flexible medium.

Bill Drake says you do it by paying a lot of attention to detail, and as much by eliminating negatives as by instituting positives. "Those negatives can themselves become a standard when so

many people do them. When we started putting our sound together the air was full of bells and gongs and echo chambers and disk jockeys running off at the mouth." The air was also full of commercials, promos and other merchandise which tended to squeeze much of the music out of the hour. Drake & Co. began by reducing the commercial load from 18 to 12 minutes an hour, and since—in their FM service—have refined the mix to a maximum of four clusters per hour with a further maximum of two minutes 10 seconds in each, and those comprising not more than three spots.

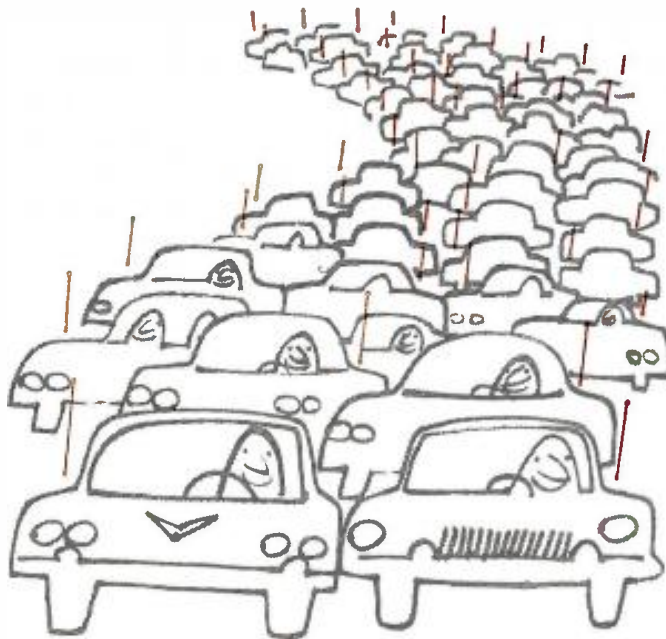
If any one man can be deemed responsible for cleaning up radio, Mr. Drake is that man. He did it by first believing that the radio listener was being insulted as well as assaulted by the top-40 sounds as broadcast at that time, then by proving that the broadcaster stood to gain by catering to these sensibilities rather than offending them. The first station given the Drake treatment (KGB[AM] San Diego) went from last to first position in 63 days. The second (KHJ[AM] Los Angeles) went to first position in 120 days. Mr. Drake has been in first position ever since.

Mr. Drake's list of positives—what

he does do, as opposed to what he doesn't do in his radio programming mix—is short but effective. First, he aims for the sound that will reach the 18-34 demographic ("The 'Get Set,' we call them," adds Gene Chenault). "That's all we're really interested in," he says, adding that he hopes for a spill-over into other age categories but doesn't aim for it. The sound thus found is determined totally by the station, not the air personality. Every minute of the day is programed well in advance. Second, he looks for the right disk jockey, one who will work with the music and not compete with it for attention. Third, he puts the news at what he calls the "proper time," when it won't be a tune-out factor. (The biggest danger of tune-out comes in drive-time, notes Mr. Drake, because so much of the audience is within arm's reach of a push-button that can consign you to oblivion.)

High among the Drake preoccupations is an avoidance of what he calls "radio man's radio"—citing as an example a DJ's talking over the first 26 seconds of a record's musical intro, and cutting out just before the vocal comes in on the 27th second. "Maybe the effect or the thought was worth one sec-

OUR AERIAL ACT IS ABSOLUTELY COLOSSAL!



It's so big that every morning and every evening thousands upon thousands of loyal WJR listeners with auto aerials—some in evidence and, lately, some hidden—literally stand in line to catch our daily performances! This tremendous audience is drawn from the more than 74% of Michiganders who travel to and from work by car—a greater percentage of car commuters than in New York, Illinois, Pennsylvania, Ohio, Texas or California!

Add these folks to the WJR listener-commuters

in the rest of the Great Lakes area and the result is an audience of astronomical proportions.

These are the commuters who tune to WJR for foreground radio—programming that people *listen* to. They get generous helpings of information, entertainment and adult companionship.

Care to join our act—and "captive" one of the most captive audiences in America? Your WJR Sales or Katz radio representative will show you how our traffic can increase *your* traffic.

WJR / 760
DETROIT A CAPITAL CITIES STATION

Storer radio stations are specialists

Because people are different... markets are different. They require tailored programming to meet the difference. That's why Storer radio has no single formula for its 6 key markets. Instead, the format of each Storer radio station meets the needs and desires of that community. Small wonder a Storer specialist gives you so much for your advertising dollar. Get the facts from

MAJOR MARKET RADIO
NEW YORK • LOS ANGELES • CHICAGO
DETROIT • ATLANTA • SAN FRANCISCO



RADIO DIVISION



**Represented by Avery-Knodel, New York*

STORER BROADCASTING COMPANY

ond, but in the meantime you've blown 26 with someone who wanted to hear that record," he says. That leads to his fourth point: not to insult the listener.

Tom Donahue's approach—although diametrically opposed in many respects—began with a similar respect for the listener, but with a more ambitious communications goal. He too wanted "to eliminate all the crap I'd learned on top-40 radio—the jingles and the jokes and the time and the weather and all that unnecessary nonsense—the idea that you couldn't take a breath, that

you couldn't have any silence. My idea was just to start talking to people, and playing good music at them, and let them go look at a clock if they wanted to know what time it was, or stick their head outside if they wanted to see what the weather was about."

The term underground itself—as do many of the other terms by which radio describes itself—often evokes a self-conscious reaction among the stations that merit that description. Not, however, from Willis Duff, now Metro-media's regional vice president for the

West Coast as well as general manager of KSAN. "We are an underground radio station almost in the original sense," he says, "which was, simply, an alternative form of broadcasting. It started out playing LP music that wasn't played on radio and particularly not on top-40 radio but that already had a known market for itself. The groups were pulling enormous crowds, their albums were selling with no help from radio exposure, and the music was therefore underground as far as radio was concerned—it wasn't getting played."

Underground goes farther than that, of course. Not only does it play the music of the new culture, or the counter culture—or of the "movement," as some would have it—but it makes that life style very much its own. The manifestations of that involvement range from such things as KSAN's becoming a center for community action in assisting birds injured in the San Francisco oil spillage to its broadcasting a heavy budget of news of particular interest to its audience. "News is the second most important distinction in what makes an underground station," says Mr. Duff. "The most phenomenal experimentation being done in broadcast journalism is being done in underground radio." KSAN was among the first to do satirical newscasts with sound effects and scenarios and music, but says it has graduated from that now—"We're on a much more serious journalism trip," says Mr. Duff.

Most of that experimentation relates to content. "You'll find about 50% mutual exclusivity between the news on our station and that in the conventional media," he says. "One of the things we did was to get Eldridge Cleaver on the phone from Algiers when the split in the Panther party was reported. Then we got Huey P. Newton on another line and had a conference call. Did they keep it clean? Yes, because they knew they were on the radio. Occasionally a word will get by but we've never had one complaint. The complaints we do have are esthetic—as when a commercial goes over the line of bad taste. But my phone bill is a bitch."

(Among the other sources of KSAN's news budget, and that of others in the underground scene, is a news service inaugurated last fall by Earth News, publishers of *Earth* magazine; see page 74.)

The sort of esthetic rejection reported by Mr. Duff has led to another characteristic of today's new radio: a reluctance to accept just any commercial sound that comes along, for reasons as wide-ranging as "we won't accept a commercial that isn't ecologically sound" to "we won't put jingles among the classics." The reluctance is most pronounced in the underground, whose

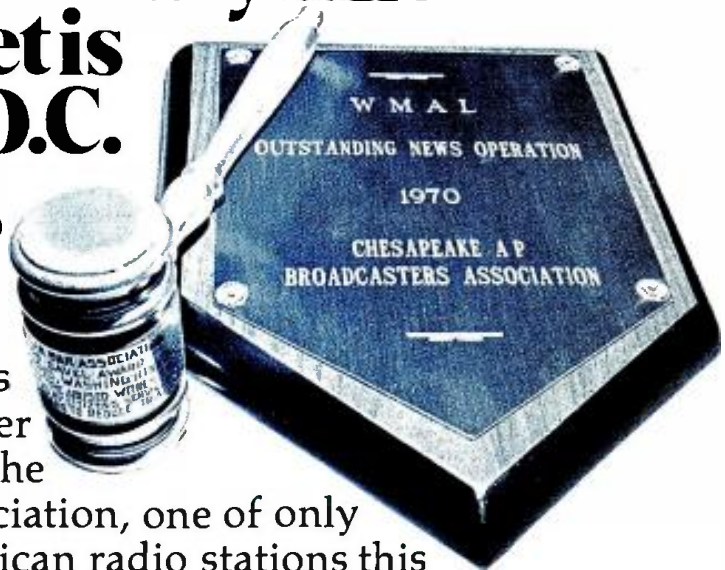


Doug Cox, general manager, KPFC-FM Pasadena, Calif.:

"The life of a disk jockey is like a gunfighter's. They start in Modesto. 300 dollars a month and all the records they can steal. Then they get to be really big time and they go to Bakersfield and they get 450 a month and all the records they can steal. Maybe they come to San Francisco and maybe L.A. and maybe they get 1,500 dollars a month—maybe—and management tells them what to do and what to play and nobody remembers anything they did, ever, unless it's some fantastic thing like Isodine stopping the bad music (see story) and then they get old and grey and their teeth fall out and they go back to Modesto for 300 dollars a month and maybe they're on drugs by that time. Bad life. It's a hard life. Very few owners of radio stations look at those guys for what they do, what they supply. I believe in them. I put up with them kicking holes in my door with those tantrums because I believe in them. It's a hard job being behind an FM microphone, being on the edge you talk about, that's what the edge does to them. It leaves them with nothing. Nobody records it. They don't have anything to sell. They don't have any estate when they get old and their kids are growing up and they want to put them through college. This kind of radio is gone and they're gone too. All of that emotion that comes out of these guys is what makes KPFC what it is. It's what makes me go into an agency and say 'No, we won't take your damn jingle, we're not interested. You like us because we're in the book? We're in the book because we're alternative media.'"

In each market, only one can be the winner—supported by audience, involvement, recognition, and awards.

**The significance is
extraordinary when
the market is
Washington, D.C.
World News
Capital.**



WMAL News has been awarded another Silver Gavel by the American Bar Association, one of only three given to American radio stations this year. And it's the *5th consecutive year* WMAL News has received the award for "outstanding news operation" from the Chesapeake Associated Press Broadcasters Association.

WMAL NEWS

All you need to know about leadership in the nation's 7th market!



Represented Nationally by McGavren-Guild-PGW Radio

stations often produce alternative commercials—at their own expense—to try to persuade an advertiser that what may sell in top-40 or middle-of-the-road (MOR) radio won't do with their audiences. Doug Cox, general manager of KPCC-FM Pasadena, Calif., relates one incident when a disk jockey, angered by the message of an Isodine commercial, announced to his audience: "We've discovered that Isodine stops bad breath. Let's see if it stops bad music." With that he put on "a bad Eric Burdon record" and poured Isodine over it until the turntable stopped—accompanying the action with crowd sounds on the other turntable. "It was one of the best seven minutes I've ever heard on radio," reports Mr. Cox, who unhesitatingly calls KPCC-FM's brand of underground programming "outrageous radio."

It's not clear whether this concern for the advertising message has had a positive or a negative effect on the agencies that prepare and place the commercials in the first place. Tom Donahue says that nine out of 10 of the alternative spots his colleagues prepare are rejected out of hand—generally, he feels, because of an ego trip on the agency's part. That's less of a problem, however, than a reluctance of advertisers to sign on in the first place, usually because of

the "bomb-thrower" taint that the name underground connotes. Many fear that sponsorship means support for some sort of revolution—a sentiment with which Mr. Donahue will readily agree. But it's a social revolution, not a violent one, in his view, and "the establishment has financed every revolution the world's ever had, and they'll finance this one too."

That reluctance is being overcome by the numbers, however: KFSN's reach among the 18-34's puts it among the leaders of San Francisco radio, AM or FM, in all periods of the day and night. Another plus: the fact that "more and more freaks are working in the agencies; they have to hire their people out of this age bracket too."

On the creative plane, Mr. Donahue considers underground radio "the perfect form of pop art—it disappears as fast as you do it." He hopes the form itself will not disappear—or be co-opted—under the pressure of commercialism. He is pleased that Metromedia and others are backing the effort so enthusiastically now, but disappointed that "the creativity in radio, the underground radio scene, did not come from the radio station owners. It came from other people who did it and owners who acceded to it out of desperation, not out of their creative need. And what's hap-

pening now in radio will have to happen in television later." Unfortunately, he feels, it will come "out of somebody's financial desperation—they'll need the young demographics, and won't be able to get them another way." Tom Donahue understands the economics, but he doesn't call it art.

WOR(AM) New York is about as far as you can get from the West Coast underground scene and still stay on the continent—geographically and programmatically. And economically, one must add, if you consider that WOR probably bills more than any other single station in the land. Bob Smith, who runs it, says the reason is simple: "It's service to the public. Period. We do more for the audience than anybody else does."

WOR begins its day with a phenomenon in the radio business, John Gambling, who does what his father did before him to own one of the most loyal audiences in history. He talks, he plays records, he interviews guests. He does it from 5 to 10 a.m. to an average quarter-hour audience that walks away from the competition (in the October-November '70 ARB it had a 4.3 against the nearest competitor's 2.7. The nearest competitor in that case—as it often is—was WABC(AM), whose rock music



Dave Nelson (l) is the announcer-turned-recording engineer responsible for putting together the master tapes for American Independent Radio's (the Drake-Chenault sound, for those who don't recognize the corporate name) "Solid Gold" and "Hit Parade" syndicated program services. He operates, as do Gene Chenault, co-founder with Bill Drake, and Joseph P. Cuff, executive vice president (l to r in the picture at right), in AIR's new Canoga Park offices in suburban Los Angeles. There are now 50 stations signed to the AIR formats. Mr. Nelson says "I can 'hear' me just about anywhere I go."

Subscribing stations to both "Solid Gold" and "Hit Parade" receive a year's

worth of programming in four general reel categories: reels one, three and four containing the basic libraries, reel two containing current hits which are updated weekly. The station approaching AIR for either service defines the sound it wants for its market—perhaps up tempo in drive time, or middle tempo for afternoon, down tempo at night—and sets the general format to which it wants to adhere—how much news, how many commercials in which hours, etc. (Within the limits of the general Drake programming format, however, which holds maximum commercial clusters to four an hour and a maximum cluster to 2 minutes 10 seconds.) AIR then puts the client station's programming choice

through its own computer to arrive at a custom programming package. The result is then taped and set up for automatic operation on standard station equipment.

"Solid Gold" is the harder of the two formats—that is, the more contemporary rock of the two—although both share a number of selections in the current reel. (At the moment, for example, of 32 current selections on "Solid Gold" and 33 on "Hit Parade," 19 are the same.) All of the current tunes would be heard with more frequency than those in the basic library. The computer, however, would see that air play was spaced for maximum separation as well as maximum audience coverage.

We believe in the vitality of radio for its listeners and advertisers.

We believe that its value to an advertiser should not fluctuate from day to day or buyer to buyer . . . that the price to all advertisers should be the same for the same amount.

We believe that a station's rate card should reflect the needs of all advertisers equally and preserve a profit for the station.

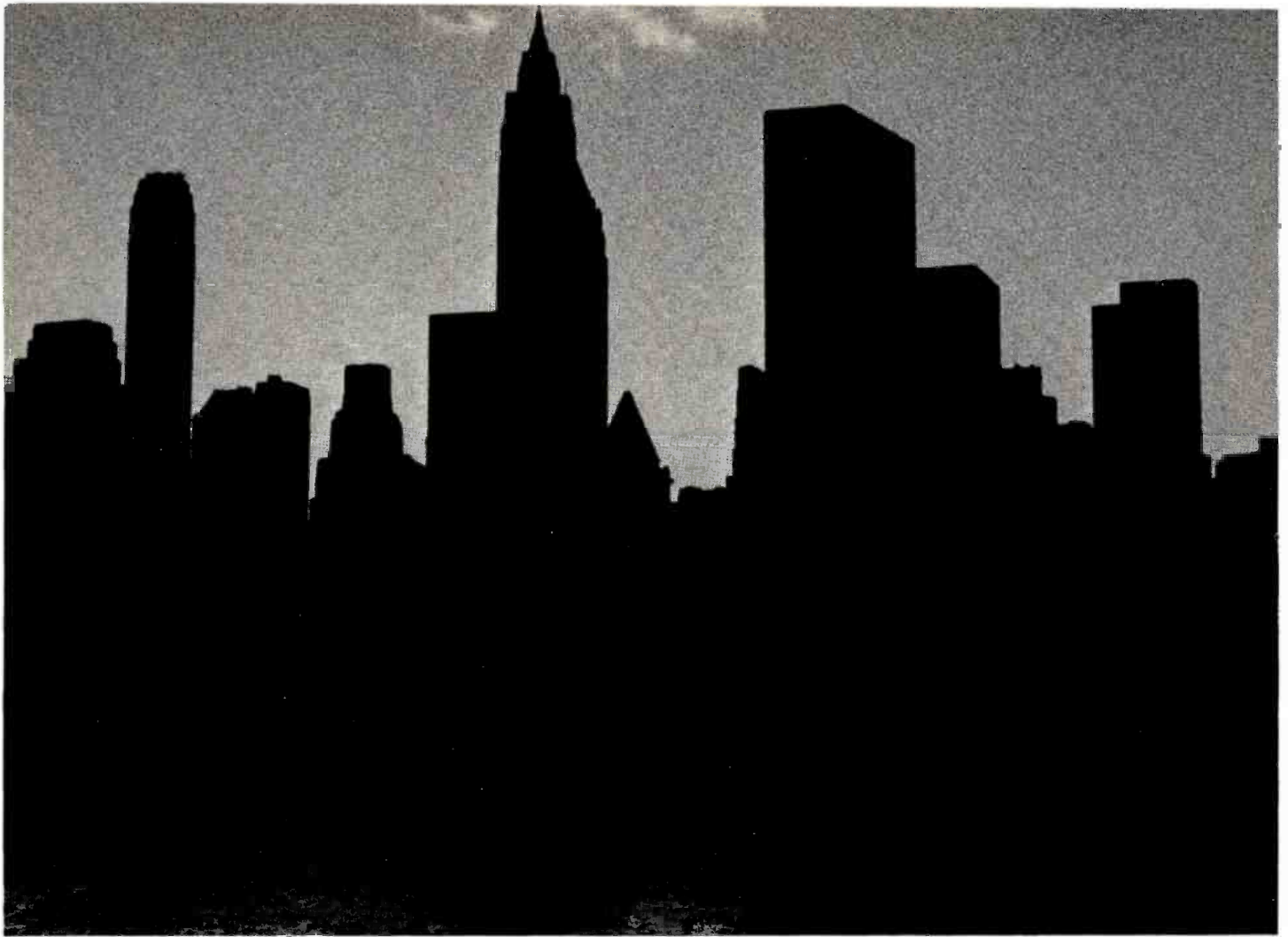
We believe that the volatility of syndicated audience research can contribute to pricing chaos . . . and that campaigns which are bought solely on the basis of price and audience size shortchange both the advertiser and the medium.

We believe that the emphasis on demographics overstates the capabilities of today's research.

We believe that radio stations should be sold one at a time, on their own individual merits, in their own markets . . . not in bunches, groups, packs or networks.

THE CRISTAL COMPANY
REPRESENTING A SELECT NUMBER OF IMPORTANT RADIO STATIONS

New York • Chicago • Detroit • Boston • Los Angeles • San Francisco • Atlanta • St. Louis



**IT TOOK SOME BAD NEWS
TO SHOW WHERE PEOPLE TURN
FOR THE BEST NEWS.**



A brownout in mid-Manhattan on February 7.

An earthquake in Los Angeles on February 9.

In both cases, more men and women chose Group W all-news radio stations to find out what was happening.

In New York 39% more men and women listened to WINS per quarter hour during the brownout than to any other station.*

In Los Angeles, during the two days following the earthquake, KFWB's audience per quarter hour topped the two stations combined and was more than double the other all-news stations in the area.**

The point is, so many people turned to us during bad times because they've come to rely on us during normal times.

And for good reason. Day in and day out, we get more involved with the news. We cover more events, more completely. Twenty-four hours a day, every day of the year. In New York, in Los Angeles, in Philadelphia. The fact is, month after month, each of the three Group W all-news stations ranks first or is among the leaders in its market.***

As with anything else, the best product attracts the most people.

NEW YORK PHILADELPHIA LOS ANGELES
WINS KYW KFWB
 REPRESENTED NATIONALLY BY RAR, INC.



WESTINGHOUSE BROADCASTING COMPANY

*SPECIAL TABULATION BASED ON JANUARY/FEBRUARY 1971 METRO SURVEY AREA. SUNDAY, FEBRUARY 7, 1971, 7:00 PM-11:00 PM, AVERAGE 1/4-HOUR ESTIMATES, ADULTS 18+.
 **LOS ANGELES JANUARY/FEBRUARY 1971 METRO SURVEY AREA (REGULAR AND EARTHQUAKE REPORTS), ADULT 1/4-HOUR ESTIMATES TUESDAY AND WEDNESDAY, 6:00 AM-MIDNIGHT.
 ***JANUARY/FEBRUARY 1971 N.Y., L.A., PHILA., METRO AREA ADULTS 18+ WEEKLY CUMULATIVE AUDIENCE, MONDAY-SUNDAY 6:00 AM-12:00 MIDNIGHT.

**AUDIENCE FIGURE SHOWN ARE ESTIMATES, SUBJECT TO THE LIMITATIONS OF THE TECHNIQUES AND PROCEDURES USED BY THE SERVICE NOTED.

programming is 180 degrees away from WOR.)

Those same statistics point up one of WOR's larger problems—a demographic skewing toward the older audience. (During that same rating time period—6-10 a.m. Monday-Friday—WOR had a 1.2 with 18-24 men, while WABC had a 4.2. By the time you reached 50-64 men, WOR had climbed to 4.6, while WABC was down to .5. Among women 18-24, WOR had a 1.1 vs. WABC's 5.4. Among women 50-64 WOR had an 8.4 vs. WABC's 1.0.) The more ambitious you are in your programming mix—that is, the more news you put into it, the more information, the greater degree of personality involvement—the more likely you are to attract older people. If you're a WOR you argue that those are the people with most of the spendable income. If you're a typical advertising agency you argue that they are most set in their ways, consume less and aren't as likely to be influenced by advertising. Most people on the broadcasting side of the argument are resigned to it, however: Bob Smith knows that agencies write off all of his over-50 audience. Happily, he has it to spare.

(KABC[AM] Los Angeles, a talk-and-conversation station with demographic problems similar to those of WOR's—and almost as great a problem carrying its take to the bank—composed what it calls "A Grymm Faerytale" to counter the over-50 discounters. It's reprinted on page 75.)

Basically, WOR has been what WOR is now for the past 10 or 12 years—at or near the top of the market in ratings and billings, heavy on news (a full-fledged, 15-minute newscast begins every hour) and service (the station was one of the first to have its own helicopter to monitor the metropolitan area's traffic). But change, while not revolutionary at WOR, is nevertheless a constant. Mr. Smith notes that the music on the Gambling show, for instance, has gone from the three-piece, live, string group of the senior Gambling's program to current top-40 tunes today. Not many of them (rarely more than four or five an hour) and not of the hard-rock genre, but enough to keep the station's sound contemporary.

Mr. Gambling is reputed to be the highest-paid performer in radio, earning close to \$350,000 a year for his six-days-a-week stint on WOR. Others on the station command high figures as well, but less in the aggregate because they're not on the air as long. Martha Deane (10:15-11 a.m.) is considered by Mr. Smith to be the foremost woman journalist in the medium. The McCanns (Al, Dora and daughter Patsy) (11:15-12) do a home program, concerned primarily with food and nutrition. The Fitzgeralds (Ed and Pegeen), another

husband-and-wife team, are on from 12:15 to 1; they've been talking to each other and to WOR's audience for longer than most people in radio remember. Arlene Francis is on from 1:15 to 2; Jack O'Brian's *Critics Circle* from 2:15 to 3, and John Wingate's *Radio New York*—the afternoon counterpart to *Rambling with Gambling*—from 3:15 to 7 p.m. The nighttime programming begins with Barry Farber at 7:15 and ends with him from 11:15 to 1. Joe Franklin and Jean Shepherd, the latter by far the most youth-oriented of the WOR personalities, are bracketed by Farber in the mid-evening.

Put the day together and you have a massive output of information. Put the year together and you have a massive overhead (talent costs alone are over \$1 million a year; Bob Smith believes them to be the highest in the country). Billings are equally massive: about \$10 million is the usual guess. It's a rewarding kind of radio.

WOR's primary competition, as noted previously, is from WABC(AM), perhaps the pre-eminent rock station in the country. The two are usually 1-2 in the market, depending on the season (WABC has the edge when the schools are out of session). Together they account for something like a quarter or a third of all the dollars spent on radio in New York. And they're nothing at all alike.



The personality isn't the dominant influence he once was in radio, but there are enough real stars around to remind management that it can still happen. This is John Gambling of WOR(AM) New York, reputedly the highest-paid performer in radio at something like \$350,000 a year. A probable second is J. Akuhead Pupule of KGMB(AM) Honolulu—a personality so commanding "he's been on five stations and each time brought his total audience along with him." Also considered in this category: Wally Phillips of WGN(AM) Chicago.

Go to Los Angeles and the roles reverse almost exactly. There the prime competition is between RKO's KHJ(AM), a rocker, and ABC's KABC(AM), a talk-conversation station. Not to say that KABC sounds like WOR; it doesn't for a minute. But it does share the characteristic of being information- as opposed to music-oriented, and of appealing older rather than younger.

Ben Hoberman is to KABC as Bob Smith is to WOR. He is generally reputed to run the finest talk operation in the country. (The principal argument you'll get on that score is from those who believe that Bob Hyland does, at KMOX-[AM] St. Louis.) He believes in what he does, and he does it eminently well.

Mr. Hoberman took over the KABC operation in 1960, and instituted the talk format in August that year. At first the talk was more monologue than dialogue: Pamela Mason was an early star. Gradually, however, the telephone-talk format began to take over, and today the station is programmed that way around the clock. The teamwork between KABC's talk personalities ("communicators" is the station's word for them) and a first-rate news organization makes up the sound of KABC.

Most of the dominant shades of political temperament are represented on the station. Michael Jackson, an ex-South African and still British-accented personality, comes on after the morning *Newswatch* to begin the talk day from 9 to 1. His political orientation is described by Mr. Hoberman as liberal. Next is Marvin Gray (1-5), one of the station's two conservatives. From 5 to 6 there's an afternoon *Newswatch* featuring not straight news but personality news, including Edward Morgan, Allin Slate, Tom Harmon and Frank Hemingway. (The Paul Harvey news is on at noon.) Then it's Ken Minyard, a liberal, from 6 to 9, and Hilly Rose, a middle-of-the-road moderate, from 9 to midnight. Conservative Ray Briem does the midnight-5 a.m. stint.

Relatively new in the station's format, and increasingly important in its image, is an "ombudsman" concept by which the station undertakes to help citizens overcome the red tape of an increasingly bureaucratic society—a role Mr. Hoberman likens to that of old crusading newspapers. The score date: over 25,000 requests for help, more than 80% of which successfully resolved. At least \$125,000 cash was returned to KABC listener result of its ombudsman service. (One of the station's most ombudsmen is Mr. Hoberman: On one occasion, he produced to salvage a driver training video did it within an hour.)

Another innovation is 15-hour specials, 13 since D

Which of these cities spends over \$2,000 a year on each student?



Boston



New York



Philadelphia



Chicago



St. Louis



San Francisco



Los Angeles

People always complain about public education. But we're spending a fortune on our schools. New York City, for example, spends over \$2,000 per year for each student.* That's almost \$1,000 more than any of these other cities.

There's a CBS Owned AM radio station in each of these seven cities. And they're helping to find answers to the problems in our schools. It's a big job, because our stations feel responsible to over 60 million people.

Like the people of Chicago. When that city's reading levels were found to be below the national average, WBBM Newsradio pointed out the causes and what could be done to correct the problem. In fact, WBBM has a reporter whose regular beat is the Chicago Board of Education.

KCBS Newsradio in San Francisco presents "Education in Action" fifteen times a week to concentrate on the problems of specific school districts. Last year, the California Teachers Association gave the station three out of four broadcasting awards.

When the seven CBS Owned radio stations aren't busy presenting the news of the day, they're also searching for solutions to problems like unemployment and pollution.

Because you don't get all the answers in school.

The CBS Owned AM Stations

We feel responsible to over 60 million people.

WEEI Newsradio 59, Boston
 WCBS Newsradio 88, New York
 WCAU Radio 121, Philadelphia
 WBBM Newsradio 78, Chicago
 KMOX Radio 1120, St. Louis
 KCBS Newsradio 74, San Francisco
 KNX Newsradio 1070, Los Angeles
 Represented by CBS Radio Spot Sales

*Source: unpublished National Education Association 1969-70 data.

**There are more
than the combined
seven top magazines
Are you using radio**



car radios circulation of the in the U.S. the 70's way?

There are now over 75 million car radios in the country.

More than the combined circulation of the Reader's Digest, TV Guide, Life, Better Homes & Gardens, McCall's, Woman's Day and the Ladies' Home Journal.

*But car radios aren't even a quarter of it.**

Counting AM and FM portables, plus table, stereo, clock radios, etc., there are actually 320 million radios in the United States today. In terms of stations, advertising dollars, total audience — radio has never been bigger.

Now Blair has new ways of looking at radio to help you sell in the 70's. Among these are new more effective spot plans, and the Blair Represented Network.

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To learn what a great big new competitive edge your company can get via 70's radio, call your Blair Radio expert. At any of our 10 offices across the U. S.



BLAIR RADIO

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**though they are heavily used.
Did you know that over 80%
of Americans drive to work?*

Source: RAB
ABO



on subjects ranging from the generation gap to venereal disease. Still another: bringing its editorials to the scene of the crime, as it were—Mr. Hoberman recorded a recent editorial recommending opening Camp Pendleton's beaches to public use while in an aircraft over that area. The station's editorial rebuttal rate: 83%, contrasted to an industry average he estimates around 12%.

Ben Hoberman finds it a gratifying kind of radio to be involved with. He says it's highly contemporary, in that nearly everything on the air concerns an issue of the day. "You can get a pretty good pulse on how Southern California feels by listening to this station for an hour," he says—noting that many politicians tell him they do just that. Considering that the station talks to over 75,000 people a year, that's probably not a bad idea.

Also committed to personality radio, but from a different format concept, is KMPC(AM) Los Angeles, the Golden West station. Most broadcasters concede it to be the top billing station in the market, although it is not the first in ratings. Much of the reason for that phenomenon would seem to be Stan Spero, the general manager, who gets more dollar per rating point than almost anyone else around.

"Most stations are small business-

men," says Mr. Spero. "A third of them lose money. Another third or a half break even. Only a quarter make money, and of those maybe 20 make real money. The WJR's [Detroit], the WCCO's [Minneapolis], the WSB's [Atlanta], the WNEW's [New York]. The rest are really small businessmen. They're not in a position to offer expensive talent. We are, and we do."

(Mr. Spero's statistics are on the right track. In 1969, the latest year for which the FCC has released radio revenue figures, 2,790 station operations reported profits, 1,328 reported losses. Of the profitable stations 131 reported revenues of more than \$1 million, and of those only 57 reported profits of over \$500,000.)

Among the things he spends KMPC's revenues on are staff (122 employes), talent (over \$100,000 a year for Dick Whittinghill, the 6-9 a.m. morning man who's been at the job over 21 years and is probably the leading personality in the market), services (the station operates two helicopters, two fixed-wing aircraft, has eight mobile units) and the rights to sports attractions (over \$1.5 million a year for the Rams, the Angels, and UCLA sports). The last-named is among the most valuable expenditures of all: KMPC and Ed Bunker's KFI are the two principal sports

stations in town, and both usually dominate the ratings when their respective teams are on. (KFI has the Dodgers and the University of Southern California's Trojans, is going after the Kings and the Lakers.) As Mr. Spero puts it, "Sports brings people back to your dial position. Then it's up to you to keep them there."

The Spero-KMPC strategy for doing so is based on a people-to-people approach, the establishment of a family feeling. "Our personalities are not celebrities," he says, because "you can't relate to a celebrity." Mr. Spero sees to it that the personalities relate to each other, too, creating a sense of camaraderie that he hopes will be communicated to the audience.

News, too, is a critical part of the programing mix. (KMPC's 8 a.m. newscast has become a fixture in the community, and has been sponsored for 22 years by Harris and Frank clothing stores. The broadcast today—June 21—will be number 4,990 in the sequence, and will be so announced.) The station has recently arranged for exclusive rights to radio reports by correspondents of the *New York Times*. It also has its own correspondent assigned to the White House, and to travel with the President.

"We don't try to be all things to all

One reach & frequency we will not sell...

is the reach of WRC Radio News
in contact with 1871 individuals
for on-air comment in 1970... is
the frequency of 35 employees
actively participating in 121 civic
and professional organizations
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This reach & frequency is priceless.

WRC  Radio

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compatible four channel

4-CHANNEL SOUND

Electro-Voice is making it happen for you...today!

(Being more a progress report than an advertisement.)

The Promise

Thousands of people have heard 4-channel stereo reproduction at hi-fi shows and special demonstrations in the last few years. Others have read about this fascinating and rewarding technique that promises more faithful reproduction of musical performances. Early experiments have also shown 4-channel to be an effective tool in creating new sonic environments for both serious and popular musical forms. The concept has met with almost universal critical acclaim, and strong general approval.

The Problem

But alas only a handful of enthusiasts are actually enjoying this advance today. Because only a few 4-channel tapes have been produced for sale. The problem is simple, but basic: 4-channel means just that—four separate signals. And to reproduce it properly demands four of everything, right down the line.

It's possible (albeit expensive) with reel-to-reel and cartridge tape. But the stumbling block has been to put four completely independent signals in a record groove, or to broadcast them over a standard stereo FM station.

And if you can't make 4-channel discs, or play them on FM, the market is limited to a precious few 4-channel tape owners. But their numbers are so small that the record industry just can't afford to release four channel material. So the industry continues to produce 2-channel stereo that anyone can play (and that can be sold in volume).

The Way Out

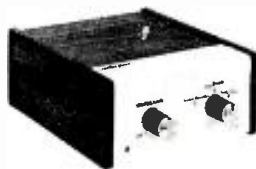
Now Electro-Voice has moved to break the impasse. With a system that can offer the significant advantages of discrete 4-channel, yet is compatible with present record manufacturing and playback equipment and present FM broadcasting. It is called STEREO-4.

