



Sept. 13, 1971

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

MORNINGSIDE COLLEGE  
LIBRARY  
SMITH CITY MO

NGSIDE COLLE  
RY  
CTY IA 51106

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New-season time is open-season time on children's TV  
Detroit still on high center with spot television dollars  
Congress back with busy agenda of broadcasting concerns  
Industry enlists new recruits in license-renewal campaign

NEWSPAPER

Now Houston's leading television station proves it:

# KPRC-TV has the brightest, big-screen color TV picture you can buy.

The brightest color. The most vivid color. A sharper, more successful sales picture. Plus solid-status dependability. Yours in every Hi-Audience '71 model commercial — only from KPRC-TV, Houston.

Personally Crafted Spots

## KPRC-TV

National Representatives Edward Petry & Co.  
Courtesy: RCA

# We're building from

**CBS EVENING NEWS  
WITH WALTER CRONKITE  
7PM, MON.-FRI.**



**GUNSMOKE  
NEW TIME, 8PM, MON.**



**HERE'S LUCY  
NEW TIME, 9PM, MON.**



**THE DORIS DAY SHOW  
9:30PM, MON.**



**MY THREE SONS  
NEW TIME, 10PM, MON.**



**CANNON  
NEW SHOW, 9:30PM, TUES.**



**THE CAROL BURNETT  
SHOW. NEW TIME,  
8PM, WED.**



**MEDICAL CENTER  
9PM, WED.**



**MANNIX  
NEW TIME, 10PM, WED.**



**BEARCATS!  
NEW SHOW, 8PM, THURS**



**CBS EVENING NEWS  
WITH ROGER MUDD  
7PM, SAT.**



**ALL IN THE FAMILY  
NEW TIME, 8PM, SAT.**



**FUNNY FACE  
NEW SHOW, 8:30PM, SAT.**



**THE NEW DICK VAN DYKE  
SHOW. 9PM, SAT.**



**THE MARY TYLER MOORE  
SHOW. 9:30PM, SAT.**



Starting this Monday. When a formidable array of big stars in big new shows adds heft to our strong lineup of returning favorites.

What's new? Start with Glenn Ford, who's making his long-awaited series debut. As star of "Cade's County," some-

thing different in the way of westerns. Veteran Edgar Buchanan lends support.

Long awaited, too, is the return of Dick Van Dyke. In his new series Dick plays a television star whose home reception is guaranteed to give any repairman fits... of laughter. Hope Lange co-stars as Dick's wife.

Another happy return—David Janssen. Back as a special agent in "O'Hara, United States Treasury," a slam-bang actioner about the nation's largest law enforcement agency.

In the star-is-born category is Sandy Duncan, making her debut in

"Funny Face." Sandy's face, and her irrepressible charm, are something audiences are going to love growing accustomed to.

Nostalgia, the "in" thing these days, is a keynote of "The Chicago Teddy Bears," a fable about Chicago in the roaring '20s that roars with

# strength.

**ARNIE. NEW TIME,  
10:30PM, MON.**



**THE MERV GRIFFIN SHOW,  
11:30PM, MON.-FRI.**



**THE GLEN CAMPBELL  
GOODTIME HOUR  
NEW TIME, 7:30PM, TUES.**



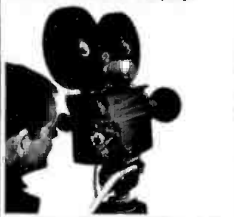
**HAWAII FIVE-O  
NEW TIME, 8:30PM, TUES.**



**HARPER. 9PM, THURS.  
THE CBS THURSDAY NIGHT  
MOVIES.**



**CBS REPORTS  
NEW TIME, 9PM  
EVERY FOURTH THURS.**



**THE CHICAGO TEDDY BEARS  
NEW SHOW, 8PM, FRI.**



**O'HARA, UNITED STATES  
TREASURY  
NEW SHOW, 8:30PM, FRI.**



**TERROR IN THE SKY  
WORLD PREMIERE,  
9:30PM, FRI. THE NEW  
CBS FRIDAY  
NIGHT  
MOVIES.**



**MISSION: IMPOSSIBLE  
NEW TIME, 10PM, SAT.**



**60 MINUTES  
NEW TIME, 6PM, SUN.**



**GUESS WHO'S COMING  
TO DINNER. 7:30PM, SUN.  
THE CBS SUNDAY NIGHT  
MOVIES.**



**CADE'S COUNTY  
NEW SHOW, 9:30PM, SUN.**



**CBS SUNDAY NEWS WITH  
DAN RATHER. 11PM, SUN.**



laughter. Dean Jones is the personable star with Art Metrano and John Banner helping out.

Remembrance of things past is also part of Bearcats!" Rod Taylor and Dennis Cole star as a couple of troubleshooters in the turbulent days when the century was young.

"Cannon," on the other hand, is firmly rooted in today's world. There's ex-

citement packed into every frame of this private-eye yarn. Enough to encompass even the outsize talents of its star, William Conrad.

Movies on CBS will also stir up new excitement this season. There's "The New CBS Friday Night Movies," which becomes a showcase for world premiere motion pictures

never seen before anywhere.

Finally, "The CBS Sunday Night Movies" is new to our schedule. The accent is on great movie entertainment for the entire family. Teeing off with "Guess Who's Coming to Dinner," which gives

you an idea of the big things to expect.

Powerful audience builders, all. Add them to our full roster of proven winners and you have a strong case for what we've been saying all along:

**CBS**   
**WHERE  
THE GOOD  
TIMES  
ARE**

# Baltimore's BEST BUYS

## 2 WINNERS RETURN!



## BIG VALLEY

4:30 P. M. WEEKDAYS

TRACK RECORD: 18 rating, 40 share, NSI Feb./  
Mar. 1971, 4:30-5:30 PM, Monday through Friday.  
14 rating, 34 share ARB Feb./Mar. 1971, 4:30-5:30  
PM, Monday through Friday.\*

## DRAGNET

5:30 P. M. WEEKDAYS

TRACK RECORD: 22 rating, 50 share, NSI Feb./  
Mar. 1971, 5:30-6 PM, Monday through Friday. 19  
rating, 45 share, ARB Feb./Mar. 1971, 5:30-6 PM,  
Monday through Friday.\*



\*Subject to inherent limitations as stated in applicable reports.



## NEW ON CHANNEL 2

## I DREAM OF Jeannie

7:30 P. M. WEEKDAYS

In Maryland Most People Watch

# WMAR-TV



TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by KATZ TELEVISION

As the networks move into their most ambitious season ever in terms of quantity and quality of children's programming offered, they seem destined to run head on into an equally voluminous number of criticisms. See . . .

## Paradoxical time in children's TV . . . 15

With the advent of the prime-time access rule, the new fall network schedule is more an obstacle course than ever before. ABC-TV, the eternal also-ran, gets a day's head start amid stiff counterprogramming. See . . .

## A new season opens in character . . . 20

Political spending heads list of broadcast-related issues before Congress as it returns to work after month-long recess. Others include cable policy, First Amendment, prime-time access and renewals. See . . .

## In the batter's box on the Hill . . . 24

Office of Economic Opportunity enters debate over what constitutes 'superior service' by asking FCC to hold licensees specifically accountable for their service to the economically disadvantaged. See . . .

## OEO lends twist to renewal debate . . . 28

Chicano challengers of Time/McGraw-Hill station transfer step up efforts to block sale: Their attorney wants account of meetings between M-H and FCC commissioners; group files brief criticizing buyer's program proposal. See . . .

## More fuses primed for McGraw-Hill buy . . . 32

As National Association of Broadcasters fleshes out its task force on license renewals with appointment of six members from across the country, indications are that ANPA and FCBA will join fight for protective legislation. See . . .

## Rallying around the renewal flag . . . 33

Communications Properties Inc. will apparently get very much bigger very quickly: It plans to acquire Telesystems Corp., which in turn plans to acquire six cable systems from Jerrold Corp. See . . .

## Texas CATV group expands in big way . . . 34

Network advertising plans of automobile manufacturers are set for television, progressing in radio. Spot is another story; at Ford Division of Ford Motor Co., and nearly all divisions of Chrysler, funds are being held back. See . . .

## Caution from two of big three . . . 37

British Broadcasting Corp. has rejected 'Sesame Street' as too 'uninvolved,' too indoctrination-oriented and too American. However, the show will be seen on commercial Independent Television Authority. See . . .

## BBC flunks 'Sesame Street' . . . 41

A picture tells the tragic story: The 1,000-foot tower that was to be occupied within weeks by three Minneapolis-St. Paul TV stations collapsed—killing seven, injuring two and damaging a transmitter building. See . . .

## Tower disaster in Minneapolis-St. Paul . . . 42

### Departments

AT DEADLINE . . . . .	8	PROMOTION . . . . .	36
BROADCAST ADVERTISING . . . . .	37	WEEK'S PROFILE . . . . .	57
CHANGING FORMATS . . . . .	22		
CHANGING HANDS . . . . .	25		
CLOSED CIRCUIT . . . . .	7		
DATEBOOK . . . . .	12		
EDITORIALS . . . . .	58		
EQUIPMENT & ENGINEERING . . . . .	42		
FATES & FORTUNES . . . . .	46		
FOCUS ON FINANCE . . . . .	43		
FOR THE RECORD . . . . .	48		
INTERNATIONAL . . . . .	41		
LEAD STORY . . . . .	15		
THE MEDIA . . . . .	24		
MONDAY MEMO . . . . .	10		
OPEN MIKE . . . . .	13		
PROGRAMING . . . . .	20		



### Broadcasting

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(1) Every month "Community" host Bob Bassett talks with a home economist from the Rhode Island division of the National Dairy Council; (2) On one of the regular religious news and books segments, an inspirational book is recommended to viewers; (3) Robert Reed (right), star of ABC-TV's "Brady Bunch" is interviewed on "Community."



# WTEV "Community" showcases area people, projects and problems

Representative:  
**THE MEEKER COMPANY, INC.**

**WTEV**

"COMMUNITY", a colorful half-hour, the longest running local feature on Channel 6, is seen each weekday morning. The format – informal discussion of most any topic under the sun with interesting, informative, and entertaining guests – tells viewers what's going on, who's in town, and who's in the local spotlight. Its widespread popularity is attested by the fact that guest bookings are filled weeks in advance.

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

**Channel**  
**6**  
abc

**STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.**  
WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

## The nursery

FCC Chairman Dean Burch hoped to disclose for first time in speech this week in New York (see page 15) that two consultants on children's programming had been taken aboard FCC. One, Alan Pearce, Ph.D. out of Indiana university and before that head of foreign-news desk of London-based ITA, British commercial-television service, slipped into new FCC assignment early last month, it's now learned. His doctoral dissertation was on economics of broadcast news and sports, and at FCC his mission is to watch costs and revenues of children's programming on networks.

Other consultant is Elizabeth Roberts who is to start work at FCC this week. Mrs. Roberts was on staff of 1970 White House Conference on Children and until last week worked at National Public Radio.

## Two for one

If Robert Wells quits FCC, as expected, to return to home state of Kansas (and perhaps to seek Republican nomination for governor), not one but two appointments to commission may be announced. According to approach reportedly suggested by FCC Chairman Dean Burch, Richard Wiley, now FCC general counsel, would be named to succeed Mr. Wells, on grounds immediate expertise is needed. At same time black outsider would be announced as proposed successor to Commissioner Robert T. Bartley, Texas Democrat, whose term expires next June 30. Several blacks are under active consideration for appointment ("Closed Circuit," Sept. 6).

General administration policy on selection of blacks for high positions is said to have settled on multimember agencies, such as FCC, Federal Trade Commission, as logical placements. Number of such appointments may be made in months ahead.

## Heavy opener

Chevrolet has all but wrapped up clearances in major spot-TV campaign for new-model introductions. Campaign is tailored to cover network football exposure already bought by Ford (ABC-TV's Monday-night pro games) and Chrysler (NBC-TV's Sunday-afternoon telecasts). Beyond that, Chevrolet has bought CBS-TV affiliates carrying that network's Sunday-afternoon games. Buys are for 30's in or immediately ad-

acent to professional-game network telecasts. In addition Chevrolet has schedule in ABC-TV's college games on Saturdays. Campbell-Ewald, Detroit, is agency.

## Thin ice

FCC is continuing to ponder strategy it should follow in face of U.S. Court of Appeals' Friends of the Earth decision that extended fairness doctrine to product advertising—at least to commercials for automobiles and leaded gasoline (BROADCASTING, Aug. 23). Commission last week decided against asking appeals court, in Washington, for rehearing of case; commission attorneys felt request would be denied. But still to be decided is whether to seek Supreme Court review. Although top commission staffers as well as majority of commissioners are appalled by decision extending fairness doctrine into new area, there is some sentiment against seeking high court review.

View is that since high court paints with broad brush as (broadcasters found out in its Red Lion decision upholding constitutionality of fairness doctrine [BROADCASTING, June 16, 1969]), commission would run risk of opinion going further than appeals court's. Accordingly, commission might simply incorporate issues raised in FOE decision in its pending inquiry on fairness doctrine, then bullet-proof policy in way that has better chance of withstanding judicial review.

## Tax incentive?

Early indications from media and advertising-agency sources are that surcharge on imported products will not decelerate growing investment in U.S. TV-radio by overseas advertisers. These companies (mainly auto and appliance manufacturers and airlines) spent more than \$55 million in U.S. broadcast in 1970 and are expected to top this figure comfortably in 1971. Some sources indicated surcharge may prompt some offshore advertisers to "try harder" in lucrative U.S. market and spend even more on advertising this fall and in early 1972 than they originally had projected.

## New product

Hughes television network, which—seeking special AT&T transmission rates—told FCC some months ago it would produce four half-hour series for nighttime programming, apparently intends to

keep its pledge. Co-producing with David Wolper Productions, Hollywood, Hughes already has in hand pilot of *Animal Gazette* (animal-environmental program), which is being shown to advertisers. Pilot of *Whatever Happened To . . . ?* (George Plimpton as host) is expected in New York this week and of *The Explorers* (Scott Carpenter as host) on Sept. 27. On that day production begins in Hollywood on *Those Were the Days*, musical-variety series themed to a subject and featuring King sisters. Four series are aimed for start in first quarter 1972.

## Holding the line

FCC is gearing up for expected rejection of two and possibly three requests that it take action in field of commercials. One request was from Action for Children's Television seeking ruling that stations carrying toy commercials challenged by Federal Trade Commission be required to make time available for messages warning of alleged deceptiveness of ads. Another was from group of George Washington Law School students organized under acronym TUBE (Termination of Unfair Broadcasting Excesses) who want commission to establish primer making clear what constitutes deceptive advertising.

Third involves complaint of local Washington group against commercial practices of WTOP-TV Washington and CBS. Commission staff had prepared draft response in which commission would set general guidelines for stations and networks to follow in guarding against deceptive advertising. (BROADCASTING, Aug. 2). However, that was withdrawn from agenda, and new item is being prepared, one presumably that will take less aggressive approach. Some sources indicate it will simply reject complaint. Meeting will be held early next week.

## Nibbler

Metromedia is said to be dickering for troubled wxix-tv (ch. 19) Cincinnati, which 80% owner, U.S. Communications, not long ago was about to take off air to stanch losses. (Daniel Overmyer, who tried to promote fourth TV network, holds other 20%.) Price Metromedia is said to be offering is at bail-out level. Earlier negotiation for sale of wxix-tv to Washington law firm of Welch & Morgan for \$3 million fell through (BROADCASTING, Aug. 23).

## Ireland to succeed Stanton as CBS president

ITT executive's selection clues new company direction

CBS has picked successor to President Frank Stanton. He is Charles Thomas Ireland Jr., 50, now senior vice president and a director of International Telephone & Telegraph Corp.

Surprise announcement came at noon Friday (Sept. 10), originally for release today (Sept. 13). By end of day leaks were so many that CBS turned story loose forthwith. It said that:

Effective Oct. 1, Dr. Stanton will become vice chairman, continuing as chief operating officer. (Board Chairman William S. Paley, who made Stanton announcement, is company's chief executive officer.) Mr. Paley and Dr. Stanton jointly announced Mr. Ireland's selection, also effective Oct. 1.

From then until Dr. Stanton actually steps down, Mr. Ireland—lawyer, financial expert and business-management generalist—presumably will be in on-job training. Dr. Stanton's contract expires Dec. 31 this year but he is expected to remain until he reaches conventional retirement age of 65 on March 20, 1973. His contract provides for his services as consultant until 1987.

Move came without notice less than two months after previously established lines of succession had been obliterated through transfer of John A. Schneider from executive vice president of CBS to president of CBS/Broadcast Group and Richard W. Jencks from broadcast group president to CBS Washington vice president (BROADCASTING, July 26).

Selection of Mr. Ireland was explained in announcement as designed "to strengthen the company's top leadership, provide for management transition and give emphasis to future growth." It will likely do that and more: move is obvious signal that parent CBS henceforth will be run primarily as business conglomerate, albeit with strong broadcast base.

Ireland succession to presidency will have effect of strengthening role of CBS group presidents in running their own shows. Jack Schneider's broadcast group, especially, will be increasingly autonomous under new administrative arrangement with non-broadcaster, non-communications-type at corporate helm. Other groups, notably record- and music-oriented Columbia groups and Holt, Rinehart & Winston publishing subsidiary, have been more or less on their own all along.

Long-range corporate expectancy is that Mr. Paley will continue as chair-

man indefinitely, if not infinitely. (He will be 70 this month, passed by opportunity to retire at 65, is not likely to relinquish post.) Dr. Stanton will carry on much as before so long as he's on scene; his duties as vice chairman will be identical to those he performed as president, and he has no intention of slackening pace before departing company, now almost certainly in 1973.

Possibility that another opportunity could woo Dr. Stanton outside CBS before retirement date is made stronger by having Mr. Ireland in place as successor. He is Stanton candidate for job, was found after long and exhaustive search for executive whose credentials matched Paley-Stanton vision of company's future. That Mr. Ireland so qualifies is evident by decision to put him directly into president's chair without trial in now-vacant executive vice presidency. Fact that other companies also were vying for Mr. Ireland's well-



Mr. Paley

Dr. Stanton

Mr. Ireland

known business talents also figured in that decision.

New president-designate has been with ITT since 1968, when he joined as vice president and special assistant to chairman and president Harold S. Geneen. He was promoted to senior vice president in 1969.

Although he is lawyer, his work at ITT has moved him into broad managerial roles. In addition to being senior vice president he is group vice president for financial and consumer services, which encompasses ITT's Hartford Fire Insurance Co. and numerous other insurance and financial interests and Avis Rent-a-Car, Sheraton hotels and other consumer-service subsidiaries. He also figured prominently in ITT's acquisition of Hartford Insurance Co. At one

time he was responsible for Levitt & Sons, huge land-development and home-building subsidiary.

Personally, associates say red-haired executive is well liked but "not much for socializing," "easy to get along with" but one who "can be tough when he needs to."

Former Marine Corps captain, Mr. Ireland had been associated with ITT since 1965, when he was elected to its board of directors while still president of Alleghany Corp., New York-based financial holding company.

For 16 years before moving to ITT he served in number of executive posts with Alleghany Corp. and New York Central Railroad Co., one of companies Alleghany then controlled.

After earning doctor of jurisprudence degree with distinction at Yale Law School in 1948 and three-year stint with New York law firm of White & Case, Mr. Ireland joined Alleghany as secretary and general counsel in 1951. He held that post until 1954, then became secretary of New York Central and

served until 1959, when he returned to Alleghany as executive vice president. He was elected president in 1961 and held that post until he moved to ITT in 1968.

Mr. Ireland was born in Boston April 14, 1921. After graduating summa cum laude from Bowdoin College, Brunswick, Me., in 1942, he joined Marine Corps, going in as private and coming out as captain in 1946 with Silver Star, Bronze Star and Purple Heart. He and his wife, Dorothy, have four children and live in Chappaqua, N.Y.

Mr. Ireland is on boards of—among other companies—Investors Diversified Services, investment company whose interests include five mutual funds; Levitt & Sons, and Sheraton Corp. of America, hotel chain. Levitt and Sheraton are ITT



subsidiaries; IDS owns much ITT stock, is also run by Alleghany Corp.

He is also closely identified with number of other ITT interests, is member and a director of Midtown Advertising Board, Chemical Bank New York Trust Co.; is on board of Grand Central branch of YMCA, New York, and is member of Phi Beta Kappa honorary society and of board of overseers of Bowdoin College.

## Transmitter warfare over Boston ch. 5

Boston Broadcasters Inc.'s WCVB-TV and WHDH's WHDH-TV—both claimants to Boston channel 5—were on air at same time for period of 10 minutes early Friday morning (Sept. 10).

BBI, in letter to commission, said interference by WHDH-TV made it impossible for WCVB-TV to complete tests necessary to filing application for license before Sept. 12—date on which WCVB-TV had hoped to be on air. Incident occurred at 4:55 a.m., when WCVB-TV went on air to test just-installed equipment.