STEREO-4 is a system that encodes four channels into a stereo signal that CAN be transmitted over FM or recorded on a disc, stereo cassette or cartridge. The home listener adds a STEREO-4 decoder, plus another stereo amplifier and a pair of rear speakers. The result is reproduction that closely rivals the original 4-channel sound. Four different signals from the speakers, with a feeling of depth and ambiance you have never before heard from any record.

Admittedly, STEREO-4 is not quite the equal of 4 discrete signals. But while there is some loss of stereo separation, there is no reduction in frequency response or overall fidelity. We might note that this reduced separation actually seems to aid the psycho-acoustic effect for many listeners in normal listening situations. And on the plus side, STEREO-4 offers an advantage that even discrete 4-channel cannot provide.

The Remarkable Bonus

Playback of almost all present 2-channel stereo discs and tapes is greatly enhanced when fed through the STEREO-4 decoder. It's the result of multi-microphone recording techniques that include a remarkable amount of 4-channel information on ordinary stereo discs and tapes. Adding STEREO-4 releases this hidden information for all to enjoy.



Model EVX-4
STEREO-4
decoder

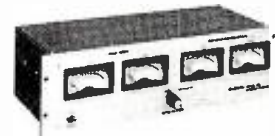
The Decoder

A STEREO-4 Model EVX-4 Decoder costs just \$59.95. And with it, plus 4 speakers and dual stereo amplifiers, the listener is equipped for almost any kind of sound available. Encoded 4-channel, enhanced stereo, regular stereo, and discrete 4-channel (assuming suit-

able source equipment). Even mono. So STEREO-4 is the one system that is compatible with the past, present, and foreseeable future.

The Present

And what about encoded 4-channel discs and broadcasts? Well, that's where you come in. Already recording companies have started mastering STEREO-4 records, and their ranks are growing. And STEREO-4 is now being broadcast in many major cities around the country.



Model 7445
Professional
STEREO-4
Encoder

The Encoder

All that is needed is a Model 7445 Professional STEREO-4 Encoder \$795.00 net, direct from the factory. The encoder is patched into your console. No other changes in equipment or handling, whether broadcasting or recording (except that you'll want to add 4-channel monitoring, of course). No increase in costs. And your performance standards are unaffected. The encoder doesn't add noise, distortion, or limitations on response. And listeners without a decoder still enjoy all the music in conventional 2-channel stereo. Some record producers even feel that the STEREO-4 encoder results in better 2-channel stereo than conventional mix-down techniques.

The Future

Like you, we hope for the day when discrete 4-channel sound will be commonplace on records and FM, and when STEREO-4 decoders will be relegated to enhancing present libraries. But that day will have to wait until some very knotty design problems are solved. And probably after a host of new FCC regulations define an utterly new system. Indeed, there is serious question whether these problems can be solved at all.

In the meantime, the STEREO-4 system is getting 4-channel recordings into the marketplace in increasing numbers, in a form that people can enjoy. EVX-4 STEREO-4 decoders are now on the market in quantity. And STEREO-4 decoder circuits are being designed into mass-produced stereo phono and receivers. Even STEREO-4 juke boxes are now in use!

What Can You Do?

Write us today for all of the technical details, plus up-to-date news of STEREO-4. Make news yourself by adding compatible STEREO-4 for your audience. It's not too soon to start planning for tomorrow!

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We mean that Schafer is once more an owner/managed company after 3 years as the subsidiary of a larger firm.

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It means that we have all our eggs in this one basket—including a solid net worth in the high six figures.

It means we're determined to keep Schafer first by overwhelming you with personalized sales, service and customer relations.

Our first move was to bring back Dallas Barnard, who was with Schafer for many years. A real professional, Dallas will coordinate sales & service.

To back him up, Dallas has assembled an experienced team of regional managers including Tom Magowan (West), Jack Krebs (Central), Charles Vanderford, (South East) and Ron Dagenais (North East). Plus a service group who are on call 24 hours each day. And soon, we'll be moving to our brand new plant in Santa Barbara Research Park.

We've got the products too. The established 800 system, the exciting 8000 computer and new verified encoded logging (both cartridge and reel to reel).

So that's the new Schafer. Try us. We care.

Jim Cunningham,
Owner & President

schafer

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people," says Mr. Spero. "But we do try to be more things to more people. We try to give them more than one reason to listen."

DENTON MARR is 24 years old, has been in radio seven years (previously with KMYR[FM] Denver and WEBN-FM Cincinnati) and today is operations director of KLOS(FM) Los Angeles. The call letters may sound strange to the veteran broadcaster. They used to be KABC-FM before that station, and all the ABC owned-and-operated FM's, went underground earlier this year. (The others: WPLJ New York, WDVE Pittsburgh, WRIF Detroit, WDAI Chicago, KAUM Houston and KSFX San Francisco.) "Progressive rock" is the officially-sanctioned term, but underground is the form. Whether it was wise to change all those call letters is yet to be seen; as, indeed, is the wisdom of the format decision. More are betting on the latter than the former.

Mr. Marr has several ambitions at the moment. The first, of course, is to help establish his station as a contender in the growing Los Angeles FM market. The second, and part of the first, is to try "to turn people on to things that may have been excluded from their consciousness. John Cage [the composer] says he hears a symphony orchestra standing on a street corner. The music of this generation says: 'Open up your ears.' That's what we want to happen with our audience."

A third among Mr. Marr's ambitions is "to help professionalize this kind of radio, in terms of attitudes from within and without, and to become better at it." And beyond that, he hopes to see the day "when people in the broadcasting industry in general will have a better attitude toward us, will see that we're not thrill-crazy hippies, we're not drug freaks, we're not somebody in somebody's basement dispensing information on where to cop dope. I'd like to see this kind of radio moving to what I think is its proper place in the whole broadcasting industry—radio for a specific culture, for a specific audience, that has something to say and can get the job done."

WILL FM radio replace AM as the carrier of broadcast music? Will AM become primarily a news-and-information medium? A lot of people think so, including Maurie Webster, the unofficial but undisputed premier ambassador for radio. (Mr. Webster officially is vice president for division services for CBS Radio.)

"I made a speech out in the Poconos last Friday," he told BROADCASTING on a Tuesday in April, "and I said, 'It's coming, fellows, you just better face it. If you're in AM and you are basically

a music format, you're going to be in trouble. The FM guys are going to take it away from you.' I think there are a lot of shortsighted managers in AM today who do not see the handwriting. Who don't see the shape of things as they are absolutely, definitely developing."

The fact that such a vision of the future happens to coincide with what CBS is doing in its own scheme of things—going contemporary music on its FM stations, going primarily all-news on its AM's—must be taken into account, but it does not discount the validity of his observation. The question, rather, may be not so much whether as when FM is already making itself felt competitively in the major markets, and the smaller ones may not be far beyond.

In New York, for example, WRFM-(FM) was third in total audience, 12 and over, 6 a.m. to midnight, Monday-Friday, in the October-November 1970 ARB (topped only by WABC[AM] and WOR[AM]). Considering the nonmusic nature of WOR, that meant that the rock audience was going first to WABC, the easy listening audience to WRFM.

(As if to emphasize the fleeting nature of radio glory, it appeared at press time that WRFM may have been forced to yield the third position to WOR-FM. Information reaching BROADCASTING indicated that contemporary-oriented station was third in total audience, Monday-Sunday, in the April-May ARB.)

The man responsible for WRFM's present posture, Marlin Taylor, echoes Maurie Webster's observation — but even more strongly. "I think FM is the way it's going," he says. "I think a lot of AM broadcasters, especially those with smaller or marginal facilities, are beginning to realize this. There is just so much interference on AM, and the dials are so jammed up with stations everywhere you go, it just doesn't make sense. A fellow that was in talking to me about our programing service, our syndication service, said that when he was looking for a station in Connecticut he had six daytime AM's offered to him. None of them wanted to give themselves away, but he could see they were beginning to realize their days were numbered."

The biggest thing standing in the way, of course, is the fact that FM penetration is still not up to AM's in the home audience, and that it trails sadly in the automobile audience that is the bread-and-butter for radio. (There are, by estimate, 230 million home radios—both plug-in and portable—of which 69 million have FM capability. There are 80 million radios in cars, of which six million have FM capability.) Much of the key to the future of FM thus lies with Detroit. Currently, automobile manufacturers are including FM



"Marlin knows." That's the tribute a colleague pays to Marlin Taylor, general manager of WRFM(FM) New York and perhaps the leading program force in the area of "pretty music" radio—or conservative popular, as he describes it. WRFM ranked third in the total New York radio audience in the October-November 1970 ARB. Its success, and that of other FM stations enjoying similar audience popularity, is a big reason why many feel that FM will emerge as the eventual prime music medium in broadcasting, leaving the news and information role to AM.

with AM in 20% of the total auto-radio market. It is anticipated that "mix" will go to 50-50 in another five years. An all-channel radio bill, talked of for some time, would hasten that pace considerably.

On the home front, FM's penetration continues to grow dramatically, especially in major markets. New York, for

example, went from 63.9% in 1968 to 64.3% in 1969 to 71.1% in 1970. Philadelphia is now 88%. Detroit is 89.2%. Los Angeles is 83.4%. In terms of audience share—as opposed to set penetration—New York's FM stations now garner 28.8% (vs. 23% a year ago).

The future notwithstanding, FM is increasingly formidable today. Many

broadcasters feel its growth is coming—and must inevitably come—at the expense of AM. Some of the audience it's attracting is of new-to-radio listeners, but a larger percentage is taken away from its colleagues on the AM side of the dial. As AM ratings get knocked down by FM, so do AM rates. And although FM rates are on the rise, they're not on the rise correspondingly fast. As one broadcaster puts it, "FM is costing AM big dollars, and is getting little dollars back in return." (At WCBS-FM New York, for example, the average spot is about \$30. At WCBS-AM it's about \$80.)

How long that situation will prevail no one can guess. It takes time for a new medium's prices to catch up to its values, and for the moment FM is content to be on the up side rather than the down, regardless of the percentages involved.

One of the commercial elements which seems to go hand-in-hand with FM is a reduction of the commercial positions on the air. Those stations—like WRFM—which have attracted growing listening audiences have done it largely on the basis of a sound interrupted as infrequently as possible by commercials. An increasing commonplace in today's radio marketplace is the sight of one station, with few commercials, advancing in the rating books,

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The big one in Milwaukee is getting better when it comes to news. Winner of the Milwaukee Press Club Award for Radio documentary, WISN has stretched its' lead in supplying up to the minute information. The Afternoon Report, for example, is grabbing afternoon drive time with a full hour of the best in broadcast journalism. When you're the best . . . you have to get better.

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KBTR
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Serving Bigger Denver 5,000 KC 24 Hours A Day
Blair Radio

thus attracting more commercials, and then retreating in the ratings. What will happen eventually, of course, is a striking of a level for commercialism on all contending FM stations in the area: Presently, that would seem to be in the area of six to eight minutes an hour, maximum.

Going hand-in-hand with a short list of commercials on FM is a minimum of time devoted to news or similar interruptions to the music flow. "News is a tune-out on FM," says Bill Drake. Maurie Webster believes that, eventually, a five-minute newscast will be a rarity in that medium, with two minutes closer to the norm. Marlin Taylor, who earlier had a hand in similar successes in Philadelphia and Boston, is vocal on the subject:

"Our emphasis is on music and entertainment. This is one of my deepest concerns as far as the FCC is concerned. The FCC seems hell-bent on legislating entertainment off of broadcast stations—they seem to feel you're wasting precious airwaves if you do anything that might entertain somebody."

Mr. Webster agrees. "I really don't believe that the guy who wants music out of his radio ought to find that every music station on the air has 15 minutes of news on the hour. Radio gives him ample choice."

The kind of FM that Messrs. Webster and Taylor are talking about is, of course, a far cry from that espoused by Tom Donahue and others of the underground genre. It's much more a background music medium—although they'll resist that term as vigorously as they do the others so often applied to it: elevator music, wall-to-wall music, dentist-office music and potted-palm-music among the more derogatory. Easy listening and pretty music are two of the terms they find more acceptable. Conservative popular is what Mr. Taylor calls it.

In any event, it's a kind of music—and of programing—that lends itself to automation. More and more FM stations are going that route, either on their own or as subscribers to such syndicated services as Bill Drake's "Solid Gold" and "Hit Parade." Or Marlin Taylor's Bonneville Program Services, a division of Bonneville International Corp., WRFM's licensee. Or Century Broadcasting's new offering out of KWST(FM) Los Angeles. "FM is what put automation into business," says Maurie Webster. Automation may eventually be what keeps FM in business.

This kind of music got its start, really, at Jerry Lee's WDVR(FM) Philadelphia. Mr. Taylor was programing it at the time, and Gordon Potter, who now runs Century's KWST, was selling

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KABC Computer No. 1 (Bob Hall)



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KABC Radio has developed analytical techniques and computer programs that give it probably the most advanced research capability of any station in the country.

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KABC RADIO LOS ANGELES



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I am interested in knowing more about the advanced computerized radio research techniques that are available to me.

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Second Generation is the theme of this year's National Cable Television Association convention in the Nation's Capital. The point: that CATV, its infancy behind it, is about to pioneer a new era in communications.

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For the CATV-oriented advertiser, *Broadcasting's* special report offers:

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A minimum of 4,000 *extra* copies of *Broadcasting* distributed to convention attendees.

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P. O. Box 562, 60010
312-381-3220

A word about the man behind that word from the sponsor ■ Chuck Blore, first, is into radio. Second, he's into radio commercials. That order of priorities probably accounts for the fact that, today, Chuck Blore Creative Services is the hottest radio production house in the business.

Mr. Blore's first fame with the medium came at KFWB(AM) Los Angeles in the 1950's, when, as program director, he took that station through the ratings roof. In a market with over 50 signals, KFWB was getting 45 shares. It hasn't happened since.

What he noticed then, however, and what continues to bug him now, is that "there we were bringing in those huge audiences and then some guy would come along [in a 60-second commercial] and blow it all for me." It was that despair over what was happening to radio commercials, and a belief that he could do better, that led Mr. Blore and Milt Klein, the then sales manager of KFWB, to team up in the creative organization they now head. Mr. Blore is, with vice president Don Richman, responsible for the creative side. Mr. Klein is responsible for selling them to the world.

The Blore technique is that there isn't one; you can't single out one trademark by which to identify the work that issues from his shop in behalf of advertising clients. (Usually, the advertising agency. The Blore organization is not an agency, doesn't want to be one, but is expert at supplying radio expertise



Chuck Blore

where the need exists.) Mr. Blore does not rely on comedy, although many of his commercials have humor. He doesn't rely on jingles, although many have music. What he does rely on, if anything, is a style—an approach to life and to honesty and reality that, he believes, is the key to sales success. "We always try to sell the commercial, and by osmosis they like the product. Most people go at it the other way around. If I'm going to consume 60 seconds of your life I should give you some reward."

Mr. Blore and his associates like to talk about the 60-second impression. By that they mean a commercial approach of finding out what the sponsor wants most to communicate, and then being that for the length of the commercial. Not necessarily saying it, but being it. An example of this attitude can be heard in the commercials they did for Burgess batteries—the darn good battery, as 800 times as many people knew after that campaign than did before.

Because they do want to achieve that 60-second impression, and because they don't want anything standing in the way, the Blore organization eschews such techniques as "using the voice of the German scientist," for example. Says Don Richman, "People have heard it so much they bow out from the commercial. The ear turns itself off. It says, 'Hey, I'm excused from this one.'" Considering the number of commercials vying for a listener's ear in a radio day—as well as advertising impressions from all other media—Messrs. Richman and Blore figure they can't take the chance.

As noted, Mr. Blore is on a radio trip. He believes the audience knows more about the medium than the medium about the audience, and he's out to help change that relationship. He's also excited about what will happen tomorrow. "I don't know where the greatest radio operation is," he says. "I do know this. Wherever it is, it's doing something that wasn't done yesterday."

it. The typical FM format then was not that different from today's, but the production values and musical selections were, in Mr. Taylor's words, "180 degrees out of phase. There was a lot of unnecessary talk, and a lot of material was stuck in simply because the people doing it hated to leave the kind of radio they had in the '30s. Everything was overproduced, with intros and outros, and the announcers would come in whenever they felt like it and tell you their name, and perhaps the time and

temperature." (A situation, it's fair to note, not unlike the one Bill Drake was dealing with in AM radio at about that time.) By the time Messrs. Lee, Taylor and Potter had made their point, wdvr had become the first FM station to bill \$1 million in one year.

The Taylor tactic was to begin with what his audience wanted—not, perhaps, as obvious a move as it sounds. "I don't think broadcasters have ever given the general public enough credit for being really conscious of what they

are listening to, or really having the ability to hear." The biggest question in his mind after reformatting WRFM wasn't whether it would succeed, but how long it would take for the public to discern the difference between his sound and that of other FM's in the market. The station was in about 22d place when the new sound went on the air in August 1969. The October-November ARB that year had the station 10th, the January-February 1970 book had it fifth. It's now, as noted, third, and Mr. Taylor contends it would be second "if you deleted all the over-65's from both our audience and that of WOR(AM)."

Demographics, obviously, are as much in contention on FM as anywhere else. "You have to have the young people," Mr. Taylor says. "I'll take as many under 35 as I can get. But I'm not going to, I don't feel I want to, or that it's fair, or that we'd really get that much ahead by getting rid of the older people. Our real target is 25 to 64, and that's where the bulk of our audience lies."

Pressed to be specific about how he chooses the music for WRFM, Mr. Taylor will throw up his hands as fast as will Bill Drake or any of the others who make their money at it. "It's

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should be contemporary music. Virtually all retailers want more of the 11-34 age group. The case for contemporary radio stations vs other media is very strong. But you must have the facts, dramatically assembled to persuade the department store general merchandise manager or the bank's marketing vice president. Our Key Account Plan does just that.

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But then that's our job.
To get involved.
To present the facts.
And make people think
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A Few of the Major Awards to WEEI:

United Press International Awards (1971) Best Election Coverage: General Editorial Excellence: Public Service: "Bay State Forum"
Ohio State University Award (1971) Best Documentary: "The Children Still Die"
Radio Television News Directors Association Regional Award (1971) WEEI Editorials
Aviation/Space Writers Association Award (national) (1971) "Tomorrow's World" with Dr. Leonard Reiffel
Catholic Broadcasters Association "Gabriel" Award (1971) WEEI Editorials
George Foster Peabody Award (1969) "Tomorrow's World" with Dr. Leonard Reiffel
National Conference of Christians & Jews Brotherhood Awards (1968 & 1969) WEEI Editorials
American Medical Association Journalism Award (1968 & 1969) WEEI Editorials
American Bar Association Gavel Award (1968) WEEI News Programming
San Francisco State University Awards (1970) Documentary: "The Children Still Die" Public Service: "Bay State Forum"

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really just my ability to listen to a record and develop a feeling of what Mr. Joe Average out there, of whether he will like it or not. When I'm programming for the station I talk out loud a lot. I'll tell myself, 'No, that record just doesn't, just isn't a good record.' I could take that same record home and play it all night and think it's the greatest thing I've ever heard. But when I'm in the station and I say that record's not good, I'm saying that record is not good to play on our radio station, not whether I like it or not personally."

The bulk of what Marlin Taylor thinks Joe Average will like is melodically familiar, including some dating back to his W DVR days in 1963. There's a lot of Mantovani and Percy Faith and Ray Conniff and Norman Luboff. "We don't play any Beatles recordings, but we play a lot of their songs," he says, adding that "there's a little more beat in the music today, even the adult music. It's not the rock beat. I call it the European beat, sort of the style that was brought to the forefront first by Bert Kaempfert and later accepted by people like Paul Mauriat. Kaempfert has almost a brass choir sound. So that is mixed in, replacing more or less the old sweet music dance band sound."

One of Mr. Taylor's particular

favorites—and until now one of the best-kept secrets on his play list—is a number called Cu-cu-rru-cu-cu Paloma, performed by a Greek folk singer named Nana Mouskouri. "There is something haunting about it."

Mr. Taylor takes quick exception to references to "elevator music" and the like. "Technically it's not true," he says, "especially about us. Our music is not background and it's not mood music. For example, almost every song we play is thoroughly identifiable, and the arrangement is a very special arrangement, by a great artist, so that consequently if you put our station on and you're sitting down to dine, the conversation doesn't flow that easily because people will say, 'Ah, listen to that.' It really is foreground music."

Nor, he insists, is music the only ingredient of the station's programming. Its performance in terms of public service is up to or beyond the FCC commitment. Moreover, he considers it far beyond the standard station "cop out" of calling up the local university and two or three church organizations and asking them to put you on their mailing list. "And as the stuff flows in you start around 5 or 5:30 on Sunday morning and you just run one after the other until you fill up the number of hours

per week you have to fill in public affairs and the other categories, whatever your percentage is. And occasionally on Sunday evening. I decided a long time ago this was not the way to run a radio station. It doesn't solve anybody's problems. It doesn't help anybody. So I took the bulk of our Sunday morning material and I canceled it."

In its place Mr. Taylor instituted an on-staff community affairs department—in addition to its news staff—that presently produces four-minute capsule programs five times a week. Each runs four times a day, at 1:55 and 9:55 a.m. and p.m. In addition there's a Sunday program, *Topic*, which runs in four-minute segments five times during the day, on one subject. The station also has three commentators—Caroline Bird, an author; Anselma dell'Olio, an actress and women's lib activist, and Tom Plate, a senior editor of *Newsday*. Each is heard twice a week at 7:55 p.m.

Marlin Taylor does believe in public service, but he also believes in audiences. As far as half-hour interviews, or even 15-minute interviews, are concerned—on radio—he believes they're worthless. "We've experimented with this thing. Four minutes is about the right length. If we went to five or six we would probably get tune-outs. You could do 24 hours of public service programming and you'd be the best licensee in the world as far as the FCC is concerned, but 24 hours a day of public service times zero listeners is like times zero anything. It's just zero."

Zero is not his kind of score. The station grossed \$360,000 in 1969, his first half-year there. Last year it was up two-and-a-half times, to about \$900,000. It expects to double that in '71.

On the opposite coast, but sharing the same musical bag with Marlin Taylor, ex-W DVR-colleague Gordon Potter's KWST(FM) is having similar success. "I'll be very disappointed if the FM stations don't have 40 percent of the total Los Angeles listening audience in three to four years," he says. "The day we do is the day we're going to want 40 percent of the dollars." As it is the station has gone from a dollar-a-spot rate card when Century Broadcasting assumed control ("If you were a big spender you could get a 15-minute program for \$2") to an average \$38 spot now.

KWST is one of four Century FM stations—the others located in Chicago, St. Louis and Detroit. Its syndicated FM service, announced this spring, is expected to be in 20 additional markets by July.

SHARING the spotlight with FM as a scene-stealer in Radio '71 is country western, as it used to be called, or modern country, which it more accurately is now. South of a line across

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As one broadcaster puts it, the way you get to modern country is to "take all the elements of what is called top-40 rock or contemporary radio—the highly-disciplined sounds, the disciplined personalities—then take out the rock music and substitute the various forms of country, but leave out the bluegrass which has a twang to it." It's a rough formula, but it works.

Another likens the success of modern country to that time in the late 1950's "when a lot of stations didn't know what to do so they went rock. It was fairly simple. You played a tight play list. You bought two or three sets of jingles. You had your news at five minutes on the hour and headlines on the half hour, and you had cash giveaways. And your ratings went up and you did a lot of business. And nobody liked you at the country club."

WBAP (AM) Fort Worth-Dallas, which went full country ("Country Gold," they call it) last August, says one of its hottest assets is Bill Mack, a disk jockey who's on the air from midnight to 6 a.m. That's a drive-time all its own, and one that Hal Chesnut, director of radio operations, says has anchored the station's success—particularly with truck drivers.

The oncoming success of country stations is demonstrated by a new Pulse study (see page 76) which shows that program format ranking third to contemporary and standard stations across the country, and leading them in adult audiences in smaller markets. The general thrust of the Pulse report: country doesn't yet have a hold on teens, nor is it making significant inroads in the Northeast.

Demographic breaks are still the order of the day in radio buying, and tend to be so in radio programming as well. But just as the musical lines are crossed more and more—country-and-western artists making it big on rock stations, Beatles music given prominent play on middle-of-the-road stations—so also is the matter of audience attitude, as opposed to age, becoming increasingly significant. A specific expression of that idea is the programming philosophy of KIIS(AM) Los Angeles, adapted below from a station presentation called "Psychology of a KIIS."

"KIIS is a contemporary music station. We play not only today's music but occasionally yesterday's music with fresh and new arrangements. Who are we aiming at with our music programming? Not at an age group or a particular sex group; rather, we are aiming our music at a life style, perhaps a number of life styles. Life style is a

phrase we all use freely but it is necessary now to define it clearly.

"We are now living in a transient, throw-away, disposable society. In 70 major U.S. cities in our country, average residence in one place is less than four years. In the years 1953 through 1956, the average best selling book remained on the list 18.8 weeks. A decade later that shrunk to 15.7 weeks. In the years 1941 through 1943, the average number one song stayed on top for nearly 10 weeks. From 1951 through 1953, it dropped to about eight weeks. From 1961 through 1963, the average was around four weeks and the average now is between two to three weeks.

"Philip Morris sold a single major brand of cigarettes for 21 years. Since 1954, by contrast, it has introduced six new brands with so many options with respect to size, filter and menthol, that the smoker now has a choice among 16 different variations. This diversification has been duplicated in virtually every major product field. Gasoline companies not long ago offered only regular and premium. Sunoco now offers eight different blends and mixes. We also have a choice between leaded, low-leaded, or unleaded. From 1950 through 1963, the number of soaps increased from 65 to 200. Frozen foods from 121 to 350. Detroit found that there was not a single uniform mass market, but instead an aggregation of mini markets. Customers wanted custom-like cars that would give them the illusion of having one of a kind.

"You may be wondering what all this has to do with life style. It has everything to do with it. The American society is racing toward (many think we're already there) *over-choice*. We as consumers now have so much to choose from that we need help and we get that help by adopting a life style.

"One does not just decide on a life style. Rather, we search for one or a combination of styles that will fit our particular temperament and circumstances. The decision to be an executive, a militant or a hippie is seldom the result of pure logic, nor is the decision to adopt a life style made clearly all at once. The commitment to one style of life over another is thus a super decision in our lives. It is a decision to narrow the range of alternatives that will concern us in the future. What to wear, what kind of food we like, music we prefer, people we associate with, the way our homes are furnished, even our leisure time activities are affected by the life style we adopt. A life style offers most of the answers we need on a daily basis.

"KIIS hopefully will become a component part of several different life

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styles. KIIS reflects an attitude toward life through our music. We have broken most of the ties with the past musically. We do not play Glenn Miller, Mantovani or Stan Kenton because our style is modern. We are offering our listeners an escape (we hope painlessly) from the past to the present without shocking their musical tastes too much. Obviously for an older person to make the transition from KPOL to KIIS will be more difficult than it would be for a younger rock-oriented listener to switch from KHJ or KRLA to us. At the same time, our whole presentation to the public is filled with emotional, psychologically-loaded items which should be compatible with a number of different life styles. Take the billboards for example; it's difficult to determine the age of the two people kissing. The man's hair and clothes don't show so we can learn nothing about him from that. The woman in the picture is attractive but it's also impossible to determine her age or life style. What we see is simply a very romantic picture of an intimate moment shared by two people and most of us, no matter what our styles of life, can relate to that moment. Our sound is contemporary music, our overall theme is romance. These two elements should fit comfortably into any number of life styles."



**STEREO 92.3
SAN JOSE, CALIF.**

KSJO RADIO is one of a new breed of contemporary music stations. The full presentation of music, uncluttered with a multitude of commercials, promotions and contests, may take the form of rock, folk rock, western or any other form appropriate to reach the dominant audience from 18 to 36 years of age... a powerful factor in today's business in the greater San Jose Area.

NATIONAL REPS:
S. F. — Ray Rhodes — Co.
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If there's any one area swimming upstream against the programing currents of radio it's classical music. Increasingly, devotion to yesterday's art has meant inviting today's disaster in broadcast business economics. There remain, by Bruce Johnson's count, just 17 classical operations in the country. His—KFAC-AM-FM Los Angeles—is one of the few that not only isn't dying, but, instead, is kicking up its heels, as well as its dollar volume.

That hasn't always been the case. In fact, it wasn't the case as recently as 1969, when KFAC ended the year \$83,000 in the red. It ended 1970 \$335,000 in the black. Mr. Johnson hasn't yet projected his profits for 1971, but he has his billings. They, he anticipates, will be over \$2 million, versus less than \$1 million in 1969.

How KFAC did it provides almost a primer for how to run a classical operation in today's market.

Lesson one: be sure you're a classical station. Mr. Johnson's first move upon taking over KFAC was to eliminate semi-classics from the playlist—the same sort of discipline a top-40 station applies to its program signal.

Lesson two: get the listeners on your side. Mindful of the loyalty the classical listener can show when he's threatened with loss of his music—as witness the challenge to format changes by classical stations in Atlanta and Syracuse—Mr. Johnson determined to enlist them on his side *before* such a problem arose. Indeed, to see that it need not arise. The result: a listener's guild which already numbers 10,000 members, each paying \$3 in year to back guild projects.

Lesson three: promotion. Again borrowing generously from the operations manual of top-40 radio, KFAC has an extensive bag of promotion tricks, including shopping center concerts (for which it is paid), live concert promotion (from which it makes money), a station magazine (which makes money), a quadrisonic concert in cooperation with stereo and record shops, an endorsement campaign using such celebrities as Frank Sinatra, James Stewart and Nancy Wilson (for free), and sponsor appreciation booklets which are sent to listener's guild members who send them to the station when they buy an advertiser's product. The station also offers its listeners gummed stamps they can put on bills and invoices stating "I bought your product because you advertise on KFAC." It has an art gallery on the premises and has opened a classical music theater and nightclub downtown—and has over 350 volunteers standing in line to perform.

Mr. Johnson's approach, though marked by finesse, is surely not subtle. Just as surely, it is successful. The gains would seem to accrue all around.

"There's nothing you can say about WCCO Minneapolis that makes any sense at all. It is a wonder of the world. You're listening to a news show that has a 45 share and the next thing is a polka hour and the ratings go up! It is literally true that if you don't listen to WCCO in the morning you are out of it. It is a way of life."

We look at radio as a means for different people to talk among themselves. At least you can get them to hate intelligently," says Marv Segelman, general manager of Pacifica's KPFF(FM) Los Angeles. He speaks not only for his own point of view but for that of the three other Pacifica FM stations—WBAI New York, KPFA Berkeley and KPFT Houston—which have made a name for themselves as pushers-back of communications barriers for 21 years.

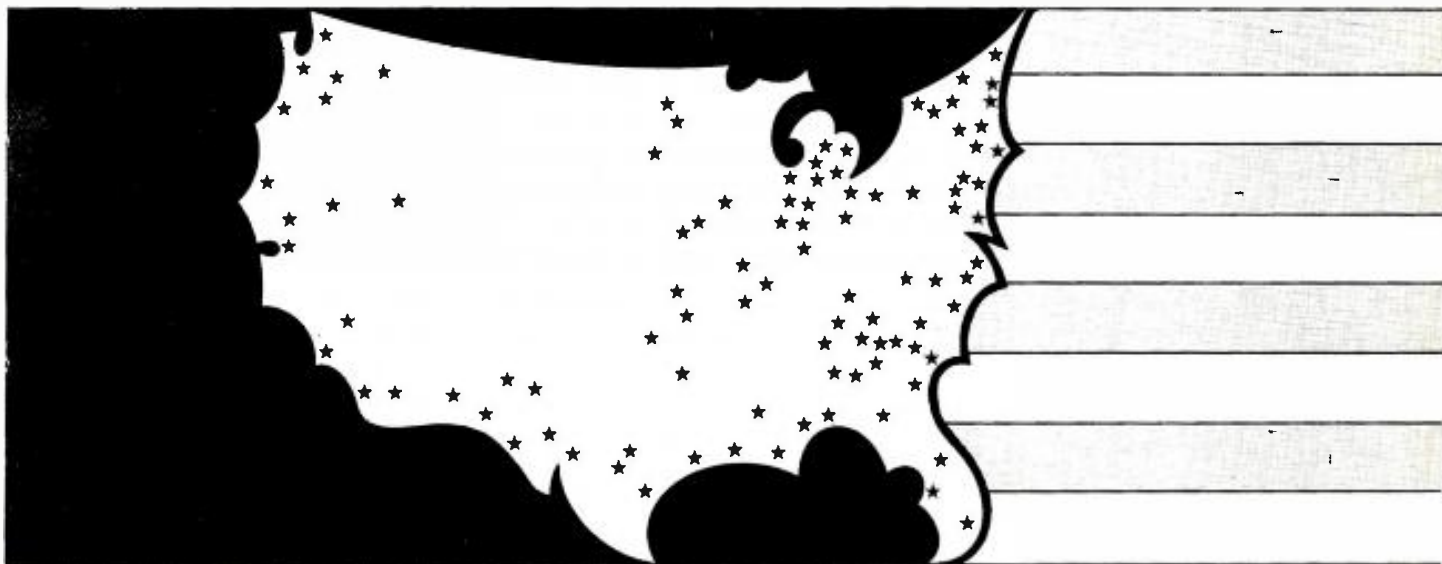
The primary reason-for-being of Pacifica is to serve as a carrier of opinion. The general impression is that it is a carrier of liberal or leftist opinion—if not of downright radical or communist. Mr. Segelman says it isn't so, that there's a right to left in shades of opinions, "although not as much right as we'd like. That's an odd phenomenon. We've had the Klan, we've had the Nazi party. Bill Buckley started his radio broadcasts on WBAI a number of years ago. And yet the people who avail themselves of the opportunity [to be on a Pacifica station] turn out to be mostly left people. I used to argue with these guys [of conservative opinion] to come on. They'd say 'No, because you're a radical weirdo outfit.' We'd say 'We're only a radical weirdo outfit because you won't come on the air and make it more balanced.'"

What may justify that condition, in Mr. Segelman's opinion, is that "we like to think that we are the balance, that there are enough media which either run scared all the time or run conservative to right all the time that something like a Pacifica station provides the balance. That's a sort of uncomfortable rationalization, but I think it's true."

As Mr. Segelman sees his station's role, everyone has an equal right to the air. "What's difficult for us is to continually remind ourselves that it's not we who have the answers. It's our job to help others get on the air or get on

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In fact, there are now 115 pins on our AMERICAN TOP 40 map. Each represents a far-sighted radio station that has acquired exclusive broadcast rights for our weekly, three-hour AMERICAN TOP 40 show.

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WIFE Indianapolis	WORJ Orlando	WABI Bangor	Harlan
WCUE Akron	WCRO Johnstown	KBET Reno	Aberdeen
WGH Norfolk	WIST Charlotte	KNOE Monroe	Hilo
KISN Portland, Ore.	WRNC Raleigh	WERK Muncie	Lihue
WGTO Tampa	KINT El Paso	WASK Lafayette	Clovis
WNCI Columbus, Ohio	KACY Oxnard	KWFR San Angelo	Laurinburg
KRIZ Phoenix	WTLB Ulica	KNOX Grand Forks	Martinsville
KTSA San Antonio	WVIC Lansing	WBMJ San Juan	Junesau
WHFM Rochester	KHYT Tucson	KOZA Midland/Odessa	KBTC Houston, Mo.
WDRC Hartford	WTMA Charleston, S. C.	WKDR Piatzburg	Lethbridge, Alberta
KCRA Sacramento	KAFY Bakersfield	KPUG Bellingham	CHAT Medicine Hat, Alberta
WABY Albany	WFLJ Chattanooga	KQWB Fargo	RADIO 610 Port of Spain
WKNX Saginaw	KQEO Albuquerque	WPHM Port Huron	RADIO FIJI Suva, Fiji
KPOI Honolulu	KEYS Corpus Christi	WKLP Keyser	COMMERCIAL Hong Kong
WDRR Syracuse	WQXT West Palm Beach	KATA Arcata	RADIO REDIFFUSION Singapore
WAIR Winston-Salem	KJRB Spokane	WAGM Presque Isle	KLAM Cordova
WORC Worcester	KYNA Des Moines	WTSN Dover	KELK Elko
KOIL Omaha	WIBR Baton Rouge	WTRG Columbia, Mo.	

pieces of tape. Society tends to elevate some people to a position of power or influence. But there are thousands of others who ought to have a chance, not to be interpreted, but to say how they feel about things."

Pacifica has repeatedly been the target of outrage from one quarter or another, the most conspicuous attacks being on its Houston station, which was twice put off the air. KPRK was silenced on one occasion—during a special series on Martin Luther King—when someone poured oil on its high voltage lines, and on another was firebombed but not silenced. It has frequently been challenged on the freedom of the speech it allows on the air, but has been upheld by both the courts and the FCC.

It would be both unfair and unkind to liken noncommercial Pacifica to an aging liberal. It would be inaccurate, however, not to note that much of its past daring now seems tame compared to what's happening in other areas of the media, most especially including its colleagues in commercial radio. In terms of avant gardism, Pacifica's almost stodgy these days.

AL Lohman and Roger Barkley are the morning men on KFI(AM) Los Angeles. As such they carry the burden for most of the broadcast day on the station: 6-10 a.m. drivetime is the make-or-

break segment of a radio station's day. They come to the task armed with the morning paper and a sense of humor. On the day BROADCASTING sat in on their show, they noted the occasion with this exchange:

L: (in dialect as reporter) "That's right, ah, my name is Elwood Clatfelder and I'm doing this, ah, article on radio for the magazine I work for."

B: "What magazine is that?"

L: "It's a woman's magazine."

B: "An article for a woman's magazine about radio?"

L: "About radio . . ."

B: "Uh huh."

L: ". . . so I would like to slant the article if I could toward the ladies. As an example, are either one of you guys pregnant?"

B: "Ah, I don't think so."

L: "No, huh. Ah, do you have a favorite recipe?"

B: "No. You see we're not, ah, neither of us cook. I don't think. Do you cook, Lohman?"

L: (as Lohman) "Uh uh."

B: "No. He said uh uh."

L: (as reporter) "Ah, would, ah . . ."

B: (interrupting) "That's a quote, too. You can use that."

L: "Uh, how do you spell that?"

B: "I'm not sure."

L: "'Uh uh,' he said. That ends a sentence when you say, 'he said.'"

B: "That's right. Then you put a little period after it."

L: "Right, a little dot. We call them, ah, we writers call them little dots. Ah, floral arrangements, any of you into that at all? Ah, you make your own curtains?"

B: "No."

L: "Any tips on raising children?"

B: "No."

L: "Looks like I've hit a dry well here."

B: "I'm afraid you have."

L: "Think I'll go over and talk to Whittinghill [the competition on KMPC] and see if he's pregnant."

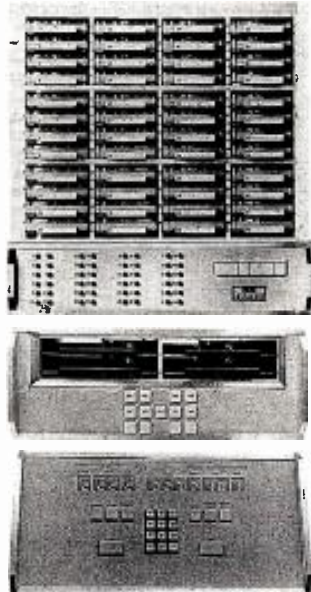
THE new radio—progressive FM style—has occasioned the beginning of a new news service, too. It's Earth News Service (ENS), a San Francisco organization which began in October 1970 as a daily service, distributed free on trial to several hundred FM rock stations, and which now, on a paid basis for the past 60 days, has 30 full-time subscribers and is adding new ones at the rate of 3-5 per week.

Behind Earth News—and *Earth* magazine, which it was originally designed to serve as a promotion vehicle—is James Goode, 47, an ex-establishment journalist who was a *Life* magazine correspondent for 10 years and *Playboy's* articles editor for four before starting *Earth* in June 1970. Both the magazine and the news service are designed to serve what Mr. Goode calls "the awareness elite, an elite in terms of evolutionary consciousness." Mr. Goode broke away from conventional journalism because "I was tired of 'processed' information. We try to lay out exactly what happened rather than give a Time Incorporated—or a *Berkeley Barb* [an underground newspaper]—interpretation of what happened."

Earth News is edited by Tom Newton and John Newhall, two 24-year-olds. Mr. Goode calls members of the "new world." The business manager is Michael Shannon. The service itself sells for as little as \$10 a week, as much as \$50 (depending on the station's rate card). Most subscribers are in the \$10-\$20 range, and many have a hard time making that. They are sent about 10 developed news items each day, seven days a week, by air mail. ENS tried conventional news wires for a while, but couldn't find more than five stations who could pay the freight. The mails, however, "have been a total success," says Mr. Goode. "It works because we're in San Francisco. If we were in Chicago or New York going the other way I don't believe it would." Most of the subscribing stations receive the package on a next-day basis, but "even if it arrives two days later it's news they can't get anywhere else."

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EARTH NEWS

EARTH NEWS FOR JUNE 11.

(We would appreciate the credit - Earth News - with each item or group of items used in any single time period.)

The "Celebration of Life" music festival is through June 11.



EARTH NEWS

Agriculture Building
Embarcadero at Mission
San Francisco, Ca. 94106

MR. DON
BROADCASTING
1735 DE
WASHINGTON

URGENT!

New consciousness news service

Most of that news is fed into ENS by a network of social responsibility groups all over the country—including "every American Civil Liberties Union chapter, the Nader group, the Indian groups, the blacks, ecology groups, political action groups." ENS then checks the items out for accuracy on its own. One subscriber—Willis Duff of KSAN(FM) San Francisco—calls the service "at least as accurate as UPI."

One of Mr. Goode's tenets in his publications is to avoid establishment jargon or styles that turn off the younger listener or reader. "An 18-year-old college freshman or sophomore listening to Janis or Santana or Kristofferson cannot 'hear' an AP news release," he says—a reverse phenomenon to that of older listeners not being able to 'hear' the lyrics to a Beatles tune. "There are key words and sounds associated with pain and displeasure—and especially boredom—that will black anybody out in their acceptance of any input." As soon as you hear me say, 'President Nixon said today . . .' in the tone I'm using now, you know that it's the Associated Press, establishment output. We try to make every news item a personal narrative, to make you feel that you, the listener, are on the phone with John Newhall as he speaks to the White House press secretary."

ENS is neither polemic nor political, says Mr. Goode. He believes its reach will eventually extend to AM stations and to newspapers as well, particularly those concerned about reaching the new generation. "We believe in the intelligence of the lay listener or reader," he says. "They're very bright. They may be uninformed, but they're very bright and they have a high level of assimilation. All you need to do is present the facts."

It doesn't take long for a reporter researching radio to run into the fact that stations whose audiences "skew older," as the expression goes, deeply resent the fact that present advertising agency buying practices discount those listeners over 50 years old. There are a number of arguments to refute that logic. KABC-(AM) Los Angeles, however, prefers to spoof it. Thus the following:

ONCE upon a time there was a wicked ogre who ran a ukase factory in a salt mine under Madison Avenue (Wilshire Boulevard in certain Far Eastern translations). He manufactured 50 ukases a day and loaded them on a narrow-gauge tram which took them up to street level every afternoon in time to make the late editions. Fifty a day was his limit because that's all the fingers and toes he had to count on. Then one Tuesday the ogre carelessly laid his hand on the track, and the moving tram cut off one of his fingers. He roared with rage and howled with pain and sulked all night in the salt mine.

The next day he turned out only one ukase: henceforth no one in the kingdom would be allowed to mention a number above 49. The prohibition was passed on from generation to generation—even unto this day. In the Madison Avenue-Wilshire Boulevard kingdom no one is permitted to deal with numbers over 49.

Earlier in the game it threatened to be a handicap, because the workers there draw pictures and record sounds for readers and listeners, and some of these latter get to be older than 49. (This was flatly denied at first, but then a credibility gap developed.) Someone had to come up with a reason for cutting off the Arabic numeral system this way.

"Okay," rationalized one of the princes, "maybe some of the natives out there do live to be—ah—do live longer than 49 years. But let's say they're useless. Let's declare that they have no value to us in our work. They're so sot in their ways that nothing we could say would have any influence on them. They're frozen in their habit patterns. So let's forget 'em. Pretend they don't exist."

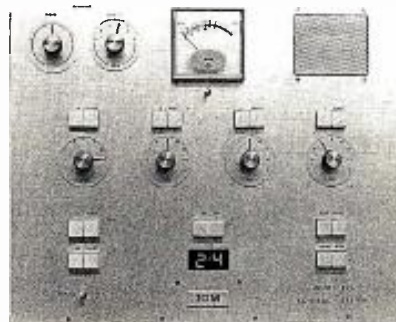
After the cheering died down they put it to a vote, and it was passed by a very simple majority. And that was that.

No one knows if they lived happily ever after, because—when they got to be 49 they disappeared.

Epilogue

Recent archaeological expeditions have turned up a huge, flourishing civilization composed of phantoms over 49 living in luxurious caves throughout the realm. They are found to be very fluid and adaptive in their ways, extremely

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The shape of things in station formats

The fact that more and more radio stations are going the route of specialization is well established. It is not too difficult to define what those specialities are. It is almost impossible, however, to find general agreement on which category a particular station fits into: The competition usually sees things differently from the way the station sees itself, and although stations want to take advantage of the audience pull specialization gives them, they often resist the name that goes with the game.

There are some general measures of station classification, however. One is the "Radio Programming Profile," published by BF/Communication Services, Glen Head, N.Y. As of January 1971 that publication found that:

In the top 100 markets there are 955 AM stations and 643 FM stations.

Of the AM's, the largest single category (258, or 27%) is of contemporary and progressive rock stations.

The second largest category (201 or 21%) is of popular middle-of-the-road stations.

The next largest break (168 or 18%) is of modern country or country and western stations.

And tied for fourth rank (at 164 or 17% each) are rhythm and blues, ethnic or religious stations, and album, standard and classical stations.

Of the FM's, the largest single category (249, or 39%) is of album, standard and classical stations.

The next largest (163 or 25%) is of contemporary and progressive rock stations.

The next (116 or 18%): popular middle-of-the-road.

The next (63 or 10%): modern country or country and western.

The last (52 or 8%): rhythm and blues, ethnic and religion.

Table 1: Distribution of stations with largest share by format—by men, women and teens

	Men: 18-64			
	6-10 a.m.	10 a.m.-3 p.m.	3 p.m.-7 p.m.	7 p.m.-12 midnight
Pop standard, standard pop and standard	45%	38%	28%	29%
Contemporary, contemporary pop and pop contemporary	26	32	40	42
Rhythm and blues	1	—	2	4
Album, show, movie	1	1	2	4
Country and western	17	26	24	6
Ethnic	1	1	2	1
Talk and news	5	6	4	5
Nonclassified and others	6	4	6	9
Base for percents	144	144	144	144
	Women: 18-64			
Pop standard, standard pop and standard	50%	29%	22%	27%
Contemporary, contemporary pop and pop contemporary	29	37	54	47
Rhythm and blues	4	2	4	5
Album, show, movie	4	1	5	2
Country and western	10	17	8	5
Ethnic	2	6	3	4
Talk and news	4	4	3	6
Nonclassified and others	8	8	6	7
Base for percents	144	144	144	144
	Teens: 12-17			
Pop standard, standard pop and standard	6%	8%	8%	9%
Contemporary, contemporary pop and pop contemporary	84	78	83	82
Rhythm and blues	1	3	1	—
Album, show, movie	—	—	—	—
Country and western	—	3	1	—
Ethnic	3	4	2	1
Talk and news	—	—	—	—
Nonclassified and others	6	6	6	9
Base for percents	144	144	144	144

Another—and brand new—measure of station format activity is afforded by The Pulse Inc. in its "1970 Pulse Annual Radio Review." A special section of that document classifies stations by program format, and shows the leading stations in each market in terms of audience share for men, women and teens classified as to format. By special arrange-

susceptible to influences emanating from the Kingdom of Ad.

Examples:

1. The brand-switching study by Brand Rating Index found that adults 65+ are *twice* the "switchers" that the 18-24's are. And adults 50-64 are *twice* the switchers that people 25-34 are. (*Per capita*, yet—and in the population there are *more* over-50's than there are under-35's!)

2. The latest Simmons research on Homemakers' Willingness To Try New Products found the urge just as strong at 65+ as it is at 18-24. And it's as powerful among those 50-64 as it is among the 25-34's. Homemakers 35-49 were found to be the *most* willing (which bears out marriage counselors' advice that this is the "dangerous age").

3. The BRI figures on *heavy* brand switching put homemakers 65+ in first

place—with 18-24 second, and 50-64 third.

4. The Home Testing Institute investigation of New-Product Sales In Supermarkets found the spirit of adventuresome spending *increases in direct proportion to a woman's age*.

Their summary: "The older a homemaker is, the *more likely* she is to try new products sold in supermarkets."

But the old myth died hard.

the Beautiful sound

WEAT-FM
STEREO 104.5

west palm beach, florida

100,000 WATTS VERT., HORIZ. FROM 570 FT.

IN the seven markets where we have FM stations," says Bob Cole, the man in charge of that side of the dial for CBS Radio, "the broadcast revenues in 1968 were \$13 million for all reporting FM's. In 1970 it had gone to \$20 million. And we project by 1976 it will be \$49 million. The annual growth rate between 1966 and 1970 was 24%. We project a further annual growth rate of 16% from 1972 to 1976."

To say that Bob Cole is enthusiastic about FM is understanding the case. A reformed spot television salesman, he took over the job of separating FM from AM in the radio division two years ago. WCBS-FM New York, the first to go "live," did it in October 1969.

Table 2: Distribution of stations with largest share by format—by market size; by men, women and teens—6-10 a.m.

	Men: 18-64				
	Less than 150,000	150,000 to 249,999	250,000 to 499,999	500,000 to 999,999	1,000,000 and over
Pop standard, standard pop and standard	15%	38%	40%	56%	60%
Contemporary, contemporary pop and pop contemporary	15	33	27	38	13
Rhythm and blues	—	—	—	—	3
Album, show, movie	—	4	2	—	—
Country and western	23	17	24	9	10
Ethnic	—	8	—	—	—
Talk and news	—	—	2	—	20
Nonclassified and others	46	4	7	—	—
Base for percents	13	24	45	32	30
Women: 18-64					
Pop standard, standard pop and standard	15	46	42	63	67
Contemporary, contemporary pop and pop contemporary	15	25	40	28	23
Rhythm and blues	—	—	4	6	7
Album, show, movie	—	4	4	3	3
Country and western	23	13	11	3	7
Ethnic	—	8	2	—	—
Talk and news	—	—	—	—	17
Nonclassified and others	54	4	7	—	—
Base for percents	13	24	45	32	30
Teens: 12-17					
Pop standard, standard pop and standard	15	8	2	6	7
Contemporary, contemporary pop and pop contemporary	46	88	89	94	93
Rhythm and blues	—	—	2	—	—
Album, show, movie	—	—	—	—	—
Country and western	—	—	—	—	—
Ethnic	8	4	4	—	—
Talk and news	—	—	—	—	—
Nonclassified and others	31	—	2	—	—
Base for percents	13	24	45	32	30

ment with Pulse, three sections of that breakout are reproduced here: the across-the-board standing of format popularity in all day-parts, and geographical and market-size standings of format popularity for the 6-10 a.m. time period. The base data, with minor variations, is for the last quarter of 1970.

WBBM-FM Chicago became operational in the new mode last November. KCBS-FM San Francisco will be next. WCAU-FM Philadelphia has been reformatted (to a golden oldies sound), but is still automated. KNX-FM Los Angeles, KMOX-FM St. Louis and WEEL-FM Boston will be next. Mr. Cole is a man with his hands full.

He is also, as an ex-musician, a man deeply involved in the sound of FM radio—a sound he's shaped to the contemporary rock variety in New York, contemporary but not as hard in Chicago and as yet has not determined in the other markets. "Rolling Stone asked me what I was going to do by way of changing the format in San Francisco. I said 'I'm not going to do anything, because I can't program that station from 3,000 miles away.' It has to be someone on the scene, who knows radio, who knows the market and tries to find a hole. The great thing about FM radio, you see, is that it is really specialized. You pick those people you want and you say, 'Those are mine,' and you go after them just as we did in Philadelphia with the oldies."

At the same time, Mr. Cole notes,

Table 3: Distribution of stations with largest share by format—by geographic area; by men, women and teens—6-10 a.m.

	Men: 18-64			
	New England and Middle Atlantic	East and West No. Central	South Atlantic, E. and W. Central	Mountain and Pacific
Pop standard, standard pop and standard	54%	51%	44%	29%
Contemporary, contemporary pop and pop contemporary	42	22	21	29
Rhythm and blues	—	—	2	—
Album, show, movie	—	—	—	8
Country and western	—	16	19	29
Ethnic	—	—	4	—
Talk and news	4	3	5	8
Nonclassified and others	—	8	10	—
Base for percents	26	37	57	24
Women: 18-64				
Pop standard, standard pop and standard	61	54	42	50
Contemporary, contemporary pop and pop contemporary	39	24	26	33
Rhythm and blues	—	—	10	—
Album, show, movie	—	—	—	21
Country and western	—	14	10	12
Ethnic	—	—	5	—
Talk and news	4	3	2	8
Nonclassified and others	4	10	10	—
Base for percents	26	37	57	24
Teens: 12-17				
Pop standard, standard pop and standard	11	6	5	4
Contemporary, contemporary pop and pop contemporary	89	89	75	92
Rhythm and blues	—	—	3	—
Album, show, movie	—	—	—	—
Country and western	—	—	—	—
Ethnic	—	—	7	—
Talk and news	—	—	—	—
Nonclassified and others	—	5	10	4
Base for percents	26	37	57	24

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Perhaps most noteworthy in these figures: the growing popularity of country-and-western formats with adult men and women (although not with teens), especially in the smaller markets and in all sections of the country except the New England and Middle Atlantic area.

there is "no isolation of sound" in the medium. By that he means that much of today's music crosses the lines which theoretically divide an underground station from a bubble-gum from a chicken rock from a country and western from a middle-of-the-road from an easy listener. James Taylor, probably the hottest contemporary artist today, is such a line crosser. So also are Simon and Garfunkle and, in their music if not

persons, the biggest of all, the Beatles.

That's not to say, however, that anything will go anywhere. Line crossing is most difficult at the extremes of the spectrum. An underground station won't accept the Glen Campbell brand of country, and a conservative station may find itself driving big numbers away with a Santana. "The problem for the middle-of-the-road stations," says Mr. Cole, "is that if they try to reach down

the modern country sound

WONDERFUL WEQT 850 RADIO COUNTRY

west palm beach, florida

for those younger demographics they can find themselves alienating every element of their audience. If they play a Santana cut and follow it with a Sinatra cut they'll lose the young audience with Sinatra, and the Santana cut may have cost them the audience they already had."

The next five years are growth and investment years for the CBS FM operations, as they are for the rest of the industry. (One of the building blocks now is a low-commercialization policy, including two blocks a day when the station programs "101 minutes of music"—101 being its dial position.) "We get an enormous feedback from all the plusses we're building into our operation," says Bob Cole. "So we can look down the road a couple of steps and say, 'Well, it's costing us a little revenue right now at a low rate card, but it's building us an audience and a medium.' Five years from now, when our rates are higher than AM, it will have paid itself off."

SPEAKING about rates. "That's the biggest problem in our business right now," says Frank Boyle, president of Robert E. Eastman & Co., among the largest—in terms of stations (107 markets)—radio sales representatives extant. "This is the greatest area of negotiation that anyone has ever seen. First you take the abrasive cross-ruff between the agencies of record and the media buying services, then you add in the economic climate, then the television network people playing their ball games of 30-40-50% off the card, then you sell parts of the TV networks, then the spot TV guys have to compete, so more rubber gets into their rate cards, and then you get down to network radio, and they never had any cement in their cards to begin with, and by the time you get to our level—and we try to recognize the place of national spot radio in this mix—and the rate, or negotiation, as it is usually called now, is just incredible."

All that is not to say the radio business isn't good, adds Mr. Boyle. It's both that and vigorous. But it's hard. "More people are buying shorter and shorter flights. It's hard to see how we can cut it any shorter and stay in business. There's no need for anyone to buy long term." (As if in echo to that remark, Phil Flanagan, president of the Henry I. Christal Co., told BROADCASTING later: "Well, we kept harping for years that one of the wonderful things about radio is its flexibility. Now we've got it.")

What radio's business health isn't is as good as its operators would like it to be—and, for the most part, as they believe it deserves to be. The medium may not yet be ahead of its audience, but it is ahead of its buyers. Some in radio can get fairly exercised on that point. None more than Charles Warner, general manager of CBS Radio Spot Sales, who pulled no punches at the Advertising Club of New York last month:

"I came here today to tell you that I'm sick and tired of sitting in the back of the bus," was how he began. "Radio has been the victim of media prejudice and unconscionable discrimination long enough, and it's about time we radio people rose up and did something about it."

Mr. Warner went on to catalogue his complaints against agencies and advertisers, including his belief that their antiradio attitudes came out of "vanity, fear, ignorance, arrogance, sloth and greed." Warming to his subject, he blasted the common complaint that radio is too hard to buy, and that it's thus incumbent on the medium to make the process easier, and said that "Radio is a segmented medium that takes a little effort and brains to buy and reaps great rewards to the advertiser who wants flexibility [that word again] and segmented target audience. It is the agency's responsibility to learn more about radio and plan it and buy it properly. Don't blame us," he said, "for not selling it right—that's a cop

out, and a bad one for irresponsibly overlooking the most enormous, personalized mass medium ever invented. Should radio improve the creative product? Would you like us to write the copy, stamp and mail the envelope too? *We* didn't hire the creative genius who can't express himself unless he spends two weeks in Greece shooting film for a 30-second version of Fellini's 'Satyricon' for dog food. Tell him to write a good radio commercial or fire him, but for God's sake don't blame us!"

In a calmer moment Mr. Warner took pains to point out that, according to the latest RADAR reports data, the medium reaches 92% of all people over 18 every week, 99% of the teen-agers, 94% of all men and women 25-49, and that CBS research indicates that while the average adult spends 1,200 hours per year with TV, he spends 900 hours with radio.

It needn't be dwelled upon, but the account that causes most radio men to beat their heads against the wall is the largest broadcast—that is, television—spender of them all: Procter & Gamble. Or "that dirty mother down in Cincinnati," as it's known to one who's lost more than one battle in that city. The big hope now is that Colgate's heavy spending in the medium, along with that of such other accounts as Bristol-Myers and General Foods, will begin to knock off P&G facings in some of the major chains around the country, and thus force the giant to come around. Of course, "that's what we've said for 12 years now," says our anonymous veteran, "and we're still waiting."

There are others who regard the potential entry of a P&G as a mixed blessing, fearing that "what they might do is screw up an already tenuous rate situation so badly that they could bring the business to its knees—just like they did network radio." Says this source, "They took all the profits out of it by the weight they could bring to bear." Confronted with that thesis, Frank Boyle says "Tell 'em to come on in and give us a try. We'll take the chance."

The airlines were another holdout from radio before Pan Am—which in Mr. Boyle's view was probably the least likely airline to do it—busted into rock radio. Eastern, one of the last airlines to hold out, began investing in radio last fall. The airlines now—along with the petroleum and the automobiles—are the pacesetters among radio's buyers.

What hurt most last year, of course, was the absence of cigarettes, barred from the medium by government fiat. That, plus the General Motors strike and the general economic doldrums, made 1970 not a banner year. But the

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5. A COMMERCIAL FOR MICHIGAN BELL
6. THE DIRECT APPROACH
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Fidelity Bank

Gray & Rogers, Inc., Philadelphia

8. YOU'RE NOT INVITED
9. THIS INTRICATE ARPEGGIO
10. LIFE IS FULL OF LITTLE SURPRISES

KABC-TV - Movies
Richter & Mracky-Bates, Inc., Los Angeles

11. BEHOLD A PALE HORSE
12. NORTH BY NORTHWEST
13. THE BROTHERS KARAMAZOV

Equitable Savings
Chiat/Day, Inc., Los Angeles

14. GRANDMAS READ GOOD
15. MY NANNY
16. MY GRANDPA

Stern & Mann's Dept. Store
Ray Crowl Advertising, Canton, Ohio

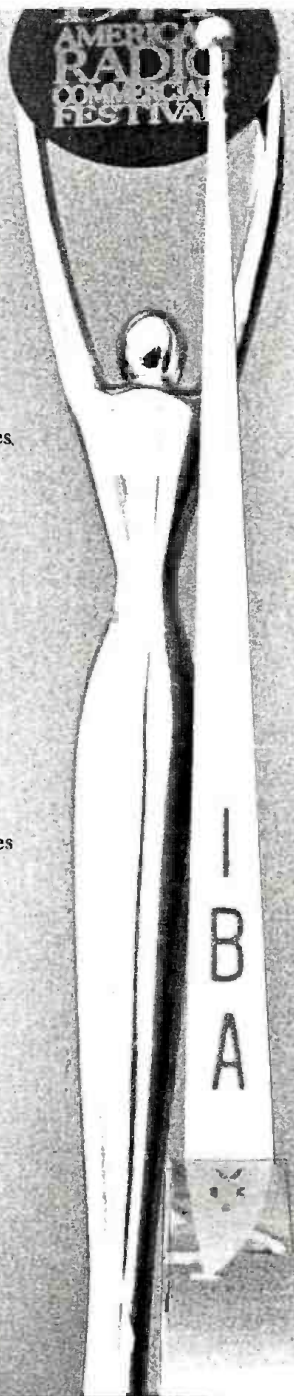
17. TINA
18. CATHIANNE
19. STERN & MANN & WOMAN

Chrysler Corporation
Ross Roy, Inc., Detroit

20. AND IF I SAY ENGINEERING
21. NOW THAT YOU MENTION IT
22. PEOPLE
23. CHRYSLER CARS, CHRYSLER CARES

Franciscan Communications Center

24. WHAT IS SEGGERATION?
25. LOVE LIKE A KID AGAIN
26. CAN YOU SAY IT?
27. BE HUMAN



IBA

The Hibernia Bank
Hoefler, Dieterich & Brown, Inc., San Francisco

28. REMEMBER HIBERNIA
- Michigan Bell Telephone Company
N. W. Ayer & Son, Inc., Detroit
29. A COMMERCIAL FOR MICHIGAN BELL
30. THE DIRECT APPROACH

KABC-TV 6 o'clock Movie
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31. HUSH, HUSH, SWEET CHARLOTTE
32. BEHOLD A PALE HORSE
33. NORTH BY NORTHWEST
34. THE BROTHERS KARAMAZOV

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- KABC-TV - Mini-Documentaries
Richter & Mracky-Bates, Inc., Los Angeles
36. BLIND CHILDREN
37. HIP KIT

38. DIRTY PICTURES
39. PROFESSIONAL CURIOSITY

Westinghouse Broadcasting Company - WINS

40. N. Y. HAS RHYTHM
41. CHOICE OF METS

Dynasound Division, Data Packaging Corp.
Richard Rodd Advertising, N. Y.

42. TAPE IT ON DYNASOUND

Stern & Mann's Dept. Store
Ray Crowl Advertising, Canton, Ohio

43. CATHIANNE

Fidelity Bank
Gray & Rogers, Inc., Philadelphia

44. THANK YOU VERY MUCH

Burgess Battery Division, Gould, Inc.
Carr Liggett Advertising, Inc., Cleveland, Ohio

45. BURGESS IS A DARN GOOD BATTERY

The Cleveland Trust Company
Lang, Fisher & Stashower Advertising, Inc.
Cleveland, Ohio

46. AN AWFUL LOT LIKE LINCOLN
47. SINGLE GIRL
48. MONTHLY CHECKS ARE BEAUTIFUL

Detroit Free Press

Grey Advertising, Inc., Detroit

49. SOUND OF A GOOD MORNING
50. ISN'T HE DELIGHTFUL?
51. DID YOU EVER MISS A MORNING?

Franciscan Communications Center

52. LOVE LIKE A KID AGAIN
53. CAN YOU SAY IT?
54. BE HUMAN
55. THOSE WHO LOVE - THOSE WHO DON'T
56. WHAT IS SEGGERATION?
57. THE HUMAN SOUNDS OF LOVE.

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turnaround is being felt now in many markets—up 15 to 20% over last year's first quarter is a common quotation—and there are those who believe 1971 could yet reach the levels of the late 60's, when radio felt healthiest.

Where most of radio's money is, of course, is in local spot, as opposed to national. Over-all the industry breakdown—as of 1969, the last full year for which official revenue data is available—is 66.6% local, 29.1% national spot and 4.3% network. (The respective dollar volumes which those percentages represent: \$799.9 million, \$349.6 million and \$50.9 million. Their total: \$1,200,400,000.)

Perhaps even greater than their frustration over P&G is the dander radio men can get up over the effect of that network 4.3% on the radio rate structure. Particularly NBC's, although the others come in for similar hard words from the national reps who feel the networks give their stations away. Phil Flanagan is among them. "A few weeks ago I was told that NBC Radio was offering the whole network *News on the Hour* at about \$1.40 per station. Now that's hearsay, but it's the kind of situation we're accustomed to. The networks depress the value of the whole medium. They have for many years and they continue to. It's not a very exciting media investment for a guy if the salesman says 'I'm giving you America for \$320.' The price is right but who wants it? That's an emotion that happens to people when things are dirt cheap."

NBC prefers to stay aloof from that particular competitive hassle—a classic on both the radio and television sides of the spectrum—but does go on record as denying it sells *News on the Hour*, ever, below the rate card level of about \$1,000 per minute (which would make it \$4.50 per station) or that it sells less than the full 236-station line-up for those segments. Nicholas Gordon, sales vice president, notes that the basic fact of life in any national medium is that you can buy the whole—as a network—

more cheaply than you can buy each of the component parts. "We're out to develop sales for the whole medium," says Mr. Gordon, "and the dollar increments we're after are large to begin with. Advertisers buying on the network are committing sums in the \$50,000 or \$100,000 level at a crack. It's just meaningless to talk in terms of dollars per spot per individual station."

The fire is not out on that controversy, however, and won't be in the presently foreseeable future.

Whatever the economics of the present market, radio is still an attractive business to get into. The return on invested dollar is far greater than in television because the cost factor is so much lower. More than that, it doesn't keep skyrocketing once you hit the peak. In a lot of stations the only thing that keeps overhead up is the unions; those stations which still have the flexibility to automate their way around that problem consider themselves doubly blessed. Overhead stops at the door, essentially. Beyond that the increases are keyed to volume—such as ASCAP and BMI fees, taxes, commissions and the like. But other than that it doesn't cost any more, theoretically, to broadcast to half a million people, and charge accordingly, than 50,000. Radio can still be a glorious business, businesswise.

BUSINESSWISE, there's no better operator in radio than the owned stations of ABC. No man's more responsible for that condition than Hal Neal, president of the division.

One of Mr. Neal's ex-competitors puts it about as strongly as you can: "ABC's stations are super-broadcasters. They do everything right. They have large audiences. They are competitively strong. They make a ton of money. They do great public service, partly because they have such huge audiences to do it to. They get involved in community affairs. They are sound in the treatment of their people. They promote from within. They recruit well. Their

hearts are in the right place on minority hiring and all that kind of thing."

They also make almost every use of the medium you can think of. They rock in New York and are first at it. They talk in L.A. and are first at it. They have an upbeat middle-of-the-road and a beautiful music station. They also, on the FM side, have a solid string of underground contemporaries. There are, to be true, some formats left, but it's hard to think of any other company so diversified and so well.

Hal Neal doesn't have to say those things about ABC—they're said for him by others. He does have something to say about how all that comes about:

"What really caused it to happen was the interest and the belief on the part of management that, while the radio stations will never produce as many dollars as television stations will, they still are very important dollars and there is still an important segment of the public to serve in various ways. I really believe this: you have to give honest service, you have to honestly do something, fulfill a need, then you go out and sell it. I don't think there is any magic sesame. Some broadcasters are going to fail and some are going to win. And the guys who work hard at it are going to win and the guys who don't are going to lose. And it comes back to this—and I know this sounds like information for the FCC, but it's true—that you've got to fulfill a public need. I don't care whether you are selling soap, cars, television stations or radio stations, you've got to give honest value, or I don't care how many salesmen you hire, you are not going to make it."

Mr. Neal, who can make a point when he means it, goes on:

"I won't even use our stations as the examples. Let's look at the all-news phenomenon of WNS(AM), which did it first in New York, and WCBS(AM), both all-news all the time. Now WNS is top-40 news. WCBS is middle-of-the-road news, because they have more feature material, a little more personality, in fact they do a hell of a job, really. So, I come back to radio, the strength of radio is in appealing to the individual tastes, and everyone has to find his own. We develop our own friends and our own cults because we tend to be able to associate with them, and this is the strength of radio. How can so many stations survive? That's a problem, no question about it, but if you develop a distinct and strong personality, and serve that public need faithfully, you have an audience. A viable thing that is of great value, with great believability. That's the key."

Which just about says it all.

(This special report was written by Donald West, managing editor.)

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Macdonald bill picks up support

Some key features draw Justice approval; broadcasters disagree

The Nixon administration last week endorsed some major points of the new political-spending bill introduced by Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee. Broadcasters, however, made clear their disapproval of provisions they feel would discriminate against radio and television stations.

These were two positions expressed last Tuesday and Wednesday (June 15-16) as the subcommittee wound up its hearings on political-spending proposals. The hearings, which began June 8 (BROADCASTING, June 14), have been focusing primarily on the merits of H.R. 8628, the bill Chairman Macdonald introduced last month in an attempt to meet the President's objections that last year's vetoed legislation discriminated against broadcasters.