Earlier in week, BBI, in letter to commission, had indicated that it would not be feasible for station to begin operating on Sept. 12. It said inclement weather and labor problems were holding up installation of antenna. It expected that job to be completed late Thursday.

Once equipment is installed, station must conduct six hours of equipment tests before applying for program test authority, which it would need to begin operating. And there was no indication when authority would be granted by commission.

BBI planned to conduct tests during early morning hours when WHDH-TV was off air. But difference of opinion as to when those hours were led to clash of signals early Friday. BBI said its engineering consultant had been informed by WHDH-TV's chief engineer, George St. Andre, that WHDH-TV, in keeping "with long-standing policy," broadcasts its test pattern at 5 a.m. BBI said its monitoring indicated station did not go on air until 5:30 at earliest.

BBI asked commission to direct WHDH-TV to "desist from interfering with WCVB-TV's tests, and to furnish operating schedule to which it will adhere."

Mr. St. Andre told BROADCASTING that WHDH-TV for at least 10 years has turned on its transmitter at 5 a.m. weekdays and 5:30 Saturday and Sunday, "to warm it up," and has begun broadcasting test patterns 30 minutes later. Station begins programming at 5:50 a.m. on weekdays, half-hour later on weekends.

Joseph Levine, vice president of WHDH Inc., said station has been "co-

operative" in dealing with BBI on question of broadcast hours, and informed BBI of correct start-up times. He also said WHDH has filed complaint with FCC district engineer about interference from BBI station.

Meanwhile, still pending in U.S. Court of Appeals in Washington is FCC's request for remand of drawout case. Commission in January 1969 denied WHDH-TV's renewal application, and awarded channel to BBI. But it now wants to hold oral argument on what further steps, if any, it should take in light of civil suit Securities and Exchange Commission has brought against BBI principal, Nathan David.

Argument is scheduled for today (Sept. 13) in federal district court in Boston on number of motions in case involving Mr. David and other defendants. One motion filed for Mr. David requests postponement of hearing on preliminary injunction, scheduled for Wednesday (Sept. 15), and consolidation of that matter with argument on merits of case.

## Head hunted

Speculation on who might be called to be chairman of National Advertising Review Board, appellate level of planned voluntary advertising-code apparatus, now centers on retired U.S. diplomat whose 40-year foreign-service career has spanned assignments in Mideast to top UN post. That appointment (as well as membership of NARB) will be decided by National Advertising Advisory Council, whose members represent various national advertising organizations. Announcement of NARB chairman and members is expected in month or six weeks. At working level of self-regulatory machinery, Council of Better Business Bureaus recently named Roger A. Purdon, former advertising agency executive, as director of its national advertising division (BROADCASTING, July 19).

## Burden turned down by court

U.S. Court of Appeals for District of Columbia has denied Don Burden's motion for stay of FCC order designating for hearing renewal of his five radio stations, claiming lack of jurisdiction over matter.

Mr. Burden's WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha, and KISN-AM Vancouver, Wash., have been set for hearing on 22 issues, including alleged illegal gifts by Burden stations to two senators. Mr. Burden asked for stay last July (BROADCASTING, July 19) of designation order and separate FCC order last June 25, in which commission refused to disqualify itself from proceeding. Mr. Burden contended that FCC cannot act impartially on matter because of alleged ex parte communica-

tion between FCC Chairman Dean Burch and House Commerce Committee Chairman Harley O. Staggers (D-W. Va.), in which Burden case was discussed.

Burden hearing was to commence as scheduled today (Sept. 13) in Indianapolis.

## Illinois claims authority for regulation of cable

Illinois Commerce Commission, in "interim report and order" issued Friday (Sept. 10), asserted jurisdiction over cable television in that state, and promptly set up what amounts to freeze on new franchises.

Commission left open for debate question of what regulation, and how much, it will impose on systems; those questions will be considered in further rulemaking proceeding. By claiming authority over cable, however, it immediately established requirement that new operators will have to apply for certificates of public convenience and necessity. And commission will grant no such certificates without waiver until further rulemaking is completed, which state sources said could be matter of several months.

David Armstrong, chairman of Illinois commission, said Friday that evidence his organization has collected suggests that "a de facto monopoly" such as CATV "lacks the incentive, if unregulated, to assure maintenance of top-quality service."

But Illinois commission's core justification for imposition of public-utility regulation was derived from technical character of cable messages. It said cable traffic has become so similar to that of telephone and telegraph that, under Illinois law, they should be considered identical and regulated accordingly.

Decision follows several months of inquiry and public hearing which produced what commission report called highly persuasive testimony, by expert engineers and others, to support this interpretation of cable's technical characteristics.

## Rising star?

Presidential communications chief Herb Klein, who debuted as radio personality on KGO(AM) San Francisco last month (BROADCASTING, Aug. 30) will encore next week on WOR(AM) New York. Mr. Klein will join John Gambling Jr., host of city's top-rated talk-variety show, on Sept. 22-23, 6:30-10 a.m. Format calls for his chatting with host, answering live calls from listeners and questions submitted by mail. Mr. Klein is accepting similar bids from other stations as time and itinerary permit.

## Love story: the writer and the radio commercial

It's four in the morning.

Two hundred bleary-eyed people in the studio audience have no place better to go.

Forty-three leggy volunteers are working the phones.

"The Monster That Ate Cleveland," that sensational new rock group, is ready to go on.

And there, in the midst of all this pre-dawn mayhem, stands the MC Smiling, loveable as ever, checking the big board for totals, and punctuating the festivities with the latest pledges and contributions to this, the third annual telethon to fight unsightly dandruff.

The medium is radio. The message is a resale story for Volkswagen. This 60-second commercial is called "Telethon."

It's the kind of thing that makes writing radio commercials such a joy. You see, with the help of a good engineer, some extraordinary talent, and about 90 feet of sound effects, you can create the perfect setting to move a few Bugs.

And what makes a commercial like this something personal is the fact that it's all yours. You, the writer. Nobody is going to wonder whether it was you or the art director who hatched the idea. It's yours. You come up with the concept, you write the words, you select the talent and you direct the spot. And if the commercial sings (even if it's not a singing commercial) you can take most of the bows. If it's a bomb . . . well, there's only one person to blame.

Actually, I think art directors ought to work with copywriters on radio. (There's a concept involved, right?). In fact, I think writers should work with other writers and art directors should team up with other AD's once in awhile—but that's another story.

Anyway, radio gives the new writer a chance to create and sustain a situation for almost 60 seconds. And for somebody whose television reel consists of two 30's and one 10-second ID, 60 seconds seem like "Ben Hur".

So, what do you do with one full minute of air time? Well, if you're lucky, you create a device, a vehicle, a setting that compels the guy driving to work or the lady defrosting the asparagus to lean a little closer to the radio. And, since you don't have a visual working for you, you've got to grab your audience early. Like the first two to 10 seconds. Don't worry. If they're doing something important, like jockeying for position on the Long Island Ex-

pressway, they can't get up and go to the bathroom when your commercial comes on.

But they can tune out mentally. So you've got to be careful.

Anyway, in the belief that I, the writer, am only doing what's best for them, I try to get my audience thoroughly involved in the product story.

And if somebody's nice enough to stay with me for 50-odd seconds, I like to give them a reward—a last line that ties everything together. Something that leaves the listener with a good feeling about the product I'm pushing.

Stan Freberg is a genius at this—at least on radio. And so are the people responsible for some recent commercials for Blue Nun, Olivetti, Miss Craig's 21 day shape-up diet, Burgess ("A darn good battery"), and a spot for Renault explaining gas mileage.

I get a good feeling about commercials like these.

Of course, there are a lot of writers who sound like they're wasting their time, and the client's money, on radio. The people who write the dull and/or inane pitch.

(The same copy that can "live" in print, can be left for dead on radio. And the same copy that reads funny, doesn't necessarily sound funny.)

Then there's the writer who paints himself into a corner. (I did that the first time I wrote a commercial.) So he says to himself: "How do I get out?"

Well, some copywriters try to force their way out—maybe with a tired one-liner ("You bet your BP we can."). Or maybe they ask the talent to "have some fun" with a few improvisational last lines, hoping one of them will work.

To sum up, radio can be the agony

and the ecstasy for a writer—the best and the worst.

But sometimes, when I'm racking my brain to come up with a new way to say something, I'll find my inspiration in the strangest places. Like using *old* radio to write *new* radio:

SFX: Organ sting.

ANNR: (A la Jackson Beck)

When we left Jack and Billy last week they were perched on a twelve inch ledge, high atop Mount Finchley, after a miraculous escape from an untimely avalanche . . . Let's join them . . .

SFX: Gale force winds.

Billy: Gosh, Jack, what'll we do? The rope's gone, there's no more food, and the weather's turning uncomfortably cold . . .

Jack: Don't worry, Billy . . . I thought we might run into some trouble, so I told Uncle Ferd to come and get us if we didn't make it back by five . . .

Billy: But Jack, he'll never make it . . .

There's no car around that's small enough to maneuver these narrow treacherous roads, and still big enough to carry all that rescue equipment . . .

Jack: (Heroically)

Yes there is, Billy . . . Volkswagen's 1971 Super Beetle . . . It's got almost twice the luggage space of last year's Beetle . . . It's got a new suspension system, to give Uncle Ferd a smoother ride and a shorter turning radius . . . And, with this year's more powerful engine inside, he'll have all the muscle he needs to make it here in the nick of time . . .

Billy: Golly, Jack . . . You think of everything . . .

Jack: Not everything, Billy . . . I've still got the keys in my pocket . . .

SFX: Gale force winds up and out.



Originally trained and hired as a personnel officer, Ed Butler became a copywriter and in the interval "grew a Günter Grass moustache" and took a course at the School of Visual Arts in New York. After six years of working in the personnel area, Mr. Butler joined Doyle Dane Bernbach in New York as personnel manager and about two years ago made his switch, earning in his first year of creative competition two awards for commercials. He has a master's degree in industrial psychology from New York University.



**Bruce Charles Mayer:  
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Bruce Charles Mayer, 550 Lincoln Street, Denver, Colorado, 80203, Area Code 303 222-9525



**TELEVISION Channel 2, Denver**

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The International Film, TVfilm and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences. Its comfortable quarters are provided with all modern facilities and include numerous studios for the projection of cinema and TV films. International telephone, cable, telex and telephoto services are available. Conference rooms and offices. All forms of business and secretarial assistance. Legal and notarial consultants. Medical advice. Dining rooms and bars. Advance bookings should be made to MIFED by letter or cable before 25 September.

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**This week:**

- Sept. 13-14—*National Religious Broadcasters* Western convention. Statler Hilton hotel, Los Angeles.
- Sept. 14—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Speaker will be FCC Chairman Dean Burch. Waldorf-Astoria hotel, New York.
- Sept. 15—Deadline for entries, *Broadcasters Promotion Association TV Sales Promotion Awards*. Promotion material should be designed to promote facilities, programming, TV station, market, or industry exclusively to advertiser and/or their agencies. TV stations, station groups, TV representatives and networks are eligible to enter. Categories of top-10 TV markets (as ranked by ADI TV) and all other markets will be judged separately. Winners will be announced at BPA Seminar, Nov. 14-17.
- Sept. 15—Deadline for entries, *Community Involvement Awards*, sponsored by *Broadcasters Promotion Association*. Categories for radio and TV will be judged separately.
- Sept. 15—"Wavemaker" luncheon, *National Broadcasters Club*, Washington. Guest will be Richard Jencks, CBS Washington vice president.
- Sept. 15-17—Fall convention, *Michigan Association of Broadcasters*. Featured speaker will be former FCC Commissioner Lee Loewinger, now Washington lawyer. Hidden Valley.
- Sept. 16-18—10th district conference, *American Advertising Federation*, Emerald Beach hotel, Corpus Christi, Tex.

Also in September

- Sept. 20—Deadline for filing statements in FCC proceeding looking toward rulemaking that would require stations to make FCC form 324 (annual financial report of networks and licensees) available to the public.
- Sept. 20-22—*National Religious Broadcasters* Southwestern convention. Executive Inn, Dallas.
- Sept. 21—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton-Peabody hotel, Memphis.
- Sept. 21—Fall meeting, radio code board of *National Association of Broadcasters*. Brown Palace hotel, Denver.
- Sept. 22—Sales clinic, sponsored by *Radio Advertising Bureau*. Holiday Inn of Atlanta (airport), Atlanta.
- Sept. 22-25—Workshop for film librarians and educators, sponsored by *National Film Board, Educational Film Library Association and Film Library Information Council*. Registration is \$40. Further information is available through Educational Film Library Association, 17 West 60th Street, New York 10023. Workshop will take place at Montreal headquarters of NFB.
- Sept. 23—Sales clinic, sponsored by *Radio Advertising Bureau*. Hilton Inn West, Orlando, Fla.
- 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. 24-26—Fall meeting, *Florida Association of Broadcasters*. Port Royal inn, Hilton Head Island, S.C.
- Sept. 26-28—Meeting, *Nebraska Association of Broadcasters*. The Villager motel, Lincoln.
- Sept. 27-29—11th annual conference, sponsored by *Institute of Broadcasting Financial Management*. Regency Hyatt House, Atlanta.
- Sept. 28—New deadline for filing comments in FCC proceeding involving proposed amendment of rules pertaining to field-strength curves for FM and TV stations, and field-strength measurements for same (consolidated proceeding). Previous deadline was June 28 (Docs. 16004, 18052).
- Sept. 28—"Wavemaker" luncheon, *National Broadcasters Club*, Washington. Guest will be Daniel Manelli, acting chief counsel of House Investigations Subcommittee.
- Sept. 28-29—Fall meeting, *Ohio Association of Broadcasters*. Neil House, Columbus.
- Sept. 28-Oct. 2—Annual national conference and

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**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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workshops, *Radio-Television News Directors Association*. Statler Hilton hotel, Boston.  
Sept. 30-Oct. 1—*National Religious Broadcasters Eastern convention*. Carvel Inn, Yonkers, N.Y.

## October

Oct. 1—New deadline for filing reply comments with FCC in response to petition by Action for Children's Television (ACT) concerning children's TV programs (Dec. 19142). Previous deadline was Aug. 2.

Oct. 1—New deadline for filing comments in FCC inquiry into performance of television receivers and location of FM transmitters to alleviate interference in TV reception (Doc. 19183). Deadline was extended from July 1.

Oct. 3-5—Fall convention, *New Jersey Broadcasters Association*. Hotel Dennis, Atlantic City.

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

Oct. 4—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton Ritz, Minneapolis.

Oct. 4, 12—Hearings by Senate Commerce Committee's *Subcommittee for Consumers on Truth-in-Advertising Act (S. 1461)* and National Institute of Advertising, Marketing and Society Act (S. 1753). Location to be announced.

Oct. 6—Newsmaker luncheon, sponsored by *International Radio and Television Society*. Speaker will be Dr. Clay T. Whitead, Director of Office of Telecommunications Policy, Waldorf-Astoria, New York.

Oct. 6—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton O'Hare motor hotel, Chicago.

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

Oct. 7—Sales clinic, sponsored by *Radio Advertising Bureau*. Carousel Inn, Cincinnati.

Oct. 7-9—Annual fall meeting, *Missouri Broadcasters Association*. Stouffer's Riverfront inn, St. Louis.

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

Oct. 8—Fourth annual management seminar, sponsored by *Kansas Association of Broadcasters*. Ramada Inn, Manhattan, Kan.

Oct. 8—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton motor inn, Greensboro, N.C.

Oct. 8-9—Annual meeting, *North Dakota Broadcasters Association*. Town House motor hotel, Fargo.

Oct. 9-11—Annual convention, *National Association of Farm Broadcasters*, Muehlbach hotel, Kansas City, Mo.

Oct. 10-12—Meeting, *Mississippi Cable Television Association*. Broadwater Beach hotel, Biloxi, Miss.

Oct. 11—Sales clinic, sponsored by *Radio Advertising Bureau*. Seattle Hyatt house, Seattle.

Oct. 11—Deadline for filing comments in FCC's inquiry into fairness doctrine, phase regarding "access to the broadcast media as a result of carriage of product commercials."

Oct. 11-12—*National Religious Broadcasters Midwest convention*. O'Hareport motel, Chicago.

Oct. 12—Sales clinic, sponsored by *Radio Advertising Bureau*. San Francisco Hilton inn, San Francisco.

Oct. 12-14—Fall convention, *Illinois Broadcasters Association*. O'Hare Marriott hotel, Chicago.

Oct. 13—"Wavemaker" luncheon, *National Broadcasters Club*, Washington. Guest will be William H. Brown III, chairman of Equal Employment Opportunities Commission.

### Major meeting dates in '71 and '72

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. 9-11—Annual convention, *National Association of Farm Broadcasters*. Muehlbach hotel, Kansas City, Mo.

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.

April 19-21, 1972—Annual convention, *National Association of Broadcasters*, Conrad Hilton hotel, Chicago.

## OpenMike®

### Legal approbation

EDITOR: Your story on the [U.S. Court of Appeals for the District of Columbia] in the Aug. 30 issue is one of the best, if not the very best. pieces I have ever seen on the subject. It not only was comprehensive and well written, but, more importantly, was quite accurate and perceptive.—*Marcus Cohn, attorney, Washington, D.C.*

EDITOR: I read with great interest your recent article "Broadcasting's pre-emptive court." You have done an outstanding job. I have heard similar comments from other lawyers. One put it thusly: "It read better than a lot of law journal articles."—*Thomas H. Wall, attorney, Washington, D.C.*

### One for Quaal's side

EDITOR: May I respectfully disagree with Ernest Lee Jahncke Jr., who disagrees with Ward Quaal's position urging a ban on the use of 30- and 60-second spots by political candidates ["Open Mike," Aug. 23]?

For years, television time salesmen have touted their medium's unique characteristics: sight, sound, color and motion. But when critics of the packaging and selling of political candidates acknowledge the medium's persuasive capacity and selling power, broadcasters change their pitch. Suddenly, it's "we're no different from lapel buttons and 24-sheet posters."

Surely a 60-second spot, replete with agency copy, production house cinematography and AFTRA voice-over (aired in a prime break), will achieve more impact and greater reach than a "Vote for Jahncke" sign paraded down Fifth Avenue.

And that's what Ward Quaal admits and Mr. Jahncke does not. Television's acknowledged value as an incomparable mass communications medium makes it the most useful, the most persuasive and the most open to possible abuse. And that's why its use in political advertising should be regulated—because it has the greatest capacity to inform and persuade, and thus the greatest capacity to inform and persuade wrongfully, whether innocently or not.

I agree with Ward Quaal. We need a fuller exposition of a candidate's views than is obtainable in the time between *Beverly Hillbillies* and *Green Acres*.

Television is different from other media. Or has the Television Bureau of Advertising been exaggerating all these years?—*J. Brian Robinson, Colorado Springs, Colo.*

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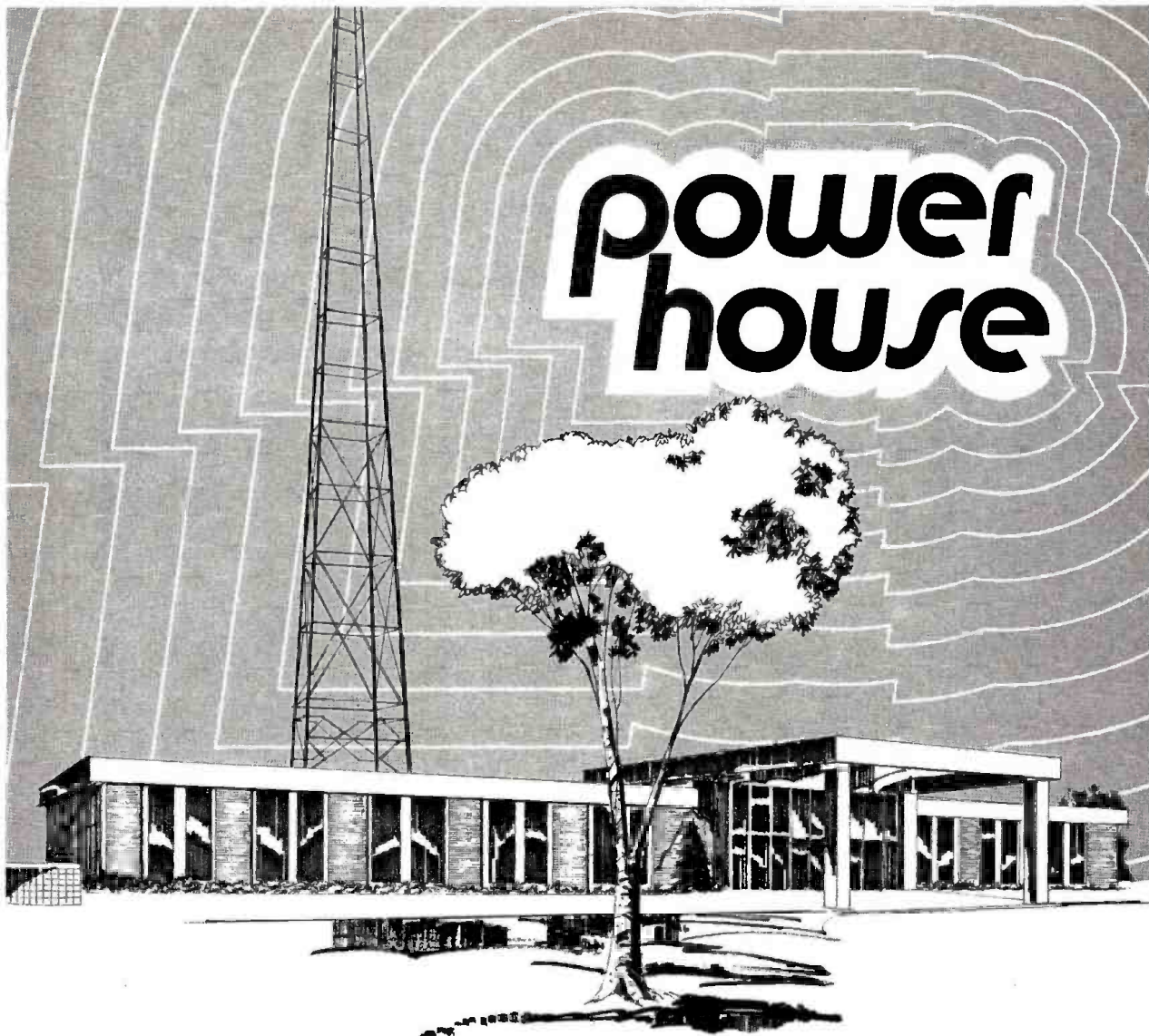
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## *New WSJV-TV Facilities Sell \$4 Billion Market.*

It's another step by WSJV-TV to reach the fast-growing market of northern Indiana and southern Michigan with its estimated effective buying income of more than \$4 billion.