Chairman Macdonald's measure repeals Section 315 of the Communications Act for presidential and vice-presidential candidates; limits to 10 cents per eligible voter the amount a federal-office candidate could spend on all media (no more than half to be spent in broadcast), and requires broadcast and nonbroadcast media to charge candidates their lowest unit rates.

Associate Deputy Attorney General Wallace H. Johnson gave the subcommittee a summary of what the Justice Department (and the administration) would like to see in any campaign-reform legislation. The views were those expressed by Deputy Attorney General Richard G. Kleindienst at Senate hearings on S.382, the Commerce Committee's political-spending bill (BROADCASTING, April 7, May 31).

Mr. Johnson said justification for repeal of Section 315 for presidential and vice presidential candidates—that the equal-time provision has discouraged broadcasters from offering free time and coverage to candidates and has favored incumbents over challengers—also applies to other federal-office candidates.

Free or subsidized broadcast time is not the answer to controlling campaign costs, he said, "because candidates would buy as much additional broad-

casting time as they could afford." And, he added, subsidized time "will serve to lure into campaigns many fringe and minor candidates who are more interested in personal exposure than in serious contention for elective office."

He also reiterated that Justice favors one over-all spending limitation and lowest-unit-rate provisions that apply to both broadcast and nonbroadcast media.

Mr. Johnson told the subcommittee that limiting contributions could violate First Amendment guarantees of freedom of expression. And, he said, requiring broadcasters to give candidates free time could also raise a constitutional question because it could mean taking broadcasters' property without due process of law.

He said Justice supports the concepts contained in H.R. 8628, sees the bill's provisions as part of a package of campaign-reform measures, and does not see enforcement problems in the Macdonald bill if provision is made for full disclosure of campaign financing.

In a statement last week, Chairman Macdonald hailed the Nixon administration's support of his bill as "very welcome and tremendously important." He said Mr. Johnson's testimony was "con-

An end run by Muskie

Senator Edmund Muskie (D-Me.) thinks contenders for the Democratic presidential nomination should limit their campaign spending to reserve party funds for the general election.

In a letter last week to Democratic National Chairman Lawrence F. O'Brien, the senator suggested that the Democratic candidates should hold spending to 10 cents a voter—five cents for broadcast and five cents for non-broadcast spending. He also suggested that the contenders agree not to use spot TV commercials in next year's primary. A DNC spokesman said that Mr. O'Brien has been thinking along the same lines and plans to bring the matter up at his next meeting with the candidates.

However, Senator Birch Bayh (D-Ind.) last week rejected Senator Muskie's proposal, contending that the plan would prevent candidates from becoming as well known as Senator Muskie. Senator Bayh pointed out that Senator Muskie holds a natural political advantage because he ran for Vice President in 1968.

structive and a true indication that our efforts have real bipartisan support."

If the equal-time provision were repealed for presidential and vice-presidential candidates, there is no doubt that networks and individual licensees would act with "scrupulous fairness." That was the opinion of FCC Chairman Dean Burch, who noted that the commission has announced that it intends to conduct a broad inquiry into the fairness doctrine, including its applicability to political broadcasts (BROADCASTING, June 14). He added that across-the-board repeal would be possible with the proper FCC guidelines.

He said the lowest-unit-rate requirement "is one way of reducing direct costs for broadcasts by candidates and at the same time allowing each station to provide reduced charges according to its own rate schedule."

The question of spending limits is a policy judgment for Congress, Chairman Burch said. However he pointed out that H.R. 8628's limits discriminate against broadcasters. "Candidates should retain maximum flexibility to conduct their own campaigns as they see fit within the total limits to be set," he said. Chairman Burch's views were shared by Vincent Wasilewski, president of the National Association of Broadcasters.

Wade H. Hargrove, executive director and general counsel of the North Carolina Association of Broadcasters also favored across-the-board repeal of Section 315 and a single over-all limitation on spending. However, he took issue with the lowest-unit-rate provision of the Macdonald measure. "There is no public-interest justification for compelling these selected industries [stations, newspapers and magazines] to shoulder and subsidize the costs of campaigns," he contended. For broadcasters, he said, the provision is "invidiously discriminatory" and relegates the industry to a common-carrier status.

John Howell, publisher of the *Warwick* (R.I.) *Beacon* testified for the National Newspaper Association. He was accompanied by William Mullen, president of NNA, and Theodore Serrill, executive vice president of the association.

If the lowest-unit-rate were applied to newspapers, Mr. Howell said, it would result in "either below-cost bargain rates for political ads or complete refusal by newspapers to accept them because of the economics involved."

And, he added, requiring newspapers

and magazines to make advertising space available to all candidates for an office if they sell space to any candidate "clearly infringes on the free-press guarantees of the Constitution."

Representative John S. Monagan (D-Conn.) told the subcommittee that his bill (H.R. 8606) should be part of any campaign-reform package enacted by the House. The measure would make it illegal to nominate a candidate for President more than 60 days prior to the general election. "Shortening the campaign will automatically reduce and possibly eliminate" many abuses, he contended, because in most cases campaign excesses are related to campaign length.

Dr. Martin Krakowski, a Washington private consultant in economics, operations research and social sciences, told the subcommittee that his method for "continuous disclosure" of media payments would be a useful supplement to other legislation. Under the proposal, which Dr. Krakowski has advanced in Senate hearings on political spending, all political announcements in broadcast and print media would carry price tags and cumulative media expenditures for each candidate would be announced periodically.

Hearings on other political-spending proposals are scheduled this week under Representative Watkins M. Abitt (D-Va.), chairman of the Subcommittee

on Elections of the House Administration Committee.

The hearings will deal with H.R. 8284—sponsored by Mr. Abitt and Administration Committee Chairman Wayne L. Hays (D-Ohio)—and other election-reform measures that have been referred to the committee. Sessions are scheduled tomorrow, Wednesday and Thursday (June 22-24) at 10 a.m. in Room 2154 of the Rayburn building. A subcommittee spokesman said last week that hearings would also be held following Congress' July 4th recess.

The Hays-Abitt measure, introduced last month, places strict limits on aggregate contributions and expenditures for federal-office candidates, but does

Who spent what in the '70 elections

Political candidates for state and federal office spent some \$60 million on radio and television campaigning last year, almost double the \$32 million they spent in 1966, the last off-year election.

The figures on campaign spending were compiled by the FCC, as they are after every election year, on the basis of responses to a questionnaire sent to all broadcasters. The questionnaire deals with spending by candidates for governor, lieutenant governor, senator and U.S. representative for nonnetwork pro-

gram time and announcements. It shows a total expenditure of \$50.3 million, but does not include the 15% commissions to advertising agencies that have been included in past reports.

The report shows that Democrats outspent Republicans \$26 million to \$21.7 million—but only because of Democrats' greater number of intraparty fights. Democrats spent \$11.7 million on primary campaigns, Republicans \$5.1 million. But Republicans outspent them in general elections—\$16.5 million to \$14.3 million.

The totals include \$31.6 million spent on television and \$18.7 on radio. They

include expenditures of \$2.7 million by Conservative and other parties in primary and general elections.

The report also shows that all candidates received a total of more than 21,000 free hours of time. The Democrats received the most, 11,429 on radio and television in the primaries general elections; the Republicans received 7,607 free hours. The total received by the other parties was 2,427.

In the general elections, the total amount of free time given the major parties was practically split evenly between them—5,131 hours for the Democrats, 5,164 for the Republicans.

Political broadcasting in radio stations: 1970 elections

	Charges for announcements (dollars)	Charges for program time (dollars)	Total charges (dollars)	Paid program time (hours)	Free time		Total time (hours)
					Sustaining time (hours)	Time on sponsored programs (hours)	
Primary election							
Democrat	4,787,201	141,478	4,928,679	2,335	1,512	723	4,570
Republican	1,899,505	26,648	1,916,153	336	777	585	1,698
Conservative	202		202		1	8	9
Other parties	448,516	10,371	458,887	117	180	102	399
Total	7,125,424	178,497	7,303,921	2,788	2,470	1,419	6,677
General election							
Democrat	4,943,446	89,768	5,033,214	1,212	1,903	729	3,844
Republican	5,481,144	69,157	5,550,301	901	1,681	1,092	3,674
Conservative	88,973	782	89,755	5	31	12	48
Other parties	688,044	18,187	706,231	223	668	364	1,255
Total	11,201,607	177,894	11,379,501	2,341	4,282	2,196	8,819
Primary and general elections							
Democrat	9,730,647	231,246	9,961,893	3,547	3,415	1,452	8,414
Republican	7,370,649	95,805	7,466,454	1,237	2,458	1,677	5,372
Conservative	89,175	782	89,957	5	32	20	57
Other parties	1,136,560	28,558	1,165,118	340	848	466	1,654
Total	18,327,031	356,391	18,683,422	5,129	6,756	3,615	15,497

Political broadcasting on TV stations: 1970 elections

	Charges for announcements (dollars)	Charges for program time (dollars)	Total charges (dollars)	Paid program time (hours)	Free time		Total time (hours)
					Sustaining time (hours)	Time on sponsored programs (hours)	
Primary election							
Democrat	6,091,212	688,885	6,780,097	989	407	154	1,550
Republican	3,002,554	211,208	3,213,760	238	324	69	631
Other parties	223,977	30,909	254,886	19	45	16	80
Total	9,317,743	931,000	10,248,743	1,246	776	239	2,261
General election							
Democrat	8,763,477	460,507	9,223,984	469	395	110	974
Republican	10,407,427	574,139	10,981,566	613	470	108	1,191
Conservative	416,435	20,771	437,206	8	13	3	24
Other parties	667,426	49,817	717,243	69	239	56	364
Total	20,254,765	1,105,234	21,359,999	1,159	1,117	278	2,554
Primary and general elections							
Democrat	14,854,689	1,149,392	16,004,081	1,458	802	264	2,524
Republican	13,409,981	785,345	14,195,326	851	794	178	1,823
Conservative	416,435	20,771	437,206	8	13	3	24
Other parties	891,403	80,726	972,129	88	284	71	443
Total	29,572,508	2,036,234	31,608,742	2,405	1,894	516	4,815

not contain restrictions on how the funds are to be spent (BROADCASTING, May 17).

Political donations by broadcasters

Some 12 in the business put up \$10,000 or more for candidates in 1968

A dozen figures associated with broadcasting are listed as having contributed \$10,000 or more in the 1968 political-election campaign by Dr. Herbert Alexander in his new book, "Financing the 1968 Election," published yesterday (June 20) by D. C. Heath & Co. (355 pp, including appendices; \$12.50).

Dr. Alexander is director of the Citizens Research Foundation, Princeton, N.J. He is the author of similar financial studies of the 1960 and 1964 elections.

Among the broadcast-related contributors, John Hay Whitney of Corinthian Broadcasting gave the most: \$57,500 to the Republicans. Others were: William S. Paley, chairman of CBS Inc., \$10,000 to the Republicans; Thomas S. Murphy, chairman-president of Capital Cities Broadcasting Co., \$5,000 to the Republicans and \$6,000 to the Democrats; Mr. and Mrs. Gene Autry (Golden West Broadcasters), \$15,000 to Republicans; Edward Lamb (Lamb Communications Inc.), \$18,500 to Democrats; John W. Rollins (Rollins Inc.), \$15,000 to Republicans; Miss Frances Steinman (Steinman Stations), \$19,000 to Republicans; Mrs. J. Hale Steinman (Steinman Stations), \$16,000 to Republicans; Mr. and Mrs. John D. Wrather (Wrather Corp.), \$15,000 to Republicans.

In another list, showing split contributions, Dr. Alexander has these names with broadcast associations: Gardner Cowles (Cowles Communications), \$3,750 to Republicans and \$1,000 to Democrats; Arthur C. Nielsen Jr., \$1,000 to Republicans and Mrs. Nielsen, \$500 to Democrats; Earl F. Slick (Southern Broadcasting Stations), \$4,000 to Republicans and \$500 to Democrats.

Dr. Alexander also states that two broadcasters contributed a total of \$1,000 to the Wallace campaign, but he does not identify them.

Dr. Alexander estimates that \$300 million was spent for all candidates in the 1968 campaign, including primaries. This, he says, is a 50% increase over the 1964 campaign total.

At the presidential level, Dr. Alexander estimates that both major parties spent a combined total of \$37 million

and the Wallace campaign \$9 million for the general election; pre-nomination expenses ran \$25 million for Democrats (with Eugene McCarthy spending \$11 million, Robert F. Kennedy, \$9 million and Hubert Humphrey \$4 million), and \$20 million for the Republicans (with Richard Nixon spending \$10-12 million and Nelson Rockefeller, \$8 million).

Cost-per-vote in the presidential race, he estimates, jumped from 35 cents in 1964 to 60 cents in 1968. Under proposed political-spending legislation, the cost per vote would be held to 10 cents (see page 81).

Accepting the FCC report on political spending in TV and radio of \$58.9 million, 70% higher than the \$34.6 million spent in broadcasting in 1964 (BROADCASTING, Sept. 1, 1969), Dr. Alexander adds a special report on national advertising expenditures for both Richard Nixon and Hubert Humphrey, obtained from their election staffs (see table below).

Dr. Alexander estimates that \$20 million was spent in newspaper advertising for all candidates during the 1968 campaign, and that expenses for public opinion polls rose to \$6 million in 1968.

National advertising expenditures, general-election campaign, 1968

Time and space	Humphrey	Nixon
Television	\$3,525,000	\$ 6,270,000
Network	2,151,000 ¹	
Regional spot	1,374,000	
Radio	425,000	1,870,000
Network	123,000	
Regional spot	302,000	
Newspapers	429,000	880,000
Refund	-150,000 ²	— ³
Total time and space	4,229,000	9,020,000
Media production		
Radio and television	1,043,000 ⁴	
Newspapers	62,000	
Refund	-45,000 ²	— ³
Total production	1,060,000	1,980,000
Agency fees	378,000	
Refund	-125,000 ²	— ³
Total	\$5,542,000	\$11,000,000

¹ Divided approximately \$1 million for programs and \$1.1 million for spot announcements.

² Details of the \$320,000 in advertising agency refunds are: \$45,000 for over-estimated production costs; \$150,000 in rebates for network time ordered and paid for but where local station clearances could not be obtained; the remaining \$125,000 was from advances to the agency bank accounts and could not be categorized.

³ The Nixon campaign had some refunds but details are not known.

⁴ Including about \$300,000 spent on preparation of film biographies.

Rep appointments:

- WJR-AM-FM Detroit and WNOR-AM-FM Norfolk, Va.: Katz Radio, New York.
- WFUN(AM) South Miami, Fla.: Avco Radio Television Sales Inc., New York.
- WIGO(AM) Atlanta: Spectrum Inc., New York.
- KGMB-FM Honolulu and KNUS(FM) Dallas: RKO Radio Representatives Inc., New York.

What method for measurement?

Rubens urges heavy study of the ways and means of counting local viewers

Broadcasters, advertisers and advertising agencies were urged last week to join technical and financial forces for a basic study of local-market TV audience-measurement techniques, with special emphasis on finding "viable alternatives" to the "sweep" system.

They were also urged to conduct methodological research to determine why local-audience measurements based on diaries often produce viewing levels substantially lower than national measurements based on meters, and how diary-based measurements might be improved. This was an obvious allusion to repeated charges that the local-market reports of the American Research Bureau in particular tend to seriously underestimate audiences.

Both calls came from William Rubens, NBC vice president for audience measurement, at a meeting of the Radio and Television Research Council, New York, where he previewed findings of two new studies conducted for the Committee on Nationwide Television Audience (CONTAM). He made the proposals for himself and NBC, not for CONTAM, which is concerned with national rather than local-audience measurement.

"As an industry we spend a great deal of money on audience research and on methodological studies to improve these techniques," he said. "Yet year after year we are satisfied to let a fixed, predetermined period of merely eight to twelve weeks serve as an adequate representation of the year-round 52-week audience."

In network-audience measurement and in local-audience measurement in New York and Los Angeles, where overnight rating systems are in operation, "there is a virtual 'census' across time," he said. "The audience is measured 48 to 52 weeks a year."

Mr. Rubens proposed that the National Association of Broadcasters and CONTAM's local-measurement counterpart, the Committee on Local Television and Radio Audience Measurement (COLTRAM) "start discussions with appropriate industry representatives to form a joint industry committee" to launch this broad program of research. The same joint committee, he said, should also undertake "to determine what changes can be made to produce measurements of station audience that are practical and affordable

but not subject to the obvious deficiencies of the sweep system.”

As for the differences in results produced by diaries and those produced by meters, Mr. Rubens proposed that an evaluation of the diary techniques employed by both ARB and the Nielsen Station Index (NSI) be made “by a disinterested third-party expert”; that research be conducted into the results of both closed-end and open-end diaries, with ARB and NSI also making available any research they have done on the subject, and that experiments be undertaken to determine whether there are “viable ways” of improving diary-produced ratings.

“I don’t believe this research is the sole responsibility of the broadcasters,” Mr. Rubens said. “Agencies and their clients should participate with their financial as well as with their technical support.”

In previewing the new CONTAM studies, Mr. Rubens recalled that earlier

studies had shown that “properly executed” telephone coincidental research—which he described as much more elaborate and detailed than conventional telephone coincidentals—could provide an acceptable “standard of truth” in audience measurement. These earlier studies, he said, also found that the meter-based Nielsen Television Index (NTI) showed viewing levels virtually the same as those produced by a “properly executed” coincidental.

The new CONTAM studies, numbers five and six, conducted by the independent firm of Statistical Research Inc., dealt with NTI demographics, which are based on diaries in conjunction with meters, and on daytime as well as prime-time viewing.

While NTI and CONTAM’s carefully conducted coincidental produced substantially the same results in terms of homes using television (HUT) and sets in use, Mr. Rubens said, NTI was significantly short in terms of viewers

per tuned household—8% short in prime time and 13% short in daytime, with the difference reflected primarily among children and teenagers. In terms of audience shares, the two methods produced results that were close.

On the whole, CONTAM concluded, NTI’s meter/Diary techniques “provide adequate measures of network television viewing audiences.”

As to “conventional commercial” coincidentals, CONTAM found that its own “carefully conducted” coincidental produced HUT levels approximately 10% higher than the conventional coincidental, but that in terms of program shares and viewers per tuned household there was little difference between the conventional and the carefully conducted.

CONTAM is composed of representatives of the three TV networks and the National Association of Broadcasters. Its full report on studies five and six is currently in preparation.

Money marks the television spot

Advertisers place nearly \$300 million in the first quarter of 1971

The Television Bureau of Advertising reported last week that national and regional spot television advertising in the first quarter of 1971 reached \$291,923,100, based on the 75 leading markets monitored by Broadcast Advertisers Reports.

TVB said that 1,290 national and regional companies invested in spot TV during the first quarter of this year, with expenditures in nighttime accounting for 30.6% of the total followed by early evening, 29.1%; daytime 21.0% and late night, 19.3%. The leading product categories were food and food products (\$65,585,700).

Procter & Gamble was the top spot TV spender in the first quarter of 1971 with an investment of \$14,588,100, followed by Colgate-Palmolive, \$8,289,300; American Home Products, \$8,242,600; General Motors Corp., \$6,994,200 and Bristol-Myers, \$6,678,700.

Estimated expenditures of top-100 national and regional spot television advertisers

Rank	Company	1st quarter 1971
1	Procter & Gamble	\$14,588,100
2	Colgate-Palmolive	8,289,300
3	American Home Products	8,242,600
4	General Motors	6,994,200
5	Bristol-Myers	6,678,700
6	General Foods	6,659,800
7	Lever Brothers	4,938,600
8	William Wrigley Jr.	4,904,000
9	Warner-Lambert Pharmaceutical	4,042,800
10	Coca-Cola	3,967,300
11	Sterling Drug	3,691,500
12	General Mills	3,609,400

Rank	Company	1st quarter 1971
13	PepsiCo	3,601,800
14	Miles Laboratories	3,553,500
15	IT&T	3,369,300
16	Ford	3,358,100
17	Kraftco	3,294,200
18	Smith Kline & French Labs	2,979,500
19	National Products	2,706,000
20	Gillette	2,688,600
21	Triangle Publications	2,609,900
22	Nestle Co.	2,605,300
23	Toyota Motor Distributors	2,597,300
24	Johnson & Johnson	2,584,600
25	CPC International	2,538,400
26	Alberto-Culver	2,398,600
27	Campbell Soup	2,359,400
28	Scott Paper	2,358,500
29	Deluxe Topper	2,022,000
30	Carnation	2,002,400
31	Jos. Schlitz Brewing	1,916,600
32	Plough	1,714,800
33	Chrysler	1,710,100
34	Standard Oil of Indiana	1,704,300
35	Ralston Purina	1,661,700
36	American Can	1,654,600
37	Royal Crown Cola	1,651,000
38	Eastern Air Lines	1,643,200
39	Kellogg	1,593,500
40	Mars	1,527,100
41	Richardson-Merrell	1,503,300
42	Norton Simon	1,495,800
43	Carling Brewing	1,396,500
44	Pan American	1,372,100
45	Avon Products	1,328,900
46	CBS	1,287,300
47	Morton-Norwich Products	1,281,300
48	Seven-Up	1,259,700
49	National Biscuit	1,254,200
50	Quaker Oats	1,247,300
51	Dow Chemical	1,227,300
52	Standard Brands	1,222,200
53	Shell Oil	1,211,600
54	Pabst Brewing	1,197,200
55	Heublein	1,184,800
56	Beatrice Foods	1,183,100
57	Noxell	1,178,700
58	General Telephone & Electric	1,158,800
59	Swift	1,146,700
60	Del Monte	1,127,100
61	Standard Oil of Ohio	1,110,300
62	Westinghouse	1,099,300

Rank	Company	1st quarter 1971
63	Chesebrough Ponds	1,060,900
64	Squibb Beech-Nut	1,048,500
65	Revlon	995,200
66	Datsun Auto Dealers	977,100
67	Block Drug	975,400
68	Greyhound	968,100
69	Clark Oil & Refining	933,900
70	Interstate Brands	914,600
71	Liggett & Myers	907,000
72	Melville Shoe	888,600
73	American Airlines	887,500
74	H. J. Heinz	872,100
75	Rio Tinto-Zinc	863,500
76	Borden	860,600
77	UAL Incorporated	856,100
78	AT&T	844,000
79	Purex	816,200
80	Mennen	812,700
81	Rheingold	807,600
82	Philip Morris	803,800
83	E. & J. Gallo Winery	799,700
84	C. F. Mueller	798,700
85	Ward Foods	797,000
86	Hills Brothers Coffee	791,200
87	Kimberly Clark	776,600
88	Union Carbide	775,500
89	Trans World Airlines	774,500
90	Clorox	773,300
91	Ronco Tele-Products	764,700
92	U.S. Steel	764,200
93	Economics Lab	764,000
94	Nissan Motor	757,400
95	Hanes	754,100
96	Atlantic Richfield	754,000
97	Doctor Pepper	751,200
98	Volkswagenwerk	749,500
99	F. & M. Schaefer	746,100
100	Magnavox	730,800

Spending by product category

Product Category	Spending
Agriculture and farming	\$1,168,300
Apparel, footwear and accessories	8,319,200
Apparel fabrics and finishes	545,600
Footwear	2,241,500
Hosiery	2,663,000
Ready-to-wear	382,600
Underwear foundations and bras	1,762,900
Misc. apparel, accessories and notions	729,600
Automotive	22,684,500
Passenger cars	19,777,100

Rank	Company	1st quarter 1971
	Tires and tubes	754,000
	Trucks and mobile homes	1,592,800
	Misc. auto accessories and equipment	560,600
	Beer and wine	14,353,700
	Beer and ale	12,386,400
	Wine	1,967,300
	Building materials, equipment and fixtures	1,950,500
	Building materials	678,600
	Equipment fixtures and systems	1,081,500
	Protective coating and finishes	190,400
	Confectionery and soft drinks	22,336,500
	Confectionery	11,403,600
	Soft drinks	10,932,900
	Consumer services	691,000
	Communications and public utilities	15,200
	Engineering and professional services	587,200
	Financial	88,600
	Rugs and remedies	27,297,600
	Cold, cough and sinus remedies...	9,920,700
	Digestive aids and antiacids	2,492,200
	Headache remedies and sedatives	7,606,800
	Laxatives	219,600
	Medical equipment and supplies	721,400
	Skin products and liniments	1,989,500
	Vitamins	2,142,100
	Misc. drugs and remedies	2,205,300
	Food and food products	65,585,700
	Appetizers, snacks and nuts	1,550,500
	Bakery goods	8,759,200
	Cereals	5,369,700
	Coffee, tea and cocoa	9,688,300
	Condiments	2,956,400
	Dairy products	5,986,700
	Desserts and dessert ingredients	1,620,000
	Flour and baking mixes	1,000,300
	Fruit and vegetable juices	1,249,300
	Fruits and vegetables	2,691,300
	Health and dietary foods	1,021,200
	Infants' foods	286,200
	Meat, poultry and fish	4,540,900
	Pasta products and dinners	2,742,700
	Prepared dinners and dishes	4,320,300
	Salad dressings and mayonnaise	1,318,200
	Shortening and oil	4,277,000
	Soups	1,739,800
	Sugars, syrups and jellies	855,300
	Misc. food and food products	3,612,400
	Gasoline, lubricants and other fuels	10,151,300
	Horticulture	346,400
	Household equipment and supplies	17,307,700
	Deodorizers and air fresheners	424,600
	Disinfectants	1,525,700
	Food wraps and foils	2,305,300
	Household paper products	6,085,400
	Insecticides	4,000
	Major appliances	2,221,500
	Small appliances and equipment	676,700
	Misc. accessories and supplies	4,064,500
	Household furnishings	2,548,000
	Floor covering	256,600
	Furniture	1,114,400
	Household fabrics and finishes	674,200
	Misc. household furnishings	502,800
	Insurance	3,658,800
	Jewelry, optical goods and cameras	631,700
	Cameras and photographic supplies	519,100
	Jewelry, watches and optical goods	112,600
	Office equipment, stationery and writing supplies	421,700
	Pets and pet supplies	7,710,600
	Publishing and media	4,830,400
	Radios, television sets and musical instruments	7,889,600
	Musical instruments	118,000
	Records and tape recordings	4,291,400
	Radios, TV sets, phonographs and recorders	3,402,900
	Misc. components and supplies	69,300
	Smoking materials	1,048,700
	Cigars and tobacco	1,045,500
	Misc. smoking materials and accessories	3,200
	Soaps, cleansers and polishers	23,370,700
	Cleansers and polishers	9,887,000
	Laundry preparations	4,087,900
	Soaps and detergents	9,395,800
	Sporting goods and toys	6,211,000
	Games, toys and hobbycraft	5,452,000
	Sporting goods	759,000
	Toiletries and toilet goods	31,443,700
	Cosmetics and beauty aids	5,284,600
	Dental supplies and mouthwashes	6,576,500
	Depilatories and deodorants	2,471,700
	Feminine hygiene products	1,052,100
	Hair products	10,073,700
	Men's shaving equipment	1,619,300
	Men's toiletries	880,800
	Toilet soaps	1,821,300
	Misc. toiletries and toilet goods	1,663,700

Rank	Company	1st quarter 1971
	Travel, hotels and resorts	8,342,000
	Airlines	7,527,800
	Buses	471,200
	Car rental	341,800
	Steamships	1,200
	Miscellaneous	1,623,800
	Total	\$291,923,100

Spending by length of commercial *		
Length	Amount	Percent
10 sec.	\$16,639,600	5.7
20 sec.	9,049,600	3.1
30 sec.	202,010,800	69.2
40 sec.	875,800	0.3
60 sec.	63,347,300	21.7
Total	\$291,823,100	100.0

* Dollars invested in piggy-backs were allocated according to the lengths of the component parts.

Swift, Union Carbide accede to FTC order

The Federal Trade Commission announced last week that it was provisionally accepting a consent order in which Swift & Co., Chicago, agreed to cease making what the agency called false, misleading and deceptive health and nutritional claims on TV and in other media for its line of baby foods (BROADCASTING, Feb. 15). Tied to the Swift consent order is its agency, McCann-Erickson Inc., New York.

Earlier, the agency announced provisional acceptance of a consent order by Union Carbide Corp., New York, with respect to that firm's "acid test" TV commercial for its Prestone anti-freeze. FTC called the demonstration deceptive when it issued the complaint in 1969.

Klein sees danger in FTC's 'proof' order

Broadcasters and print media representatives concerned about a government threat to freedom of the press might be better advised to look more closely at recent activities of the Federal Trade Commission than to scrutinize President Nixon's administration

as closely as they recently have done.

Herbert G. Klein, White House director of communications, speaking before the Public Relations Society of America, in Little Rock, Ark., said, as he has before, that the administration's concern with the news media is keeping open the avenues of communication, not censorship.

But he said the FTC proposal to require advertisers to back up the claims of their advertisements could restrict the economic basis of the press and the broadcast media (BROADCASTING, June 14). The proposal "sounds good because of the heat of consumerism," but it could have a precedent-setting danger to a free press, he said.

Mr. Klein also was critical of the FTC's announced plan to hold hearings this fall on the social implications of advertising, particularly television advertising (BROADCASTING, May 17). "I decry this type of operation," he said. "I believe it's a move against a free press."

Y&R drops Hunt-Wesson

Young & Rubicam has resigned Hunt-Wesson Foods Inc., Fullerton, Calif. Billings for the account are approximately \$5.8 million, of which about \$4 million are in TV-radio.

In an internal memo circulated within Y&R, Edward N. Ney, president, cited factors leading to the agency's decision: difficulty in reaching agreement with client on "proper course for advertising-marketing"; limitations on long-range relations and growth possibilities because of Hunt-Wesson's announced plans to start a house agency; product-conflict situations because of Y&R's heavy involvement in grocery products, forcing the agency to turn down several Hunt-Wesson assignments and on the other hand, inhibiting Y&R's ability to accept brands from other clients.

1971 television-network sales as of May 16*:

CBS \$228,108,600 (37%); NBC \$214,766,500 (35%); ABC \$169,464,800 (28%)

Day parts	Total minutes week ended May 16	Total dollars week ended May 16	1971 total minutes	1971 total dollars
Monday-Friday				
Sign-on-10 a.m.	72	\$ 437,100	1,417	\$ 8,209,500
Monday-Friday				
10 a.m.-6 p.m.	1,004	6,270,200	16,672	120,782,100
Saturday-Sunday				
Sign-on-6 p.m.	313	2,903,700	5,541	63,765,700
Monday-Saturday				
6 p.m.-7:30 p.m.	93	1,264,500	1,734	28,598,800
Sunday				
6 p.m.-7:30 p.m.	12	237,700	348	10,611,500
Monday-Sunday				
7:30 p.m.-11 p.m.	439	15,582,300	8,418	356,133,500
Monday-Sunday				
11 p.m.-Sign-off	140	1,325,200	2,327	24,238,800
Total	2,073	\$28,020,700	38,457	\$612,339,900

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

Dingell hears from Mrs. Sarson

And advertisers hear from Dingell: too few consumers in code structure

A long-haired Boston mother of two with a decided British accent went to Washington last week and told a congressional committee that TV stations and networks are not living up to provisions of their own code.

Mrs. Evelyn Sarson, president of Action for Children's Television, charged that the TV code of the National Association of Broadcasters forbids broadcasters from exploiting children, from making health appeals to children, or from carrying sponsored, program-length segments.

But, she claimed, children's programs on TV are designed to exploit children because the child "does not understand the 'caveat emptor' system that demands the advertising and is often unaware of where the program ends and the commercial begins."

Further, she contended, children's

programs are loaded with vitamin advertising and are sold "just like candy." Mrs. Sarson also drew a bead on the *Romper Room* programs where, she claimed, the teacher-host often also delivers the commercial.

Mrs. Sarson called for the elimination of all advertising on TV programs designed specifically for children in the 2-to-12 age bracket; the establishment of "realistic" regulations and "clear limitations" on all advertising shown during daytime hours, when children may be watching, and the strengthening of the FCC with adequate staff and funding. She defined the hours when children watch as Saturday and Sunday mornings, and from 4 to 6:30 p.m. weekdays.

ACT already has spurred the FCC into a rulemaking proceeding, following the organization's petition asking the commission to forbid any advertising in children's programs and to require a minimum of 14 hours weekly of "good" children's programming by each TV station. Comments are due July 2, with reply comments due a month later.

Mrs. Sarson's appearance was before Representative John D. Dingell (D-Mich.) and a subcommittee of the House Small Business Committee which has been holding hearings on advertising self-regulation. The scheduled five-session hearing was to continue Friday (June 18) with Federal Trade Commission Chairman Miles W. Kirkpatrick and FCC Chairman Dean Burch. On Friday this week (June 25), the subcommittee is scheduled to hear Mrs. Virginia H. Knauer, President Nixon's consumer adviser, and Ralph Nader, consumer advocate.

Earlier this month the committee heard from advertising and NAB representatives (BROADCASTING, June 14).

Mrs. Sarson also expressed little hope for self-regulation by advertisers themselves. "For the advertisers to suggest another self-regulatory body," she said, "is to create another stalling mechanism without teeth."

Representative William L. Hungate (D-Mo.), a member of the subcommittee, tried to get Mrs. Sarson to admit that her program constituted censorship, and that it discriminated against TV because it did not touch newspapers, comic books or magazines. Mrs. Sarson

refused to agree. TV, she said, uses the public airwaves and is licensed to perform in the public interest. It is the pre-eminent medium for children, she maintained. For pre-school children, who don't read, it is the only medium, she said. Thus, she concluded, TV standards should be higher than normal.

Mr. Dingell opened last week's hearing with an admonition to advertisers. He told them in no uncertain terms that they are not paying enough attention to consumers in the structure of the prospective industry self-regulatory code.

He said that the proposed ratio of public members to advertisers and agency representatives on the 50-member National Advertising Review Board is insufficient. Instead of just 10 public members, as now proposed, he declared, there should be 20.

And, he added, public members should be chosen by an independent group, not by advertising-industry representatives. Furthermore, he said, the National Advertising Advisory Committee that is choosing the NARB membership should contain representatives of consumer organizations. The NAAC consists now of the chairmen and presidents of the Association of National Advertisers, the American Association of Advertising Agencies, and the American Advertising Federation.

The projected advertising code calls for the 140 bureaus of the Council of Better Business Bureaus to act as the first-line staff in policing the truth and accuracy of national advertising. Where an advertiser declines to accept the CBBB verdict, he may appeal to the NARB. If he still refuses to accede to an NARB decision, that organization will forward the case to the Federal Trade Commission or other appropriate federal government agency.

Under the present formula, the NARB is to consist of 30 members representing advertisers, 10 from agencies and 10 from the public.

Comments on ACT plan flood FCC's office

The FCC has received numerous letters—perhaps numbering in the thousands—from various groups and individuals, predominantly expressing support for the proposal by Action for Children's Television that the FCC impose regulation on children's television programming.