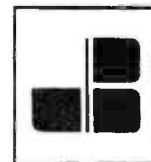
Last year we introduced Tower Power: a new tower 1,090 feet above average terrain, and a new transmitter with 4,160,000 watts ERP maximum directional.

Now these new facilities — housing the latest in color equipment, technicians and techniques, coupled with the rapid growth of ABC Network Service, bring it all together.

For South Bend-Elkhart, it's a beautiful new landmark. For the advertiser it's a powerful medium to reach his buyers. Call Blair today!



THE COMMUNICANA GROUP, JOHN F. DILLE, JR., PRESIDENT  
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BLAIR TELEVISION

# Paradoxical time in children's TV

Rising volume, quality of network program offerings matched in spades by rising volume, quantity of criticism

The television industry—and particularly the network television industry—is about to begin its most ambitious season in terms of children's programming amid signs that, whatever it does, it will be found wanting.

The darkest cloud appears to be gathering over the \$1 million report—expected at year end—being conducted by an advisory committee to the surgeon general, and instigated under the prodding of John O. Pastore, chairman of the Senate Communications Subcommittee. The curtain on those findings was raised—albeit tentatively and just for a peek—at the annual meeting of the American Psychological Association in Washington two weeks ago (“At Deadline,” Sept. 6).

Broadcasters may not have to wait for that shoe to fall before feeling the impact of still another reading on their conduct, misconduct or nonconduct in the children's programming area. The FCC's own investigation, instigated under the prodding of Action for Children's Television (ACT), may reach fulfillment before the end of the year. Two additional increments to that study—both negative, from the broadcaster's point of view—appeared last week.

And the chairman of the FCC, who a year ago staked out children's television as a matter of his personal concern, will return to the forum of his maiden address—the International Radio and Television Society in New York—to give a year's later evaluation. BROADCASTING's understanding late last week was that Dean Burch may suggest the establishment within the FCC of a special staff (of perhaps three or four) to help analyze the continuing flow of comments in the children's programming proceeding, to stay abreast of developments in that field and to advise the commission on policy.

The long-range portent of such a staff assembly will not be known before Mr. Burch elaborates what he has in mind (on Tuesday, Sept. 14, at the Waldorf-

Astoria). The only solace-in-advance for broadcasters is his repeated assurance that he's against suggestions that commercials be eliminated from children's shows.

But if that could be considered a plus, one would have to count as a minus still another report, that of the House Small Business Subcommittee, criticizing the code of the National Association of Broadcasters and asking the FCC to establish its own set of standards for advertising to children.

Meanwhile, back at the target of most of the criticism, the three television networks were concentrating on giving their critics a more ample spread to shoot at this year—and, hopefully, a correspondingly less inviting one. Their plans, as well as those of the various reception committees that will be watching, are detailed below.

## Qualified verdicts

There is little room for doubt that the session on TV violence and the young, presented at the annual meeting of the American Psychological Association in Washington two weeks ago (BROADCASTING, Sept. 6), bodes most significantly for broadcasting. The papers that were presented in the special session, “The Early Window: The Role of Television in Childhood,” augur in essence the conclusions that probably will be

reached by the surgeon general's study that began in mid-1969. That final report is due to be completed toward the end of the year, probably some time between Thanksgiving and Christmas.

A forecast of what this report is expected to conclude became evident at the APA convention, particularly in the clean-up presentation (of the four delivered) by Robert M. Liebert, State University of New York, and Robert A. Baron, Purdue University, entitled, “Short-Term Effects of TV Aggression in Children's Aggressive Behavior.”

Their conclusions, carefully prepared after a caucus with the authors of the other three papers, read as follows. It is important to note carefully the qualifiers that are incorporated:

“If a *probabilistic* view of the accumulated evidence is taken, as it typically is in the health sciences, the weight of the evidence to date would *seem* to represent real progress in determining the effects of violence on television upon youngsters. Specifically, there is *more than a trivial* basis for a ‘best guess’ conclusion which is central to the major question: *At least under some circumstances*, repeated exposure to televised aggression can lead children to accept what they have seen as a *partial* guide for their own actions. As a result, the present entertainment offerings of the television medium may be contributing,



Latest study contending that current child's fare is too low in diversity and too high in violence and commercialism was announced at a New York news conference last week by Professor F. Earle Barcus of Boston University, its author, shown here with Mrs. Evelyn Sarson (l), president of ACT, and Carol Springer, one of Professor Barcus's research assistants.

in some measure, to the aggressive behavior of many normal children. Such an effect has now been shown in a wide variety of situations" (italics supplied).

Other papers presented came to somewhat similar conclusions, although there were some differences. For example, Steven H. Chaffee and Jack M. McLeod of the University of Wisconsin expressed the view that it is doubtful that TV violence can be identified as a major determinant of adolescent aggressiveness, and added that social sanctions against aggression "provide an effective mechanism for lessening adverse behavioral consequences of TV violence."

And they concluded: "Suggestions for direct controls on violent media programming would appear to be scientifically questionable and, to say the least, premature."

One of the foremost researchers in the field of TV and its effect on children, Bradley S. Greenberg, with colleague Thomas F. Gordon, both of Michigan State University, found that violent behavior was recognized as such by virtually all 11- and 14-year-olds but found also that lower-class children did not find violence in TV nearly as unacceptable as their middle-class counterparts. And, they added, they found also that lower class black youths inferred less violence in some such scenes than did lower class white children.

And in another paper in the session, by Jack Lyle and Heidi Hoffman, both of the University of California at Los Angeles, it was found that although the students they studied (6-, 12-, and 14-year-olds) had two educational TV stations available, both of them UHF, with the majority of home receivers UHF-equipped, "for all practical purposes, however, there was no viewing of either of these stations." And, they added, although there were two Spanish-language TV stations available, there was little viewing of these stations among Mexican-American youths.

The UCLA researchers also found that only two of the 20 "most violent" TV series were watched with any degree of regularity. Almost 25% of each age group, they said, watched none of the 20, although 20% watched four or more of them.

Most frequent focus of mothers' complaints, the Californians noted, was not violence, but commercials. This was true of students, they said, with nine out of 10 complaining about too many.

And, they added, although most of the students did not watch TV news, 60% felt that if they saw something on TV "they could be sure it was true, at least most of the time."

During a news conference following the TV violence session, Dr. Lyle made a further observation: Even though youngsters ostensibly are watching TV,

## In favor of an honest 'we don't know'

Although the gist of those research reports presented at the American Psychological Association convention in Washington was that it appears that TV violence results in increased aggressiveness by children [all the reports having been supported by grants from the National Institute of Mental Health as part of a \$1 million study], one independent research report conveyed a reverse conclusion: that most children do not change as a result of TV.

This study, not funded by NIMH at all, told of a test of the behavior of 254 kindergarten children in River Rouge, Mich., who were divided into four groups. Each group was fed a three-week, supervised TV "diet" that ranged from violent to pacific. The behavior of the children was monitored by teachers and by parents.

The researchers, Paul Cameron of the University of Louisville (Ky.), and Christine Jankey, University of California at Berkeley, concluded:

▪ Most children's at-home and at-school behavior is not affected by exposure to violent-aggressive-hostile interpersonal relationships on television.

▪ It appears that the minority of children whose behavior is affected tend to copy the models to which they have been exposed.

"Television," the researchers said, "constitutes only one source of the

many aggressive and/or hostile and/or violent models present in our culture." By controlling three weeks of TV viewing, they said, "we affected about 1% of each child's life."

Perhaps, however, the most important facet of this report is its discussion on the definition of aggression (the researchers finally agreed that it must include hostility and that "aggression" must be directed to a person), and the warning, emphasized time and again, that results are inconclusive although providing information that is relevant, competent and related to the question at issue.

And they added: "Let us at least be honest as a profession and admit that we do not today know how to translate social-psychological laboratory results into truths for application to society, even if some among us believe that 'someday we might.' Since we know that we cannot answer the question of the effects of television in the laboratory, let us, by all means not contend that we can. Those who do so contend, risk not only personal embarrassment, but constitute a real threat to the credibility of psychologists in general."

Dr. Cameron is an associate professor in the psychology department of the university, having received his PhD from the University of Colorado in 1966. Miss Jankey is a graduate student.

their eye is on the TV screen only about 20% of the time; the other 80% of the time they are doing something else.

This virtual unanimity, that TV violence results in aggressive behavior by children, was strongly challenged, however, in one research report by a team of Kentucky psychologists (see box above), whose presentation, although made at the APA meeting, was not part of the TV violence session.

The four papers given at the APA meeting all resulted from studies underwritten by the National Institute of Mental Health, which is supervising the surgeon general's study. There were a total of 23 such research projects undertaken at the behest of NIMH and the advisory committee. They have resulted in 40 reports.

## Two more against

As the FCC study of children's programming approached its appointed end, two more reports were filed with the commission before the Oct. 1 deadline for reply comments. One was a study commissioned by ACT and conducted by Professor F. Earle Barcus of Boston University; the other was by a group of San Francisco parents called Committee on Children's Television.

Professor Barcus concluded that programming aimed at youngsters (ages 2 to 11) lacked diversity and was often "saturated" with violence, commercials and other nonprogram material, consuming almost 25% of viewing time.

The study noted that Professor Barcus videotaped a total of almost 19 hours of Saturday TV programs available on four commercial Boston TV stations in May and June 1971.

Among the findings on program content: 89% of the time was devoted to entertainment shows, including comedy drama (70%); approximately three out of 10 dramatic segments were "saturated" with violence and 71% had at least one instance of human violence; more than half of all program time was predominantly concerned with either crime, the supernatural or interpersonal rivalry, and less than 3% with such topics as the family, home, religion, race or nationality; less than one minute in 15 could be classified as informational programming for children.

The study also reported that about 23% of the total time was devoted to nonprogram material, and 19% of the total time was given over to commercials. It claimed that "little product information" was contained in the com-





**STATE CHAMPS**  
**'69, '70, '71**

**This was  
to be the  
NEWS|WATCH  
team photo**


For the third consecutive year, WIIC-TV Pittsburgh has won the Pennsylvania Associated Press Broadcasters Association award for the best news operation in the state.

So we thought a team photo would be nice.

But, uh . . . well, with that story at City Hall about to break, and the labor news boiling over, and the Governor's press conference, and one thing and another . . . we just couldn't get them all to sit down together in one place. Seems like they're always on the go. But then, that's how they won the awards in the first place. Congratulations, guys!

Wherever you are.

**WIIC-TV 11**  
**CHANNEL ELEVEN • PITTSBURGH**

 A Communications Service of  
Cox Broadcasting Corporation

mercials, particularly those for toys. The study asserted that there seems to be "a cultural sex bias" in commercials favoring males as well as an ethnic or racial bias, with 73% containing white-only characters; 24% mixed white and minority group characters, and 3%, minority group characters only.

Mrs. Evelyn Sarson, president of ACT, told a news conference in New York at which the study was made public that "we have found little improvement in children's programing, despite talk by networks that they have been making changes." She said ACT would continue to campaign for 14 hours of children's programing a week, presented on a public service basis. She contended that children's programing could be supported through advertising placed in other parts of the schedule.

The study was financed with part of the \$164,000 grant made to ACT earlier this year by the John and Mary R. Markle Foundation, New York. Mrs. Sarson declined to disclose the amount paid to finance the study.

The performance of all five commercial television stations in the San Francisco area was sharply criticized in the report by the Bay area group ("Closed Circuit," Aug. 30).

The report said that the stations' service to children "has been in dismal decline" since 1961. "Local production has all but disappeared, and the airwaves have been flooded with inexpensive syndicated cartoons and reruns of poor quality network shows," it said.

The committee, composed of "educators, professionals and concerned individuals" submitted the report in the same week that California stations were scheduled to file renewal applications. In a cover letter to Chairman Dean Burch, the committee asked that the report be used to evaluate renewal applications of Bay area's KTVU(TV), KRON-TV, KPIX(TV), KGO-TV, and KBBK-TV.

## Carrying on

The networks, meanwhile, long conscious of the commotion, are about to show what they intend to do about it.

At ABC-TV, Michael D. Eisner, vice president for daytime programing, said his network is committing earlier for new children's shows for next season—to allow more time for quality production—and putting more money into development. "We're spending up to 10 times as much as we usually spend on scripts," he said, "and we're in development on more children's programs than we've ever been at this time of year."

ABC plans for a monthly series of one-hour children's specials, to be scheduled in late afternoon, were announced last week, and a recently committed weekly motion-picture-style series for children, titled *Saturday Morn-*

*ing at the Movies* (BROADCASTING, Aug. 23). is currently in development. Other plans under consideration include a series of short-form musical, educational and other features, two to four or five minutes each, probably for scheduling in the Saturday-morning block.

ABC-TV President James E. Duffy, who announced the plans Thursday (Sept. 9), said the programs, primarily for children 8 to 12, would contain information to complement grade-school activities and classroom work, would carry only 10 minutes of commercials rather than a daytime hour's normal 12 and would be produced to contain "a minimum number of interruptions."

Subjects are slated to cover a broad range including areas of literature, science, history, current events, physical fitness and the arts, and will be developed with the guidance of educators and educational institutions. The programs will be scheduled 4:30-5:30 p.m.

ABC, which is adding six new weekend half-hours for children this fall, with the one-hour *Curiosity Shop* as its showpiece, is also being much more selective in its approach to new-show scripts and putting substantially more money into them in order to attract better writers for the Saturday-morning schedule, Mr. Eisner said.

At CBS-TV, Allen Ducovny, director of children's programs, said the possibilities of various new categories were being considered and new program concepts discussed with producers. Though no new concepts have been definitely set at this stage, he thought the CBS-TV 1972-73 schedule for children probably would have some new animation programs, "not necessarily the same as now," with perhaps more adventure than comedy. If this year's new *You Are There* is successful, Mr. Ducovny said, other informational programs will probably be added.

*You Are There* and *In the News*, plus some comedy shows, are CBS-TV's principal new entries for children this fall, but its *Children's Film Festival* is being expanded from a few weeks to 52 weeks and moved from Sunday to 1-2 P.M. on Saturdays. *You Are There* and *In the News* were reviewed for parents in prime time last week.

At NBC-TV, George Heinemann, vice president for children's programs, reported that "what we're shooting for is a full spectrum of programing in the Saturday-morning schedule—we want the child to have the full range that the adult has, from *Meet the Press* to *Hallmark*." He cited these programs, Mr. Heinemann said, not as specific shows that would be adapted for children, but as indications of the variety being sought. For example, he said, "we're looking for programs with moral and ethical values, comedy with a message,

animation in pure entertainment and animation with values, live action-adventure."

This message, he noted, was given to program suppliers en masse—55 in New York and 60 on the West Coast—in meetings in the last two weeks.

NBC's new programs for children this season include *Barrier Reef*, an adventure series; *Take a Giant Step*, live entertainment-information series, and a return of the *Mr. Wizard* science show, plus specials such as the *NBC Children's Theater* once a month.

Mr. Heinemann also has been commissioned to build a Monday-through-Friday series of half-hours for children to be made available to NBC affiliates on a service-charge basis, beginning in October 1972 (BROADCASTING, Aug. 2). The series will be directed primarily to 3-to-6-year-olds and its educational-entertainment format will put the accent on learning.

## Congressional criticism

A report by a House subcommittee has criticized the Code Authority of the National Association of Broadcasters and recommended that the FCC take steps to establish meaningful standards for advertising in children's programs.

The report, issued by the Subcommittee on Activities of Regulatory Agencies Relating to Small Business under Chairman John D. Dingell (D-Mich.) follows the subcommittee's hearings last June on advertising self-regulation (BROADCASTING, June 14, et seq.).

The subcommittee said it concurred with the testimony of Mrs. Erma Angevine, executive director of the Consumer Federation of America, that the NAB "must now either overhaul its code or surrender to the FTC [Federal Trade Commission] and the FCC." Noting criticism of the code authority voiced by FCC Commissioner Nicholas Johnson, the subcommittee urged NAB to "set up regulations and clear limitations on all advertising shown during the daytime hours when children are watching." (Mr. Johnson has recommended the commission rule that commercials be limited to eight minutes per hour, that all spots aimed at children be institutional-only, not product-oriented, and to ban commercials for over-the-counter drugs. Initial commission reaction is said to be cool.)

It said that agencies with consumer protection responsibility should develop "liaison agreements and established procedures so as not to duplicate activities and also to increase the effectiveness of enforcement."

The subcommittee urged the FCC to consider establishing TV advertising standards for children's programing and asked "whether present time limitations on advertising are in the public interest."



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## Programming

### A new season opens in character

ABC is first to bow  
as CBS and NBC heavy up  
with rival specials

The annual run for the ratings starts this week as all three TV networks begin introducing their 1971-72 schedules. Thanks to the ins and outs of scheduling under the FCC's prime-time access rule, it seems likely to be more of an obstacle course than ever (BROADCASTING, Sept. 6).

ABC was scheduled to start presenting new-season programming last night (Sept. 12), and in the customary competitive spirit of all networks CBS and NBC did what they could to make it a lousy start. NBC, fresh off a Saturday night (Sept. 11) that offered five hours of specials capped by the *Miss America Pageant*, countered ABC's premiere evening with repeats of *Jane Eyre* and a Bill Cosby special and a preview of one of its new Tuesday programs, *Funny Side*. CBS scheduled a repeat of a Doris Day/Perry Como special followed by the Detroit Lions-Philadelphia Eagles football game.

CBS and NBC start their premieres tonight (Sept. 13), but it will be new episodes of continuing programs until Tuesday, when NBC offers *Sarge* at 8:30-9:30 p.m. NYT and *Funny Side* at 9:30-10:30, and when CBS introduces *Cannon* at 9:30-10:30.

*Sarge*, about a priest who used to be a cop, stars George Kennedy. *Funny Side*, a situation comedy/variety show looking at the funny side of various subjects—health is the first night's topic—has Gene Kelly as host. *Cannon* is a private investigator played by William Conrad.

ABC's first new programs will be seen Wednesday (Sept. 15) when *Shirley's World*, a comedy-drama starring Shirley MacLaine, comes in at 9:30-10 p.m., followed by Anthony Quinn in *The Man and the City*, an action-drama about a mayor and the social problems of a growing southwest city (10-11).

Also on Wednesday, NBC will introduce its *Mystery Movie* (8:30-10), in which three programs will rotate from week to week: *Columbo* with Peter Falk, *McCloud* with Dennis Weaver and *McMillan and Wife* with Rock Hudson and Susan St. James, followed

at 10-11 by *Night Gallery* with Rod Serling.

All three networks have new programs on Thursday. CBS offers *Bearcats*, with Rod Taylor and Dennis Cole as free-lance adventurers at 8-9; NBC has James Garner as a reluctant, early 20th-century sheriff in *Nichols* at 9-10, and ABC has James Franciscus as a bomb-blinded insurance investigator in *Longstreet* at 9-10 and Arthur Hill as *Owen Marshall: Counselor at Law* at 10-11.

On Friday, CBS has three new entries and NBC one. CBS's are *Chicago Teddy Bears*, about the prohibition era in Chicago in the 1920's, featuring Dean Jones (8-8:30), David Janssen in *O'Hara, U.S. Treasury* at 8:30-9:30 and *New Friday Night Movie*, films produced for TV, at 9:30-11. NBC's new Friday program is *The D.A.*, a Jack Webb production featuring Robert Conrad.

On Saturday, ABC introduces three new programs and NBC and CBS two each. ABC's are *Getting Together*, starring Bobby Sherman, a situation comedy about a young songwriter (8-8:30), *Movie of the Weekend*, primarily mystery and suspense movies, produced for TV (8:30-10) and *The Persuaders*, a comedy-drama with Tony Curtis and Roger Moore (10-11). NBC's Saturday-night newcomers are *The Partners*, featuring Don Adams and Rupert Crosse as squad-car detectives (8-8:30) and *The Good Life*, a comedy with Larry Hagman and Donna Mills (8:30-9), while CBS's are *Funny Face*, featuring Sandy Duncan, and *Dick Van Dyke Show*, in which the star plays the host of a late-night TV talk show.

CBS and NBC complete their new-show introductions next Sunday (Sept. 19), with NBC's *Jimmy Stewart Show*, a comedy with the star cast as a college professor (8:30-9 p.m.) and CBS's *Cade's County*, in which Glenn Ford plays a sheriff in the contemporary west (9:30-10:30).

### NBC International buys Winters/Rosen rights

NBC International has acquired the foreign distribution rights to most of the current and future television properties of Winters/Rosen Productions, it was announced last week.

The companies have entered into a seven-year agreement, under which NBC International will offer for imme-



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diate sale throughout the world (outside of North America) two new W/R series, *Story Theatre* and *Rollin' on the River*, plus specials starring Kirk Douglas, Raquel Welch and Ann-Margret. Winters/Rosen Distribution Corp. will continue to handle U.S. domestic sales and Canadian release, while NBC International will cover Canada on some current and future programs for which Winters/Rosen has no prior commitment.

Burt Rosen, president of Winters/Rosen Productions, said possibilities for co-production and other relationships between the two companies are "in the formative stage." Gerald Adler, president of the NBC Enterprises division, said the agreement has given NBC International product that originates in Europe, Canada, the U.S., Australia and the Far East.

### Changing Formats

The following modifications in program schedules and formats have been reported:

■ **KSUD(AM)** West Memphis, Ark.—Newport Broadcasting announced that the station is broadcasting 100% gospel and religious programming effective Aug. 30. Prior to that date station had broadcast 50% gospel and religious programs and 50% country-and-western music. KSUD is a daytimer broadcasting on 730 mhz with 250 w.

■ **KBUB(AM)** Sparks, Nev.—KBUB Inc. has altered the station's country-and-western programming in favor of a more diversified format. KBUB operates on 1270 khz with 1 kw day. It holds a CP for 5-kw and a directional antenna day.

■ **WPAW(AM)** East Syracuse, N.Y.—Houston Broadcasting Co. has modified station's format from "good music" to a 95% oldies sound. Station operates on 1540 khz with 1 kw daytime.

■ **WELW-FM** Cleveland—Northern Ohio

Broadcasting announced that effective Aug. 9 the station's top-40 format was modified to the modern country-Nashville sound. WELW-FM operates on 107.9 mhz with 70 kw and an antenna 390 feet above average terrain.

■ **KRAV(FM)** Tulsa, Okla.—KFMJ Inc. has modified station's format from gospel programming to conservative popular music. KRAV returned to the air Aug. 9 after approximately eight months silence while new fully automated system was installed. KRAV operates in stereo on 96.5 mhz with 100 kw and an antenna 683 feet above average terrain.

■ **WBSC(AM)** Bennettsville, S.C.—Big Bend Broadcasting Corp. announced that station has changed its program schedule from middle-of-the-road, country-and-western and soul music to a more varied format of standards, popular, top popular, gospel, hymns, show tunes, jazz and country-and-western music. Station operates on 1550 khz with 10 kw day and 5 kw night and a nighttime directional antenna.

■ **WCOS-FM** Columbia, S.C.—WCOS Inc. altered its programming schedule effective Sept. 1. It dropped its middle-of-the-road format and substituted contemporary popular music. Station operates in stereo on 97.9 mhz with 513 kw and an antenna 260 feet above average terrain.

■ **WROL(AM)** Knoxville, Tenn.—WROL Inc. announced that station has changed its format from country-and-western music to contemporary programming. Station operates on 1490 khz with 1 kw day and 250 w night.

### Program Notes

**KTTV helps out** ■ When a student documentary filmed during last year's chicano moratorium in Los Angeles came up short of funds, KTTV(TV) Los Angeles stepped in to provide enough for the film's completion. *Ye Basta* premiered on the station last month and is now being made available in Spanish

for broadcast on Mexican television stations. KTTV has also funded six minority scholarships at Columbia College, Los Angeles, for students who lack the funds necessary to complete their education.

**First Ryder** ■ Hughes Sports Network announced last week that the biennial Ryder Cup golf matches will be telecast live for the first time on a U.S. lineup of stations on Saturday (Sept. 18) at 5-6:30 p.m. HSN will present the final day's single matches on 145 stations. The Ryder Cup competition, which pits a U.S. golf team against one from Britain, will be held this year in St. Louis.

**Shrink series** ■ Fremantle Corp., New York, has sold a five-a-week, half-hour series, *Paul Bernard, Psychiatrist*, to WCBS-TV New York, KNXT(TV) Los Angeles, WCAU-TV Philadelphia, WITI-TV Milwaukee and KXTV(TV) Sacramento, Calif., starting this fall. Each program is a complete story in itself, according to a Fremantle spokesman, and "is a practical way of syndicating something which falls in the general area of 'soap opera.'" Each segment is a dramatic portrayal of a session involving a psychiatrist and one of his patients. Co-producing the series are Fremantle, Jaylar Productions and the Canadian Broadcasting Corp., which will launch *Psychiatrist* on its English-language network today (Sept. 13).

### FCC keeps hands off Monroe fairness tiff

A local citizen's fairness complaint filed with the FCC against KNOE-TV Monroe, La., has been turned back to the two parties with a request they try to resolve it themselves.

The citizen, Shady Wall, claimed that KNOE-TV violated the fairness-doctrine and personal-attack rules, and that the station had slanted and had distorted news to benefit those with whom James A. Noe, principal stockholder of the licensee, has a business relationship.

Mr. Wall alleged that the station broadcast excerpts from a speech he made critical of Monroe's mayor, W. L. Howard; that the mayor, in a speech carried by the station, "made slighting remarks" about him. Furthermore he said the mayor had been given 30 minutes to respond to him but that he was denied time to answer the mayor. The station contended it had offered Mr. Wall time to respond.

In its ruling, the commission said "the mere mention of a person or even unfavorable references to him do not constitute personal attacks. . . ." But noting the "great disparity in time afforded the two sides," it said further effort on the part of KNOE-TV is necessary to fulfill its fairness obligation and

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the matter should be privately negotiated.

In a related development, the commission announced that Goldseker Co., Baltimore real estate company, has asked the U.S. Court of Appeals to review a fairness ruling involving WJZ-TV Baltimore. Last July 14 the FCC held that a series of programs on real-estate speculation broadcast by WJZ-TV represented a personal attack against the Goldseker Co. but that the licensee has met its fairness-doctrine requirements.

## Foreign-language programs: stifled?

### NAB contends to FCC that licensee-control requirements are too stiff

The FCC requirement designed to assure broadcaster control over foreign-language programming not only provides no such assurance, it actually chokes off such programming, the National Association of Broadcasters said last week in asking the commission to relax the present policy.

The commission has held that licensees must establish internal procedures for insuring "sufficient familiarity with foreign languages to know what is being broadcast" and whether it conforms to commission rules and station policies. And a hearing examiner has interpreted that as meaning that foreign-language programs must be preaudited "by a paid employe of the station."

NAB, in a petition requesting a declaratory ruling, said that some stations have dropped foreign-language programs because of an inability to find individuals capable of preauditing them. NAB specifically mentioned a station that had planned to present two different religious programs, one in Greek and the other in Arabic.

Furthermore, the NAB said that the commission policy for assuring licensee control is less than foolproof. "What," the NAB asked, "insures that the individual paid to monitor a foreign language broadcast is any more or less trustworthy than the individual presenting the program?"

Accordingly, NAB said, the commission should "relegate the matter of control over foreign-language programming to the same general status of the well-established treatment licensees are expected to give all programming." It said stations should be permitted to use their own employees in foreign-language programming without the need for additional monitors.

And where a nonemploye is pre-

sented the foreign-language program, NAB added, the station should be permitted to forego the use of a monitor when, after a background check of the individual, it is satisfied with his judgment and integrity and has informed him of its policies and the commission's rules, and has received a certification that the performer's presentation contains no improper material.

As an alternative, NAB suggested that the station be permitted to use as a monitor "any individual with a demonstrated capability to understand the language involved, whether he is a paid employe or not."

NAB said the commission should require only that he be of good character, that he be informed of the station's policies and the commission's rules and that he certify as to the propriety of the material he has monitored. NAB said this would eliminate the burden of hiring an extra individual.

## Another UHF request for a financial break

The FCC has again been asked to alter its rules to lessen the financial burden of independent television stations—particularly UHF's—that are forced to compete with VHF network affiliates in their markets.

A petition filed last week with the commission by KTXL(TV) (independent, ch. 40) Sacramento, Calif., asks that so-called "occasional" TV networks be required to offer their programming first to the independent stations in markets where there are three affiliated facilities and at least one independent with "comparable" capability.

An "occasional" network is defined as a regional or national organization distributing programs on a periodic basis to certain stations, via interconnection facilities.

KTXL said it has "experienced financial difficulties" since its inception in 1968. It said such a rule "would significantly help [UHF stations] to improve their economic picture."

KTXL expressed the conviction that occasional networks usually offer their programs to VHF stations although "it would seem logical" for them to first approach the unaffiliated facility in the market. Consequently, the independent UHF stations "are usually left with the less desirable of those programs, if they have any chance of securing them at all," KTXL said.

A similar FCC rule, which went into effect on Aug. 1, requires a national network that does not have an affiliation in a three-station market to give first-call right to the independent station (BROADCASTING, July 26).

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# In the batter's box on the Hill

## With recess ended, political spending ranks topmost among key broadcast issues pending in Congress

As the 92d Congress returned from a month-long vacation last Wednesday (Sept. 8), Capitol Hill sources indicated that resolution of the political-spending issue will occupy a prominent place among the broadcast-related matters to be considered in the final months of the first session.

Hill staffers pointed out that if a spending bill is to become effective in time for primary campaigns next year, a final bill must be approved before the end of this year.

Just before the recess, which began Aug. 6, the Senate approved a compromise spending measure (BROADCASTING, Aug. 9). It would repeal Section 315 of the Communications Act, the equal-time provision, for all federal-office candidates; limit spending to 10 cents per

eligible voter (of which no more than six cents may be spent in either broadcast or nonbroadcast media); prohibit all media from charging candidates more than their lowest unit rates for time or space, and empower the FCC to impose sanctions on stations, including denial of license renewal, for failure to allow candidates "reasonable" access. In addition, it would establish an independent Federal Elections Commission to handle financial reports on expenditures and contributions and would limit the amount a candidate could spend of his own money to finance his campaign. The bill (S. 382) places no limit on individual contributions, however.

The principal bill in the House, introduced by Communications Subcommit-

tee Chairman Torbert H. Macdonald (D-Mass.) needs only the vote of the parent Commerce Committee to send it to the floor. Committee Chairman Harley O. Staggers (D-W.Va.) told BROADCASTING last week that he anticipates the bill will be taken up before the end of the month. The precise timetable, he added, depends on "circumstances"—other matters pending before the committee.

The Macdonald bill (H.R. 8628) repeals Section 315 only for presidential and vice-presidential candidates, limits spending to 10 cents per eligible voter (no more than half of which can be spent in broadcast) and embodies the lowest-unit-rate concept. Mr. Macdonald has said that he "strenuously" objects to the Senate's across-the-board repeal of Section 315.


Differences between the House and Senate measures will ultimately be in the hands of a conference committee.

Following is the status of other broadcast-related bills and issues in Congress:

- CATV and copyright: It was unclear last week whether the Senate or House Communications Subcommittees plan to call the FCC up to the Hill to discuss the cable proposals in its letter of intent to Congress last month (BROADCASTING, Aug. 9).

The Senate subcommittee, under Chairman John O. Pastore (D-R.I.), is waiting for comments on the FCC's proposals from the Office of Telecommunications Policy, from senators and from the White House task force on CATV policy before deciding whether to hold hearings on the commission's proposals. A spokesman said last week that Senator Harrison A. Williams Jr. will be pushing for hearings on his bill (H.R. 2427), which would give the FCC jurisdiction over cable and provide long-range policy for the commission to follow (BROADCASTING, Aug. 9). A similar bill (S. 792) was introduced last February by Senator Pastore at the request of the FCC.

In the area of copyright, a spokesman said Senator John L. McClellan's (D-Ark.) Subcommittee on Patents, Trademarks and Copyrights will not take action on the senator's copyright bill until after the FCC's proposed rules for CATV go into effect. That would be March 1972, under the commission's present plan. The copyright bill (S. 644) would impose copyright liability on all CATV systems, establish two categories of carriage of TV stations by CATV systems and set quarterly fees under a compulsory license provision



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71-37



▪ **Broadcast journalism:** The Senate Judiciary Subcommittee on Constitutional Rights under Chairman Sam J. Ervin (D-N.C.) will hold hearings Sept. 28-30, Oct. 12-14 and Oct. 19-20 on the application of the First Amendment to broadcast and print journalism. The hearings will also focus on the applicability of the fairness doctrine and the bill (S. 1311) introduced by Senator James B. Pearson to protect newsmen from being required to disclose confidential information (BROADCASTING, March 29).

Information that the House Investigations Subcommittee staff gathered last month about possible news staging at CBS News in Los Angeles (and at least at one other network news organization) is still under review (BROADCASTING, Aug. 9). In addition, the subcommittee will be issuing a summary report on CBS's *The Selling of the Pentagon* documentary and a report on NBC's *Say Goodbye* program that may include recommendations for action (BROADCASTING, April 12, et seq.).

▪ **Prime-time access:** Representative Barry Goldwater Jr. (R-Calif.) is in the process of building his case against the FCC's prime-time access rule and will, according to a spokesman, introduce legislation before the end of October to reverse the effects of the rule. The congressman is also concerned with the plight of the motion-picture industry, which is suffering a recession.

▪ **Renewal policy:** There are 13 bills in the House that would require the FCC to first find an incumbent licensee disqualified before it could entertain applications for his facility—an approach found illegal last June by the U.S. Court of Appeals in Washington. On the Senate side, Senator Pastore, who in the last Congress unsuccessfully backed a similar bill, has made it clear he has no intention to try again. But Senator John Tower (R-Tex.) has been approached by the Texas Association of Broadcasters on the subject and could spearhead the Senate's attempt to override the court's decision.

▪ **Children's programming:** Senator Pastore is known to be keenly interested in this subject. But, a spokesman said last week that the senator's Communications Subcommittee is waiting for a report by the surgeon general on TV violence and its relationship to children—due before the end of the year—before deciding on a course of action (page 15).

▪ **Advertising:** The Senate Subcommittee for Consumers, under Chairman Frank E. Moss (D-Utah) will hold hearings Oct. 4 and 12 on the Truth-in-Advertising Act (S. 1461) and the National Institute of Advertising, Marketing and Society Act (S. 1753). S. 1461 would require advertisers to make available to the public full documentation of

their advertising claims; S. 1753 would establish a federally funded institute to determine the impact and effects of advertising (BROADCASTING, July 12).

## Changing Hands

### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 48).

▪ **KLIN-AM-FM** Lincoln, Neb.: Sold by Donald O. Shurtleff and Paul C. Schorr Jr. to Norton and Diana Warner for \$800,000. Buyers have controlling interest in **KIMB(AM)** Kimball, Neb.; **KKAN(AM)** Phillipsburg and **KABI-AM-FM** Abilene, both Kansas, and **KRLN(AM)** Cannon City, Colo. **KLIN(AM)** is full time on 1400 khz with 1 kw day and 250 w night. **KLIN-FM** operates on 107.3 mhz with 100 kw and an antenna 165 feet above average terrain.

▪ **WFCM(AM)** Winston-Salem, N.C.: Sold by Robert A. Hilker, William R. Rollins and the estate of James B. Keel to the Rev. Robert A. Mayer for \$160,000. Mr. Mayer is pastor of the New Testament Baptist Church, St. Maarten, Netherlands West Indies. He is also owner of New Testament Baptist Enter-

prises Inc., Rossville, Ga. **WFCM** is a daytimer on 1550 khz with 1 kw.

▪ **WTTI(AM)** Dalton, Ga.: 80% sold by Morton C. Lloyd and others to Edward L. Glockner, John W. Berndt and Eugene H. Fryman for \$156,972. Buyers own Southwest Ohio Cable Co., Portsmouth, Ohio, and Multivision Northwest Inc., Dalton, both cable-TV operations. Mr. Glockner, in addition, has a 4.6% stock interest in group broadcaster Reeves Telecom. **WTTI** operates on 1530 khz with 10 kw.

▪ **KQTY(FM)** Wichita, Kan.: Sold by Richard C. Schmoker to Wichita Great Empire Broadcasting Inc. for \$120,000. Mr. Schmoker owns **KWBB(AM)** Wichita. F. F. Mike Lynch is president of buyer corporation, which is also the licensee of **KFDI(AM)** Wichita. **KQTY** is on 101.3 mhz with 100 kw and an antenna 440 feet above average terrain.

## Resist all interference, TIO director urges

Competing communications media were urged last week by Roy Danish, director of the Television Information Office, to respond vigorously to threats of interference from government, consumers and special interests.

He told an audience at the TV Day luncheon of the Advertising and Sales

25

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Executives Club in Kansas City, Mo., that the threats to commercial broadcasting include "the veiled antagonism of some high in government"; the proposal of the FCC to mandate the hours of the day for specific programming purposes, irrespective of audience or economic support; the claims of special interest groups for broader representation on the air; and the decisions from courts veering toward sharply diminished control of program and commercial content by broadcasters.

"All of us involved with the media have failed to make a strong enough showing of the values we offer and to

make a convincing case for the ways in which we serve our audiences," Mr. Danish asserted. He criticized media research that "snipes" at other media, saying this weakens the strength of American journalism. He cited as an example a study conducted by Opinion Research Corp. for the newspapers' Bureau of Advertising. He pointed out that one question, "Where are you personally most likely to find advertising that can be trusted?", leads to responses that reflect unfavorably on all advertising.

"We must have competition among the media," Mr. Danish said. "But we

must also have competition between the government and the press. Our government has been described as a dynamic system of checks and balances—and the freedom of the press to tell the people what their government is doing is one of the most important of those checks and balances."

## Citizen compensation a court issue again

### SCLC appeals FCC's ruling that broadcasters need not reimburse challengers

The FCC faces a second court challenge in connection with a ruling that a broadcaster need not pay the expenses incurred by a citizen group that had been engaged in an effort to deny his license renewal.

Counsel for the Southern Christian Leadership Conference and the Black Youth Club, of Sandersville, Ga., last week filed with the U.S. Court of Appeals in Washington a notice of appeal from the commission decision rejecting their request that WSNT(AM) Sandersville be required to reimburse them for their expenses—some \$2,000—in opposing its license-renewal application (BROADCASTING, Aug. 9).

The station's license had been designated for hearing, in March, on issues raised by the Black Youth Club and SCLC. Subsequently, however, the two sides resolved their differences, and the station petitioned for reconsideration of the hearing order. The complainants supported the petition, but they also asked that, as a separate matter, the commission require the station to reimburse them for their expenses in prosecuting the petition to deny. They were represented by the Citizens Communications Center, of Washington.

Last year, the commission refused to approve financial settlement agreement between KTAL-TV Texarkana, Tex., and a number of community groups that had opposed its license renewal (BROADCASTING, Sept. 28, 1970). Under the agreement, reached before the renewal application was designated for hearing, the station would have reimbursed the United Church of Christ, which had aided the groups, some \$15,000.

The church's appeal of that order, filed in October, 1970 is pending.

The Sandersville groups argue that, "in the post-designation context," it is necessary to order stations to reimburse community groups, since the station would otherwise have no incentive to engage in a dialogue with the groups. If the commission dismisses the petition to deny, they say, "the licensee would



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TOTAL

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have prevailed without assuming the burden of dialogue." If the application is designated for hearing, they add, the licensee could enter negotiations and agree to "provide improved services in return for withdrawal of opposition to the renewal."

The appeal was filed at a time when

the commission is showing increased concern about KTAL-TV-type agreements. The commission three weeks ago said it will conduct an inquiry to determine whether it should allow such expenses and if so whether there should be limits on the allowances (BROADCASTING, Aug. 30).