ACT, a Boston-based citizen group,

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made the proposal to the commission in February 1970, and comments began to pour in soon after. The deadline for their filing is now July 2—but it is clear that it will be some time before the FCC's staff reviews the pleadings.

ACT noted last week that "thousands" of letters have been received supporting its proposal which would ban commercials from children's programs and would establish a minimum number of hours devoted to such programming.

The commission's staff has been able to document only the formal comments that have come in—numbering about 120. These pleadings appear equally distributed between opponents of the proposal (mainly television licensees) and supporters.

Representative of the opposition was one from WABI-TV Bangor, Me., which contended: "Commercial television already presents a wide variety of programs attractive to children." Types of shows not presently available, it said, depend "on one's definition of children's TV and one's understanding of the mission of commercial television." Equally common was an accusation of KRGV-TV Weslaco, Tex., that the ACT proposal is "entirely without grounds for concern and should be totally ignored."

On the other side, there were numerous allegations. Among them: that television subjects children to excessive violence, exploits minority groups and misleads young viewers. But a more universal agreement was made by B'nai B'rith Women that "self regulation by the industry can no longer be trusted to meet the high quality need" of children.

Bowl game number 12 goes to Mizlou for TV

Mizlou Productions, New York, has been awarded a three-year television contract for the new post-season collegiate football bowl game established by the Arizona Sports Foundation (BROADCASTING, May 24). The bowl game, still unnamed, will be telecast nationally Dec. 27 3-6 p.m., EST from Arizona State University Sun Devil Stadium in Tempe.

Proceeds of the new bowl, the 12th major post-season game authorized by the National Collegiate Athletic Association, will be contributed to Operation Dope Stop. Attorney General and Mrs. John Mitchell have accepted an invitation to participate in the first festival.

The new bowl annually will pit the winner of the Western Athletic Conference against an outside team.

Mizlou's string of football post-season games now includes the Blue-Grey Classic (Dec. 28), the Peach Bowl (Dec. 30) and the American Bowl (Jan. 9, 1972).

Some last words from Dr. Stanton

Soon to talk—or not to— to Stagers, he has a say on subpoena at HRTS

"It seems to me," Dr. Frank Stanton told the Hollywood Radio and Television Society, "that the federal government, through [the Stagers] subcommittee, is insisting on trying to compare what we left out of *The Selling of the Pentagon* with what we included. By proposing this, the subcommittee is attempting flagrantly to engage the government in news surveillance."

Speaking to nearly 600 people in Los Angeles Tuesday (June 15), the president of CBS said there was nothing abstract or even dryly legal about the issue which he faces on Thursday (June 24) when he is scheduled to appear before the Stagers House Subcommittee.

"The fundamental question is poised," he said. "Is broadcast journalism really a part of the free press? It is ironic that this question should be raised, for after all, we know that more people rely on broadcast journalism as their primary source of news than on any other form."

The CBS president pointed out that the subcommittee has disclaimed any interest in examining the substantive issues raised by *Selling*. He said that very little of the discussion that followed the broadcast dealt with the program's content. "Rather the debate has related to technique, to questions of what was left out and what was put in," Dr. Stanton said. "In the last analysis, what is involved is nothing more and nothing less than the correctness of the news judgments which underlie the editing process. And of course," he added, "except where a broadcast is live and verbatim, editing is a fundamental part of broadcast journalism just as it is of print journalism."

"The federal courts have in recent years set as the basic standard of whether government action involving the press is constitutionally permissible, the test of whether such action has a chilling effect," Dr. Stanton said. "It is perfectly obvious to anyone who has ever had contact with journalists and the journalistic process that if the government has the right to do what this subcommittee is proposing—to compare what has been excluded with what has been included, to inquire into the editing process, to exercise its own judgments of whether that editing process meets its official notions of correct and appropriate editing—the effect is chilling indeed."

Dr. Stanton said that it would have

been easy for him to comply with the initial subpoena, to appear before the committee to discuss and defend *The Selling of the Pentagon*. But, he said, in good conscience, he could not. He said that when he appears before the committee on Thursday, he would respectfully decline to answer what he termed key questions. Those would relate to the editing required in assembling the program and the issues raised within the program. Dr. Stanton felt he would likely be held in contempt of the committee and possibly sentenced to jail. He was asked if he would go to prison but said that decision was probably two years away, if it had to be made at all.

Dr. Stanton also took the opportunity to say that he supported the action of the New York Times in publishing allegedly classified documents. Calling them historical documents, he stated his position that the public has a right to know. But he declined to say whether CBS would have broadcast parts of the documents had they received them first.

Why does the Pentagon watch?

Senator William Proxmire (D-Wis.) has asked the Pentagon why it wants to record newscases of all major TV and radio station in the Washington area.

The request stemmed from a Penta-

CHICAGO CATV HEARINGS

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gon ad in the May 20 issue of *Commerce Business Daily*, soliciting bids from small businesses to conduct the recording operation.

In a letter to Defense Secretary Melvin Laird, Mr. Foxmire said: "While it is interesting that the Pentagon is seeking to involve the free-enterprise system in its snooping activities, it is truly alarming that the Defense establishment is getting ready to stretch out another surveillance tentacle."

However, a Pentagon spokesman replied that the recording operation is "nothing more than an electronic clipping service." He explained that the recording company selects and transcribes all defense-related news from tapes for use in the Pentagon's "Radio/TV Defense Dialogue," which is circulated daily to Defense officials.

He added that the Pentagon has provided the service for six to seven years.

Staggers staff defends legal position on 'Selling'

"The legal status of a broadcaster cannot be equaled to that of a newspaper publisher."

That is one of the conclusions reached in an 80-page staff memorandum prepared by the House Investigations Subcommittee on legal issues raised by its subpoena to CBS on *The Selling of the Pentagon* documentary.

If a licensee cannot be required to produce information on how it is fulfilling its public trust, the memo says, "the long-standing fiduciary status clearly enunciated by the courts has been rendered illusory."

The subcommittee's inquiry into the question of deception involved in the program is valid, the memo maintains, because it is an area within Congress's legislative jurisdiction.

"The supposed identity between broadcasters and newspaper publishers has been repeatedly and emphatically rejected by the courts," the document says.

CBS President Frank Stanton has been subpoenaed to appear before the subcommittee on Thursday (June 24) to testify on the program. The subpoena also calls for outtakes from the documentary; however, Dr. Stanton has renewed his pledge not to provide them.

Sales vehicle for Tomorrow

Tomorrow Entertainment Inc., New York, has formed Tomorrow Syndication Inc. to supply TV stations with programming. Heading Tomorrow Syndication will be Lawrence P. O'Daly, who has been owner of Media/Syndication Systems Inc., New York, which has functioned since 1969 as company distributing programs to stations on a trade-

out basis. Mr. O'Daly's staff at Media/Syndication Systems will join him at Tomorrow Syndication. Tomorrow Entertainment is a programming subsidiary of General Electric Co.

On the unfairness of fairness

Jencks warns that access may make TV news a sheep in common-carrier clothing

Richard W. Jencks, president of CBS/Broadcast Group, last week expressed concern over the growing issue of citizen access to the airwaves, echoing FCC Chairman Dean Burch's fear that stations could be turned into common carriers if outsiders continue to be appeased in their demands for time. And he added a personal apprehension—that intervention from regulatory agencies or the courts in such matters would ultimately "make the government into the editor-in-chief."

Speaking before the Federal Communications Bar Association in Washington, Mr. Jencks recognized the presence of "a growing tide of partisans dissatisfied with broadcast journalism of any kind, who believe that broadcasters ought to afford them direct and unfiltered access to 'the people's airwaves'."

He cited a number of instances where various groups sought out free or paid time to present their views on controversial issues, using the fairness doctrine as a vehicle to compel broadcasters to recognize their demands. If this situation is allowed to continue, Mr. Jencks indicated—"and it will take a heroic effort by the [FCC] and the broadcast press itself to keep it from happening"—the future might see "a

broadcast press without purpose, without passion, which shuns tough issues and does not lead but merely presides." Such a press, he said, would be "a common carrier of other people's views with no creative or vigorous voice of its own."

Mr. Jencks noted that Chairman Burch offered a similar opinion last March at the National Association of Broadcasters convention, when he asked: "At what point does access choke off the channels altogether? . . . Does the broadcaster exercise balanced judgment . . . or does he just compile each day's agenda for public debate [BROADCASTING, March 22]?"

CBS, he indicated, continues to reject a policy of "direct access"—one in which complainants are allowed to take over a licensee's facilities without supervision of management or staff. He offered five justifications for this policy:

1. If news segments of programming were pre-empted and replaced by partisan access, it would be difficult to "hold a news operation together or justify its cost."

2. If time were given consistently to partisan requests for time, CBS would have to program "deliberately one-sided" broadcasts in order to "rectify the resulting imbalance."

3. Such a situation would create "inordinate advantages" for complainants "with the largest pocketbooks" and could prompt sponsors to advocate controversial viewpoints.

4. A direct-access policy would "greatly reduce" the audience for presentation of controversial viewpoints.

5. "Most critically," by requiring government intervention to decide who should receive access, "a direct access policy would ultimately make the government into the editor-in-chief."

Mr. Jencks applauded the FCC's decision of two weeks ago to re-examine the fairness doctrine (BROADCASTING, June 14). "I hope," he said, "that such a re-examination will not only reject any idea of compelled access, but will return to a liberally constructed fairness doctrine which insists only on over-all fairness and balance, not a counting of words or lines."

From Italy with love

Donald M. McGannon, president of the Westinghouse Broadcasting Co. has been honored with the Michelangelo award of the Boys' Towns of Italy, presented annually since 1944 for "service to children." Mr. McGannon was cited for Group W's one-hour documentary *Love is the Answer*, which tells the story of the Boys' Towns of Italy. The documentary was written, produced and directed by Mitchell Grayson and narrated by Mike Douglas.

*CBS/Broadcast Group President
Richard W. Jencks, on access:*

"Life might be easier for broadcasters if they were made mere common carriers of controversy. There would be fewer problems with congressional committees. It might even be profitable to sell time to partisans, and to reduce our investment in broadcast journalism. But I don't think either the commission, or most broadcasters, want it that way."

W/R finds the value of Canadian production

Production began in Vancouver, B.C., last week on the half-hour *Story Theater* dramatic series, signalling the extension of a mutually beneficial arrangement between Winters/Rosen Productions, Hollywood, and the CTV network of Canada.

The relationship began last year when Winters-Rosen and CTV entered into a co-production agreement on a series of 12 entertainment specials (four of which have been completed) and blossomed this year when the American-Canadian combine joined forces on two full-fledged series, *Rollin' on the River* and *Story Theater*, for a fall start in syndication.

Burt Rosen, president of Winters/Rosen, cited these advantages to W/R on producing in Canada: reduced production costs at no sacrifice in quality; technical equipment and personnel equal to and in some instances superior to their U.S. counterparts and a layoff in costs inasmuch as the programing is carried on the 12 stations of the CTV network. "For example, if we were to produce *Rollin' on the River* in Hollywood, it would cost at least \$125,000 per episode," he said. "We're producing it in Toronto for well under \$100,000 per episode."

One APBA conference leads to another

The Associated Press Broadcasters Association last week characterized its first national meeting for workshop sessions and speeches "a success" and endorsed the holding of a second conference in Chicago in June 1972.

The two-day meeting in Chicago on June 11-12 attracted approximately 125 management and news executives from stations in 45 states. Among the chief speakers were Robert Finch, presidential counselor; Dean Warren Agee of the University of Georgia School of Journalism and Wes Gallagher, AP general manager.

Wes Wise, a former broadcaster and the present mayor of Dallas, suggested that broadcasters scrutinize the practice of carrying broadcast news commentary immediately following a speech by government officials. Broadcasters should make certain that this practice is "in the best public interest," he advised.

A presentation on the course for the future was given by an AP group consisting of Robert Eunson, assistant general manager; Gerald Trapp, general broadcast news editor; Roy Steinfort, general executive; James Wessel, director of special projects and Hal Buell,

executive newsphoto editor. Mr. Wessel outlined several projects aimed at developing a regional audio service, keyed to the needs of members in various areas, and Mr. Buell discussed picture projects to serve television members.

News cooperation awards were given to five member stations: WLCY(AM) St. Petersburg, Fla.; KRYS(AM) Corpus Christi, Tex.; WWXL(AM) Manchester, Ky.; WASP(AM) Brownsville, Pa.; and WMAK(AM) Nashville. The presentation was made by John Day, vice president of WHDH-AM-TV Boston and chairman of the APBA awards committee.

Changing Formats

The following modifications in program schedules and formats were reported last week:

- WMOO(AM) Mobile, Ala. — Trio Broadcasting, has altered its program format replacing soul music with gospel programing from 7:30-9 a.m. and from 2:30 p.m. to local sunset. Station operates on 1550 khz with 50 kw day and directional antenna.
- KSRT(FM) Tracy, Calif. — KSRT Broadcasting, has modified its middle-of-the-road format to Spanish-language

programing. Station operates in stereo on 100.9 mhz with 2.5 kw and an antenna 300 feet above average terrain.

▪ KQIL(AM) Grand Junction, Colo. — Mesa Broadcasting Co., announces modification of its present format from up-tempo middle of the road to 100% modern country and western. Station has also expanded its broadcast day to 24 hours, seven days per week. KQIL operates on 1340 khz with 250 w.

▪ WGLM(FM) Richmond, Ind. — Broadcasting Services Inc., has changed its format from 50% country and western, 44% contemporary and 6% classical and religious to 94% country and western. The remaining air time is devoted to classical and religious programing. WGLM operates on 96.1 mhz on 32 kw with an antenna 200 feet above average terrain.

▪ WMAS(AM) Springfield, Mass. — Masscom Broadcasting Inc., announces change of station's format from adult middle-of-the-road music to 100% country and western, effective June 14. Alteration follows trial period of one month in which station added six hours daily of country music. WMAS operates on 1450 khz with 1 kw day, 250 w night.

▪ WFMK(FM) East Lansing, Mich. — Panax Corp. has modified its contem-

new production techniques

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quad split



Rotating
split





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SARKES TARZIAN, INC.
 Broadcast Equipment Division
 Bloomington, Indiana 47401

porary middle-of-the-road format to highlight easy listening programming. WFMK operates in stereo on 99.1 mhz with 116 kw and an antenna 300 feet above average terrain.

Broadcasting picks up 16 honors from ABA

NBC, CBS, Westinghouse Broadcasting Co. and 12 radio and TV stations figure in this year's American Bar Association Gavel Awards. Gavels and certificates of merit will be presented July 7 in New York. The awards are presented in recognition of "outstanding contribution" to public understanding of the American system of law and justice. A total of 43 in the various media were conferred.

Gavel winners: CBS News for a two-part program, *Bill of Rights*; NBC for the two-part *Bold Ones* TV segment, "The Continual Roar of Musketry"; WCAU-TV Philadelphia for the documentary, *Case for Reform*; NBC Radio and NBC News for the documentary, *The Prison System: Accomplice After the Fact*; WMAL-AM-FM Washington for a three-part documentary on crime in the nation's capital; KGO(AM) San Francisco for an editorial series, *For the Quality of Justice*; and KEAR(FM) San Francisco for the documentary, *Joe Bleakley*.

Certificate-of-merit winners: Westinghouse Broadcasting for the TV documentary, *On Trial: Criminal Justice*; NBC News for the TV documentary, *The Insiders*; KDKA-TV Pittsburgh for the

documentary, *The Price of Freedom*; WKYC-TV Cleveland for the documentary, *Dark Corner of Justice*; WGN-TV Chicago for *The New Laws*; noncommercial KPBS-TV San Diego for the three-part, *A Model Criminal Trial*; WCKY-AM-FM Cincinnati for a program segment, *The American Civil Liberties Union*; KXYZ(AM) Houston for a series of programs on the Bill of Rights; WSBA(AM) York, Pa., for a series on the consequences of breaking the law, and noncommercial WBGO(FM) Newark, N.J., for its *Kids and Courts*.

WGN gets special bow in annual Sloan awards

Eight stations and the NBC Radio network received the 1971 Alfred P. Sloan Awards for distinguished public service in highway safety in ceremonies held in New York.

One of the radio awards—a special citation—went to WGN Continental Broadcasting Co., operator of WGN-(AM) Chicago, for more than 20 years of "innovative programming and creative techniques to serve the safety needs of the motoring public." The award to NBC Radio recognized the network's efforts—a 13-part interview series broadcast on *Monitor*—to alert drivers on safety developments.

Other radio winners: AM stations KNX Los Angeles in the large-market area (over-500,000 population); KSL Salt Lake City in the medium-market area (100,000 to 500,000); KBOA Kennett, Mo., in the small-market area

(under 100,000), and WBOE(FM) Cleveland in the educational-station category.

The television winners were WCKT-(TV) Miami (large market), WKJG-TV Fort Wayne, Ind. (medium market) and KETS(TV) Conway (Little Rock), Ark. (educational). Winners received a plaque bearing the likeness of the late Alfred P. Sloan Jr., former president of General Motors and a highway-safety leader for whom the awards are named. The awards program has been held annually since 1948. The 1971 awards were conducted by the Highway Users Federation for Safety and Mobility through grants of funds from the Automotive Safety Foundation and the Alfred P. Sloan Foundation.

Awards were also presented to newspapers and magazines.

Human touch on tape

Giving "life" to automated formats is the aim of the newly formed Contemporary Programers Inc., Muskogee, Okla. First offering of the radio production firm is *Pippin Place*, featuring radio personality Jerry Pippin and contemporary pop music of the "nonfrantic" variety. Automated stations can carry up to six daily hours of the program, which also offers custom material for each station plus daily fresh tapes. *Pippin Place* is also available to nonautomated stations in 25-minute segments. Audition tapes and information: 1008 Barnes building, Muskogee 74401; phone (918) 682-1221.

FocusOnFinance®

Post Co. begins sale of new stock offering

The Washington Post Co., parent of Post-Newsweek stations, began the sale of common stock in its initial public

offering last week. The sale, which was announced three months ago, (BROADCASTING, March 29), involves 1,354,000 shares—1,294,000 of which are underwritten, with the remaining 60,000 being offered to company employees.

The stock, which is all class B, is being offered at \$26 per share, traded over the counter. The Post Co. is selling 580,000 shares directly and certain major stockholders are offering the other 714,000. Underwriting is being conducted by Lazard-Freres Co., New York. It was also announced last week that the subsidiary of Post-Newsweek has applied for a listing on the American Stock Exchange.

Company reports:

Capital Film Laboratories Inc., Washington, reported a decrease in net income and earnings per share for the year ended March 31.

	1971	1970
Earned per share	\$ 0.27	\$ 0.28
Net income	139,830	144,479
Net sales	4,307,334	4,537,823

The Outlet Co., Providence, R.I.-based group broadcaster and department-store chain owner, reported lower earn-

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The offer is made only by the Prospectus.*

1,294,000 Shares

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Class B Common Stock
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Price \$26 Per Share

Copies of the Prospectus may be obtained in any state in which this announcement is circulated only from such of the underwriters as may legally offer these securities in compliance with the securities laws of such State.

Lazard Frères & Co.

Loeb, Rhoades & Co.	The First Boston Corporation	Drexel Firestone <small>Incorporated</small>
duPont Glore Forgan <small>Incorporated</small>	Eastman Dillon, Union Securities & Co. <small>Incorporated</small>	Goldman, Sachs & Co.
Hornblower & Weeks-Hemphill, Noyes	Kidder, Peabody & Co. <small>Incorporated</small>	Lehman Brothers <small>Incorporated</small>
Merrill Lynch, Pierce, Fenner & Smith <small>Incorporated</small>	Paine, Webber, Jackson & Curtis <small>Incorporated</small>	
Salomon Brothers	Smith, Barney & Co. <small>Incorporated</small>	Stone & Webster Securities Corporation
Wertheim & Co.	White, Weld & Co.	Dean Witter & Co. <small>Incorporated</small>
Folger Nolan Fleming Douglas <small>Incorporated</small>	Johnston, Lemon & Co.	Bache & Co. <small>Incorporated</small>
American UBS Corporation	Basle Securities Corporation	Reynolds & Co.
A. G. Becker & Co. <small>Incorporated</small>	Alex. Brown & Sons	Bear, Stearns & Co.
CBWL-Hayden, Stone Inc.	Clark, Dodge & Co. <small>Incorporated</small>	Burnham and Company
F. Eberstadt & Co., Inc.	Equitable Securities, Morton & Co. <small>Incorporated</small>	
EuroPartners Securities Corporation	Harris, Upham & Co. <small>Incorporated</small>	E. F. Hutton & Company Inc.
W. E. Hutton & Co.	F. S. Moseley & Co.	Paribas Corporation
L. F. Rothschild & Co.	Shields & Company <small>Incorporated</small>	R. W. Pressprich & Co. <small>Incorporated</small>
SoGen International Corporation	Swiss American Corporation	F. S. Smithers & Co., Inc.
Walston & Co., Inc.	Wood, Struthers & Winthrop Inc.	G. H. Walker & Co. <small>Incorporated</small>

June 16, 1971

ings despite an increase in sales and broadcasting revenues for the first quarter 1971.

The Outlet report for the three months ended:

	May 1, 1971	May 2, 1970
Earned per share	\$ 0.11	\$ 0.18
Net revenue	15,143,037	14,840,682
Net income	175,200	272,681

Rollins Inc., Atlanta-based diversified company in broadcasting and cable-TV, reported record revenues and earnings for their fiscal year which ended on April 30.

The Rollins report for the year ended April 30:

	1971	1970
Earned per share	\$ 1.25	\$ 1.18
Net earnings	10,161,460	9,582,059
Revenues	127,025,940	119,047,630
Average shares outstanding	8,058,407	8,034,142

Republic Corp., Los Angeles, which is involved with film production and leasing of film facilities, reported decreased profits from its continuing operations for the six months ended April 30 and losses for the period based on write-

downs and sales of some operating units and advances to other companies.

For the six months ended April 30:

	1971	1970
Earned per share (loss)	\$ (2.32)	\$ 0.34
Revenues	93,480,000	87,295,000
Net income (loss)	(21,386,000)	3,034,000
Shares outstanding	9,187,000	8,952,000

Note: Extraordinary items during the six months include write-downs of \$15,250,000 on investments and advances in and to other companies; losses of \$8,560,000 on sale and shutdown of some operating units; loss of \$340,000 in the revaluation of foreign currency and a tax loss carryforward of \$1,382,000 in credit. In the six months of 1970, the firm recorded an extraordinary gain of \$754,000 on the sale of certain operating units.

The Broadcasting stock index

A weekly summary of market activity in the shares of 108 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing June 16	Closing June 9	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting										
ABC	ABC	N	44½	44%	- ½	48	25	7,089	\$305,678	
ASI Communications	ASIC	O	3%	3%	+ ½	4½	2½	1,789	6,476	
Capital Cities	CCB	N	46½	48	- 1½	48½	29	6,236	288,415	
CBS	CBS	N	44¾	45%	- ½	47½	30½	27,086	1,185,013	
Cox	COX	N	28½	28%	- ¼	31	17½	5,802	154,449	
Gross Telecasting	GGG	A	12½	12½	-	16	10%	800	11,286	
Metromedia	MET	N	26½	27	- ¾	28½	17%	5,756	135,266	
Mooney	MOON	O	5	5	-	5½	4	250	1,438	
Pacific & Southern	PSOU	O	16½	17	- ½	17½	12½	1,636	27,812	
Rahall Communications	RAHL	O	8%	9%	-	29	8%	847	8,258	
Reeves Telecom	RBT	A	2%	2½	+ ½	3%	2½	2,292	6,303	
Scripps-Howard	SCRIP	O	21½	22%	- 1½	25	18	2,589	56,311	
Sonderling	SDB	A	28½	30%	- 2½	34	24½	997	29,531	
Starr	SBG	M	14	14½	- ½	15½	8%	461	6,915	
Taft	TFB	N	40½	42%	- 1%	44%	23%	3,712	149,408	
								Total	67,342	\$2,372,589

Broadcasting with other major interests

Avco	AV	N	13½	13%	- ¾	18	12%	11,470	\$177,785	
Bartell Media	BMC	A	5%	6	- ½	8	4%	2,254	12,961	
Boston Herald-Traveler	BHLD	O	-	24	-	28	23½	577	15,002	
Chris-Craft	CCN	N	7%	7%	+ ½	9%	7%	3,901	31,676	
Combined Communications	CCOM	O	20	18	+ 2	20	10½	2,048	30,208	
Cowles Communications	CWL	N	11½	11%	- ½	12%	8	3,989	47,628	
Fuqua	FQA	N	23½	23%	- ¼	26½	13%	6,569	313,473	
Gannett	GCI	N	48½	48	+ ½	52	32%	7,115	155,160	
General Tire	GY	N	25½	26	- ½	26	21½	18,713	448,866	
Gray Communications		O	6½	6½	-	8	6	475	3,206	
ISC Industries	ISC	A	5%	5%	+ ½	8	5%	1,959	11,989	
Lamb Communications		O	2½	2%	- ½	2%	2%	475	1,245	
Lee Enterprises	LNT	A	26½	25½	+ 1	27½	18%	1,957	48,436	
Liberty Corp.	LC	N	19%	19%	+ ¼	23%	17½	6,774	136,252	
LIN	LINB	O	13%	13%	-	14%	6%	2,294	30,671	
Meredith Corp.	MDP	N	26½	27%	- ¾	29%	19%	2,754	73,670	
Outlet Co	OTU	N	17%	18%	- 1	22	14%	1,333	24,156	
Post Corp.	POST	O	13%	14	- ¼	14%	9%	734	16,559	
Ridder Publications	RIDD	O	22½	21%	+ ¾	27½	18	8,287	169,884	
Rollins	ROL	N	43	42½	+ ½	43%	25½	8,057	323,086	
Rust Craft	RUS	A	42%	43%	- ½	48%	28%	1,159	48,968	
Schering-Plough	PLO	N	80½	79%	+ ¾	84½	80½	25,174	1,966,593	
Storer	SBK	N	32	33	- 1	33%	19	4,223	129,857	
Time Inc.	TL	N	53%	50%	+ 3%	62%	40%	7,257	384,621	
Trans-National Comm.		O	1	¾	+ ½	1%	¼	1,000	750	
Turner Communications		O	2%	2%	-	4	2	1,328	4,648	
Wometco	WOM	N	19%	19%	- ½	23%	17%	5,809	122,685	
								Total	137,645	\$4,730,035

CATV

American Electronic Labs.	AELBA	O	6	8%	- ¾	10	3	1,636	13,497	
American TV & Comm.	AMTV	O	24½	22%	+ 1%	26%	17%	2,042	45,435	
Burnup & Sims	BSIM	O	22%	21%	+ 1%	37%	20½	1,481	55,538	
Cablecom-General	CCG	A	15%	15%	- ½	17%	12%	2,485	36,654	
Cable Information Systems		O	3%	3%	-	4%	2½	955	3,343	
Citizens Financial Corp.	CPN	A	13½	19½	-	-	-	1,406	28,120	
Columbia Cable	CCAB	O	15%	15½	- ¼	15%	9%	900	14,175	
Communications Properties	COMU	O	10%	9%	+ ¾	10%	7%	1,800	14,850	
Cox Cable Communications	COXC	A	19%	20%	- 1	25%	19%	3,551	72,796	
Cypress Communications	CYPR	O	10%	9%	+ ¾	10%	7	2,384	20,550	
Entron	ENT	A	4%	4%	-	7%	4	1,320	6,442	
General Instrument Corp.	GRL	N	28%	27%	+ 1½	29%	16½	6,375	160,969	
Sterling Communications	STER	O	5	5%	- ½	6%	3½	1,100	5,907	
Tele-Communications	TCOM	O	18%	19	- ¾	20%	12	2,704	44,616	
Teleprompter	TP	A	84%	84	+ ¼	88½	56%	3,136	253,232	
Television Communications	TVCM	O	10%	9%	+ ¾	10%	7	2,901	27,869	
Viacom	VIA	N	15%	16%	- 1½	21	14%	3,780	66,251	
Vikoa	VIK	A	7%	7%	- ¾	14%	7%	2,316	18,806	
								Total	42,252	\$889,050

Television Communications Corp., New York-based cable-TV systems owner and operator, reported an increase in earnings and revenues for the nine months ended April 30.

For the nine months ended April 30:

	1971	1970
Earned per share	\$ 0.12	\$ 0.11
Net revenues	6,472,750	5,701,098
Net income	449,519	399,594

Booth Newspapers Inc. (Booth American Co.) Ann Arbor, Mich., group station and newspaper owner, reported an increase in revenues but a slight decline

in net income for the three months ended March 31:

	1971	1970
Earned per share	\$ 0.62	\$ 0.64
Revenues	13,899,796	13,137,356
Net income	1,240,900	1,279,667

Financial notes:

Walt Disney Productions, Burbank, Calif., has filed for a proposed public offering of \$100 million of convertible subordinated debentures due July 1, 1996. The registration with the Securities and Exchange Commission, if ap-

proved, will be underwritten by Lehman Brothers Inc. and Kidder, Peabody and Co. Inc., both New York. Net proceeds will be used by Disney in connection with its Orlando, Fla., amusement complex and for capital expenditures at Disneyland in California.

Cox Broadcasting Corp., Atlanta, group station owner, has declared a regular quarterly dividend of 7½ cents per share on common stock, payable July 15 to stockholders of record June 22.

	Stock symbol	Ex-change	Closing June 16	Closing June 9	Net change In week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)
Programming									
Columbia Pictures	CPS	N	11%	12	- 7/8	17%	10%	8,335	\$80,778
Disney	DIS	N	113 1/4	114 1/4	- 1 1/4	128 7/8	77	12,785	1,575,751
Filmways	FWY	A	6%	7%	- 1/8	11%	6%	1,754	14,242
Four Star International	O		1	1	-	1%	1	666	833
Gulf & Western	GW	N	28 1/4	28 1/2	- 3/8	31	19	14,964	418,992
Kinney National	KNS	N	36	36 1/2	- 1/2	39%	28%	11,230	429,559
MCA	MCA	N	26	25 1/2	+ 1/2	30	21%	8,165	217,352
MGM	MGM	N	20 1/4	21	- 1/4	26%	15%	5,886	130,964
Music Makers	MUSC	O	2%	2%	-	3%	2%	589	1,396
National General	NGC	N	26 3/4	27	- 1/8	28 1/2	15 1/4	4,977	122,534
Tele-Tape Productions	O		1 1/4	1	+ 1/4	2	1	2,183	2,729
Transamerica	TA	N	16 1/2	16%	- 1/4	19	15%	63,785	1,084,345
20th Century Fox	TF	N	10%	11%	- 1/8	15%	8%	8,562	108,052
Walter Reade Organization	WALT	O	2 1/2	2 1/2	-	3%	2 1/2	2,414	6,325
Wrather Corp.	WCO	A	7 1/2	8 1/4	- 1/8	8%	6%	2,200	13,750
Total								146,495	\$4,207,802
Service									
John Blair	BJ	N	21%	22	- 1/8	24%	16	2,584	\$45,866
ComSat	CO	N	74%	72%	+ 2 1/2	84%	49%	10,000	732,500
Creative Management	CMA	A	10%	9%	+ 1	17%	8%	1,102	13,775
Doyle Dane Bernbach	DOYL	O	23%	24 1/2	- 1/8	26 1/2	21	1,918	42,676
Elkins Institute	ELKN	O	11%	13	- 1 1/4	16%	8%	1,664	27,240
Foote Cone & Belding	FCB	N	12	11 1/2	+ 3/8	12	7%	2,196	23,058
Grey Advertising	GREY	O	14 1/4	13%	+ 1/2	14%	9%	1,207	15,691
LaRoche, McCaffrey & McCall	O		13	13	-	16%	10%	585	8,483
Marketing Resources & Applications	O		10	10 1/2	- 1/2	18%	2%	504	4,914
Movialab	MOV	A	2	2	-	4	2	1,407	4,221
MPO Videotronics	MPO	A	5%	5%	-	8%	5%	557	3,275
Nielsen	NIELA	O	45 1/2	48%	- 3/4	49%	39%	5,299	257,528
Ogilvy & Mather	OGIL	O	35%	33%	+ 2 1/2	38	24	1,096	35,346
PKL Co.	PKL	A	4%	4%	- 1/4	8%	3%	742	2,783
J. Walter Thompson	JWT	N	56	55 1/2	+ 3/8	60	34 1/2	2,721	149,982
Transmedia International	O		1%	2%	- 1 1/2	3%	1%	535	1,739
Wells, Rich, Greene	WRG	A	20%	20%	- 1/2	25%	15%	1,575	28,648
Total								35,692	\$1,397,725
Manufacturing									
Admiral	ADL	N	19%	20%	- 1/8	21	8	5,163	\$100,679
Ampex	APX	N	17%	18%	- 1/2	25%	16 1/2	10,874	198,451
CCA Electronics	CCAE	O	4 1/2	4%	- 1/4	4%	2%	897	2,915
Collins Radio	CRI	N	15%	16 1/2	- 1/8	20%	14	2,968	49,328
Computer Equipment	CEC	A	5%	5%	- 1/8	7%	3%	2,408	15,038
Conrac	CAX	N	27 1/2	27%	+ 1/4	29	15%	1,259	34,937
General Electric	GE	N	80%	59 1/2	+ 3/4	62%	57%	90,813	21,773,325
Harris-Intertype	HI	N	58 1/2	58 1/2	-	69%	54%	6,333	394,989
Magnavox	MAG	N	50 1/2	49%	+ 1 1/4	51	37%	17,278	848,695
3M	MMM	N	116%	114	+ 2%	118%	95%	56,099	6,437,360
Motorola	MOT	N	85%	82%	+ 2%	89%	51 1/2	13,345	1,094,290
RCA	RCA	N	39 1/2	39%	+ 1/2	40%	26	74,437	2,837,538
Reeves Industries	RSC	A	5	2 1/2	+ 2 1/2	5	2%	3,458	10,374
Telemation	TIMT	O	8%	9%	- 1/4	13%	9%	14,040	135,065
Westinghouse	WX	N	92%	93%	- 1/8	94%	65%	41,431	3,702,688
Zenith	ZE	N	54	51%	+ 2 1/2	54%	36%	19,021	898,742
Total								359,822	\$27,647,751
Grand total								789,248	\$41,244,732
Standard & Poor Industrial Average			111.28	111.01	+ .27				

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

* Split three-for-two June 16.
Shares outstanding and capitalization as of May 19.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

Broadcast advertising

Robert L. Edens Jr., director, member of executive committee and executive VP, J. Walter Thompson, Chicago, joins Foote, Cone & Belding Advertising, there, as executive VP and general manager. Mr. Edens will also become director and member of executive committee of parent company, Foote, Cone & Belding Communications Inc. Also, **Willard R. Wirth Jr.**, senior VP and general manager, FC&B, New York, promoted to executive VP.

Radford Stone, account supervisor, LaRoche, McCaffrey & McCall, New York, named VP.