## OEO lends new twist to renewal debate

**It wants FCC to add requirement that licensees provide superior service to the disadvantaged**

When the U.S. Court of Appeals for the District of Columbia overturned the FCC's policy statement on license renewals, it left the commission with the task of determining what constitutes "superior service." Now a major new voice has entered that debate—the Office of Economic Opportunity—advancing its belief that broadcasters must be held accountable for service not only to those segments of the population from which they hope to achieve capital gain, but also to the economically deprived, whose potential as customers for advertisers is low but whose dependence upon the electronic media is high.

OEO made its remarks in comments filed in a rulemaking proceeding in which the commission is seeking to define "superior service." Whatever definition emerges would be applied directly to renewal applicants within the comparative hearing process.

The commission's pursuit of a working definition of what was then called "substantial service" was announced in a notice of inquiry last February (BROADCASTING, Feb. 22), in which it proposed specific percentages in the areas of local programming, news, and public affairs that must be met by the licensee in order to constitute such service. In accordance with the court's mandate, the commission broadened its inquiry and changed the term to "superior service," but retained its original percentage proposals (BROADCASTING, Aug. 23).

OEO's comments did not constitute a reprimand of the commission for its efforts in this proceeding. It suggested, however, that licensees be held accountable for service in a fourth category, which it called "informational services." Such a category, OEO said, would "include programming of all types designed to serve the entire public in their personal, family and human needs and interests." Under that general heading was a multitude of specifics: health, nutrition, homemaking, child care, vocational guidance and training, employment opportunities and placement, recreation, family activities, avocations and hobbies, community development, housing and shelter improvement and maintenance, personal and home bud-

gets, extension and self education, personal care and clothing, career and psychological counseling, small businesses, geriatrics and "many others." OEO said the category would relate to programming geared toward the general public, but would be particularly relevant to the 47 million Americans classified by the 1970 U.S. Census as "poor or near poor." The justification for programming geared primarily toward the underprivileged, OEO said, is clear: Such persons, it said, simply need radio and television more than the economically advantaged.

OEO based its argument on several factors. Use of radio by the poor, it said, "greatly exceeds that by all other socio-economic groups." Also: "Low-income adults view television two to three times more daily than the general population; they use television as the predominant source of news, information and entertainment; 90% of poor and disadvantaged families own at least one working television set." OEO contended also that such groups "tend to lack the literacy and propensity for print media" and are "deprived of optimum access to more expensive by-the-unit print and film media." And, it added, commercial broadcasters "have no revenue or profit incentives which impel them to program for the needs and interests of the poor who are assumed at any given time to offer inferior sales potentials for advertisers who make ultimate programming decisions." Advertisers' decisions, it said, "should not be the governing determinants of program policies."

Services that could potentially be afforded the poor by "informational service" programming, OEO said, include job announcements; location of welfare, health and recreation centers; information on municipal services, and career counseling.

While the needs of the poor are similar "in kind" to those of their more affluent counterparts, OEO said, the degree of interest in certain services differs radically between the social classes. Certain social services, it said, may be "peripherally interesting" to the rich, but to "the poor, disadvantaged and

disabled, access to such information may alter their lives."

OEO suggested that the commission designate that from 3 to 5% of all programming be directed to this "informational services" category. And for television, it said, 3% of prime-time programming should fall in this area.

"The FCC, as trustee of the public interest," OEO said, "should exercise a compensatory responsibility for the interests of the otherwise unrepresented poor and disadvantaged. . . ."

## Black legislator leads protest group

A statewide citizen group with major emphasis on the Los Angeles area, has been formed to review the programming and employment practices of broadcast outlets in California. The Council on Radio and Television (CORT) was organized under the direction of a state senator, Mervyn Dymally, and is making use of volunteer law students and others in both California and Washington, D.C.

Senator Dymally said the objectives of CORT were to monitor stations to determine whether programming and staffing reflect community needs. The senator denied, however, that CORT seeking some form of quota system.

The group is expected to challenge the license renewals of KCOF(TV) and KGFJ(AM), both Los Angeles. According to Senator Dymally, KCOF will be charged with inadequate ethnic representation in significant job classifications. The legislator said that he was referring to positions as producers and directors rather than the "tokenism" of a black on-air newscaster.

KGFJ is one of several stations owned by Tracy Broadcasting and is the primary black-oriented station in the Los Angeles market. Senator Dymally charges that KGFJ airs biased and managed political news reflecting only the point of view of its news director, a man the senator says has announced himself to be seeking the nomination for state assembly from a predominantly black Los Angeles assembly district, the 53d. Senator Dymally said that his continued use as an on-air newscaster raises fairness questions that may eventually have to be taken before the FCC.

"Regardless of the action CORT takes," Senator Dymally said, "I will be filing a petition against the renewal of KGFJ's license."

Cal Milner, director of operations for KGFJ, refused comment on the charges, but said he expected several black groups to challenge the station's license renewal because it was white-owned. Senator Dymally is black.

KCOF officials refused to comment.

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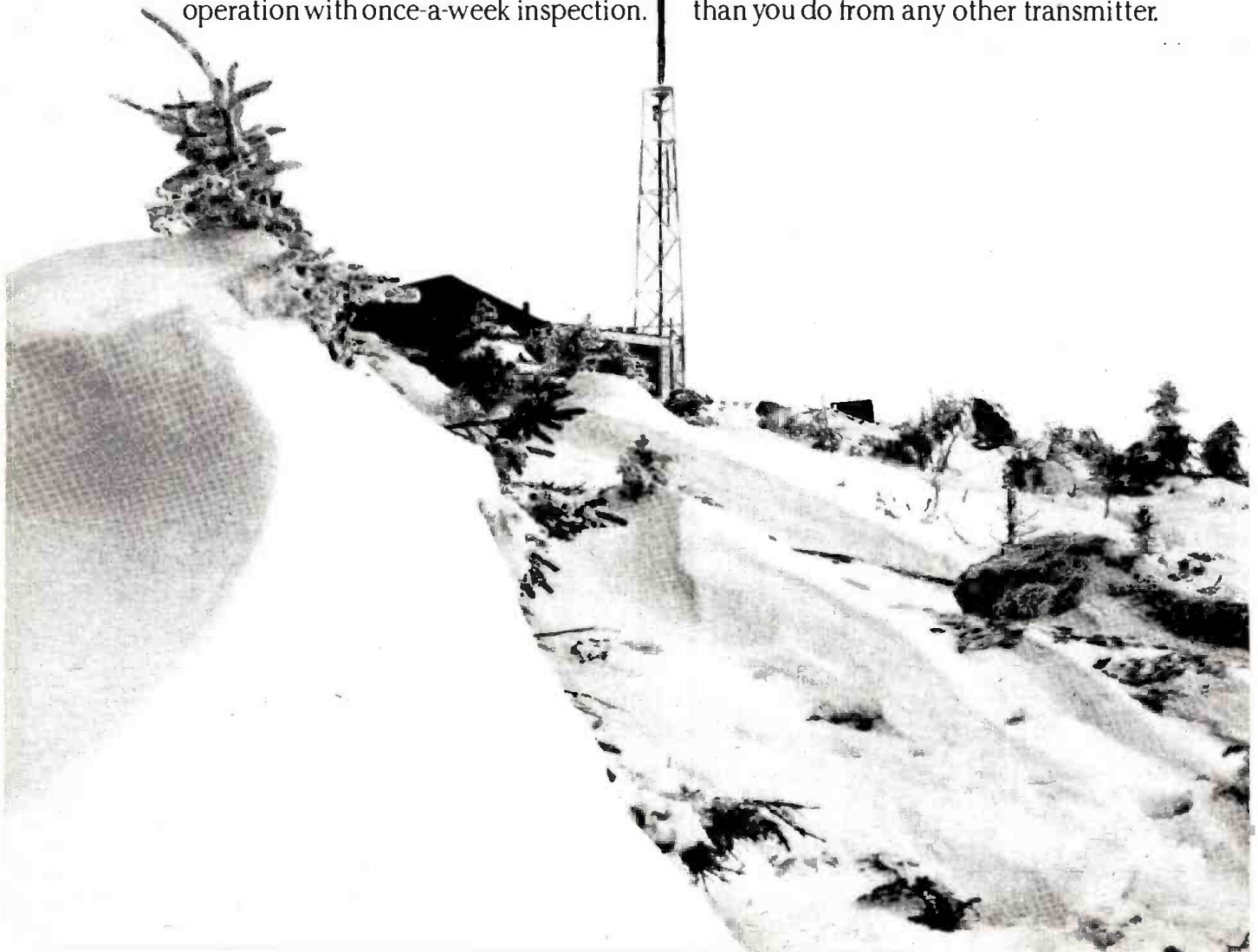
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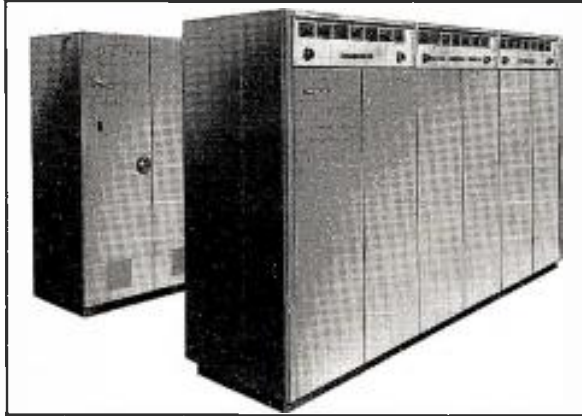
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## More fuses primed for McGraw-Hill buy

### Kramer wants fill-in on talks with FCC commissioners; programing proposal criticized

Counsel for one of two groups opposing McGraw-Hill Inc.'s proposed acquisition of Time-Life's five television stations has asked counsel for McGraw-Hill and each of the seven FCC commissioners to inform him of the nature of conversations they may have had regarding the proposed transfer.

Albert H. Kramer, of the Citizens Communications Center, in letters to Bernard Koteen, counsel for McGraw-Hill, and the commissioners said he had been informed that Mr. Koteen and his co-counsel had discussed the applications on one or more occasions with "one or more of the commissioners." He also said he was informed that principals or officers of McGraw-Hill were present.

The visits were said to have occurred after the applications were filed on April 12 but before oppositions to them were submitted and thus would not have been prohibited by rules barring off-the-record contacts between parties to a contested proceeding and commission decision-making personnel. It is not uncommon for attorneys to introduce principals in uncontested transfer cases to members of the commission.

Mr. Kramer, who in his letter to Mr. Koteen also asked whether he had been in touch with any staff member regarding the case, said the petitioners "recognize these contacts may not violate any rules of the commission" and are not suggesting violations of any rule or law.

However, he expressed the view that the contacts may deprive opponents of the sale of an opportunity for a "fair, unbiased adjudication of their claims." He said the contacts may have caused commissioners and staff members on whom they rely to reach judgments in the case. Accordingly, he said that he needed information regarding the contacts to enable him to take "corrective steps" that would assure petitioners a fair treatment.

Mr. Kramer represents eight Mexican-American groups and a number of their individual members in each of the markets served by the Time-Life stations involved in the proposed \$69.3-million sale—WFBM-TV Indianapolis; WOOD-TV Grand Rapids, Mich.; K1Z-TV Denver; KOGO-TV San Diego, and KERO-TV Bakersfield, Calif. The other opposition was filed by a group of Denver blacks, the Mass Media Task Force.

In a related development, the Mexican-American groups filed a pleading

designed to buttress their original charge that McGraw-Hill's program proposals are minimal and do not satisfy the "compelling public interest showing" required of applicants seeking to acquire three television stations in the top-50 markets. McGraw-Hill, in its response to that charge, said that when compared to similar proposals accepted by the commission, its showing is "outstanding" (BROADCASTING, June 21).

The pleading, based in part on a new catalogue of McGraw-Hill-owned films, asserts that the children's program proposals "are tailored to [McGraw-Hill's] film library" and thus "are not only redundant of programing now being offered by many broadcasters, but also are not geared to the older children. . . ." It adds that further commission inquiry is needed to determine whether McGraw-Hill intends to do more than "draw on its film libraries in presenting new programing."

The groups, in their pleading, also argue that the commission, in applying the compelling public-interest standard, should employ the yardstick it is proposing for judging whether a renewal applicant has provided "superior performance." The commission has asked the industry for assistance in defining the term as it would apply to an applicant being challenged by a competitor for his frequency at license-renewal time (BROADCASTING, Aug. 23).

The pleading notes that the commission has said that proposed standards are equally applicable to processing transfer applications. Accordingly, it says, McGraw-Hill must show its proposed performance will at least exceed the proposed standards in a quantitative sense and that on a comparative basis its performance will exceed the present level of the Time-Life stations.

## Study to assess CATV as tool for churches

A research project aimed at defining the potential of cable television as a resource to serve community needs has been begun under the auspices of the Northern California Conference of the United Church of Christ.

According to Dr. Richard Norberg, conference minister, the project is intended to serve three purposes: aid churches in raising questions regarding local community access when cable television franchises are being considered by local governments; help community groups in determining how specific needs, such as those of senior citizens and young parents, can be served by CATV programing, and assist churches in developing new concepts of evangelism matched to the potential of cable television.

The study, which is being partially

funded by the church's national Board for Homeland Ministries, is being directed by the Rev. George Conklin Jr., who for the past 10 years was associate director and director of communications for the Northern California Council of Churches. Mr. Conklin last year supervised the production of a booklet that provided guidance for members of the Bay Area interested in participating in the license renewal proceedings of California stations. It was called "Countdown—September 1971" (when the stations' renewal applications were scheduled to be filed) and was prepared by a group of college students.

## Cable association names committee membership

The National Cable Television Association last week announced 1971-72 appointments to six standing committees and to its special election procedures committee.

Named chairman of the code committee was Charles R. Henry, an officer or owner of 11 cable systems in Michigan, Wisconsin and Indiana. The new chairman of the convention committee is Gene Schneider, president of LVO Cable Inc., Tulsa, Okla. The incumbent chairman of the utility relations committee—Benjamin J. Conroy, vice president of Communications Properties Inc.—was reappointed.

Robert G. Scallorn, NCTA national treasurer and vice president of Del Rio Cable Corp., will head the budget and audit committee. Robert Behringer, Theta-Com Corp., heads the associates committee. William F. Karnes, National Trans-Video Corp., is chairman of the engineering advisory committee.

The election procedures committee, headed by Joel Smith of Television Communications Corp., will comprise the following members: F. Gordon Fuqua, Electra Communications Inc.; Mel Gilbert, SCAT TV; Robert McGinty, Atlantic Coast TV Cable Corp., and George Sisson, Colony Communications.

## Five to ABC's four networks

ABC Radio announced last week the addition of five new affiliates to its four network services. WPOP(AM) Hartford, Conn., joins the American Contemporary Network, bringing the total number of contemporary affiliates to 302. Joining the American Information Network of 468 stations are WINH-AM-FM Georgetown, S.C. The American Entertainment Network picks up two stations, WEET(AM) Richmond, Va., and KSPO(AM) Spokane, Wash., bringing the number of Entertainment affiliates to 335, and the American FM network now has 207 stations with the affiliation of WAID(FM) Memphis.

## Rallying around the renewal flag

### Lieutenants named to Mark Evans task force; ANPA and FCBA apparently will join struggle

The National Association of Broadcasters fleshed out its industry-wide task force on license renewals last week with the appointment of six geographically spaced members to work with Mark Evans, Metromedia vice president for public affairs, who was named chairman of the task force two weeks ago (BROADCASTING, Sept. 6).

The function of the task force is to establish strategy and to activate broadcasters in a campaign to persuade Congress to legislate protection for broadcast licensees at renewal time, particularly from competing applicants for their facilities.

Named to work with Mr. Evans are Charles H. Tower, Corinthian Broadcasting; Frank Gaither, Cox Broadcasting; Richard Barron, WSJS-AM-FM-TV Winston-Salem, N.C.; Donald E. McClintock, KFBB-TV Great Falls, Mont.; Hamilton Shea, Gilmore Broadcasting; Robert E. Thomas, WJAG(AM) Norfolk, Neb., and Ancil H. Payne, King Broadcasting, Seattle.

At the same time, it became known last week that the American Newspaper Publishers Association has evinced a strong desire to ally itself with broadcasters in working for a federal law that will give some measure of protection to licensees. Newspaper-owned licensees, it was noted, have found themselves vulnerable in recent years to attacks at renewal time. In fact at the present time four newspaper-affiliated TV stations are in hearing status before the FCC because of such challenges. They are WPIX(TV) New York (*New York Daily News*), WFAA-TV Dallas (*Dallas Morning News*), WTAR-TV Norfolk, Va. (*Norfolk Virginian-Pilot* and *Ledger-Star*), and KORK-TV Las Vegas (*Las Vegas Review-Journal*).

Establishment of a broadcast task force came at the meeting of the NAB executive committee last week. It is considered one of the many steps that the trade association is undertaking—all aimed at building sentiment among congressmen and senators for the adoption of legislation that will help stop or reduce challenges that many broadcasters are receiving at license-renewal time.

One of the functions of the task force, which is expected to meet soon, is to determine just what form legislation should take to accomplish this aim. Another function is to plan public-relations and lobbying activities to lay the groundwork for enactment of the legislation.

The group is expected to work closely

with the Federal Communications Bar Association, whose legislation committee is scheduled to meet Wednesday (Sept. 15) on this same subject. Pending before the FCBA committee are four versions of prospective legislation. All but one are aimed at establishing the security of licensees who have rendered superior or substantial service to their communities; in essence variations of the bill introduced in 1969 by Senator John O. Pastore (D-R.I.) that would have required the FCC not to accept applications for existing facilities unless it first found that the existing license holders had not performed properly. No action was ever taken on that bill, principally because the FCC adopted a policy statement on renewals early in 1970.

A fourth draft before the FCBA committee would have the FCC examine opposition applications and decline to receive those where the applicant was found to be deficient in meeting existing requirements, including financial ability. Where a competing application was accepted, a hearing would be or-

dered to be held with the licensee but solely on programing proposals.

Members of the communications bar were told to submit any other legislative drafts to the committee at least 24 hours before this week's meeting in order that duplicates can be made for distribution to members of the committee.

The current concern of broadcasters with license-renewal procedures, a situation that has been growing over the past year, sharpened last June when Circuit Judge J. Skelly Wright of the federal appeals court in Washington held that the FCC's policy on renewals was illegal, since it denied applications without a hearing. That FCC policy stated that the commission would not entertain competing applications for existing facilities unless the FCC first found that the licensee had not provided substantial service to his audience.

### Ecumenical exploration of CATV under way

National and regional executives of Protestant, Roman Catholic, Jewish and ecumenical communications organizations will participate this week in a seminar exploring the role of religious organizations in the development of

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Koplów, *TV program director*

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CBS for the No. 2 market in Illinois-Iowa (Davenport, Rock Island, Moline & East Moline)

cable television to serve the public interest.

The seminar, which will be held today (Sept. 13) and tomorrow in New York, is sponsored by the Office of Communications of the United Church of Christ and the Broadcasting and Film Commission of the National Council of Churches, in cooperation with the American Jewish Committee and the National Catholic Office of Radio and Television.

The keynote address at the opening session will be given by Dr. Clay T. Whitehead, director of telecommunications policy for the White House. Other speakers are Theodore Ledbetter Jr.,

director of the Urban Communications Group of Washington, who will discuss opportunities for minorities, and Earl K. Moore, lawyer and counsel to the office of communication, who will focus his address on legal and regulatory considerations.

Discussion leaders at the various sessions are Dr. Monroe Price, executive of the Sloan Commission on Cable Communications; Robert Lewis Shayon, professor at the Annenberg School of Journalism, Philadelphia, and television editor, *The Saturday Review*, and Ralph Lee Smith of the Center for Policy Research, writer and consultant on cable communication.

## Texas CATV group expands in big way

**CPI acquires Telesystems in stock transfer valued at \$15 million; awaits second deal**

Communications Properties Inc., Austin, Tex., announced last week an exchange-of-stock agreement wherein it acquired the total assets of Telesystems Inc., Jenkintown, Pa. Total value of the undisclosed amount of stock in Communications Properties was put at over \$15 million.

The agreement, which is expected to be closed sometime before Oct. 31, is said to make CPI the sixth largest CATV systems operator, with over 140,000 subscribers.

That figure may go still higher. It has been announced that General Instrument Corp., parent of multiple-CATV-owner Jerrold Corp., has reached an agreement in principle to sell six of its systems to Telesystems for an undisclosed price. The transaction is expected to be completed by the end of the year, but is subject to execution of a contract and approval by the boards of both companies.

The six Jerrold systems are in Illinois, New Jersey, New York, Pennsylvania, Texas and Virginia.

Under the terms of the agreement between Communications Properties and Telesystems, the latter will operate as a wholly owned subsidiary. Fred Lieberman, principal owner of Telesystems, will become a member of the CPI executive committee and hold a position on the firm's board.

CPI will gain control over six existing systems in Williamsport, Pa.; Lafayette, Ind.; Midland, Tex.; Rumford, Me., and Haverhill, Mass. The company will also acquire 80% of the stock in Crosswicks Inc., a CATV system in New Jersey.

Systems presently operated by CPI serve 80,000 subscribers in metropolitan Philadelphia, lower New Jersey, Marshall and Gladwater, both Texas,

and five communities in Connecticut.

Last year, as part of a plan to expand in size and operating capabilities, CPI bought Tower Communications Inc. of Texas and KFJZ(AM) and KWXI(FM), both Fort Worth. CPI is awaiting the commission's approval of the radio-stations purchases, which represent its first venture into commercial broadcasting.

## Stock still CBS's, spin-off foes claim

**Minority group's pleading charges Viacom is not separate entity**

How does one unscramble an omelette—specifically, undo the spin-off that occurred when CBS distributed its stock in Viacom International Inc. to CBS stockholders? A pleading entered in the U.S. Court of Appeals in San Francisco last week offered one suggestion.

The pleading was filed in behalf of three minority stockholders in a Viacom-controlled CATV system in San Francisco who are fighting to have the spinoff of CBS's CATV and program-syndication interests invalidated. The distribution was designed to bring CBS into compliance with FCC rules barring networks from having such interests.

The commission had approved the plan on June 3 and announced the action on June 4 (BROADCASTING, June 7). The minority stockholders on that day asked the appeals court to stay the commission action, and the request was promptly granted. But by then the distribution—of one share of Viacom stock for each seven shares of CBS—

Our new telephone  
can save you money on remote broadcasts.



The Bell System's new phone is the simplest equipment yet for originating remote broadcasts.

This set, called the Portable Conference Telephone, plugs directly into a standard telephone jack installed at the broadcast site. It is equipped with two broadcast-quality microphones.

No amplifier is needed. No pre-amp. In fact none of your station's equipment is needed at the site—and that means no technician need be sent to operate it.

Your reporter simply carries the 19-pound set with him, plugs it into the jack and an AC outlet, dials your studio and is ready to go on the air. By using regular telephone lines, you avoid the expense of special audio channels.

Between remotes, this phone won't loaf on the shelf. For staff meetings, its built-in speaker allows as many as 30 people to listen to a telephone conversation—and the microphones allow them to join in. On an executive's desk, it can permit hands-free talking and listening.

Call your local Bell Telephone representative for details of how this new phone can work for you.

The American Telephone and Telegraph Company and your local Bell Company are continually working to improve service and help you do your job better.

In this case, when you have to broadcast from remote locations.



had been effected. The court affirmed the stay order last month (BROADCASTING, Aug. 16).

The pleading—a supplement to the stockholders' petition for review of the commission order—said that “a fair, just and equitable order” of the court would “simply declare that the Viacom stock, as distributed, represents fractional ownership of CBS and that CBS in effect declared a CBS stock dividend.” It also said the court should declare that Viacom is not a separate

entity but a division of CBS, and that any Viacom stock being traded is actually CBS stock of a different fractional value.

The brief says that CBS and Viacom will “rely on the equities of the situation” in arguing that the court should not undo the stock distribution. But, it adds that since “CBS distributed the stock in the face of this court's order,” it cannot therefore depend on “equity to protect it from what is its own pre-emptive action and own wrongdoing;

CBS lacks the requisite appointment.”

The brief lists a number of grounds for overturning the commission's order—among them, the agency's alleged failure to consider the anticompetitive effects of the spinoff and the character questions the petitioners had raised in their earlier pleadings: its failure to make a public-interest finding in approving the spinoff plan, and the commission's failure to consider all aspects of common control of CBS and Viacom.

## Promotion

### Fairchild chides youth with public-service ads

A Maryland aerospace technology firm has launched a media campaign designed to combat what it calls the “anti-technology, nihilistic philosophy” found among high-school age youth today.

Fairchild Industries, one of eight applicants to the FCC for a domestic communications satellite system, said it has devoted some \$70,000 to development of a 13-minute, 16mm color film; a series of 60-second radio spots and 10,000 brochures keyed to the theme, “It's Your Turn.”

Four Washington-area radio stations and three in Winston-Salem, N.C., have sold time to Fairchild for the messages. The firm has offices in both areas.

Through the film, radio spots and brochures, Fairchild hopes to regain

from the young people their interest, respect and confidence in American technology as a means to solving “pollution, communications, medical, safety and other social problems.”

The film is available from the company (Germantown, Md. 20767), along with the brochures. Fairchild indicated the radio spots are also available to stations as public service announcements. Agency is Ehrlich Linkins & Associates, Washington.

### MDAA record telethon earns over \$8 million

Muscular Dystrophy Associations of America reported last week that the 20-hour telethon conducted in its behalf until 6:30 p.m. Monday (Sept. 6) resulted in pledges of \$8,125,387.

The association said the figure repre-

sented a record for telethons generally, and eclipsed its own total of 1970 by more than \$3 million. The Muscular Dystrophy telethon was presented on a line-up of 121 stations, with comedian Jerry Lewis serving as host (BROADCASTING, Sept. 6).

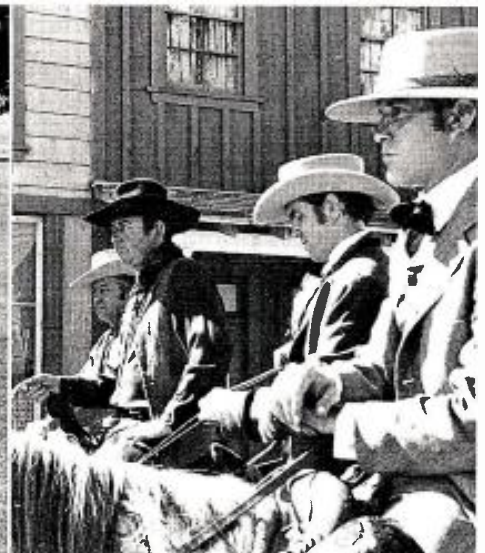
The telethon originated from the American hotel in New York and included two live pick-ups from Las Vegas.

### Singer opens doors

Bottom Line Associates, promotion and media services firm, has begun operation in Brookline, Mass. President of new firm is Joel Singer, former manager of advertising and promotion at NBC, New York, and earlier administrator of sales development. Address is 229 Freeman Street, Brookline 02146. Phone: (617) 232-2009.



*Anchormen at KGO-TV San Francisco have teamed up in a series of four TV spots promoting the station's news broadcasts. The multimedia campaign, created by Gross, Pera and Rockey, San Francisco, begins this month with 60-, 30- and 10-second versions of the spots and back-up radio commer-*



*icals on KGO(AM) and print ads. During the filming of one of the TV spots, the would-be actors try to keep their minds on the game while dispensing some golf instruction to the winsome twosome playing ahead of them. In another, the newsmen are shown hamming it up heavily on horseback.*



### Caution is word from two of big three

**Auto makers set to roll on radio, TV net campaigns; spot TV plans stalled**

Detroit is advancing toward its new-model introduction with network-TV plans locked in and radio campaigns already under way, but spot-TV funds have yet to become unstuck for some of the bigger car manufacturers.

Holding back in spot television, according to reports from the auto capital last week, were Chrysler, with the exception of Dodge trucks which was said to be on the verge of a substantial spot campaign, and Ford Division of the Ford Motor Co.

Details were being withheld but there were stirrings at General Motors, where Pontiac (D'Arcy-MacManus-Intermarco), Buick (McCann-Erickson) and Oldsmobile (Leo Burnett Co.) were understood to be mapping campaigns. This was the first report of potential spot-TV activity from these GM divisions.

There was a late report also of a limited spot-TV drive for Dodge passenger cars (BBDO).

American Motors (Wells, Rich, Greene), which has been active in negotiating additional network-TV exposure and has been buying radio, was said to have no plans for spot TV "other than dealer money."

GM's biggest division—Chevrolet—has a substantial stake in network TV, is in radio (network and spot) and has already committed its spot-TV money. It is active in barter syndication of three shows "in an average of 80 markets" and has completed regional buys in professional football in major markets. Chevrolet's business is placed by Campbell-Ewald.

A spokesman for the Ford Division of Ford Motor Co. said the division will be active this fall on network radio with partial sponsorship of the *Van Patrick Show* (sports) on Mutual, as well as that network's pre-game coverage of Notre Dame football. In addition, the division has bought a one-fifth sponsorship of radio coverage of Detroit Lions football games on a lineup of 15 Michigan stations.

He said Ford's fourth-quarter expenditure probably would be higher than last year, mainly because of added

spending in network TV. There were no immediate plans for use of spot TV or radio during the new car introduction period.

The auto makers' thinking, however, is still affected by the price-wage freeze. The paucity of spot-TV plans in particular during the new car period was attributed to the caution in Detroit. The manufacturer was depicted as banking on the new economics to stimulate buying of 1972 cars at prices that will be at the 1971 level (or lower, with the excise tax rebate).

At the same time, it was noted, auto plans may yet be turned around once the new model year actually breaks. Stations and reps were sounded out in July by auto makers on upcoming spot campaigns that now have been sharply curtailed or eliminated, but these can be instantly reinstated.

Automotive advertising in television, not counting local dealers' expenditures, rose from \$191.6 million in 1969 to \$194.4 million last year, with spot's share rising \$9 million to more than \$65 million while network's dropped about \$6.2 million to \$129.3 million, according to figures compiled for the Television Bureau of Advertising by Broadcast Advertisers Reports.

For the first six months of 1971, preliminary estimates put the total at \$124 million as compared with \$101.2 million in the same period of 1970, with most of the increase occurring in spot. These preliminary estimates put spot's 1971 first-half total at \$55.6 million, up from \$34.1 million in the same period of 1970, with network rising to \$68.5 from \$67.1 in the first half of 1970. TV advertising by local car dealers accounts for an additional \$30 million to \$35 million or more a year.

### Philip Morris wants rebate on CBS tennis

A festering dispute in professional tennis erupted publicly last week when Philip Morris, a major sponsor of the Forest Hills matches on television, threatened to terminate its contract with CBS-TV.

Philip Morris sponsors one-half of CBS's coverage of the U.S. Open Championship with two more years to go in a five-year contract. Its cigarette brands are, of course, excluded from the television sponsorship. Most of its commercial time has been allocated to a subsidiary, Miller Brewing Co. (through McCann-Erickson), and some to Amer-

# The Compact Criterion.

## Only 8½ inches wide.



We've taken the world's finest tape cartridge playback system and reduced both cost and size. Two units now fit in the space formerly occupied by one!

The Compact Criterion, developed for crowded control rooms, retains the features that made the Criterion tape cartridge system the industry standard for excellence. New features include: single-card electronics for mono or stereo units and air-damped solenoid for whisper quiet operation.

For complete information on the Compact Criterion playback unit, write Gates, 123 Hampshire Street, Quincy, Illinois 62301.

**HARRIS**  
**INTERTYPE**  
**CORPORATION** **GATES**  
A DIVISION OF HARRIS-INTERTYPE

ican Safety Razor Co. (Personna), also a subsidiary and handled by Leo Burnett. The other half of the coverage was sold to participating advertisers. This year's schedule of telecasts—Sept. 4 at 3:30-6 p.m. NYT, Sept. 11, 4-6 p.m. and Sept. 12, 4-6 p.m.—was unaffected.

Joseph F. Cullman III, Philip Morris's board chairman, said that his company paid CBS \$250,000 a year for sponsorship. Of that amount, CBS retains \$150,000 and pays \$100,000 to the U.S. Lawn Tennis Association, organizer of the Forest Hills tournament, from which CBS purchases the rights.

The Philip Morris chairman said the contract with CBS was on the understanding that the USLTA would use its best efforts to deliver top players, but that the advertiser believed that this year the association had violated the agreement with CBS at the Forest Hills play. (A number of prominent pros had opted out of the U.S. Open in view of a pending decision by the U.S. Lawn Tennis Association to support an exclusion by the International Lawn Tennis Federation of 32 professionals who are under contract to the World Championship Tennis organization.

Mr. Cullman said that Philip Morris was demanding a "renegotiation of the price" for this year's telecasts. Moreover, he said, should the ban on the

pros stick, the firm would consider its contract for future telecasts ended.

Frank Smith, CBS-TV vice president, sales, said that he had turned the matter over to lawyers and that CBS was "not in a position to respond legally."

## Pieces added to the freeze puzzle

### More on price levels from Cost of Living Council may affect broadcasters

Two detailed definitions emerged from the Cost of Living Council last week. Both could have an effect on broadcast advertising revenues.

The first is what constitutes a new product or service and how a ceiling price is determined for them: "A product or service is new if it substantially differs from others in purpose, function, or technology, or if its use results in substantially different outcomes."

Slight differences in appearance, arrangement, or combination are not considered by CLC to be new. Nor are changes that are "solely a matter of fashion, style, form or packaging."

The ceiling price is determined by

applying the percentage mark-up realized for new products introduced during whichever base period broadcasters choose (BROADCASTING, Sept. 6).

The second definition tells how to determine freeze-level prices if the May 25, 1970, date base period is selected. The ceiling price is the average price of transactions on that day, CLC said.

John M. Torbet, FCC executive director who is acting as liaison between the CLC and broadcasters, submitted additional questions to the council last week, but received no immediate replies.

## The piggyback: perfect for controversial ads?

Norman E. Cash, president of the Television Bureau of Advertising, offered an off-beat suggestion last week for dealing with the thorny issue of accepting television advertising for and against social problems. Mr. Cash proposed that controversial-cause advertising, which now leads to demands for reply time, be sold as a piggyback. One-half of the piggyback would give one side of the issue, he said, and the remainder, following immediately, would provide the opposing view.

"Then each side would know its case would be tested against the case of the opposition," he continued. "The false claim has a built-in opponent. Equal time is not only equal but identical."

Mr. Cash made the suggestion at a luncheon in New York of the Catholic Apostolate of Radio, Television and Advertising, which presented him its 12th annual award. The award is given to a person or persons "who have demonstrated an exemplary Christian attitude and deportment in the field of radio, television and advertising."

## BBDO drops B. F. Goodrich

BBDO has resigned the B. F. Goodrich Tire account billing about \$7 million a year (\$3 million in national media and \$4 million in retail ads). Account moves to Griswold-Eshleman Co. on Jan. 1. Both agencies have been associated with Goodrich for years—BBDO for 31 years and Griswold—which already handles Goodrich's truck, farm and industrial tires as well as other diversified activities—for 38 years.

A dispute over current BBDO-created advertising for BFG lifesaver radials was said to have led to disagreement on creative "matters," and to BBDO resigning the account. (BBDO's ads featured endorsements by state policemen stressing the tire's safety as well as mileage guarantees on stress.) Goodrich is not a heavy broadcast user, though it has been consistently represented in network and spot on radio and TV.

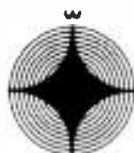
# National League Baseball Playoffs

**Announcing the availability of complete and exclusive\* radio coverage. Probable opponents: Giants or Dodgers vs. Pirates or Cardinals. Best three-of-five series.**

*\*We will have the only radio coverage outside normal home radio network areas of the two opposing clubs.*

<b>Saturday, Oct. 2</b>	<b>4:00 p.m. EDT</b>
<b>Sunday, Oct. 3</b>	<b>4:00 p.m. EDT</b>
<b>Tuesday, Oct. 5</b>	<b>1:30 p.m. EDT</b>
<b>Wednesday, Oct. 6</b>	<b>1:30 p.m. EDT</b>
<b>Thursday, Oct. 7</b>	<b>1:30 p.m. EDT</b>

STATIONS: exclusive rights available in many markets.  
ADVERTISERS: network sponsorship available.



Call or wire:  
**ROBERT WOLD COMPANY**  
**11661 San Vicente Blvd.**  
**Los Angeles, Calif. 90049**  
**(213) 820-2668**

## American Express spots draw congressman's ire

Representative Lester L. Wolff (D-N.Y.) has called on the Federal Trade Commission to investigate whether broadcast advertising of American Express travelers' checks is deceptive.

In a letter to FTC Chairman Miles W. Kirkpatrick, Mr. Wolff said that during the international money crisis American Express has been advertising that its checks are better than U.S. currency "because persons traveling abroad found that they could not exchange actual dollars but could exchange travelers' checks."

The congressman was in the Far East at the height of the crisis and said that for a period of time American Express travelers' checks could not be cashed.

He pointed out that when U.S. dollars could not be exchanged it was because of uncertain exchange rates, not because they had become nonnegotiable.

"I neither like this undermining of the dollar nor the suggestion that travelers' checks are more valuable than American cash," Mr. Wolff wrote.

## Food-slicer ad claims cut off by consent order

The maker of a food slicer has signed a consent order with the Federal Trade Commission agreeing not to make claims in television commercials that are contradicted by instructions for the device.

The order was tentatively accepted by the FTC and applies to Popeil Bros. Inc., Chicago, manufacturer of the Veg-O-Matic food slicer. In the FTC complaint, announced last January, the commission claimed that the device was promoted as slicing raw carrots, tomatoes and other such vegetables. But, the

FTC said, instructions that accompanied the device warned: "Don't slice raw carrots, raw beets, lemons, oranges, ripe or overripe tomatoes. . . ."

The FTC also charged that, although in the TV commercials implied that if a user didn't like the machine he could return it, in reality the guarantee was limited solely to defects.

## New agency to emerge from Interpublic buy

A "new" advertising agency, Tinker, Dodge & Delano, was proposed last week. The agency, based in New York, would bill about \$25 million a year, with almost \$10 million of that amount in broadcast.

The Interpublic Group of Companies, which also is parent of McCann-Erickson and Erwin Wasey agencies, said that it has an agreement in principle for the acquisition of Dodge & Delano. The Dodge agency, which bills at a yearly rate of about \$12.3 million, would be merged with Interpublic's Tinker-Pritchard Wood Associates (about \$12.7 million in billings). The latter subsidiary was formed a year ago as the result of a merger of two Interpublic agencies—Jack Tinker & Partners and Pritchard Wood.

Though no breakdown in billing was provided (nor were terms of the proposed merger transaction disclosed), it was reported that radio-TV business is at about the same level at both agencies: approximately \$4.5 million at Tinker and about \$5 million at Dodge & Delano.

Agency principals said that the merger of the two companies should be consummated quite quickly. "It looks good and we are happy about the prospect of joining Interpublic," a Dodge principal said.

Among major broadcast clients at

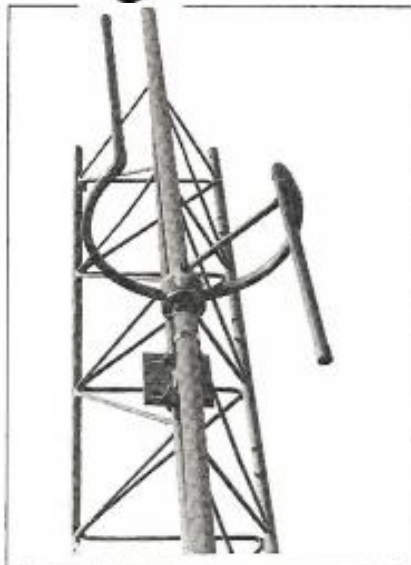
## BAR reports: television-network sales as of Aug. 22

CBS \$358,417,500 (37%); NBC \$334,334,400 (35%); ABC \$265,167,600 (28%)\*

Day parts	Total minutes week ended Aug. 22	Total dollars week ended Aug. 22	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday					
Sign-on-10 a.m.	69	\$ 399,500	2,474	\$ 14,349,500	\$ 14,310,700
Monday-Friday					
10 a.m.-6 p.m.	885	5,242,600	29,715	199,666,800	218,813,500
Saturday-Sunday					
Sign-on-6 p.m.	258	1,539,000	9,032	89,852,400	93,738,300
Monday-Saturday					
6 p.m.-7:30 p.m.	88	1,108,000	3,020	45,171,200	51,009,400
Sunday					
6 p.m.-7:30 p.m.	12	168,700	520	13,368,300	18,441,700
Monday-Sunday					
7:30 p.m.-11 p.m.	435	13,513,800	14,577	553,548,200	606,287,100
Monday-Sunday					
11 p.m.-Sign-off	124	1,188,800	4,194	41,963,100	44,735,900
<b>Total</b>	<b>1,871</b>	<b>\$23,160,400</b>	<b>63,532</b>	<b>\$957,919,500</b>	<b>\$1,047,336,600</b>

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

# Class A Stations & Educators!



JAMPRO HELPS YOU  
**PENNY PINCH**  
on your budget with a

New elliptically polarized  
**Performer**

FM ANTENNA

There's a reason for the name — it's Performance!

It delivers a power rating of one kilowatt per bay (up to 8 bays) and can be field trimmed for minimum VSWR!