Earl G. Lindenberg, manager of systems and data processing, Gardner Advertising, St. Louis, elected VP.

Tyler Macdonald, president of Ayer/Jorgensen/Macdonald, Los Angeles agency, named chief executive officer in addition to his present duties. **Lewis K. Woodward**, senior VP and management supervisor, elected executive VP for client services. **Robert Talpas**, senior VP and management supervisor, and **Van Jacobsen**, VP and management supervisor, elected group VP's in account management as well as board members. **Blake Hunter**, copy supervisor, N. W. Ayer & Son, New York; **Dick Shoppeltry**, president, The Idea Shop, agency, Los Angeles, and **Mike Jolivet**, VP and group creative director, Botsford, Ketchum, San Francisco, all appointed creative directors, A/J/M.

Don A. Hagg, VP and creative director, Martin/Williams Advertising, Minneapolis, elected to newly-created position of executive VP. **Kenneth R. Morrison**, executive art director, and **Frederick W. Webber**, account manager, elected VP-secretary and VP in charge of operations, respectively.

John T. Gowdy, senior associate, Vite Media International, New York, joins Media Partners, independent buying service there, as VP in charge of client relations.

George H. Gallup, director of marketing, NBC-TV, New York, named to newly created position of VP for sports sales. Mr. Gallup's successor as director of marketing has to date not been named.

Arthur Burke, manager, eastern sales development, NBC-TV, New York, promoted to director of eastern sales development.

Robert S. Levinson, VP, BBDO, New

York, appointed associate director of television programming department. **Paul F. Wigand**, director of business affairs, appointed director of program administration. **Anthony F. Hoyt**, assistant director of business affairs, succeeds Mr. Wigand.

Ben W. Forte, regional sales manager, Kaiser CATV, division of Kaiser Broadcasting, Oakland, Calif., appointed Western regional sales manager, Theta-Com, CATV group owner, Pleasanton, Calif. Mr. Forte will represent Washington, Oregon, Montana, Idaho, Nevada, Wyoming, Utah, Arizona and California.

Donald Schnably, art supervisor, W. B. Doner & Co., Baltimore, appointed associate creative director for newly established creative group.

Herbert D. Condie III, VP, Stemmler, Bartram, Fisher & Payne, St. Louis agency, appointed regional account executive, D'Arcy, MacManus, Intermarco, based in New York.

Jim Weathers, Western division manager, United Artists Television, Los Angeles, appointed to similar position with Metromedia Producers Corp., there. **Noah Jacobs**, in private business, appointed MPC's Eastern division manager, New York.

Thomas B. Watson, with West Coast sales staff, Katz Television, New York, appointed associated director of audience development.

Jose A. Reynes, advertising manager, entertainment product division, Norlco, division of North American Philips Corp., New York, joins Needham, Harper & Steers there as account executive.

Betty Buston, time buyer, Advertising Inc., Tulsa, Okla., appointed media director.

Martin Bergman, local sales manager, KTTV(TV) Los Angeles, elected VP for sales.

J. Glen Duncan, administrator, broadcast standards, Campbell-Ewald, Los Angeles, leaves to form Turnstile Programming, consultants to advertisers and agencies.

Charles Velona, with sales staff, KTLA(TV) Los Angeles, appointed local sales manager.

Frank S. Bryson Jr., operations director, WJCL(TV) Savannah, Ga., appointed director of sales development.

John A. MacGregor, general manager, WLFI-TV Lafayette, Ind., appointed local

and regional sales manager, KWWL-TV Waterloo-Cedar Rapids, Iowa.

Gene Pyle, manager of local and regional sales, WANE-TV Fort Wayne, Ind., leaves to establish his own television regional sales representative business, Creative Communicators Inc.

Harley Flaum, with news staff, WIP(AM) Philadelphia, leaves to form Flaum & Cannon, broadcast commercial producers there.

Sam Rosenblatt, formerly with Capital Cities Broadcasting, appointed general sales manager, KFOX-AM-FM Long Beach-Los Angeles.

Donald Zucker, freelance PR agent, Vail, Colo., appointed local sales manager, KFML-AM-FM Denver.

Charles C. Ashworth, senior account executive, WSGN(AM) Birmingham, Ala., appointed sales manager and promotion director.

Media

M. Dale Larsen, executive VP and general manager, KTVH(TV) Hutchinson - Wichita, Kan.; **Arch L. Madsen**, president, KSL-TV Salt Lake City; **Mark Smith**, general manager, KLAS-TV Las Vegas; **Melvin B. Caldwell**, president and general manager, KUHI-TV Joplin, Mo., and **A. G. Hiebert**, co-owner, Northern Television, group owner of KBYR(AM), KNIK(FM) and KTVA(TV) Anchorage, and KFRB(AM) and KTVF(TV) Fairbanks, all Alaska, elected to CBS Television Network Affiliates Board of Directors.

Warren Potash, general manager, WPRO-AM-FM Providence, R.I., and **Andrew E. Jackson**, director of community relations, Capital Cities Broadcasting, New York, elected VP's of Capacities. Mr. Potash will continue at WPRO stations, owned and operated by Capacities.

James W. Wesley Jr., VP and general manager, WIOD-AM-FM Miami, elected president, Florida Association of Broadcasters.

Hugh Davis, president and general manager, KNDO(TV) Yakima and KNDU(TV) Richland-Pasco-Kennewick, all Washington, elected chairman, Washington State Association of Broadcasters. **Don G. Bennett**, general manager, KREW(AM) Sunnyside, Wash., elected vice chairman. Other newly elected board members include: **J. Birney Blair**, president and general manager, KHQ-AM-FM-TV Spokane, and **Pat O'Day**, station manager, KJR(AM) and KISW-FM Seattle.

Henry Rau, head of Rau stations, Washington, re-elected president, Mutual Affiliates Advisory Council. Other new officers are: **Carter Peterson**, president and general manager, WBYG(AM) Savannah, Ga., VP; **William M. Mnich**, president and general manager WMNI-AM-FM Columbus, Ohio, treasurer and **Keith Munger**, president and general manager, KCOK(AM) Tulare, Calif., secretary.

Gary Arnold, VP and managing director, Booth American Co., and its WJLB(AM) and WMZK(FM) Detroit, joins WYLD(AM) New Orleans, as executive VP. **Bob Hudson**, general manager, WYLD, named VP and general manager.

Bob Clark, VP and general manager, KNCY(AM) Nebraska City, Neb., named to additional duties as VP and general manager of sister station KLUR(FM) Wichita Falls, Tex.

Farlan I. Myers, VP and manager, J. Walter Thompson, Hollywood office, elected president, Hollywood Radio and Television Society. **Herbert S. Schlosser**, VP programs, NBC-TV West Coast, elected VP; **Margo Leonetti**, VP, Caroline Leonette Ltd., Hollywood, secretary, and **Paul H. Willis**, VP for advertising, The Carnation Co., Los Angeles, treasurer.

Marc B. Nathanson, director of marketing, Cypress Communications Corp., group owner of CATV systems, Los Angeles, appointed director of corporate development. He is succeeded by **Jerry Baker**, director of marketing, Theta Cable, there.

John A. Romania, regional manager, Storer Cable systems, Ojai and Hermosa Beach, Calif., appointed district manager, Orange county, Calif., for Storer.

Elizabeth L. Young, station-relations associate, National Public Radio, Washington, appointed manager of station relations.

James P. Keating, director of development, noncommercial KVIE(TV) Sacramento, Calif., appointed to development committee of National Association of Educational Broadcasters and Educational Television Stations. Committee will advise Corporation for Public Broadcasting, NAEB, and Public Broadcasting Service on general issues.

Mickey L. Hooten, program director, WTOL-TV Toledo, Ohio, appointed assistant general manager, WIS-TV Columbia, S.C.

Ralph E. Meador, former owner and manager, KLEX-AM-FM Lexington, Mo., opens Media Broker Offices, broadcast and CATV appraisal and counseling firm there.

John Harper, program director, WSOC-AM-FM Charlotte, N.C., appointed man-

New FCBA officers

The Federal Communications Bar Association elected new officers at its annual meeting held in Washington last week (see story page 88). **Thomas H. Wall**, of Dow, Lohnes & Albertson, Washington, was elected president, succeeding **Howard C. Anderson**, also of Washington. Other officers elected to one-year terms included: **Eugene F. Mullin Jr.**, Mullin & Connor, Washington, first vice president; **Marcus Cohn**, Cohn & Marks, Washington, second vice president; **Peter D. O'Connell**, Pier-son, Ball & Dowd, Washington, secretary, and **Joseph F. Hennessey**, Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington, treasurer.

aging director, WSOC-FM.

Alton Kennedy, regional sales manager, KPOL-AM-FM Los Angeles, and **Ernest Wynn**, principal in Urner Broadcasting Co., Bakersfield, Calif., licensee of KERN(AM) there, appointed station managers for KPSA(FM) Los Angeles and KPSE(FM) San Diego, respectively. Both stations are owned by Pacific Southwest Airlines.

Programing

George W. Snowden, programing director, WOR-TV New York, named VP in charge of programing.

Charles Cadwell, executive producer, Trans-World Productions, division of Columbia Pictures Industries, New York, named VP for production.

Edwin Cooperstein, VP and general manager, Canyon Films, program producer, Phoenix, named executive VP and general manager. **Robert J. Allen**, firm co-founder, named VP for production and creative services.

Alan Abner, president and general manager, KSHO-TV Las Vegas, appointed director of Televention services, Trans-World Productions, division of Columbia Pictures, there. Televention system utilizes closed-circuit TV network set up to telecast live, and by video tape, convention and highlights to other delegates.

Daniel Kahn, VP and senior producer, Televideo Productions, television program producer, New York, joins Audio Productions, radio program producer, Alexandria, Va., in similar capacity.

Philip Mandelker, general program executive, CBS-TV, New York, appointed director of program development, West Coast, ABC-TV, Los Angeles.

Perry E. Massey Jr., manager, nighttime programs, NBC-TV, New York, appointed director, film program administration.

Melvin M. Bailey, general manager, KXL-AM-FM Portland, Ore., appointed director of program administration of stations' licensee, SP&S Radio, there. SP&S owns and operates KJR(AM) and KISW-FM Seattle; KJRB(AM) Spokane; KCKN-AM-FM Kansas City, Kan., and WUBE(AM) and WCXL(FM) Cincinnati.

Jan Walner, music coordinator, Programing db, program producer, Hollywood, appointed production director.

Steve Thomas, production manager, WLVA-TV Lynchburg, Va., appointed program manager.

Jeff Schiffman, news director, WBZ-TV Boston, appointed executive producer.

Tony Scott, with WGUS-AM-FM Augusta, Ga., appointed program director.

Ken Collier, with WIOD-AM-FM Miami, joins WSOC-AM-FM Charlotte, N.C., as program director.

Dave Armstrong, program director, WKSJ-AM-FM Jamestown, N.Y., appointed to additional duties as operations manager. Mr. Armstrong is also responsible for production and news coordination.

Wil Huett, assistant manager, and program director, KCSR(AM) Chadron, Neb., appointed program director, KCOL(AM) Fort Collins, Colo.

News

Tom Dutton, general manager, WKEN(AM) Dover, Del., elected president of Chesapeake Associated Press Broadcasters Association.

Robert Kaylor, correspondent, Saigon, UPI, appointed manager for India.

Ken Stuart, newsman, KIXI-AM-FM Seattle, appointed news director.

Dugan R. Fry, newsman, WOWO(AM) Fort Wayne, Ind., appointed news director.

Mike Graves, morning-news editor, WTVR(TV) Richmond, Va., joins WGOE(AM) there as news director.

Jim Thistle, news director, WKBG-TV Cambridge, Mass., appointed to similar capacity with WBZ-TV Boston.

Jean Connelly, with news staff, WTAE-TV Pittsburgh, appointed director of public service.

Robert Navarro, news reporter-writer, KNXT(TV) Los Angeles, appointed general assignment reporter.

Rich Styles, formerly with WTAX-AM-FM Springfield, Ill., rejoins stations' news staff after Army tour of duty. **Dave Anderson**, with WDZ(AM) Decatur, Ill., joins WTAX stations as newsman.

Roger Sims, news reporter, KNBC(TV) Los Angeles, appointed station's Orange county bureau chief.

Eugene Rogers, newscaster, KFWB(AM)

Los Angeles, joins KNX(AM) there as news writer-broadcaster.

Jack Harry, with WDAF-TV Kansas City, Mo., appointed as station's sports director.

Dick Schaap, author, columnist and former co-host of *Joe Namath Show*, joins WNBC-TV there as sports reporter.

Promotion

Edward Armsby, director of national advertising and promotion, Triangle Stations, Philadelphia, joins WCAU-TV there as director of promotion and information services.

Ken Knutson, assistant program director, KFOX(AM) Long Beach- Los Angeles, appointed projects director in charge of promotion and publicity for KFOX-AM-FM.

Equipment & engineering

Robert Bird, Western regional sales engineer, Jerrold Electronics Corp., Redwood City, Calif., and **Edward Sterling**, manager, Tru-View Cable Television Co., Altadena, Calif., appointed chief staff engineer and director, special projects, Cypress Communications Corp., Los Angeles.

Joseph T. deBettencourt, consulting scientist, equipment division, Raytheon, broadcast equipment manufacturer, Waltham, Mass., appointed

senior consulting scientist for division.

Desmond Johnson, with sales staff, Electro-Voice, broadcast equipment manufacturer, Buchanan, Mich., appointed Western regional sales manager, Visalia, Calif.

Edward W. Chapin, assistant chief engineer in charge of laboratory division, FCC, Washington, retires after 40 years in communications.

International

Thomas F. Maxey, account supervisor, N. W. Ayer & Son, Philadelphia office, elected VP for international operations. He will serve as liaison with and will headquarter at Pemberton Group, London agency.

Allied fields

Edward Wooten, program manager, Arkansas Educational Television Commission, licensee of noncommercial KETS(TV) Little Rock, leaves to become general manager, Charles E. Wooten Co., management consulting and PR firm there.

Deaths

John Charles Walsham Reith, 81, first general manager, British Broadcasting Corp., 1922-38, died June 16 in Edinburgh, Scotland. He was considered major influence in formation of BBC.

After leaving BBC, Lord Reith became head of Imperial Airways, and later served as first board chairman of British Overseas Airways Corp. During World War II, he served briefly as ministers of information, transportation and works and planning under Prime Minister Winston Churchill. He is survived by his widow, one daughter and one son.

Rudy Bergman, 59, director of press information, WCBS-TV New York, died June 13 of heart attack, while vacationing in Genoa, Italy. Mr. Bergman joined CBS in 1957 as feature writer for CBS Radio Press Information and later became department manager. He transferred to WCBS-TV in 1967. He is survived by his wife, Ruth, one daughter and one son.

Ralph Zeunges, 60, account executive, WTAX-AM-FM Springfield, Ill., died June 5 at St. Johns hospital there following surgery for cancer. Mr. Zeunges joined WTAX sales staff in 1939. He is survived by his wife, Lucy.

Norwood Carter, 46, Canadian lawyer with broadcast interests, died June 10 in Toronto. Mr. Carter was associated with Borden, Elliott, Kelly and Palmer, Toronto-based law firm. He also served as VP of Fundy Broadcasting, licensee of CFBC-AM-FM St. John, New Brunswick. Mr. Carter is survived by his wife, Margaret, one daughter and two sons.

ForTheRecord®

As compiled by BROADCASTING, June 8 through June 15 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—di-

rectional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final action

■ Los Angeles—FCC denied petition by Viewer Sponsored Television Foundation requesting that commission stay commencement of hearing scheduled for June 21 (Docs. 19100-1). Action June 9.

Action on motion

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. and Forum Communications Inc.), TV proceeding, granted petition by WPIX Inc. for leave to amend its application with regard to ascertainment of community needs (Docs. 18711-2). Action June 3.

Call letter application

■ Carolina Christian Broadcasting Inc., Greenville, S.C.—Requests WGGG-TV.

Call letter action


■ Sun World Broadcasters Inc., Orlando, Fla.—Granted WSWB-TV.

Existing TV stations

Final actions

■ WFTV(TV) Orlando, Fla.—Broadcast Bureau granted CP to install aux. trans. for emergency test and maintenance purposes only. Action June 8.

■ WLBT(TV) Jackson, Miss.—FCC, on request of Lamar Life Broadcasting Co., extended from June 7 to June 14 time for Lamar and Communi-

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cations Improvement Inc., to reach agreement on transfer of operation of station. Action June 9.

■ WBBJ-TV Jackson, Tenn.—Broadcast Bureau granted mod. of license covering change in ERP to 55 kw vis., 11 kw aur. Action June 8.

Actions on motions

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.), TV proceeding, granted petition by KBLI Inc. for leave to amend its application to comply with primer on ascertainment of community problems (Docs. 18401-2). Action June 4.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, granted petition by Cowles Florida for leave to amend its application in ascertainment of needs portion (Docs. 19168-70). Action June 4.

■ Hearing Examiner James F. Tierney in Charlotte, N.C. (Jefferson Standard Broadcasting Co. [WBTV(TV)], TV proceeding, granted motion by Southern Broadcasting Corp. (WGHP-TV) and extended to June 11 time to file proposed findings of fact and conclusions of law and to June 21 time in which to file reply findings, if any (Doc. 18880). Action June 2.

Other actions

■ Review board in Montgomery, Ala., TV proceeding, granted motion by WTVY Inc., Martin Theatres of Georgia Inc. and Gala Broadcasting Co., for extension of time to June 10 to file responsive pleadings to amendment of application and petition for immediate grant, filed by Cosmos Broadcasting Corp. on its application to relocate trans. site and make other technical changes for WSAF-TV Montgomery (Doc. 16984). Action June 8.

■ Review board in Lynchburg, Va., TV proceeding, granted request by Broadcast Bureau for extension of time to June 11 to file responsive pleadings to motion by WLVA Inc. for leave to amend its application, and for motion to remand proceeding. Application of WLVA Inc., to move trans. site, increase ant. height and make other changes was set for hearing by commission on Dec. 12, 1968 (Doc. 18405). Action June 7.

Call letter application

■ KHAR-TV, Central Alaska Broadcasting Inc., Anchorage—Requests KIMO(TV).

New AM stations

Actions on motions

■ Hearing Examiner Basil P. Cooper in Roswell, N.M. (Reginaldo Espinoza II), AM proceeding, scheduled those matters to be discussed at prehearing conference on June 10 (Doc. 19208). Action June 7.

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N.M. (Marvin C. Hanz), AM proceeding, reopened record and granted motion by applicant for leave to amend his application with respect to section of application dealing with programing; in all other respects denied motion of applicant; further ordered that parties request further hearing with respect to amendment granted on or before June 11. In absence of such request, record will again be closed by subsequent order and dates will be specified for filing

of proposed findings of fact and briefs (Doc. 18714). Action June 3.

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, granted petition by George E. Worstell for leave to amend his application by introduction of amended exhibits of application, to reflect new survey of community needs (Docs. 18856, 18858). Action June 3.

■ Hearing Examiner Millard F. French in Blue Ridge and Clarksville, both Georgia (Click Broadcasting Co. and R-J Co.), AM proceeding, granted petition and supplement for leave to amend its application with respect to its ascertainment of community needs and scheduled hearing conference for June 22 (Docs. 18526-7). Action June 8.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.), AM proceeding, granted petition by Home Service for leave to amend its application with respect to its ascertainment of community needs (Docs. 18640-1). Action June 8.

■ Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, granted petition by applicant and changed certain procedural dates; hearing presently scheduled for Aug. 3 remains as agreed (Doc. 18413). Action June 7.

■ Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey), AM proceeding, granted petition by Radio New Jersey for leave to amend its application with respect to ascertainment of community needs (Docs. 18251-2). Action June 2.

■ Hearing Examiner Isadore A. Honig in East St. Louis, Ill. (East St. Louis Broadcasting Co. and Metro-East Broadcasting Inc.), AM proceeding, on request of East St. Louis Broadcasting Co., extended certain procedural dates, with scheduled hearing date remaining unchanged (Docs. 17256-7). Action June 3.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, granted petition by applicant for leave to amend its application in programing ascertainment portion (Doc. 18852). Action June 4.

■ Hearing Examiner Jay A. Kyle in Owensboro and Hawesville, both Kentucky (Edward G. Atsinger III, et al.), AM proceeding, granted petition by Hancock County Broadcasters for leave to amend its application concerning community needs problem (Docs. 19068-70). Action June 9.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc.), AM and FM proceeding, granted petition by Indianapolis Broadcasting for leave to amend its application in community needs ascertainment portion; and by separate action scheduled further prehearing conference for June 7 (Docs. 19122-5). Action June 4.

■ Chief, Office of Opinions and Review in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, granted request of applicant and extended to June 15 time to respond to pleadings to be filed by Rappahannock Broadcasting Co. on June 8, and by O.K. Broadcasting Co. on June 3 concerning comments regarding certification and application for review filed by Centreville (Doc. 18888). Action June 3.

Call letter application

■ Space/Time Broadcasting Co., Ridgcrest, Calif.—Requests KZIQ.

Existing AM stations

Applications

■ KEVT Tucson, Ariz.—Tucson Radio Inc. Seeks CP to change ant. and trans. location to 2550 North Los Altos Avenue, Tucson. Ann. June 11.

■ KNDE Sacramento, Calif.—Mediacast Inc. Seeks CP to increase overall tower height to 217 ft. Ann. June 7.

■ KQIQ Santa Paula, Calif.—Rancho Broadcasting Inc. Seeks CP to change D operation to non-directional and make changes in ant. system. Ann. June 11.

■ KCLO Leavenworth, Kan.—KCLO Inc. Seeks CP to increase height of northwest tower to 442 ft. Ann. June 7.

■ KOTS Deming, N.M.—Seeks CP for increase in D power to 1 kw and installation of new trans. Ann. June 4.

■ WOHI East Liverpool, Ohio—Constrander Corp. Seeks CP to change from DA to nondirectional and increase D power to 1 kw. Ann. June 11.

■ WISM Madison, Wis.—Heart O'Wisconsin Broadcasters Inc. Seeks mod. of CP to add MEOV's to DA pattern. Ann. June 11.

Final actions

■ KAWC Yuma, Ariz.—Broadcast Bureau permitted remote control. Action May 21.

■ KOWN Escondido, Calif.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans.; remote control permitted from main studio; condition. Action June 2.

■ WSTC-AM-FM Stamford, Conn.—FCC denied petition by Western Connecticut Broadcasting Co., licensee, for reconsideration of revocation order and request for oral argument (Doc. 19043). Action June 9.

■ WWJB Brooksville, Fla.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans.; change hours of operation to U; remote control from main studio location. Action June 2.

■ WACY Kissimmee, Fla.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 0.25 mile southwest of Highway 441 and Donegan Avenue, Kissimmee. Action June 7.

■ WEIC Charleston, Ill.—Broadcast Bureau granted CP to change to U using power of 500 w, 1 kw-LS and change to DA-2; conditions. Action June 3.

■ WHDF Houghton, Mich.—Broadcast Bureau granted CP to increase D power to 1 kw; remote control permitted from main studio location. Action June 2.

■ WDRK Greenville, Ohio—FCC dismissed application of Lewel Broadcasting Inc. for renewal of license of station for failure to prosecute and call letters deleted. Licensee was ordered to cease operation at 3 a.m., local time on July 9. Action June 9.

■ KCAR Clarksville, Tex.—Broadcast Bureau permitted remote control. Action May 21.

■ KILE Galveston, Tex.—FCC granted application of Galveston Radio Inc. to increase D power of station from 250 w to 1 kw-LS. Action June 9.

■ KBAT San Antonio, Tex.—FCC complaints and compliance division chief William B. Ray announced that Swanco Broadcasting Inc., licensee, did not violate personal attack rules or fairness doctrine in broadcast of "guest commentary" by Charles Baker, executive director, Institute of American Democracy. Action June 2.

■ KVIC Victoria, Tex.—FCC granted application of Pioneer Broadcasting Co. to increase D power of station from 250 w to 1 kw-LS. Action June 9.

■ WPVR Roanoke, Va.—Broadcast Bureau permitted remote control. Action June 1.

■ WEIR Weirton, W. Va.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 3578 Pennsylvania Avenue, Weirton; remote control permitted. Action May 28.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Jacksonville, Ala. (Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, set certain procedural dates and scheduled hearing for Sept. 22 (Docs. 18899-18900). Action June 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in Titusville and Fort Pierce, both Florida (WRMF Inc. [WRMF], St. Lucie Broadcasting Co.), AM proceeding, granted petition by WRMF Inc. for leave to amend community needs ascertainment and financial portions of its application (Docs. 19022-3). Action June 9.

■ Deputy Chief, Office of Opinions and Review in Gaithersburg, Md. (Nick J. Chaconas [WHMC]),

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AM proceeding, granted petition by Broadcast Bureau and extended to June 11 time to file responsive pleading to Chaconas' petition for reconsideration (Doc. 18391). Action June 7.

Other action

■ Review board in Bridgeport, Conn., AM proceeding, granted motion by Newsvision Co. for extension of time to July 7 to file brief and memorandum of law on its application for license to cover CP for WFIT Bridgeport (Doc. 19248). Action June 8.

Fines

■ WINZ Miami and WINQ Tampa, both Florida—FCC notified Rand Broadcasting Co., licensee of WINZ, and its subsidiary company, Rand Broadcasting of Tampa-St. Petersburg Inc., licensee of WINQ, that they have incurred apparent liability for forfeiture of \$1,000 each for willful or repeated violation of rules by failing to file copies of various brokerage contracts with commission within 30 days of their execution. Action June 9.

■ KWOC-AM-FM Poplar Bluff, Mo.—Broadcast Bureau notified licensee that it has incurred apparent liability for forfeiture of \$200 each, for violation of rules, by failing to file its renewal application within time specified. Action June 3.

Call letter applications

■ WKGTV, WKQV Inc., Sullivan, Ind.—Requests WNDI.

■ WOVE, Davis-Major Communications Corp., Welch, W. Va.—Requests WXEE.

Designated for hearing

■ Huntsville, Ala. and Warner Robins, Ga.—FCC set for hearing mutually exclusive application of Garrett Broadcasting Service (WEUP), and WRBN Inc. (WRBN), for unlimited time operation. Action June 9.

New FM stations

Final action

■ Butte, Mont.—KBOW Inc. Broadcast Bureau granted 94.1 mhz, 25.7 kw. Ant. height above average terrain 1,836 ft. P.O. address 720 Yale Avenue, Butte 59701. Estimated construction cost \$48,187; first-year operating cost \$14,400; revenue \$28,000. Principals: Richard R. Miller, president, Alice M. Neacy, vice president (each 49.96%), et al. Mr. Miller holds controlling interest in KBOW(AM) Butte; Mrs. Neacy is vice president of KBOW. Action May 18.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Corpus Christi, Tex. (The Big Chief), FM proceeding, postponed hearing to Sept. 20 (Doc. 19089.) Action June 4.

■ Hearing Examiner Charles J. Frederick in Lake Havasu City, Ariz. (Lee R. Shoblom and Charles D. Langerveld), FM proceeding, set certain procedural dates and scheduled hearing for Sept. 8 (Docs. 19196-7). Action June 3.

■ Hearing Examiner Charles J. Frederick in Elizabeth City, N.C. (Professional Broadcasting Inc.), FM proceeding, set certain procedural dates and scheduled hearing for Oct. 26 (Doc. 19217). Action June 7.

■ Hearing Examiner Millard F. French in Catlettsburg, Ky. (K & M Broadcasting Co.), FM proceeding, granted petitions by applicant to reopen record and for leave to amend its application, and closed record (Doc. 18440). Action June 4.

■ Hearing Examiner Millard F. French in St. Johns, Mich. (Ditmer Broadcasting Co.), FM proceeding, granted petition by applicant for leave to amend its application with respect to survey of community problems and scheduled hearing conference for June 16 (Doc. 18708). Action June 8.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York, (Arburn Publishing Co., et al.), FM proceeding, granted petition by What The Bible Says Inc. for leave to amend its application in financial respects (Docs. 18674-6). Action June 8.

■ Hearing Examiner David I. Kraushaar in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, granted petitions of applicants for leave to amend their applications to comply with primer on ascertainment of community problems (Docs. 18437-8). Action June 4.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, granted petition by Broadcast Bureau and extended to June 25 time to file proposed findings of fact

and conclusions of law and to July 9 time in which to file replies (Docs. 18308, 18793). Action June 7.

■ Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglas C. Dillard and Ar buckle Broadcasters Inc.), FM proceeding, set certain procedural dates and scheduled hearing for Sept. 15; and by separate action granted petition of Ar buckle Broadcasters for leave to amend its application with demographic information concerning Ardmore and Carter county, both Oklahoma (Docs. 19198-9). Action June 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in Corona, San Bernardino and Upland, all California (Major Market Stations Inc., et al.), FM proceeding, granted petitions by Dick Clark Television Productions Inc., Newell Broadcasting System Inc., Major Market Stations Inc. and KIPPCO for leave to amend community needs ascertainment portions of their applications; and extended to May 27, time for KIPPCO to file its petition for leave to amend (Docs. 19062-6). Action June 9.

■ Hearing Examiner Herbert Sharfman in Wailuku, Hawaii (John Hutton Corp. and Kirk Munroe), FM proceeding, rescheduled hearing for July 13 (Docs. 18991-2). Action June 2.

■ Hearing Examiner Herbert Sharfman in Salem, Ill. (Salem Broadcasting Co.), FM proceeding, granted petitions by both applicants for leave to amend their applications by submitting additional information on ascertainment of community problems (Doc. 18290). Action June 3.

■ Hearing Examiner Herbert Sharfman in Shell Lake, Wis. (Erwin Gladdenbeck, Charles R. Lutz), FM proceeding, set certain procedural dates, rescheduled hearing from July 8 to Nov. 1 (Docs. 19211-2). Action June 9.

■ Hearing Examiner James F. Tierney in Paoli, Ind. (King & King Broadcasters), FM proceeding, ordered that application be amended to reflect contents of its exhibits in the proceeding, within 30 days (Doc. 18614). Action June 2.

■ Hearing Examiner James F. Tierney in Jeffersonville, Ind. (Wireless of Indiana), FM proceeding, granted request of applicant and extended to June 2 time to amend that portion of its application dealing with efforts to discover and fulfill community problems or needs (Doc. 18613). Action June 2.

■ Hearing Examiner James F. Tierney in Lorain, Ohio (Lake Erie Broadcasting Co., et al.), FM proceeding, set certain procedural dates and scheduled hearing for Nov. 15 (Docs. 19213-5). Action June 8.

■ Hearing Examiner James F. Tierney in Harriman, Tenn. (Folkways Broadcasting Co. and Harriman Broadcasting Co.), FM proceeding, granted petition by Folkways Broadcasting Co. for leave to amend its application to reflect additional information on ascertainment of community problems (Docs. 18912-3). Action June 3.

Other action

■ Review board in Williamson, W. Va., FM proceeding, granted petition by Three States Broadcasting Co. for extension of time to June 22 to respond to petition to enlarge issues filed by Harvit Broadcasting Corp. in proceeding involving mutually exclusive applications of Three States and Harvit for CP for new FM Matewan and Williamson, both West Virginia, respectively (Docs. 18456-7). Action June 8.

Initial decision

■ Hearing Examiner Jay A. Kyle in Pittston, Pa., proposed denial of application of P.A.L. Broadcasters Inc. for new FM to operate in Pittston (Doc. 17885). Ann. June 8.

Rulemaking action

■ Kalamazoo, Mich.—FCC denied petition of Circle Corp., licensee of WYYY(AM) Kalamazoo, requesting amendment of FM table of assignments, to add another commercial FM ch. to Kalamazoo. Action June 9.

Call letter applications

■ Community Television Inc., Jacksonville, Fla.—Requests *WJCT-FM.

■ Berkshire Christian College, Stockbridge, Mass.—Requests *WCWL(FM).

■ Border Broadcasters Inc., Laredo, Tex.—Requests KOYE(FM).

Call letter actions

■ Carthage Broadcasting Co., Carthage, Mo.—Granted KRGK(FM).

■ KLOO Inc., Corvallis, Ore.—Granted KLOO-FM.

Existing FM stations

Final actions

■ KARM-FM Fresno, Calif.—Broadcast Bureau granted request for SCA of 67 khz. Action June 4.

■ WXKL(FM) Winter Haven, Fla.—Broadcast Bureau granted CP to change trans. location to: Dundee Road one mile west of Dundee, near Dundee; change studio location to: 350 Avenue D, N.W. Winter Haven; make changes in ant. system; remote control permitted. Action June 4.

■ *KTFC(FM) Cedar Falls, Iowa—Broadcast Bureau granted CP to change trans. location to: University of Northern Iowa Campus, approx. 0.3 mile southwest of intersection of Hudson Road with 27th Street, Cedar Falls; remote control permitted from studio site; install trans. and ant.; make changes in ant. system; ERP 5.5 kw; ant. height 210 ft. Action June 4.

■ WGAN-FM Portland, Me.—Broadcast Bureau granted mod. of SCA to make changes in programming. Action June 4.

■ *WAHM(FM) Amherst, Mass.—Broadcast Bureau granted CP to change frequency to 89.3 mhz; ERP 150 w, ant. height 720 ft.; remote control permitted; change trans. location to atop Mount Lincoln, five miles east of Amherst; install new trans. and ant. Action June 2.

■ WGGJ-FM Houghton, Mich.—Broadcast Bureau granted CP to change trans. location to 0.4 mile north of Ripley, Franklin Township, Mich.; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 480 ft.; remote control permitted. Action June 4.

■ KJFF(FM) Jefferson City, Mo.—Broadcast Bureau granted request for SCA of 67 khz. Action June 9.

■ WRVR(FM) New York—Broadcast Bureau granted CP to change trans. location to: Empire State Building, New York; install new ant.; make changes in ant. system; ERP 5.4 kw; ant. height 1,220 ft.; remote control permitted. Action June 9.

■ WZAR(FM) Ponce, Puerto Rico—Broadcast Bureau granted mod. of CP to change type ant. and make changes in ant. system. Action June 9.

■ KNUS(FM) Dallas—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location to be operated on 98.7 mhz; ERP 16 kw; ant. height 470 ft. Action June 9.

(Continued on page 105)

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Radio Help Wanted

Management

Station manager. East. Must be dynamic. Minimum 3 years successful on-the-street radio time selling with monthly billing figures to prove progress. Practical knowledge of FCC rules, programming, engineering. Beautiful opportunity for right person. E.O.E. Send resume, references and current picture. Box F-73, BROADCASTING.

Sales oriented general manager for midwest daytime in excellent college market with outstanding growth potential. Proven sales record necessary as this position requires GM to be on street about 75% of time. Excellent working conditions and fringe benefits. Base salary plus percentage of station sales. Send complete resume. Box F-95, BROADCASTING.