Built of marine brass and copper for lasting performance and quality. Conveniently connects to a 1½" EIA line.

Don't sacrifice quality for price — call Jampro for the budget details on the Performer, the FM antenna especially for you!

**(916) 383-1177**

**JAMPRO**

ANTENNA COMPANY

A DIVISION OF  
COMPUTER EQUIPMENT CORPORATION  
6939 Power Inn Road  
Sacramento, Calif. 95828



Dodge & Delano are Bromo Seltzer, Sacramento Tomato Juice and some Borden products. Heavy billing also comes from nonbroadcast liquor accounts (Heublein).

Tinker's business is spread among several product lines and includes some handling of accounts in Latin America. Among its clients are Plough, Esso Chemical, some Coca-Cola business, and Shulton.

The two agencies involved had suffered setbacks temporarily in broadcast accounts. Tinker a few years back lost the hefty Alka-Seltzer account, and Dodge & Delano spokesmen said that their agency has recovered broadcast billings to replace losses suffered after the departure of Mattel toys.

### BusinessBriefly

**Consolidated Cigar Corp.**, through Compton Advertising, both New York, has produced a series of 30-second commercials for El Producto cigars featuring aerial acrobats, gymnasts, fencers and horse racers and placed them in the environment of a \$1-million network-TV football campaign. The spots are scheduled to run on both CBS-TV's American Football Conference and NBC-TV's National Football Conference games beginning Sunday, Oct. 3, and running through to the Super Bowl, Sunday, Jan. 16. Commercials for El Producto's Durango and Cigarlet will also be scheduled.

**R. J. Reynolds Tobacco Co.**, Winston-Salem, N.C., is using radio and TV to advertise a new small cigar, "Winchester," that looks suspiciously like a cigarette—filter-tipped, 85 millimeters long, and packaged 20 per soft-pack box. Winchester will find its way to radio and television audiences in test markets in Boston and Dayton, Ohio. The one-minute spots, using the theme, "Winchester is something else," started

last Tuesday (Sept. 7). Agency is Dancer-Fitzgerald-Sample, New York.

**General Foods Corp.**, White Plains, N.Y., through Young & Rubicam, New York, will launch a campaign for its Jell-O division's "Pudding Treats" in San Francisco and Los Angeles. The campaign will feature 30-second spots and run for about two months beginning in mid-September. The puddings were introduced in Syracuse, N.Y., in April and Portland, Ore., in June.

**Gillette Co.**, Boston, through Benton & Bowles, New York, is using TV this fall (at World Series time, starting Oct. 9) to introduce its new "wet shaving" razor that uses two parallel blades encased in a disposable plastic cartridge. Gillette reportedly will back the introduction, which also will be in print, with more than \$2 million in TV this fall. Over a year's period, Gillette will spend some \$6 million in television and print.

**Shell Oil Co.**, through Ogilvy & Mather, Houston, will launch a 10-week spot-TV campaign in 21 TV markets, beginning Friday, Sept. 17. The 30-second commercials will promote giveaways of glasses embossed with the emblem of the region's professional football team (Chicago Bears, Houston Oilers, Dallas Cowboys, Minnesota Vikings, Cleveland Browns, St. Louis Cardinals, Green Bay Packers) and the insignia of the National Football League. One-third of the spots will appear in NFL games.

### Also in Advertising

**New at Y&R Chicago** ■ The establishment by Young & Rubicam of a retail merchandising unit in its Chicago office was announced last week by Edward N. Newy, president. He said Jack Flatley, formerly with McCann-Erickson, Chicago, is joining Y&R tomorrow (Sept. 7) as manager of retail merchandising.

**Moving Dolphin** ■ Dolphin Productions, New York-based commercial produc-

tion division of Computer Image Corp., moves next month to a new expanded computer animation facility at 305 East 45th Street from its current quarters at 666 Fifth Avenue.

## Direct marketers relying more on TV—Evans

Television not only is a mass medium but is also establishing itself as a major direct-marketing tool, with direct marketers increasing their use of it at a rate that makes theirs "the fastest-growing category of television advertising," looking to account for more than \$50 million in television billings this year.

That was the word given to the Mail Advertising Club of Chicago last Wednesday (Sept. 8) by Jacob A. Evans, central division vice president of the Television Bureau of Advertising. He said TV investments of direct marketers in 1970 totaled \$37.9 million, up 68% from 1969. Among individual companies with substantial increases in TV for direct marketing he listed Columbia Records, Longines-Wittnauer, Physicians Mutual Insurance, Mutual of Omaha and Ronco Foods.

Mr. Evans predicted direct marketing will represent a "significant" category of TV income within three years and will in time join direct mail, magazines and newspapers as a "truly major medium for direct marketing."

## Sold: five children's specials

General Mills Fun Group, Minneapolis, has purchased five children's specials, three on CBS-TV and two on Hughes Television Network. The Fun Group includes Kenner Products and Rainbow Crafts, both through Leonard M. Sive & Associates, Cincinnati, and Parker Bros., Lionel Toy Division and Model Products, all through Humphrey Browning MacDougall, Boston. The buys on CBS-TV: (all one-hour, 5-6 p.m. NYT) *Robin Hood*, Sunday, Nov. 14; *Treasure Island*, Sunday, Nov. 28, and *Christmas Carol*, repeat, Sunday, Dec. 12; on HTN: *Tales of Washington Irving: Legend of Sleepy Hollow and Rip Van Winkle*, one hour, Halloween weekend, Oct. 30-31, and "A Connecticut Yankee in King Arthur's Court," 90 minutes, Thursday, Nov. 25.

## RepAppointments

■ KWAM-AM-FM Memphis; WJNJ-AM-FM Jacksonville, Fla.; KNIR-(FM) New Iberia, La., and KSRF(FM) Santa Monica, Calif.: Gert Buncher & Associates, New York.

■ WHIM-AM-FM Providence, R.I.: Ketel-Carter Inc., Boston (regional).

**Interested in Rochester homes?  
We've got the HUT!**

**WROC-TV8**



## BBC flunks 'Sesame Street'

But turndown and criticism  
don't stop commercial ITA  
from scheduling show

*Sesame Street* has had a profound effect on the under-6 crowd in America. That's what the BBC is worried about. So concerned in fact, it has refused to buy the show.

"*Sesame Street* is an American program based on the viewing habits of American children, which include crime series, soap operas, game shows, and commercials . . . Research reports refer to the program maker's aim to change children's behavior. This sounds like indoctrination," said Monica Sims, head of children's programming for the BBC, in a news conference last Monday (Sept. 6).

Miss Sims criticized the "passive, uninvolved" nature of *Sesame Street* and called it "wallpaper programming." The BBC has had its own program for preschoolers, *Playschool*, for some time now. *Playschool* lasts only 20 minutes and offers learning activities that children may continue after the show.

"TV is no substitute for the interaction between a child and his mother or companions," Miss Sims said. *Playschool* is shown in many countries but is handled separately by each and tailored to each audience's needs.

That is the basic reason for the BBC's decision to exclude *Sesame Street* from its programming fare. Miss Sims feels that the colloquialisms used on the show and its basic format based on commercial techniques would only confuse the British younger audience. David Webster of the New York BBC office later added that because of limitations of broadcasting time, officials were reticent to knock out five hours of home-made programming a week to make room for an imported show.

*Sesame Street* will get its day in Britain, though, on the commercial Independent Television Authority. The program will be shown for 13 weeks, in London, each Saturday beginning Sept. 25. ITA officials say the showing is an experiment, but if successful, *Sesame Street* would be continued, perhaps several times a week.

Michael Dann, vice president of the Children's Television Workshop, which produces *Sesame*, said that "it is of

interest that the BBC actually decided more than a year ago not to show *Sesame Street* and instead continued to import such children's programs as *The Harlem Globetrotters* and *Yogi Bear*." A 10-program test was run in Wales this spring by Harlech-TV and parental response was "better than seven-to-one in praise of the series," he said. "Because of the interest shown by broadcasters, educators, and parents in the test, Independent TV in Britain requested the series."

Robert Hatch, information director for the workshop, dismissed the issue of children's noninvolvement by saying researchers have proven that youngsters interact with the program when asked to complete sentences, give arithmetic answers, and sing along with songs.

"*Sesame Street* continues to be an experiment in television to teach youngsters basic skills," Mr. Dann said. "Scientific research has shown its success, especially in poverty homes . . . In the final analysis, the children and their parents will be able to decide whether the program has any merit."

## Ogilvy & Mather Ltd. buys Benson companies

A formal agreement embodying the plans of Ogilvy & Mather International's United Kingdom subsidiary, Ogilvy & Mather Ltd., to acquire the advertising interests of S. H. Benson (Holdings) Ltd. on Oct. 1 (BROADCASTING, July 19) has been announced.

O&M Ltd. will purchase the Benson advertising companies for \$1,174,000 in cash and 400,000 pounds (\$984,000) in a new 8% convertible unsecured loan stock for O&M Ltd., convertible into common stock of O&M International.

The main Benson United Kingdom agency, S. H. Benson Ltd., will merge with O&M London under the name of Ogilvy, Benson & Mather Ltd. Six other English agencies and a public relations firm owned by Benson will continue to operate separately as subsidiaries of Ogilvy, Benson & Mather Ltd. Benson operates overseas companies in Nigeria, Kenya, Malaysia, Indonesia, Singapore and Hong Kong.

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The 1,000-foot candelabra TV tower that was to be fully occupied within weeks by three Minneapolis-St. Paul television stations and that was virtually completed, collapsed last week killing seven men, injuring two and damaging a nearby transmitter building. In the scene above, tower debris lies across the damaged transmission building that was being used by WCCO-TV (ch. 4) and WTCN-TV (ch. 11) which had temporarily placed their new antennas on the sides of the uncompleted tower last month and were broadcasting from the new site (BROADCASTING, Aug. 23). Both stations switched operations back to their old antennas atop the Foshay Tower in downtown Minneapolis, resuming broadcasting in 30 minutes and 90 minutes, respectively.

The third prospective occupant of the new tower (KSTP-TV [ch. 5]) was still operating from its original antenna, midway between Minneapolis and St. Paul and was unaffected by the accident.

The collapse, the cause of which still has not been determined, resulted in damages that are estimated at more than \$1 million for the tower and roughly \$300,000 for WCCO-TV's transmitter, which was totally destroyed, and damage to the building. The tower was being put up by National Steel Erectors Inc. for Dresser Industries Inc., prime contractor for the three Twin Cities stations. Late last week a Dresser spokesman said it had no word yet on why the tower collapsed. All the dead were riggers employed by National Steel. The two injured, neither seriously, were Stanley Allison and George Grider, both WCCO-TV transmitter engineers.

The site, at Shoreview, Minn., is the FAA-approved antenna farm for Minneapolis-St. Paul, designated after two of the TV stations found it necessary to move from their original site atop the Foshay Tower because of the construction of the 57-story Investors Diversified Service building, also downtown, that threatened to block the two stations' signals. Actually there were to be two candelabra towers at the Shoreview location: one already completed houses KMSP-TV (ch. 9) and noncommercial stations KCTA-TV (ch. 2) and KTCI-TV (ch. 17). This was untouched in the catastrophe.

## Laser Link system claims popularity

Laser Link Corp., New York, reported last week that its television transmission system has been designated in filings to the FCC as the one that 21 CATV operators propose to use when the commission approves their construction permits.

Ken Knight, vice president in charge of sales, told a news conference outlining the company's recent activities that these contingent orders amount to about \$2 million. He said each transmitter is priced at \$50,000 and each receiver at \$5,000 with some of the orders calling for multiple units of the equipment. Ira Kamen, president of Laser Link, said the FCC gave type approval to the system last May, paving the way for production that has begun at the company's facilities in Woodbury, L.I. He pointed out that the system permits the transmission of up to 18 separate TV channels on a single carrier without the use of cable.

He also told the news conference that Laser Link has made a special filing to the FCC to permit the use of frequencies for business, industry, the medical profession and the educational field. Mr. Kamen said Laser Link has requested that broad enough band widths be assigned for local distribution of intercity (long-haul) microwave signals to take advantage of the system's capabilities.

## AEL cable converters

AEL Communications Corp. has introduced its RK-1 and RK-2 bi-directional retrofit kits that enable an existing single cable CATV trunk system to become a bi-directional system with additional channels carried in the reverse direction. The RK-1 converts the trunk station, the RK-2 converts extender amplifiers. Another kit, the RK-3, makes distribution lines bi-directional. A free color brochure on AEL's single and dual cable bi-directional trunk systems, trunk extender amplifiers and other special CATV units, is available by writing AEL, Box 507, Lansdale, Pa. 19446.

## WCAU-TV antenna up

RCA has installed its 100th "traveling wave" antenna in the antenna farm at Roxborough, Pa. for WCAU-TV Philadelphia. The 71-foot antenna has been placed on top of the station's broadcast tower, which had been extended to a height of 1,066 feet.



## Liberalized rules for blind engineers

Blind persons, if otherwise qualified, may now acquire all classes of radio-telephone licenses. The FCC so ruled last week in overturning its previous policy, which had permitted sightless individuals to acquire only third-class licenses.

The commission's action followed a rulemaking proceeding in which over 30 parties filed comments urging such

a change. They pointed out that technological advances, coupled with the desire of handicapped persons to succeed, should surmount the handicaps that previously confronted blind engineers. There were no arguments against the rule change.

In implementing the rules, however, the commission made several stipulations. Noting that examinations for specific licenses must be given orally to blind persons, the commission said an appointment must be made with an

FCC district office at least two weeks in advance. In addition, blind persons acquiring higher degree licenses will not be qualified for employment in the Public Safety Radio Services and any transmitter to be operated by a blind person must be adapted for such use by the licensee.

The commission said that the matter of personal safety of a blind operator is a consideration of employment to be examined by station management and the prospective blind employe.

## FocusOnFinance®

### Profits stay up at Britain's ATC

Associated Television Corp. Ltd., London, diversified company principally engaged in TV production, reported increases in turnover and group profit after taxes for the year ended March 28.

Turnover, equivalent to the gross revenues of American companies, was £37,631,000 for the 1971 period compared to £36,713,000 for the 1970 period. Group profit after taxation was £3,109,000 in 1971 vs. £3,008,000 in 1970. The British pound sterling was the equivalent of about \$2.40 at the end of 1970.

ATV Network Ltd., one of the principal subsidiaries of Associated Television Corp. Ltd., provides programming for independent television in England.

The parent company also has subsidiaries that produce and distribute films and video tapes, primarily for television: own theaters; deal in merchandising rights, and manufacture and distribute records and tapes. Other subsidiaries publish music, are licensees of the Muzak background music franchise and have other business interests.

### FinancialNotes

▪ Ridder Publications, New York, publishing company with broadcast and CATV interests, declared regular quarterly dividends on common and preferred stocks. Eight cents per share is being paid on each share of common and \$2 per share on the preferred. Shareholders of record as of Sept. 10 will receive the dividends payable on Sept. 30.

▪ Cablecom-General Inc., Denver-based CATV systems operator, announced last week the private placement of \$10 million in 10½% senior promissory notes

due July 1, 1986. Financing of the transaction, completed Aug. 24, was negotiated with five insurance companies and resulted in the issuance of 165,000 warrants for the purchase of Cablecom's common stock. Proceeds from the sale of notes were put partially toward retiring a \$7,400,000 short-term bank debt, with remaining funds used by the firm for capital expansion programs.

▪ Fourth quarter earnings for MGM, Culver City, Calif., are expected to include the results of the sale of Lot #3 to Levitt-United Multihousing Corp. for \$7,250,000. The developer plans construction of a \$60-million complex of apartments and condominiums. The sale was in keeping with MGM's announced intentions of disposing of assets which, the company says, do not contribute sufficiently to profits.

▪ RCA has declared a quarterly dividend of 25 cents a share on the company's common stock, payable Nov. 1 to holders of record Sept. 13. Dividends of 87½ cents a share were declared

on the \$3.50 cumulative first preferred stock and \$1 a share on the \$4 cumulative convertible series first preferred stock, both for the period from Oct. 1, 1971, to Dec. 31, 1971, and both payable Jan. 3, 1972, to holders of record Dec. 10.

### CompanyReports

Tele - Communications Inc., Denver-based multiple-CATV and microwave systems owner, reported a 73% increase in net earnings and a 58% rise in revenues for the first half of 1971.

For the six-month period ended June 30:

	1971	1970
Earned per share	\$ 0.08	\$ 0.06
Revenues	5,835,140	3,702,412
Net income	263,457	151,773
Shares outstanding	3,512,062	2,829,804

Note: The 79%-owned subsidiary, National Telefilm Associates, has not been included.

▪ LVO Cable Inc., Tulsa, Okla.-based multiple-CATV owner, experienced an increase in revenues and net income during its first fiscal year of operation

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of a public entity, to complement an increase of 20.4% in subscribers during the period.

For the fiscal year ended May 31:

	1971	1970
Earned per share	\$ 0.16	\$ 0.00
Revenues	5,400,000	4,800,000
Net income	188,000	(3,000)
Shares outstanding	1,141,000	991,000

▪ The Signal Companies Inc., Los Angeles, 49.9% owner of Golden West Broadcasters, group radio and television station owner there, reported a slight increase in net income for the six month

period ended June 30. Revenues were down over 11% for the same

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.58	\$ 0.58
Revenues	675,390,000	759,255,000
Net income	12,613,000	12,530,000
Shares outstanding	21,780,000	21,621,000

Note: Extraordinary items amounted to \$2,992,000 or 14 cents per share in 1971 and \$1,589,000 or seven cents per share in 1970.

▪ Gray Communications Systems Inc., Albany, Ga., TV broadcaster, newspaper publisher and CATV systems operator, last week reported increased

revenues and income for the firm's past fiscal year.

For the year ended June 30:

	1971	1970
Earned per share	\$ 0.63	\$ 0.57
Revenues	5,963,745	5,300,607
Net income	297,282	269,885

▪ Chuck Barris Productions, Hollywood, program producers, reported decreases in net income and per-share earnings for fiscal 1971 ended May 31. The firm also announced in its annual report that the pilots for two new game shows, *Dream Girl* and *Cop-Out*, were

## The Broadcasting Stock Index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Sept. 8	Closing Sept. 1	Net change in week	1971		Approx. shares out (000)	Total market capitalization (000)	
						High	Low			
<b>Broadcasting</b>										
ABC	ABC	N	45 $\frac{3}{4}$	42 $\frac{1}{2}$	+ 2 $\frac{1}{2}$	48	25	7,089	\$303,055	
ASI Communications	ASIC	O	3 $\frac{1}{2}$	3 $\frac{1}{2}$	—	4 $\frac{1}{2}$	2 $\frac{1}{2}$	1,789	6,709	
Capital Cities	CCB	N	47 $\frac{1}{2}$	45 $\frac{1}{2}$	+ 2 $\frac{1}{2}$	48 $\frac{3}{4}$	29	6,236	293,092	
CBS	CBS	N	45 $\frac{1}{2}$	43 $\frac{1}{2}$	+ 2	49 $\frac{1}{2}$	30 $\frac{1}{2}$	27,210	1,244,858	
Cox	COX	N	31 $\frac{1}{2}$	29 $\frac{1}{2}$	+ 1 $\frac{1}{2}$	31	17 $\frac{1}{2}$	5,802	173,306	
Gross Telecasting	GCG	A	14	13 $\frac{1}{2}$	+ $\frac{1}{2}$	16	10 $\frac{1}{2}$	800	11,296	
LIN	LINB	O	14 $\frac{1}{2}$	14 $\frac{1}{2}$	+ $\frac{1}{2}$	15 $\frac{1}{2}$	6 $\frac{1}{2}$	2,294	32,690	
Mooney	MOON	O	8 $\frac{1}{2}$	8 $\frac{1}{2}$	—	8 $\frac{1}{2}$	4	250	2,313	
Pacific & Southern	PSOU	O	12 $\frac{1}{2}$	12 $\frac{1}{2}$	+ $\frac{3}{4}$	17 $\frac{1}{2}$	12 $\frac{1}{2}$	1,637	20,872	
Rahall Communications	RAHL	O	12	11 $\frac{1}{2}$	+ $\frac{1}{2}$	29	8 $\frac{1}{2}$	1,037	10,889	
Scripps-Howard	SCRIP	O	22 $\frac{1}{2}$	22 $\frac{1}{2}$	—	25	18	2,589	58,890	
Sonderling	SDB	A	25 $\frac{1}{2}$	24 $\frac{1}{2}$	+ 1	34	22	997	24,177	
Starr	SBG	M	19	18 $\frac{1}{2}$	+ $\frac{1}{2}$	20 $\frac{1}{2}$	8 $\frac{1}{2}$	496	9,672	
Taft	TFB	N	41 $\frac{1}{2}$	39 $\frac{1}{2}$	+ 2 $\frac{1}{2}$	44 $\frac{1}{2}$	23 $\frac{1}{2}$	3,707	147,798	
								<b>Total</b>	<b>61,933</b>	<b>\$2,339,622</b>