Need manager for key station in one of North Carolina's top ten markets. Salary and commission basis. Excellent possibility for aggressive salesman with administrative ability. Your reply will be kept in strict confidence. Please send complete resume and photograph. Box F-100, BROADCASTING.

Opportunity for current small market mgr., sales mgr. or top salesman on way up to take over a very good small market station in Missouri. Profitable & good operation. Box F-173, BROADCASTING.

Experienced small market manager to take charge of profitable station near New York City. To arrange for interview send needed guarantee and complete resume to Box F-183, BROADCASTING.

EZ Communications, with highly successful FM stations in Richmond and Washington, D.C., area are expanding into other markets. Need hard working, dynamic, sales oriented managers who can produce. Send resume to Arthur Kellar c/o WEEL Radio, 3909 Oak Street, Fairfax, Virginia. Sales background only. No phone calls.

Sales

This Florida Gulf Coast FM—a money maker. Will definitely make more money if you are the aggressive man we seek. FM experience. Top dollars for top man. Write Box F-102, BROADCASTING.

Radio sales for Baltimore with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box F-163, BROADCASTING.

Versatile salesman who wants permanent position with solid northern California single station market of 60,000. Send resume. Box F-207, BROADCASTING.

Advanced sales training provided experienced radio man with drive. College or equivalent business experience. Prefer businessman type 25 or over. Start at modest guarantee and leap forward as you apply what you learn. Midwest city under 50,000. Resume, photo. Box F-220, BROADCASTING.

Wanted: Salesman for fastest growing market in the United States, Orlando, Florida. Must have two years experience. Send resume, picture, billing record and letter. Box F-223, BROADCASTING.

Salesman needed now to take opening in Florida's best market. If you're ready to move to a successful group-owned station offering opportunity and growth, send resume, picture, billing record and letter. Box F-224, BROADCASTING.

Sales manager. Top salesman. Ready to manage eastern Ohio fulltime. A once-in-a-lifetime opportunity. Write Box F-225, BROADCASTING.

Sales-outstanding opportunity. Manage Pennsylvania fulltime, long established one-station market. Sales-oriented experienced broadcasters only. Box F-226, BROADCASTING.

Selling sales manager for medium midwest market in beautiful recreational area near major college. Creative self-starter who is a career-minded broadcaster. Excellent opportunity with growing chain. \$10,000 plus. Equal opportunity employer. Call Bob Whitehill 618-942-2181.

Announcers

Versatile afternoon announcer for western Pennsylvania fulltime AM & FM. Must have experience and good understanding of studio operations. Production and talk. Good opportunity in group operation. Box F-20, BROADCASTING.

Announcers continued

Major northeast 50,000 watts needs contemporary air personality. Also need qualified production director. Please send tape, resume, and checkable references. Box F-121, BROADCASTING.

Maryland station, first phone announcer, willing to work any shift, including some engineering. Will take beginner with good voice, and willing. Box F-161, BROADCASTING.

On-air radio newsman . . . top rated, group owned station in Los Angeles is looking for a professional radio journalist to join the industry's leading broadcast news team. Tell us your complete story with letter, resume and tape. Box F-168, BROADCASTING.

Virginia small market needs mature sounding, good voice, with first class license. Good coverage AM/FM, lots of activity; block programming, friendly, solid. Box F-172, BROADCASTING.

Help wanted, announcer; Soul jock, must be clean for Drake type block format, please send tape, resume, photograph and salary requirements. Box F-177, BROADCASTING.

Maryland MOR has excellent position available for experienced announcer. Stable, mature person only. Send tape and resume. Box F-191, BROADCASTING.

We are knocking off the strict rock format and retaining the best of the contemporary music with modern MOR. To complete the package we need bright, communicative announcers who can project personal appeal to young adults as well as the 30 group. Also, if you can lead a program or news department to fit this format, reply promptly with complete information and tape. Station located in middle south university city. Box F-195, BROADCASTING.

KECK, modern C/W regional facility is looking for mature 1st phone personality. Must have good experience and the desire to live in Capital City of 170,000 and home of major University. Stability, excellent pay and working conditions, congenial staff, plus chance for advancement with major chain are what we offer. Rush tape and resume to Fred L. Scott, General Manager, KECK Radio, P.O. Box 6006, Lincoln, Nebraska 68506, an equal opportunity employer.

Tan your hide and improve your talents . . . "More Music" rocker needs jock. KHLO, Hilo, Hawaii.

Major east coast rocker seeks experienced jock heavy on production. Great opportunity for stable, dedicated professional. Send current tape, resume and picture to Mike Michaels, WEAM Arlington, Virginia. An equal opportunity employer.

Announcer—copywriter. Strong professional broadcasting team. Contemp MOR. Need imaginative, prolific writer. 2 hour music show and host buy-sell-trade talk show. Tape, copy, resume, salary to Tom Casey, Manager, WRTA, P.O. Box 272, Altoona, Pa.

Experienced announcers/salesmen/production personnel needed immediately, for new 5KW AM in beautiful resort area. Resume, tape, photo and salary requirements in first letter, WSLW, Box 610, White Sulphur Springs, West Va. 24983.

Immediate opening for announcer: Must be strong on commercials and good board man; MOR music policy. Better than average salary; forty-two hour, five-day week. All fringe benefits with multiple ownership. Good opportunity for reliable man. Send recent tape, picture and complete experience record and all personal information including references. Address: Hall Barton, P.D., WTAD Radio, Quincy, Illinois 62301.

Technical

Need qualified chief engineer for AM-FM stereo operation. Must have complete knowledge of transmitters, directional antenna, two-way radio equipment, automation. Send complete resume references and salary requirements to Joe Field, WIRK, Post Office Box 2148, West Palm Beach 33402.

News

Experienced newsman for major market rocker. Must be authoritative, stable and professional. Send tape, resume and picture to Box F-65, BROADCASTING. An equal opportunity employer.

News continued

If you really enjoy news gathering, air reporting, would like to live in beautiful recreational area in medium mid-west market near a major university and if your work reflects pride and professionalism we'd like to hear from you. \$600 per month. Tape and resume. Box F-117, BROADCASTING. Equal opportunity employer.

Newsman-radio, for city beat, two man department. Experience required. 44 hour week. Good fringe benefits. Send tape, resume and salary requirements to Joe Hempstead, WJEF, 280 Ann St., N.W., Grand Rapids, Mich. 49504. An equal opportunity employer.

Suburban Philadelphia station needs experienced news director. If you have the intelligence, and like digging, writing, and airing exciting local newscasts with actualities, we offer good pay at a long established AM-CATV operation. (215) 384-2100.

Programming, Production, Others

Retail-oriented copywriter with radio production capabilities for Florida adv. agency. Copy strength essential. Send copy and production samples. Box F-199, BROADCASTING.

Position open of top 40 jock, versatile man needed for P.M. drive, production, good news. Play-by-play helpful but not required. Young man with small or no family preferred. Maybe some T.V. later. No floaters or screamers. We need an asset to the staff of the 10,000 watt, 24 hour Fairbanks outlet of the top Alaskan network. Want to get away from the rat race and smog? We'll listen. Send tape and full resume to Larry Rhody, P.D., KFAR AM/TV, Box 910, Fairbanks, Alaska 99701.

Situations Wanted

Management

Pro salesman, managerial experience, years of board work, currently employed, seeks challenge. Write Box E-359, BROADCASTING.

Currently employed New York state small market radio station general manager with eight years management experience looking for larger market and station. College education. Experienced in station and sales management, production, promotion, announcing, engineering and office procedures. References and resume upon request. Box F-89, BROADCASTING.

Have done it, and am doing it. Can operate your station with pride and profit for both of us. Excellent track record, proof and references. Medium market midwest or southwest. Presently 20M plus, based on profit performance. Available late summer or fall. Box F-137, BROADCASTING.

General manager, strong in sales, veteran of 20 years broadcast experience, full spectrum of both radio and TV, wishes to re-locate in medium size market in midwest or eastern U.S. Permanent association desired pending agreement by both parties. Reply to Box F-152, BROADCASTING.

Experienced manager—salesman—programer. Looking for final move. Let's grow old together. Box F-156, BROADCASTING.

Selling sales manager with all positives. Self starter. Excellent track record. Box F-162, BROADCASTING.

General manager major group AM-FM seeking major market position. Complete experience in all phases of AM-FM-TV. Excellent record of success with profit and service orientation. Highest industry and community references. Degree. Family. Early thirties. Imminent station sale dictates move in near future. Box F-171, BROADCASTING.

15 years radio and television—seeking new management spot. Married; 30 years old; college. I will build image and sales through conscientious community oriented management. Box F-178, BROADCASTING.

Aggressive manager—doubled billing at present station in 3 months—1st phone—married—great air-programing man—top salesman—can do it all—reason for looking explained at interview. Box F-181, BROADCASTING.

Management continued

Outstanding general manager/station manager, 15 years experience, sales, administration, programming, promotion and engineering. 1st phone, excellent references. Phone (513) 863-6167 or write Box F-186, BROADCASTING.

Manager, small or medium market. Over 10 years experience in all phases of broadcasting. Strong in sales and programming. Box F-187, BROADCASTING.

Experienced G.S.M. northern radio-TV young, family, honest, ethical, seeks working-invest arrangement Florida station to \$20,000, love radio—no floater. Box F-188, BROADCASTING.

Pro broadcaster, general sales mgr., real producer wants G.S.M./investment deal, top references, hard worker, college, family, station must have potential. Box F-189, BROADCASTING.

30 years old, \$16,000 a year, my boss refuses to recognize good performance. 6 years present station, first salesman in history station to bill \$100,000. When I came, station under \$100,000, now over \$300,000. What happened? Me. Bill 75% of station's monthly total but they cut my commissions. Seeking national or general salesmanship or general manager. I produce and I get paid for producing. Would prefer Mass., R.I., Conn. I sell local, regional, national and I am managerial material. I can stay and make \$20,000 but I've been promoted high as I can Box F-203, BROADCASTING.

Total broadcaster for full charge operation of your station. 15 years experience. Age 33. First phone. Box F-215, BROADCASTING.

Sales oriented 16 years experience in all phases, management, sales, programming, announcing. First phone . . . seeking management in small or medium size market, 42, married, excellent references. Box F-217, BROADCASTING.

Sixteen years as general manager several AM stations have made me specialist in turning losers into profitable operations. Presently employed. Will go anywhere if opportunity good enough. Box F-229, BROADCASTING.

FM format for medium markets. Overwhelmingly successful in on air "test". Box 24979, Los Angeles, California 90024.

Sales

Harvard grad. Masters deg. broadcasting. 1 yr. ETV. Seeks job in sales, promotion, public affairs/news. Resume. Box F-182, BROADCASTING.

Salesman—want challenge of sales manager, single, mid-forties—sober—first phone. State salary. Available now. Box F-198, BROADCASTING.

Seek job with future sales or management. Prefer small market middle of the road operation. Fourteen years experience with excellent references. Married, 39 with two youngsters. Box F-214, BROADCASTING.

Beginner; non-com'l experience, B.A. speech, producer, 3rd, awards, 22 yrs., need opening, can relocate. Bill Blatz, 314-878-8225, 606 Chambee, St. Louis, Mo. 63141.

Announcers

Talented first phone rock jock. Good production, copywriting. Box E-191, BROADCASTING.

Black jock, first phone. Box E-393, BROADCASTING or (313) 934-2640.

Candid Mike, swap shop, MOR. First, small market, Michigan, Florida; anywhere. 315-478-8896. Box F-1, BROADCASTING.

First phone experienced D.J.—music director. Reliable, stable, dedicated, hard working professional. Desire, medium market top 40 or contemporary station position. Presently employed. Available shortly. Write or wire: Box F-49, BROADCASTING.

Major suburbah rock jock, production director, seeking move to good solid station. Top references, married, reliable. Larry Freed (212) 343-9528. Box F-72, BROADCASTING.

1st phone, beginner. Would like rocker, will travel. Box F-75, BROADCASTING.

15 years DJ—play-by-play—news major market ability seeking challenge of top station. Box F-90, BROADCASTING.

Current top 50 market announcer looking for day shift with good station. First phone, family. Box F-97, BROADCASTING.

San Francisco Bay area only—top rated California rock jock, first phone, college degree, 30, references. Will consider other formats. Box F-98, BROADCASTING.

Announcers continued

Older family man knows big band, oldies, good music, Nashville sound and news. Administrative background plus 4 years all phases radio. Prefer midwest personal interview. No tape. Potential PD or PD-announcer combo. Box F-101, BROADCASTING.

Michigan . . . surrounding area, dj, copy, production, experienced, 1-313-881-9348 or Box F-134, BROADCASTING.

Top young, mature sportscaster, major university football, basketball play-by-play experience in Los Angeles. Seeking equivalent position elsewhere. Box F-139, BROADCASTING.

Versatile top 40 DJ announcer—good production—solid performer—professionally trained and 18 months experience. All offers considered. (212) 332-5385 evenings. Box F-151, BROADCASTING.

Laying it on the line, I need a job. Will work for your salary. Good voice, 1st phone. 904-771-7386. Box F-167, BROADCASTING.

Atlanta, St. Louis, Chicago, Detroit, others accepted. Philly soul personality seeks R&B station. Box F-169, BROADCASTING or (215) 747-2211.

Sportscaster, major play-by-play experience including pro baseball, college football and basketball. Box F-180, BROADCASTING.

Top-rated DJ in medium market ready to move up. Single, 31, veteran. Strong on sports, copy, production. 8 years experience. Box F-185, BROADCASTING.

Mature MOR announcer, 28, play-by-play, promotion-minded, eight year pro, first ticket, seeks sports and/or announcer position. Ready to move. Box F-193, BROADCASTING.

Mature MOR announcer looking for permanent position in east, to east central Penna. . . . those offering good pay and security apply to Box F-204, BROADCASTING.

Part time disc jockey, two years experience, wants full time. Box F-211, BROADCASTING.

Small markets attention: 1st, seeks good music station. 3 1/2 years in radio. Prefer station with relaxed, easy going format. Desire station with wire machine because of love of reading news. Play-by-play too. 312/381/7488. Write Box F-218, BROADCASTING.

Combe man, mature announcer/newscaster with 1st phone, professionally trained in New York City, will relocate. Box F-231, BROADCASTING.

Step . . . right here. Michigan . . . surrounding area. D.J., MOR, top 40, copy, production, experience. 1-313-884-6526.

#1 soul jock in top 10 market is ready to become programmer. (504) 822-1265. 1524 Owens #D N.O., La. 70122.

First phone, broadcast school grad. Single. Willing to relocate. Uptempo, top 40 or progressive. Tight board. Greg Faulkner, 714-447-4775.

Want a radio home in Wisconsin. Am industrious and work hard for the good of the station. Hold a 1st class, single, 24. Love work on the board, newscasting, sports, all around disc-jockey. 3 1/2 yrs. experience. Call 414-387-3895.

Beginner, B.S., 3rd endorsed, draft exempt, looking for position anywhere in U.S., Canada, or Mexico. Anthony Lo Giudice, 307-C Faller Drive, New Milford, New Jersey 07646. (201) 265-2670.

Rock jock, news, copywriting, production; 3rd endorsed; age 19, draft no sweat; 1 1/2 years experience; eager to learn, compete, entertain, communicate, and be an important part of the leader; will relocate. Aircheck and resume on request—call John Huber, Louisville, Ky. (502) 425-9489.

Black announcer-newsperson, with six months experience, third class ticket, two years college . . . ex-Marine, 24 years old, married. Willing to trade dedication and hard work for opportunity to gain experience in any phase of radio . . . job references available. Jim Scott, P.O. Box 500, Waukegan, Illinois 60085.

Midwestern market soul jock jazz, news or rock 3rd endorsed. Call Jim Richards (312) 277-5491.

Is anyone willing to give a beginner a chance? Now employed in sales. Broadcast school graduate, draft exempt, age 21, relocate anywhere. Contact Eric Hardenbrook, 16832 Ridge Road, Holley, N.Y. (716) 638-8571 or 659-8352.

A thinking communicator! Veteran, married, 1 year's AFRTS experience, seeking announcing, news, sales, or production. Have B.S.J., M.A. degrees, 3rd endorsed. T. Leaman, 435 N. Waverly, Dearborn, Mich. 48128. (313) 562-4796.

Announcers continued

Touch that dial—for Sheldon Green 212-FI 7-5149. Top 40, MOR or country. Can bring in those sales too. About one year's experience. Are you dialing?

First phone needs experience, please! Good personality, willing any place, any format. Shaun Harris, 8622 Warmwell, San Diego 92119 (714) 466-8159.

Girl Friday. First class license. Skilled in copy, mike work, console operation. Will relocate. Call Placement Department, Brown Institute, Minneapolis 612-721-2481.

First wants temporary announcer, engineer, news, ten years experience. Box 103, Graton, California 95444.

Experienced announcer, tenacious worker, married. Desire medium market. Telephone a good Joe at (801) 521-7412.

Experienced. Prefer Midwest or southwest. Richard Hoff, 202 North 11th, Eau Claire, Wisconsin.

Available immediately—small to medium market, 9 mos. experience, some play-by-play, married, 28. 606-743-4840.

Situations Wanted Technical

Assistant chief engineer (announcer) AM directional FM stereo/SCA needs change. Will relocate. Box F-68, BROADCASTING.

Mature, 43, first phone since 1948. AM-FM-TV microwave. 20 years installation operation and maintenance experience. Air or water cooled to 50 KW. Chief position with challenge preferred. Anywhere. Box F-157, BROADCASTING, or 304-874-3922 after 6:00 P.M.

Chief engineer, sales, announcer. AM directional/FM stereo construction, maintenance. Southeast. Box F-176, BROADCASTING.

Major market staff technician, thirty-three with six years experience, has reached end of advancement potential without BSEE. If your scheduling and location allow fulltime college, contact Box F-206, BROADCASTING.

1st phone, experienced, draft-free, willing to relocate, R. Stefan, 14 Arbor Drive, Norwalk, Conn. 06854.

News

Experienced young sportscaster—worked college basketball and football play-by-play. Excellent sports background. Box E-336, BROADCASTING.

Copywriter, resume and samples on request. 203-658-6196 or Box F-25, BROADCASTING.

Experienced, young, energetic newsmen seeks new reporting position on West coast. Past two years with major market station. Excellent delivery and writing-editing ability. Air check available. Box F-106, BROADCASTING.

Available Immediately: Newsmen with heavy experience, big voice, lots of drive, unmatched dedication, college degree, and draft exempt status. Get yours today! Box F-110, BROADCASTING.

Major market news anchorman with network and happy news format experience . . . shopping before contract renewal in the early fall. Box F-133, BROADCASTING.

R-TV grad, Univ. Illinois, seeks PBP, sportscasting position. No commercial experience, but expert knowledge on all sports. Also top newsmen, investigative reporter. Draft fulfilled. Married, 25. Excellent references. Photo, resume available. I want sportscasting experience. Box F-197, BROADCASTING.

Experienced reporter, talkmaster, DJ, news director wants back into broadcasting after two years with Uncle Sam. M.S. journalism. Married. Box F-202, BROADCASTING.

Enterprising reporter—experience includes state legislatures and documentaries. No rip and read—want to dig. B.A. political science. 309-755-3907. Box F-227, BROADCASTING.

News director, small market, seeks position in north, PBP, baseball, basketball, football, D.J. production, college grad, married, military complete. Box F-228, BROADCASTING.

Arizona—experienced—news and sports—family. Man—34—wants absolute dry climate—no humidity. 606-743-4949.

Talk host/newsmen looking for news position and/or talk show. Top 10 market experience. Call 9 A.M. to 12 A.M. (513) 863-6973.

Situations Wanted

News continued

Conscientious Black newsmen seeking additional experience . . . ex-Marine, two years college, TV camera and console operation, third class ticket. Job references available. Jim Scott, P.O. Box 500, Waukegan, Illinois 60085.

Double-barreled sports/news hawk. Radio/TV experience in top 40 markets. Prefers position with play-by-play, sportscast and news opportunities. Will relocate. Box 4083, Albany, New York 12204.

Journalism grad, wants position with good station; single, draft exempt, major market radio experience, will relocate; (502) 458-2364; 2206 Heather, Louisville.

Experienced dedicated newscaster-reporter. Heavy use of actualities. First phone. Wayne Sorge 806-374-8558.

Programing, Production, Others

Consider a bright woman—24—major market experience—journalism degree—eager for production or reporting slot offering latitude and versatility—happens to be blind—an asset as I see it. Resume on request. Box F-27, BROADCASTING.

Soul PD experienced first phone. Box F-39, BROADCASTING.

Successful major market announcer seeks position as program director for small or medium market station. Family; young. Box F-96, BROADCASTING.

Available now. IBS grad. 3rd endorsed. Looking for start. Will give 110%. Ambitious, aggressive. Will relocate. Box F-149, BROADCASTING.

Attention all top 40 stations! Available now, successful, experienced, top rated P.D./M.D. with 1st phone, write now for details to Box F-150, BROADCASTING.

Program director. 15 years experience, professional and damn good. Still believes radio is exciting, and knows where the numbers are. Box F-210, BROADCASTING.

First phone, dynamic young personality, tight board, production, 2 years experience, available now. Box F-219, BROADCASTING.

West coast sportscaster . . . radio-TV . . . 12 years experience, including major college football, basketball, baseball. Six NCAA post season events. Presently employed with southern California TV. Larry Myers, 26418 Dunwood, Rolling Hills, Calif. 90274.

Need a responsible well rounded pro? Three of top ten markets, six years, B.A., married. Want contemporary P.D. position in medium New England market. Call 203-378-5493.

College graduate, two years experience at college radio station as traffic manager. Seeks similar position in New England. BA in speech, broadcasting background, light production work, good voice, highly responsible, excellent recommendations. Mary Gifford, 131 Mill St., Hopedale, Mass. 01747.

Television Help Wanted

Sales

Young, aggressive person wanted by group-owned, northeast station. Top 50 markets; CBS affiliate; for the position of National Sales Manager. Send resume to Box F-201, BROADCASTING, stating background, salary requirement and work experience.

Exceptional opportunity for an experienced, productive salesman with a top TV station in the southeast. Salary, generous commission arrangement, active account list with excellent growth potential. Outstanding company benefits. An equal opportunity employer. If you think you qualify, send resume to Box F-230, BROADCASTING.

Announcers

Announcer. Top-ten market. VHF. Booth work with some on-air. Experience important. Box F-208, BROADCASTING.

News

Aggressive young news director wanted to build reputation for stepping on official toes to get the real news. Top 40 market, network affiliate. Send resume to Box F-70, BROADCASTING.

News director for medium-sized market in southeast. Must be experienced news writer, editor and proven on-air man. Resume with VTR air check to Box F-140, BROADCASTING.

News continued

TV/radio sports director. A top notch position available now for a top-flight man. Play-by-play on state-wide football net for nation's number 1 football team. Two TV sportscasts daily plus "specials." Interested? Send VTR of sportscasts and audio tape of football/basketball play-by-play. All material will be returned. Contact Paul Jensen, Assistant Manager, KOLN-TV/KGIN-TV, Lincoln, Nebraska 68503.

Experienced photo lab chief: All technical aspects TV photography, organizational ability. Mail applications only. News Director, WSPD-TV, Toledo, Ohio 43604.

Technical

Chief engineer with excellent technical qualifications, proven department management, and broad experience for California VHF. Box F-175, BROADCASTING.

TelePrompter Corporation is selecting personnel for the following positions in both operating CATV systems and new systems beginning construction: Chief technician: Minimum of 7 years direct experience in CATV system test, maintenance, operation, layout, head-end work, customer service, management of personnel and vehicles, and construction practices. Radio-telephone license but not necessary. Construction manager: Minimum of 5 years experience in CATV system construction, customer service installations, plant rearrangements, strand mapping, pole line engineering, to supervise contractors during new plant construction, provide liaison with engineering, coordinating flow of materials, etc. Maintenance technician: Minimum of 4 years direct experience in CATV system test, maintenance, operation, head-end work, customer service and service installation. Join TelePrompter, the largest and most active CATV operator for the best opportunities! Send resume to Roger Wilson, TelePrompter Corporation, 50 West 44th Street, New York, New York 10036.

Programing, Production, Others

Wanted: Idea man, program director, performer, producer—We want a versatile man with a good voice and camera presence who can do a soft shoe dance while he's thinking up the next local show for an Eastern suburban CATV system, which is married to a radio station and about to begin local programming. If you are the kind of guy who would like the challenge of creating and doing on a modest budget, of working like a dog for a modest salary, of getting in on the ground floor of what we think will be a new kind of communication, write to Box F-74, BROADCASTING.

Experienced commercial producer-director for full color Illinois CBS affiliate in the top 100 markets. Send resume and details to Box F-116, BROADCASTING.

Television Situations Wanted

Management

Program/operation manager. 12 years TV. Strong in programming, administrative leadership, film buying. Dedicated professional. College graduate, family, veteran. Box E-328, BROADCASTING.

Operations/program director. Seeking challenging medium market or cable opportunity. Cost-budget conscious, know all phases. Accustomed to much responsibility—total station operations. 15 years VHF/UHF broadcasting experience. Now employed. Box F-216, BROADCASTING.

Sales

12 years TV. Successful program/operations manager. Strong in programming, administrative leadership, film buying. Seeks new direction in sales. Box F-153, BROADCASTING.

Announcers

If you require a top staff announcer or newsmen, write Box F-115, BROADCASTING.

Eight years experience, professional, news and sports background, college grad, military complete, married. Box F-160, BROADCASTING.

1st. phone. Versatile, sincere broadcast school graduate. TV cameraman, news, production. CATV, UHF, VHF, will relocate. Jim Meek, 2645 Bear Valley Pkwy., Escondido, California 92025.

Does anyone still need a pro? Fifteen years experience news, weather, talk show, strong commercial man. Married, three children. Resume and VTR on request. Frank Starr, 5404 Sidney Road, Cincinnati, Ohio 45238. Phone (513) 922-0579.

Technical

First phone, heavy on maintenance, transmitter watch preferred. Box F-174, BROADCASTING.

1st phone (radar endor.) no commercial experience, microwave & VHF repair experience in military, will consider any offer. Box F-190, BROADCASTING.

News

Combination news director or assistant, and anchorman. 10 years background includes shooting, writing and directing. Master's and impeccable references. All inquiries answered. Box F-94, BROADCASTING.

Anchorman: Ten years in broadcasting. Former radio news director. Experience in major Ohio markets. Box F-179, BROADCASTING.

Award-winning reporter (Los Angeles Press Club; American Political Science Association) . . . 32, M.J. w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will relocate. Box F-221, BROADCASTING.

Sportscaster—Mature, experienced. Daily sports shows, prime time specials, interviews, radio and TV play-by-play Big Ten and SEC. Top references. Video and audio tape air checks available. Bill Sorrell, 336 Linden Walk, Lexington, Kentucky 40508. 255-9077.

Double-barreled sports/news hawk. Radio/TV experience in top 40 markets. Prefers position with play-by-play, sportscast and news opportunities. Will relocate. Box 4083, Albany, New York 12204.

Experienced radio newsmen with some TV looking for TV news job. Top 10 market experience. Call 9 A.M. to 12 A.M. (513) 863-6973.

Programing, Production, Others

Personable, intelligent, and ambitious June graduate seeks starting position in programing sales, or production—free to relocate. Box F-164, BROADCASTING.

Graduate, 2 years studio training with educational station. All phases, first, military over. Resume on request. Box F-192, BROADCASTING.

Children's show host-producer. Wide experience, successful local show. Box F-196, BROADCASTING.

Hard-working BA in communications searching for challenging position in production. Trained extensively in writing, performing, set design, visual creation, audio, tape, editing, lighting—all types of programing—news, interviews, children's shows, commercials, documentaries, general entertainment. Inquire Box F-205, BROADCASTING.

Television studio supervisor, 12 years TV, age 31, family, BSEE; strong in video tape, color cameras and modern solid state circuits, prefer southeast. Box F-213, BROADCASTING.

I need a job . . . 10 years experience in total TV broadcast operations. Including CATV, CCTV, and ITV. Just finished 130 shows for syndication. I was crew chief, lighting director, and chief cameraman. Know how to work with talent and people. Can switch, run audio, mix and remix music and edit. Operate VTR's, produce and direct. Married, vet, dedicated, conscientious hard working type. Will relocate. Salary open. Resume furnished upon request. Box F-222, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Used FM antenna and transmission lines. State price, condition, and location first letter. S-K Electronics, 5210 Avenue F, Austin, Tex. 78751. 512-454-7014.

Wanted—two self-supporting towers, any height from 300 to 425 feet. Contact A. H. Smith, P.O. Box 647, Atlanta, Georgia 30301—or phone 404-875-3511.

Educational FM station needs used, reasonably priced 250, 500 or 1Kw. transmitter. Call 513-625-1211.

Wanted—good conditioned stereo frequency-modulation monitor, stereo mixer, associated equipment. Box F-200, BROADCASTING.

We need 2 Marti 30 B transmitters, Mobile or base; 1 Marti receiver. WTBQ, Warwick, N.Y.

For Sale Equipment

Heliac-styroBex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

FOR SALE Equipment

continued

For sale, extremely reasonable, 200 foot insulated, lighted Truscon tower now in use. Available August 1971. Box E-287, BROADCASTING.

New Marconi Mark VII-A color cameras, 2 each, unused, less Plumbicon and Lens. \$6,000 each or \$10,000 for both. Box F-109, BROADCASTING.

Gates 5000 watt AM transmitter. Excellent condition, \$5,250.00. Box F-124, BROADCASTING.

Save 50% on a nearly new Schafer 332 logger recorder; will handle both AM & FM—also have an electronic research type 425 25KW Isolation Transformer—Isolate your FM on an AM tower any reasonable offer—Frank Carman, KLUW-KWIC, Box 389, Salt Lake City, Utah 84110.

RCA RTF-5D FM transmitter in excellent condition. Presently in operation and tuned to 92.5 MHz. WFAH, 393 Smyth Ave., Alliance, Ohio 44601.

Gates Criterion 80 Stereo cart machine. Playback only. Factory fresh, factory carton. \$895. Box F-154, BROADCASTING.

Gates Solid Statesman FM limiters (m663). Two available for stereo. 9 months old. \$1195 for both. Box F-155, BROADCASTING.

For sale: 145 foot tower, complete with base, turn-buckles, guy wires, anchors and top light. Used only 15 months. Buyer can dismantle or seller will dismantle. Contact WFIC Radio, Collinsville, Virginia 24078, or call area code 703-647-5222.

Naxon Telesign Van. 1966 Ford Van with Naxon Telesign. Great for station promotions, grand openings and merchandising, \$4900.00 or best offer. Call Bob Bevilacqua, WNIO Radio, Niles, Ohio 216-545-4024.

Color videotape recorders for sale. Two IVC model 860. Almost new, excellent conditions. Cost \$7,800 each. Make a reasonable offer. Phone: 904-354-2806.

Two RCA TK-43 Color Cameras with TD-9BC pedestals, Varotal V zoom lens, 100 foot cables, Tektronix/RCA monitors, \$15,000 each. Call 803-253-6431.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

1971 Tests-Answers . . . Original exam manual for F.C.C. First and second class licenses. Plus—"Self-Study Ability Test." Proven! \$9.95. Satisfaction guaranteed. Command, Box 26348-R, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Call letter items—Jewelry, mike plates, banners, decals, bumper strips, magnetic signs, audience builders, spot sales incentives, promotions. Write Radio-TV Publicizers, Box 534, Scottsboro, Ala. 35768.

Automation Tapes! Library sold outright or subscribe: 90 new songs monthly. Formats: Contemporary, MOR, Country. Response Radio, Box 150, Lafayette Hill, Pa. 19444.

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BBC-produced live 13 week popular classics concert series—under \$20.00 per show most markets. 301-656-9609.

Gagorama #1 brightens program! 350 fresh, funny one-liners, \$3.00. Richard Hanlon, 3736-A North Pennsylvania, Indianapolis, Indiana 46205.

Summertime radio feature-camping show. Talent is member of National Camping Advisory Board. Write RAL Productions, Box F-209, BROADCASTING.

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ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS* in Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 4011 Aurora Ave., North Seattle, Washington 98103. Phone 206-634-1353.

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F.C.C. type exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd and 1st phone exams. 3rd class \$7.00, 2nd class \$12.00, 1st class \$16.00. Broadcast endorsement \$5.00, complete package \$25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22141, Tampa, Florida 33622.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

Don't take time off to prepare for your F.C.C. license. Learn by correspondence, at home. Get complete preparation (not just practice tests) and our money-back warranty. G.I. Bill approved. Free catalog. Pathfinder Division of Grantham Schools, 1509 N. Western, Hollywood, California 90027.

See our display ad under instruction on page 104. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

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WANTED:

For next 12-plus years! MOR morning personality to replace 12-year vet on WFtL—Ft. Lauderdale. Need facts—tapes—salary soonest. Contact:
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Immediate opening for experienced, authoritative, on-air newsman to join large-market news operation. Good delivery essential. Top compensation package available to person selected. Send air check and resume, including present and previous earnings history to:

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Situations Wanted Sales

EXECUTIVE SALESMAN

Former owner-manager. Very best sales record. Real self-starter, 45 yrs. old, married. Wants to represent radio or TV syndicated sales or service in Florida. Consider station management. Top references.

BOX F-166, BROADCASTING

Situations Wanted News

Small mkt. news director, first phone, B.A. journalism, fluent Spanish. Ready to work with progressive news staff in southwest, preferably medium mkt. Please contact: Susan Jane Hoffman.

BOX F-165, BROADCASTING

Television Help Wanted

NEWS

WEATHER WIZARD OR WIZARDESS

Network owned VHF in top 10 market needs a youthful personable, attractive and promotable guy or gal to handle the weather. Some meteorological background preferred, AMS seal not required. Full time permanent position. Equal opportunity employer. Send resume and tape if possible.

BOX F-114, BROADCASTING

TELEVISION

Situation Wanted News

AGGRESSIVE VETERAN NEWSMAN

(33) 11 years experience—past 6 years in one of the top 5 markets. Seeking position as TV-news anchorman. Excellent references. VTR-tape-resume upon request.

BOX F-159, BROADCASTING

Programing, Production, Others

TV TRAFFIC/OPERATIONS SPECIALIST

Currently director of traffic/operations in top 25 market station. Seek similar administration position with station or corporate broadcaster who desires traffic/operations control. Complete resume and references. . . .

BOX E-341, BROADCASTING

NETWORK PRODUCTION MANAGER

Experienced in film, tape, budgets, personnel management, producing, operations, commercial and all forms of program planning and prod., seeks position as assistant P.D., operations manager or producer. Excellent references.

BOX F-194, BROADCASTING

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Experienced broadcasters wish to buy small or medium market AM. West-Northwest preferred. All replies confidential.

BOX F-170, BROADCASTING

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Eager to sell your radio operation but no one comes forth with the money? Have you considered a lease-purchase contract? Three qualified associates experienced in radio field will participate full time in news, programing, promotion, and on the air shifts. Quality performance produces quantity sales. We can sell ourselves and the product—now all left is the purchase of a radio station with potential. Is this you?

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We have purchased a major market property, subject to FCC approval, and would like to buy another in the greater mid-west. We will seriously consider AM or FM in a large market. Replies will be treated in strict confidence.

Write or call: Lawrence J. Gutter, President, Advance Communications, Inc., 2540 W. Peterson Avenue, Chicago, Ill. 60645. (312) 761-1800.

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BOX F-158, BROADCASTING

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For Sale Stations

continued

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BOX F-184, BROADCASTING

FOR SALE

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of Film and Television: Techniques

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(Continued from page 99)

- KBYU-FM Provo, Utah—Broadcast Bureau granted request for SCA of 67 khz. Action June 9.
- WRFL(FM) Winchester, Va.—Broadcast Bureau granted license covering installation of aux. trans. for aux. purposes only. Action June 1.

Actions on motions

- Hearing Examiner Isadore A. Honig in Albany, N.Y. (Regal Broadcasting Corp. [WHRL-FM], et al.), FM proceeding, granted petition by WPOW Inc. for leave to amend its application with respect to its ascertainment of community needs (Docs. 18210-12). Action June 8.
- Hearing Examiner James F. Tierney in Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Co. of Searcy Inc.), FM proceeding, granted petition by Tellum for leave to amend its application with regard to ascertainment of community needs (Docs. 18989-90). Action June 3.

Rulemaking action

- Benton, Salem and West Frankfort, all Illinois—FCC amended FM table of assignments by assigning ch. 292A at Benton, ch. 261A at Salem and ch. 249A at West Frankfort. The amendments become effective July 13. Action May 26.

Rulemaking applications

- WGKA(FM), GCC Communications of Atlanta Inc., Atlanta—Requests WGCA(FM).
- WIVC(FM), Illinois Valley Communications Inc., Peoria, Ill.—Requests WUHN(FM).
- KFMJ-FM, KFMJ Inc., Tulsa, Okla.—Requests KRAV(FM).

Call letter applications

- WBMI(FM), Communico Inc., Meriden, Conn.—Granted WKSS(FM).
- WRIT-FM, Great Trails Broadcasting Corp., Milwaukee—Granted WFOW-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following UHF translator stations: W49AB York, W72AM Duboisstown, Montoursville and South Williamsport, and W76AH Clark Summit, Dalton, Waverly and part of Scranton, all Pennsylvania; W72AP Dayton, Ohio; W78AD and W80AF, both Princeton, Me.; W75AG Williamsport, W. Va., and Marietta, Ohio; W74AR Williamsport, Pa.; W78AK Minersville, Pottsville and Port Carbon, all Pennsylvania; W79AB Palmerston, Slatedale and Slatington, all Pennsylvania; W73AH Chambersburg, Pa.; W71AB Coshocton and W80AA Cambridge, both Ohio; W73AC Clarks Summit, Dalton and Waverly, all Pennsylvania; W78AL Williamsport, Pa.; W82AI Pottsville, Minersville and Port Carbon, all Pennsylvania; W83AA Palmerston, Slatedale and Slatington, all Pennsylvania; W74AO Manchester, Manchester Center and Bennington, all Vermont; W79AV Pownal and North Bennington, both Vermont; W76AJ Wilmington and Dover, both Vermont; W70AE and W80AD Moorefield, W. Va.; W72AI Pottsville, Minersville and Port Carbon, all Pennsylvania; W73AA Palmerston, Slatedale and Slatington, all Pennsylvania; W76AK Williamsport, Pa. Action May 28.

■ Broadcast Bureau granted renewal of licenses for following UHF translator stations: W71AF St. Mary's County, Md.; W75AA Johnson City, N.Y.; W78AB Vestal and Endwell, both New York; W81AB Hillcrest and Chenango Bridge, both New York; W70AD Marietta, Ohio; W71AI Stamford, N.Y.; W76AF Jefferson, N.Y.; W81AH Bloomville and South Kortright, both New York; W83AL Andes, N.Y.; W70AY Sanford and Springvale, both Maine; W70AB, W72AL, W71AA, W78AF and W82AA North Warren, Pa.; W71AG New Haven, W79AI Torrington, and W79AK West Haven, all Connecticut; W76AA, W78AA, and W80AB Frostburg, LaVale and Cresaptown, all Maryland; W79AD Southampton, N.Y.; W83AG Greenville, Pa.; W72AB, W77AB, W80AE, and W83AD Athol, Mass. Action May 28.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translator stations: W79AC Clarks Summit, Waverly, Dalton and part of Scranton, all Pennsylvania; W79AL Dallas, Trucksville, Shaverton and Hillside, all Pennsylvania; W73AG Milton, Del.; W11AA Madawaska, Me.; W11AO and W13AT Centerville, Pa., and Koon Dam, Md.; W04AS Gilboa, Prattsville and Roxbury, all New York; W04AZ South Worcester, Davenport, Davenport Center, all New York; W04BB Hunter-Tannersville, Lexington, and South Jewett, all New York; W07AT Margaretville and Fleischmanns, both New York; W04AE Herkimer and Little Falls, both New York; W04AL Bennington and North Bennington, both Vermont; W07AN Schoharie and Middleburg, both New York; W02AC, W06AC, W10AC, and W12AF Claremont, N.H.; W04AW The Enlarged City School District of the City of Amster-

Summary of broadcasting

Compiled by FCC, June 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,325 ¹	3	9	4,337 ¹	59	4,396 ¹
Commercial FM	2,204	1	37	2,242	116	2,358
Commercial TV-VHF	500	2	10	512 ²	14	526 ²
Commercial TV-UHF	170	0	13	183 ²	77	271 ^{2†}
Total commercial TV	670	2	23	695	91	797
Educational FM	452	0	16	458	55	513
Educational TV-VHF	79	0	6	85	5	90
Educational TV-UHF	101	0	12	113	12	125
Total educational TV	180	0	18	198	22	215

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on nonreserved channels.

† Does not include six commercial UHF TV's licensed but silent.

dam, Rockton, Fort Johnson and South Amsterdam, all New York; W11AL and W13AD Flintstone, Md.; W04AT North Hoosick, North Hoosick Falls, Hoosick Falls and Hoosick, all New York; W04AJ Schoharie and Middleburg, both New York; W03AE Lewiston, Auburn and New Auburn, all Maine; W05AN, W12AS, and W08BC Elersville, Md., and Hyndman, Pa. Action May 28.

Other actions, all services

■ FCC granted petition by American Newspaper Publishers Association asking that filing date for reply comments in response to further notice of proposed rulemaking in Doc. 18110 (one-to-a-market rule) and Doc. 18891 (cross-ownership of CATV and local newspapers) be extended, so that other parties may coordinate comments. Date for filing reply comments is extended to Aug. 19. Action June 9.

■ FCC established new class of educational television service to transmit instructional and cultural material to multiple receiving locations on channels in 2500-2690 mhz frequency band (Doc. 14744). New rules become effective July 16. Action June 9.

Translator actions

■ Kingman, Ariz.—Mohave County Board of Supervisors. Broadcast Bureau granted CP for new UHF translator station to serve Kingman operating on ch. 67 by rebroadcasting programs of *KAET(TV) Phoenix. Action June 3.

■ Whitmore, Calif.—Golden Empire Broadcasting Co. Broadcast Bureau granted CP for new VHF translator station to serve Whitmore by rebroadcasting programs of KHSL-TV Chico, Calif. Action June 7.

■ W12AD Monticello, Ky.—Broadcast Bureau granted CP to make changes in ant. system of VHF translator station. Action June 3.

■ Sanders, N.M.—Puerco Valley TV Association Inc. Broadcast Bureau granted CP's for new VHF translator stations to serve Sanders, Lupton, Navajo and Chambers, all Arizona, by rebroadcasting programs of KOAI(TV) Flagstaff, Ariz., and KGGM-TV Albuquerque, N.M. Action June 7.

■ Kingston, N.Y.—Sonderling Broadcasting Corp. Broadcast Bureau granted CP for new TV translator station to serve Kingston by rebroadcasting programs of WAST(TV) Albany, N.Y. Action June 7.

■ Enterprise, Ore.—Wallowa Valley TV Association. Broadcast Bureau granted CP for new UHF translator station to serve Wallowa Valley by rebroadcasting programs of KSPS-TV Spokane, Wash. Action June 7.

■ Evanston, Wyo.—Upper Bear River TV Association. Broadcast Bureau granted CP's for new VHF translator stations to serve Carter by rebroadcasting programs of KSL-TV, KUTV(TV) and KCPX-TV, all Salt Lake City. Action June 7.

Modification of CP's, all stations

■ KGO-TV San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 3. Action June 3.

■ K11KA South Lake Tahoe and Meyers, both California—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator station to Dec. 4. Action June 4.

■ *WPKN(FM) Bridgeport, Conn.—Broadcast Bureau granted mod. of CP to change from directional to non-directional operation; change trans.; ant.; ERP 2.40 kw; ant. height 550 ft.; remote control permitted from 244 University Avenue, Bridgeport; condition. Action June 2.

■ WXLT-TV Sarasota, Fla.—Broadcast Bureau granted mod. of CP to change studio location to 4101 Clark Road, 3.5 miles south of Sarasota. Action June 4.

■ WMIC-FM Sandusky, Mich.—Broadcast Bureau granted mod. of CP to change trans. Action June 3.

■ WTCN-TV Minneapolis — Broadcast Bureau granted mod. of CP to extend completion date to Dec. 8. Action June 8.

■ KSTP-TV St. Paul—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 3. Action June 3.

■ KFMZ(FM) Columbia, Mo.—Broadcast Bureau granted mod. of CP to change trans. location to north end of Tower Road, north of St. Charles Road, Columbia and Boone county, both Missouri; change studio and remote control location to 802 East Broadway, Columbia; change trans.; ant.; make changes in ant. system; ant. height 300 ft.; ERP 3 kw; remote control permitted from main studio, 802 East Broadway, Columbia. Action June 2.

■ Smith, Nev.—Smith Valley Rotary Club. Broadcast Bureau granted CP for new VHF translator station to serve Smith, operating on ch. 10 by rebroadcasting programs of KCRL-TV Reno. Action June 3.

■ WCOT-TV Akron, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 3. Action June 3.

■ KRBB(AM) Sallisaw, Okla.—Broadcast Bureau granted mod. of CP to increase tower height to 335 ft. and FM ant. to be side-mounted near the top of tower; condition. Action June 3.

■ W72AK, W77AF, W80AH and W82AJ, all White Haven, Pa.—Broadcast Bureau granted mod. of CP's to change trans. locations of UHF translator stations to plant on Susquehanna Street extension, White Haven and to make changes in ant. systems. Action June 8.

■ K04GO Lemmon, S.D.—Broadcast Bureau granted mod. of CP to change trans. location of VHF translator approximately two-thirds of mile from present site and to make changes in ant. system. Action June 1.

■ WCIR-FM Beckley, W. Va.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 25 kw. Action May 28.

Ownership changes

Applications

■ WSGO(AM) Oswego, N.Y.—Seeks assignment of license from Clifford C. Harris to Robert Gessner for \$150,000. Seller: Clifford C. Harris, sole owner. Buyer: Robert C. Gessner. Mr. Gessner is general manager of Poughkeepsie Cable Vision, Poughkeepsie, N.Y. Ann. May 26.

■ WFLY(FM) Troy, N.Y.—Seeks assignment of license from Troy Record Co. to Functional Broadcasting Inc. for \$150,000. Seller: Walter J. Benedett. Buyers: Albert Wertheimer (28.46%), et al. Mr. Wertheimer has interests in several real estate firms and coin-equipment manufacturing companies. Mr. Davis has interests in several real estate concerns. Functional Broadcasting Inc. owns and operates WDDS-FM Syracuse, WBUF-FM Buffalo and WWOR(FM) Rochester, all New York. Ann. May 26.

■ WOVE(AM) Welch, W. Va.—Seeks assignment of license from WOVE Inc. to Davis-Major Communications Corp. for \$80,750. Seller: Kenneth J. Crosthwait. Buyers: Gerald E. Davis (65%), president-treasurer; Sharon A. Major (30%), vice president, and Gloria J. Davis (5%), secretary. Mr. Davis is engineer at JWV-TV Cleveland. Miss Major is secretary at Parma Community hospital, Parma, Ohio. Mrs. Davis is housewife. None of the parties have any broadcast interests. Ann. May 26.

Actions

■ KHAR-TV Anchorage—Broadcast Bureau granted assignment of license from Sourdough Broadcasters Inc. to Central Alaska Broadcasting Inc. for \$343,000. Seller: Patricia E. Harpel, sole owner. Mrs. Harpel owns KHAR-AM-FM Anchorage. Buyers: Carl A. Bracale Jr., president (21%), Duane L. Triplett, vice president (17%), Robert L. Lewis (11%) and Richard M. Zook (15%), et al. Mr. Bracale is sales manager for Sourdough Broadcasters, Anchorage. Mr. Triplett is account executive for Sourdough Broadcasters. Mr. Lewis is 100% owner of Arctic Dispatching Co., taxicab company, Anchorage. Mr. Zook is chief engineer for Sourdough Broadcasters. Action May 28.

■ WKHM-AM-FM Jackson, Mich.—Broadcast Bureau granted assignment of license from Frederick A. Knorr to Patten Broadcasting Co. for \$335,000. Sellers: Nellie M. Knorr, executrix of estate of Frederick A. Knorr. Buyers: The Patten Co. (88.64%), Charles J. Sitta (11.08%), et al. The Patten Co. is Southfield, Mich., ad agency; Myron P. Patten is president and majority stockholder and will vote stock of company. Charles J. Sitta is vice president, director and approximately 3.1% class A stockholder of WKMR-AM-FM Dearborn, Mich. Action May 28.

■ WMDN(AM) Midland, Mich.—Broadcast Bureau assignment of license from Midland Broadcasting Co. to Patten Broadcasting Co. for \$247,500. Sellers: Donald A. Sherman, president, et al. Buyers: see WKHM(AM) Jackson, Mich., above. Action May 28.

CATV

Applications

■ Sanford, Fla.—Seminole Cablevision Inc. Seeks distant signals of *WUFT(TV) Gainesville. *WEDU(TV) Tampa-St. Petersburg and *WUSF-TV Tampa, all Florida. (Orlando and Daytona Beach, both Florida. ARB 58). Ann. June 2.

■ Winter Haven, Auburndale, Eagle Lake, Lake Alfred and parts of Polk County, all Florida—Universal Cable Vision Inc. Seeks distant signal of WBBH-TV Ft. Meyer, Fla. (Orlando and Tampa, both Florida. ARB 58 and 31). Ann. June 2.

■ Johnston City, West Frankfort and Murphysboro, all Illinois—Illinois Cable TV Co. Seeks distant signals of KTVI(TV), KMOX-TV and KSD-TV, all St. Louis, and WTUV(TV), WFIE-TV and WEHT(TV), all Evansville, Ind. (Paducah, Ky., Cape Girardeau, Mo., and Harrisburg, Ill. ARB 92). Ann. June 7.

■ Jeffersonville, Clarksville, Charlestown, Sellersburg and Clark county, all Indiana—Seeks distant signals of WTUI(TV) and WTTV(TV), both Bloomington, Ind. (Louisville, Ky. ARB 47). Ann. June 7.

■ South Glens Falls, N.Y.—Champlain Cablevision Inc. Seeks distant signals of CFCC(TV) and CBFT(TV), both Montreal, Canada, and WCAX(TV) Burlington, Vt. (Albany, Schenectady and Troy, all New York. ARB 42). Ann. June 2.

■ Troy, N.Y.—New Channels Corp. Seeks distant signals of WNEW-TV, WOR-TV, WPIX(TV) and portions of WCBS-TV, all New York. (Albany, Schenectady and Troy, all New York. ARB 42). Ann. June 2.

■ Shenandoah, Pa.—Shen-Heights TV Association Inc. Seeks distant signals of WPIX(TV) and WOR-TV, both New York. (Wilkes-Barre and Scranton, both Pennsylvania. ARB 69). Ann. June 7.

Final actions

■ De Land and West Volusia county, both Florida—FCC authorized TM Communications Co., Tampa, Fla., to carry distant signals of WEDU(TV) Tampa-St. Petersburg and *WJCT(TV) Jacksonville, both Florida, on its CATV at De Land and West Volusia county. Action June 9.

■ Fairbury, Ill.—Cable Television Co.—FCC denied request by Cable Television Co. of Illinois, operator of CATV at Fairbury, asking for waiver of rules (program exclusivity) in order to permit continued full carriage of WMAQ-TV and WGN-TV, both Chicago. Action June 9.

■ Kokomo, Ind.—FCC authorized Telecable of Kokomo Inc. to carry distant signals of WGN-TV and WFLD-TV, both independent stations in Chicago, on its CATV system at Kokomo and its environs in Howard county, Ind., provided that it also carry signal of WURD(TV) Indianapolis, upon request. Action June 9.

■ Miles City, Mont.—FCC affirmed grant by Cable Television Bureau of extension of time until Aug. 1 to permit Micro-TV Inc. operator of 2,300 subscriber CATV system at Miles City, Mont., to install switching equipment in order to afford program exclusivity to station KYUS-TV Miles City. Action June 9.

Kevin P. O'Sullivan, who used to sing for his supper, sings mostly in the shower these days.

His resonant, baritone voice, once heard on television programs and in night clubs and on the stage, is now utilized in top-level sales presentations and in directing the worldwide staff at ABC Films Inc. and ABC Television International Inc. His dual responsibility encompasses supervision of the television-program distribution arm of ABC at ABC Films and the program-purchasing and sales-representation services for TV stations in 23 countries (ABC has minority interests in 14 foreign companies operating outlets in Latin America and the Far East).

In one fashion or another, Mr. O'Sullivan has been associated with television for 22 years, initially as a talent and subsequently as a businessman. His sojourn into the entertainment world followed his winning first prize in an *Arthur Godfrey Talent Scouts* competition in 1949.

He says he had planned to study law but while in high school and college he participated in theatrical activities and sang at various functions. Then some fraternity brothers sent in his name to the Godfrey program where he sang "Now Is The Hour," and won. He went on to appear on the daytime Godfrey program.

While still at Queens College at Flushing, N.Y., he appeared on other CBS-TV programs, including a steady assignment on a 1949 variety series titled *The 54th Street Revue*. Following graduation, he continued in the entertainment field, appearing in many commercials, singing at night clubs and hotels, and performing dramatic roles on television, including assignments on *Studio One*. In 1951, Mr. O'Sullivan played the lead in a Broadway musical version of Booth Tarkington's "Seventeen."

Mr. O'Sullivan acknowledges today that he "never really liked the idea of being talent." And that self-evaluation is understandable. Colleagues say he is a hard-working, well-organized individual with a strong layer of seriousness balancing a pleasant, outgoing personality.

"I never liked the lack of planning in show business," he remarked. "And I've always had a business orientation."

In 1955 he accepted a post with the Ronson Corp. that blended his theatrical flair with his business sense. He served on the radio-TV promotion staff of Ronson, traveling throughout the country to introduce the company's new electric shaver. Mr. O'Sullivan would arrange for distribution of the shavers, following with live commercials—delivered by himself—on local TV stations. He later worked briefly as Mid-

From onstage to running the show in programing

west sales manager for Ronson in Chicago before returning to New York in 1957 to join Television Programs of America as a salesman.

At TPA, which evolved into Independent Television Corp., Mr. O'Sullivan acquired a background in television-program syndication. He reinforced this training with a six-year stint at Harrington, Righter & Parsons, the station rep firm, where he was director of program services, guiding HR&P-represented stations on their syndicated-program purchases.

In 1967, he joined ABC Films as vice president and general sales man-

Week's Profile



Kevin Patrick O'Sullivan—president, ABC Films Inc. and ABC International Television Inc.; b. New York, April 13, 1928; B.A., political science, Queens College, Flushing, N.Y., 1950; professional singer and actor on television and in theater and night clubs, 1950-1955; radio-TV promotion staff, Ronson Corp., 1955-57; salesman, Television Programs of America, 1957-58 and general sales manager, 1958-61; director of program services, Harrington, Righter & Parsons, 1961-67; VP and general sales manager, ABC Films, 1967-1969; appointed president, ABC Films, April 1969, and president, ABC Television International Inc., July 1970; m. Carole Christensen, 1958; children—Kevin Jr., 11, and Terence, 4; hobbies—golf and reading history.

ager, was appointed vice president and general manager in early 1969 and elected president several months later. In the summer of 1970, he was appointed to the additional job of president of ABC Television International Inc.

Mr. O'Sullivan is a medium-sized, solidly built man who played football in high school and won letters in tennis and track in college. He tries to keep in trim these days by playing golf but confesses that the rigors of his job responsibilities have limited his appearances on the fairways.

His duties at ABC International Television keep him hopping around the world. He has sampled television in far-away countries and the usually disciplined Mr. O'Sullivan becomes impassioned when comparing American and foreign TV.

"Without deprecating TV activities abroad, no TV system anywhere in the world compares with the U.S. in terms of providing a variety of entertainment, news and informational programs," he said. "There are forces in this country that are trying desperately to put limitations on TV programing and if the public lets this happen, it will be a sad day indeed."

Though the syndication field in general suffered from the economic crunch in 1970, Mr. O'Sullivan reported happily that ABC Films had an "excellent year," with sales rising comfortably over 1969 levels. And he was equally pleased with the progress achieved to date in 1971, predicting that sales volume for this year would surpass 1970's.

The new programing for which Mr. O'Sullivan has high hopes for the 1970-71 season are the *Let's Make A Deal* audience-participation show (already sold in 80 markets for a fall start) and the *Prime II* package of 16 feature films. In addition, ABC Films markets such popular off-network series as *Ben Casey*, *Dark Shadows* and *The Invaders*.

And referring to the growing trend toward so-called advertiser-syndication of programs, Mr. O'Sullivan commented: "Barter is like the seven-year locust. It crops up every few years, especially when the economy is soft. It will disappear until the next crisis comes."

Mr. O'Sullivan is confident that over the next few years advertisers will become increasingly involved with television, and added: "And this will not necessarily be barter arrangements. I think more and more money is going to be spent to develop programs for placement on a market-by-market basis, with advertisers picking up the tab. I believe too that even in network you will see a change, with advertisers committed to buying a minimum number of programs, especially in prime time."

The lively art

Some of the names and faces that appear in this issue's special report on radio will be familiar to those who, with this magazine, have followed that medium through its infancy, its growth, its good times and its bad, and into its first maturity. An equal or greater number may be new. The times they are a-changing, as the song says, and nowhere in broadcasting more than in the medium where it all began.

It is fitting that this should be the case. The business was built by one generation of pioneers who were not content to let things stand still, and it's being rebuilt and revitalized by a new generation that sees no fewer mountains to climb, no less a challenge to conquer. "You couldn't have decided to do this story at a more propitious moment," said one of the veteran broadcasters with whom we talked along the way. "Maybe there will be one in the future, but there certainly hasn't been one in the past, when so many things in the radio medium are ready to move, or are in the process of moving."

That's really the story of Radio '71. A medium on the move. It's a joy to tell its story.

Life or death?

The U.S. Court of Appeals in Washington has issued a new prescription for anarchy in broadcast regulation. Its reversal of the policy under which the FCC has been handling challenges to license renewals exposes all incumbents to attack. It is a formula for dismemberment of the system.

The court has said the FCC was wrong to accord immunity from competing applications to licensees who could demonstrate a record of substantial performance, without deficiencies. From now on, the court has decreed, the FCC must grant a full hearing to any challenger.

"Substantial" service no longer will suffice. A credit may be awarded to incumbents on a showing of "superior" performance, but that alone need not be decisive, the court has ruled. The commission must also use the comparative hearing as a device to achieve decentralization of broadcast ownerships, including an increase in interests held by members of racial minorities.

And what is to constitute the "superior" service that must be demonstrated if the incumbent is not to be counted out at the opening bell? The court says it ought to be defined in both quantitative and qualitative terms, and it has given the FCC some guides. "Along with elimination of excessive and loud advertising and delivery of quality programs," the court suggested, "one test of superior service should certainly be whether and to what extent the incumbent has reinvested the profit on his license to the service of the viewing and listening public."

This decision, if it stands, will create infinitely more chaos than prevailed in the year between the FCC's WHDH-TV decision and its adoption of the policy that the court has now reversed. In the WHDH case the commission awarded the station's channel to a competing applicant because of its lack of other media interests and the integration of ownership and management that was promised. That decision invited challenges to all licensees with multimedia holdings and hired managements. The challenges had begun to proliferate when the FCC got itself back on course by issuing its now overruled policy.

The remedy now must be found in Congress. It is the basic law that needs revision to get the courts out of the business of writing broadcast regulation. There is no use

pretending that the remedy will be easy to get. A bill introduced by Senator John O. Pastore (D-R.I.) to give incumbents reasonable protection against competing claims was encountering severe resistance when the FCC's adoption of its own policy made legislation appear unnecessary.

The climate is no more favorable to broadcasting now than it was then. But despite the heavy weather that must be endured, broadcasters have no choice. Nothing less than survival is at issue.

There ought to be a law

It isn't quite clear what the Senate Communications Subcommittee wants the FCC to do about cable-television regulation, though it is obvious that the subcommittee wants nothing done without consultation beforehand. The procedure, as it unrolled last week during a day-long hearing, reveals a general wariness in dealing with an issue that is getting hotter politically every day.

Senator Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, may have summed it up best, if unintentionally, when he asked Chairman Dean Burch whether the FCC was planning to "rush into" a conclusion. "I don't mean you should go slow," Mr. Magnuson said in clarification. "It's just that I don't think you should go fast."

Not much more help than that came from any other senator, but the heavy attendance of subcommittee members bespoke the political attention that this subject now commands, and that gets us to the point of these remarks.

The only message that the FCC could have taken from the hearing last week was that it had better not reach a decision that will displease several influential members of the Senate subcommittee. That message isn't one to be inscribed alongside the motto of the republic.

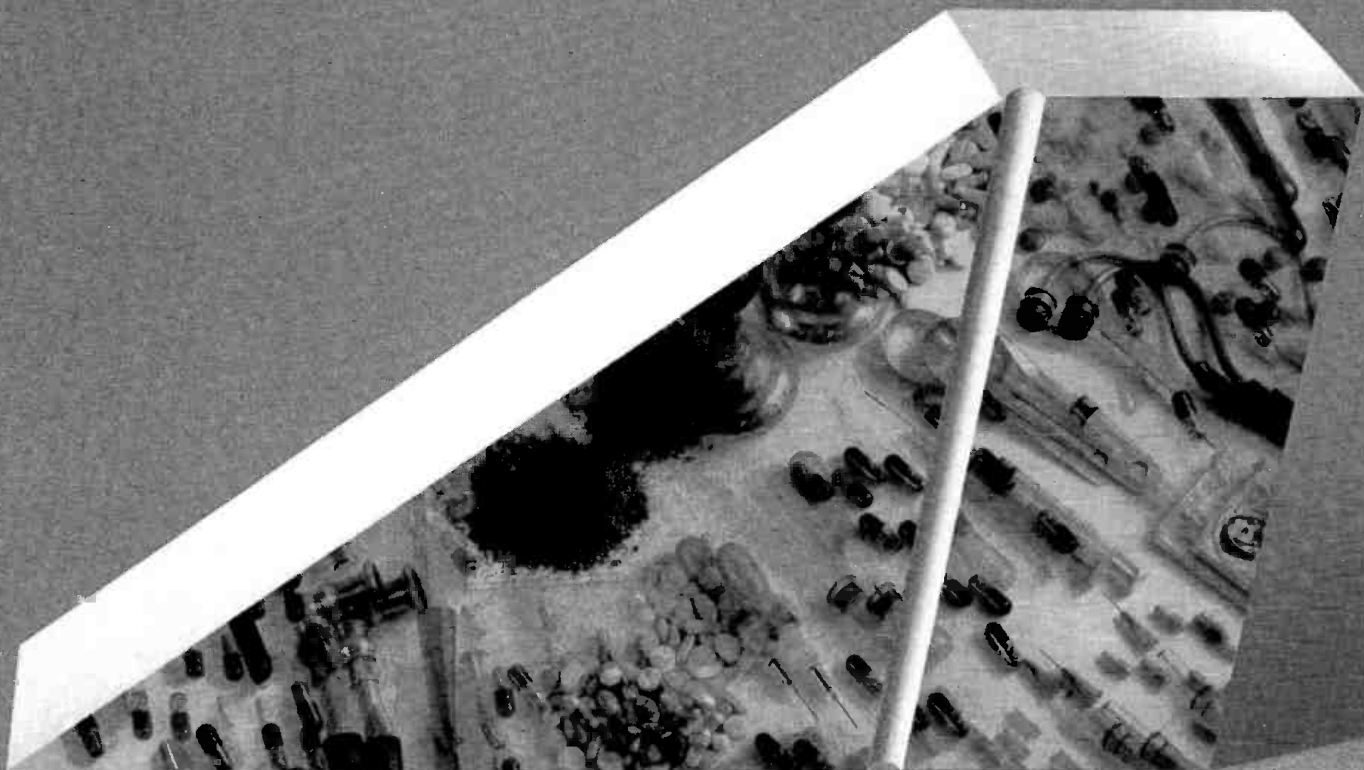
If the Congress wishes to write the policy for cable-television regulation, it should do so through the conventional legislative process—not through private negotiations between a few senators and the FCC. Perhaps the setting of cable policy belongs on the Hill. Surely the copyright legislation that was the subject of new action last week belongs there. But what the Congress does on a subject so clearly involving the public interest ought to be done by open proceedings in accord with legislative rules.



Drawn for BROADCASTING by Sid Hix

"I dated the producer of those Yellow Pages commercials last night . . . talk about walking fingers!"

WHAT IS AVCO BROADCASTING?



In eight cities, Avco Broadcasting is a leader in the fight against drug abuse.

For the past two years, every Avco Broadcasting station in the country has devoted a significant portion of its programming to drug abuse. The effort has included editorials, special programs and public service announcements. One station, WOAI-TV in San Antonio, has been working on the problem for over 18 years!

Station management and community service departments have actively participated in joint preventive drug education efforts with local community organizations.

The stations are working with community groups to establish positive action programs, Advisory Drug Abuse Councils, youth panels, and speakers' bureaus. They're working to raise funds for halfway houses and therapeutic drug centers, while contacting drug addicts for their advice in preparation of these programs.

One of the most effective tools has been the CAPP program inaugurated by Washington station WWDC. CAPP combines all of these elements: it is a forum, a coordinating body, and action group. In the months to come, CAPP will expand into other Avco Broadcasting markets.

There will be no easy solution to the drug problem. But through continuing, carefully planned communications and involvement, there can be a new awareness and understanding of the facts. And that, we believe, is the job of our stations and this corporation.

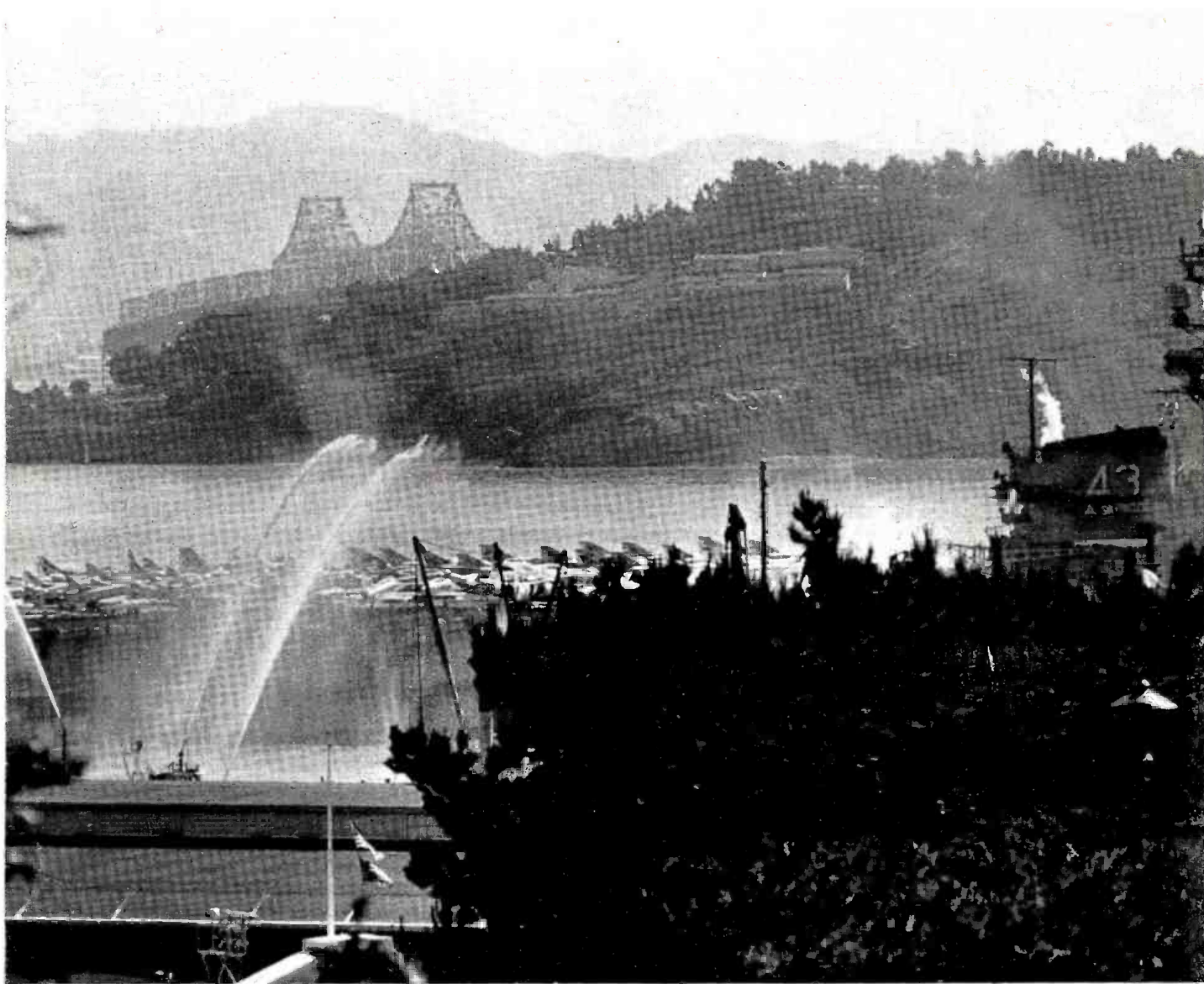
Avco Broadcasting . . . a progressive, involved group of twelve stations serving eight cities. RADIO: WLW Cincinnati, WOAI San Antonio, KYA & KOIT San Francisco, WWDC & WWDC-FM Washington, D.C. and WRTH Wood River/St. Louis. TELEVISION: WLWT Cincinnati, WLWC Columbus, WLWD Dayton, WLWI Indianapolis and WOAI-TV San Antonio. Represented by Avco Radio Television Sales, Inc.



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