### Broadcasting with other major interests

Avco	AV	N	17 $\frac{1}{2}$	16 $\frac{1}{2}$	+ 1 $\frac{1}{2}$	18	12 $\frac{1}{2}$	11,475	\$176,371	
Bartell Media	BMC	A	4 $\frac{1}{2}$	4 $\frac{1}{2}$	— $\frac{1}{2}$	8	3 $\frac{1}{2}$	2,254	9,580	
Boston Herald-Traveler	BHLD	O	24	24	—	28	19	577	15,579	
Chris-Craft	CCN	N	6 $\frac{1}{2}$	6 $\frac{1}{2}$	+ $\frac{1}{2}$	9 $\frac{1}{2}$	5 $\frac{1}{2}$	3,901	22,431	
Combined Communications	CCOM	O	21 $\frac{1}{2}$	18 $\frac{1}{2}$	+ 2 $\frac{3}{4}$	21 $\frac{1}{2}$	10 $\frac{1}{2}$	2,131	39,424	
Cowles Communications	CWL	N	11 $\frac{1}{2}$	11 $\frac{1}{2}$	—	12 $\frac{1}{2}$	8	3,969	45,644	
Fuqua	FQA	N	23 $\frac{1}{2}$	22 $\frac{1}{2}$	+ $\frac{1}{2}$	26 $\frac{1}{2}$	13 $\frac{1}{2}$	6,700	162,475	
Gannett	GCI	N	56 $\frac{1}{2}$	54 $\frac{1}{2}$	+ 2	56	32 $\frac{1}{2}$	7,519	403,189	
General Tire	GY	N	27 $\frac{1}{2}$	26 $\frac{1}{2}$	+ 1	28 $\frac{1}{2}$	21 $\frac{1}{2}$	18,713	502,818	
Gray Communications	GO	O	5 $\frac{1}{2}$	5 $\frac{1}{2}$	—	8	5 $\frac{1}{2}$	475	2,670	
ISC Industries	ISC	A	6	6	—	8	4 $\frac{1}{2}$	1,959	11,499	
Lamb Communications	LC	O	2 $\frac{1}{2}$	2 $\frac{1}{2}$	+ $\frac{1}{2}$	2 $\frac{1}{2}$	2 $\frac{1}{2}$	475	1,069	
Lee Enterprises	LNT	A	18 $\frac{1}{2}$	19	— $\frac{1}{2}$	20	18 $\frac{1}{2}$	1,957	54,052	
Liberty Corp.	LC	N	23 $\frac{1}{2}$	22 $\frac{1}{2}$	+ $\frac{1}{2}$	24	17 $\frac{1}{2}$	6,744	151,740	
Meredith Corp.	MOP	N	24	24 $\frac{1}{2}$	— $\frac{1}{2}$	29 $\frac{1}{2}$	19 $\frac{1}{2}$	2,754	68,850	
Metromedia	MET	N	27 $\frac{1}{2}$	27 $\frac{1}{2}$	—	30 $\frac{1}{2}$	17 $\frac{1}{2}$	5,756	163,298	
Multimedia Inc.	MI	O	32 $\frac{1}{2}$	33	— $\frac{3}{4}$	34 $\frac{1}{2}$	25	2,406	79,398	
Outlet Co.	OTU	O	17 $\frac{1}{2}$	17	+ $\frac{1}{2}$	22	14 $\frac{1}{2}$	1,332	23,470	
Post Corp.	POST	N	—	14 $\frac{1}{2}$	—	14 $\frac{1}{2}$	9 $\frac{1}{2}$	734	10,643	
Publishers Broadcasting Corp.	PUBB	O	3 $\frac{1}{2}$	3 $\frac{1}{2}$	—	4 $\frac{1}{2}$	1 $\frac{1}{2}$	916	2,977	
Reeves Telecom	RBT	A	2 $\frac{1}{2}$	2 $\frac{1}{2}$	+ $\frac{1}{2}$	3 $\frac{1}{2}$	2	2,292	5,730	
Ridder Publications	RPI	N	27	24 $\frac{1}{2}$	+ 2 $\frac{1}{2}$	26 $\frac{1}{2}$	23 $\frac{1}{2}$	8,236	213,065	
Rollins	ROL	N	38 $\frac{1}{2}$	38 $\frac{1}{2}$	+ $\frac{1}{4}$	43 $\frac{1}{2}$	25 $\frac{1}{2}$	8,065	306,470	
Rust Craft	RUS	A	40 $\frac{1}{2}$	41 $\frac{1}{2}$	— $\frac{1}{4}$	48 $\frac{1}{2}$	28 $\frac{1}{2}$	1,159	47,519	
Schering-Plough	PLO	N	82 $\frac{1}{2}$	79 $\frac{1}{2}$	+ 2 $\frac{1}{2}$	87 $\frac{1}{2}$	60 $\frac{1}{2}$	25,174	2,089,442	
Storer	SBK	N	28 $\frac{1}{2}$	28 $\frac{1}{2}$	—	33 $\frac{1}{2}$	19	4,223	124,030	
Time Inc.	TL	N	54	49 $\frac{1}{2}$	+ 4 $\frac{1}{2}$	62 $\frac{1}{2}$	40 $\frac{1}{2}$	7,257	377,364	
Trans-National Communications	TNC	O	3 $\frac{1}{2}$	3 $\frac{1}{2}$	— $\frac{1}{2}$	4	1 $\frac{1}{2}$	1,000	370	
Turner Communications	TC	O	3 $\frac{1}{2}$	3 $\frac{1}{2}$	—	4	2	1,328	4,143	
Wometco	WOM	N	20	20 $\frac{1}{2}$	— $\frac{1}{2}$	23 $\frac{1}{2}$	17 $\frac{1}{2}$	6,037	120,740	
								<b>Total</b>	<b>147,518</b>	<b>\$5,236,030</b>

### CATV

American Electronic Labs.	AELBA	O	7 $\frac{1}{2}$	7	+ $\frac{1}{2}$	10	3	1,636	\$11,043	
American TV & Communications	AMTV	O	23	20 $\frac{1}{2}$	+ 2 $\frac{1}{2}$	28 $\frac{1}{2}$	17 $\frac{1}{2}$	2,042	41,861	
Burnup & Sims	BSIM	O	25 $\frac{1}{2}$	26	— $\frac{1}{2}$	37 $\frac{1}{2}$	20 $\frac{1}{2}$	2,962	80,715	
Cablecom-General	CCG	A	14 $\frac{1}{2}$	13 $\frac{1}{2}$	+ 1 $\frac{1}{2}$	17 $\frac{1}{2}$	11 $\frac{1}{2}$	2,485	30,739	
Cable Information Systems	CIS	O	2 $\frac{1}{2}$	2 $\frac{1}{2}$	— $\frac{1}{2}$	4 $\frac{1}{2}$	2 $\frac{1}{2}$	955	2,626	
Citizens Financial Corp.	CPN	A	15	13 $\frac{1}{2}$	+ 1 $\frac{1}{2}$	15 $\frac{1}{2}$	12 $\frac{1}{2}$	1,590	21,863	
Columbia Cable	CCAB	O	11 $\frac{1}{2}$	10 $\frac{1}{2}$	+ 1 $\frac{1}{2}$	15 $\frac{1}{2}$	9 $\frac{1}{2}$	900	9,675	
Communications Properties	COMU	O	10	8 $\frac{1}{2}$	+ 1 $\frac{1}{2}$	10 $\frac{1}{2}$	7 $\frac{1}{2}$	1,800	14,850	
Cox Cable Communications	COXC	A	21	16 $\frac{1}{2}$	+ 4 $\frac{1}{2}$	25 $\frac{1}{2}$	16 $\frac{1}{2}$	3,552	62,588	
Cypress Communications	CYPR	O	8 $\frac{1}{2}$	8 $\frac{1}{2}$	—	10 $\frac{1}{2}$	7	2,384	19,954	
Entron	ENT	A	3 $\frac{1}{2}$	3 $\frac{1}{2}$	+ $\frac{1}{2}$	7 $\frac{1}{2}$	3 $\frac{1}{2}$	1,320	4,950	
General Instrument Corp.	GRL	N	22 $\frac{1}{2}$	20 $\frac{1}{2}$	+ 1 $\frac{1}{2}$	29 $\frac{1}{2}$	18 $\frac{1}{2}$	6,368	145,638	
Sterling Communications	STER	O	5 $\frac{1}{2}$	5 $\frac{1}{2}$	—	6 $\frac{1}{2}$	3 $\frac{1}{2}$	1,100	8,182	
Tele-Communications	TCOM	O	18 $\frac{1}{2}$	18 $\frac{1}{2}$	— $\frac{1}{2}$	20 $\frac{1}{2}$	12	2,856	54,264	
Teleprompter	TP	A	91	79 $\frac{1}{2}$	+ 11 $\frac{1}{2}$	91	56 $\frac{1}{2}$	3,077	255,391	
Television Communications	TVCM	O	8 $\frac{1}{2}$	7 $\frac{1}{2}$	+ $\frac{1}{2}$	10 $\frac{1}{2}$	7	3,804	29,481	
Viacom	VIA	N	16 $\frac{1}{2}$	15 $\frac{1}{2}$	+ $\frac{1}{2}$	21	12 $\frac{1}{2}$	3,760	59,220	
Vikoa	VIK	A	8 $\frac{1}{2}$	6 $\frac{1}{2}$	+ 1 $\frac{1}{2}$	14 $\frac{1}{2}$	6	2,339	15,204	
								<b>Total</b>	<b>44,930</b>	<b>\$866,240</b>

completed and ready for sale. CBP has also finished the pilot of *Bill Russell in Washington*, a political talk show for syndication with the former Boston Celtic basketball star as host.

For the year ended May 31:

	1971	1970
Earned per share	\$ 0.37	\$ 0.48
Revenues	3,708,849	4,920,911
Net income	351,918	518,555
Shares outstanding	1,052,377	734,937

Note: Per-share earnings have been restated to give effect to the three-for-two stock split distributed in January and the five percent stock dividend distributed in 1970.

Reeves Telcom Corp., New York, has

reduced sharply the losses sustained in 1970, through the company continued to operate unprofitably in the first half of 1971. Reeves' six-month interim report shows that the first-half 1971 net loss dropped to \$491,000 from over \$4 million in the first half of 1970. The company said its entire operating loss was attributable to the production services division, adding that its broadcasting, land development and real estate printing divisions are "exceeding expectations."

Reeves said a \$9-million suit against the corporation and certain directors by a former president has been terminated. The suit was filed last February by Richard Geismar, who said he was dismissed as president by Reeves "without cause" and without remuneration. (Mr. Geismar confirmed last week that the suit had been settled out of court last June but declined to provide details.)

For the six months ended June 30:

	1971	1970
Earned per share	\$ (0.23)	\$ (2.18)
Net (loss)	(491,000)	(4,980,000)
Gross revenues	4,674,000	6,266,000

	Stock symbol	Ex-change	Closing Sept. 8	Closing Sept. 1	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)	
<b>Programming</b>										
Columbia Pictures	CPS	N	10½	9½	+ ⅞	17½	9½	6,342	\$63,420	
Disney	DIS	N	114¼	114	+ ¾	128½	77	12,854	1,511,887	
Filmways	FWY	A	6½	6½	—	11½	5½	1,829	11,431	
Four Star International		O	1½	1½	—	1½	1	666	1,166	
Gulf & Western	GW	N	28½	27½	+ ⅝	31	19	14,964	433,956	
Kinney Services	KNS	N	34½	33½	+ 1	39½	28¼	11,230	383,168	
MCA	MCA	N	26¼	25½	+ 1½	30	21½	8,165	198,001	
MGM	MGM	N	24	20¼	+ 3¼	26½	15½	5,886	119,898	
Music Makers	MUSC	O	2½	2½	—	3½	2½	589	1,543	
Tele-Tape Productions		O	2½	2	+ ½	2½	1	2,183	4,912	
Transamerica	TA	N	19½	19¼	+ ½	20½	15¼	63,841	1,188,719	
20th Century Fox	TF	N	11¼	10¾	+ ⅞	15½	8½	8,562	84,507	
Walter Reade Organization	WALT	O	2½	1¼	+ ¾	3½	1¼	2,414	3,911	
Wrather Corp.	WCO	A	7½	6½	+ 1¼	8½	6¼	2,164	16,230	
								<b>Total</b>	<b>146,666</b>	<b>\$4,203,165</b>
<b>Service</b>										
John Blair	BJ	N	19½	19¼	— ⅞	24¼	16	2,584	\$50,388	
ComSat	CQ	N	66¼	63	+ 3¼	84½	49½	10,000	651,200	
Creative Management	CMA	A	11¼	9½	+ 1¾	17¼	7½	1,050	10,500	
Doyle Dane Bernbach	DOYL	O	20¼	18½	+ 2¼	26½	21	1,929	38,098	
Elkins Institute	ELKN	O	9½	9½	+ ¾	16½	8½	1,664	16,008	
Foote, Cone & Belding	FCB	N	12	12	—	13½	7½	2,196	28,548	
Grey Advertising	GREY	O	16¼	16¼	—	16¼	9¼	1,209	20,251	
Marvin Josephson Assoc.	MRVN	O	7½	7¼	+ ¼	12	7½	902	7,442	
LaRoche, McCallrey & McCall		O	—	11¼	—	16½	9	585	6,435	
Marketing Resources & Applications		O	8½	9½	— 1	18¼	2½	504	4,914	
Movielab	MOV	A	2½	2½	—	4	1	1,407	2,983	
MPO Videotronics	MPO	A	5¼	5¼	—	8½	5	557	3,130	
Nielsen	NIELA	O	42½	41½	+ 1	49¼	39¼	5,299	229,182	
Ogilvy & Mather	OGIL	O	35¾	33¼	+ 2½	36	24	1,096	37,264	
PKL Co.	PKL	A	7½	7¼	+ ¼	9½	3½	742	6,678	
J. Walter Thompson	JWT	N	44½	43½	+ 1	60	34½	2,721	1,143	
Transmedia International		O	½	½	—	3¼	½	535	134	
Wells, Rich, Greene	WRG	N	21¼	21¼	— ½	25½	15¼	1,601	34,213	
								<b>Total</b>	<b>36,581</b>	<b>\$1,148,511</b>
<b>Manufacturing</b>										
Admiral	ADL	N	18½	17¼	+ 1½	21	8	5,163	\$98,097	
Ampex	APX	N	17¼	16¼	+ 1½	25½	13½	10,873	171,250	
CCA Electronics	CCAE	O	4¼	3¾	+ ⅞	4¼	2¼	897	3,588	
Collins Radio	CRI	N	15¼	15¼	— ½	20½	11¼	2,968	40,424	
Computer Equipment	CEC	A	3½	4	— ½	7¼	3½	2,434	9,736	
Conrac	CAX	N	24¼	22½	+ 2½	29	15½	1,259	29,423	
General Electric	GE	N	64½	62½	+ 2½	65½	52½	181,626	11,215,406	
Harris-Intertype	HI	N	59½	60¼	— ⅝	69½	49½	6,333	378,397	
Magnavox	MAG	N	52½	51½	+ ½	55	37½	17,283	933,282	
3M	MMM	N	120¼	119	+ 1¼	123½	95½	56,186	6,847,388	
Motorola	MOT	N	87¼	85¼	+ 2½	89¼	51½	13,370	1,166,532	
RCA	RCA	N	34¼	33¼	+ 1	40¼	28	74,437	2,679,732	
Reeves Industries	RSC	A	3¼	3¼	—	6¼	2¼	3,458	12,968	
Telemation	TIMT	O	9	9½	— ¾	13¼	8½	14,040	135,065	
Westinghouse	WX	N	95	94½	+ ½	95½	65½	41,555	3,854,226	
Zenith	ZE	N	51¼	51¼	—	54½	36½	19,022	977,160	
								<b>Total</b>	<b>450,904</b>	<b>\$28,552,674</b>
								<b>Grand Total</b>	<b>888,532</b>	<b>\$42,346,242</b>
<b>Standard &amp; Poor Industrial Average</b>			112.00	109.46	+ 2.54					

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

Shares outstanding and capitalization as of Aug. 25.  
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.



## Broadcast Advertising

**J. Bernal Quiros**, director of advertising, American Airlines, New York, promoted to staff VP-advertising and sales promotion. Mr. Quiros is succeeded by **Paul H. Gold**, manager of advertising.

**Polly B. Langbort**, media group supervisor, and **Morton Lowenstein**, account supervisor, Young & Rubicam, New York, elected VP's.

**Richard L. Olsen**, West Coast broadcast production coordinator, Gardner Advertising, Los Angeles, elected VP.

**Robert P. Linderman**, creative group head, Kenyon & Eckhardt, New York, elected VP.

**John C. Considine**, corporate research director, W. B. Doner & Co., Detroit, elected VP.

**Gerard J. Sperry**, with sales staff, CBS-FM Sales, New York, appointed Eastern sales manager.

**Harold J. Greer**, account supervisor, Grey Advertising, New York, elected VP.

**Tony G. Armstrong**, with sales staff, station identification packaging division, Pepper & Tanner, Memphis, elected VP.

**Edward H. Forester**, manager, Detroit office, RKO Radio Representatives, appointed Eastern sales manager of RRR, in New York. He is succeeded in Detroit by **Frederick K. Gebstadt**, with New York sales staff. **John E. Collins**, with sales staff, WGMS(AM) Bethesda, Md., and WGMS-FM Washington, joins RRR, Atlanta, as manager of that office.

**William T. Crowell**, with sales staff, CBS Television Stations National Sales, New York, appointed national sales manager, KMOX-TV St. Louis, CBS-owned station.

**Carol A. Stephenson**, VP and associate director of broadcast activities, Klau-Van Pietersom-Dunlap, Milwaukee, named VP and director of broadcast activities.

**W. Arthur Fielden**, senior VP, Bishopric & Fielden, Miami agency, named vice chairman of board of directors. **Wallace A. Scotten**, VP, named senior VP.

**Wallace Butterworth**, VP and account manager, Ketchum, MacLeod & Grove,

Pittsburgh, appointed account supervisor.

**Stella Z. Porter**, president of now defunct Media Consultant Services, Philadelphia, joins Media Partners, New York, as senior media buyer.

**William P. Kennedy**, VP, and **Michael F. Murphy**, art director, both Davi-Callihan, agency, New York, open new advertising, marketing communications and PR firm, Kennedy, Murphy & Dowd, Hicksville, N.Y. Mr. Kennedy and Mr. Murphy will be president and VP, respectively.

**George W. Allen**, manager, Pacific West Advertising, Los Angeles, leaves to form George W. Allen & Associates, San Marcos, Calif., advertising and broadcast consultants.

**John Donnelly**, commercial producer, Leo Burnett, New York, appointed executive TV producer.

**Robert Lang**, actor, joins Young & Rubicam/West Coast, Los Angeles, as producer in TV programing department.

**Benjamin D. McKeel**, national sales manager, WHTN-TV Huntington, W. Va., appointed to similar position, WLWT-TV Cincinnati.

**Douglas B. Slye**, national sales manager, KFRC(AM) San Francisco, appointed general sales manager. **Al Mackay**, with sales staff, KFRC, appointed local sales manager.

**John J. McGuinness**, president and general manager, Sound Corp., licensee of KADX(FM) Denver, joins KIMN(AM) there as general sales manager.

**Richard Muth**, sales manager, WEBN(FM) Cincinnati, appointed general sales manager, KDKB-AM-FM Mesa, Ariz. **Jini Murray**, sales manager, KCAC(AM) Phoenix, joins KDKB-AM-FM as local sales manager.

**Joseph T. Waugh**, senior VP of client services. **Ronald D. Tucker**, senior VP of marketing services, and **James V. Ficco**, VP and general manager, Pittsburgh office, elected to board of directors of Mel Richman, Bala Cynwyd, Pa., marketing services consultant.

## The Media

**George Resing Jr.**, program director, WLS-TV Chicago, joins WQXI-TV Atlanta, as station manager.

**Eric Hausenstein**, with sales staff, WEBN(FM) Cincinnati, appointed VP and general manager, KDKB-AM-FM Mesa, Ariz. **June Vogel**, business manager,

WEBN, appointed to similar position at KDKB stations.

**William R. Sinkunas**, VP, Nation Wide Cablevision, Los Angeles-based CATV group owner, named VP and general manager, Cablevision Corp. of America, subsidiary of Television Communications Corp., New York.

**Harold L. Wohlwend**, business manager and controller, WTOL-TV Toledo, Ohio, Cosmos Broadcasting station, appointed controller of Cosmos. He is based in Columbia, S.C.

**James R. Lowenberg**, VP and general manager, KRCB-AM-FM Council Bluffs, Iowa, joins KCFI(AM) Cedar Falls, Iowa, as general manager.

**Jay M. Epstein**, sales manager, WAKY(AM) Louisville, Ky., appointed general manager, WBBF(AM) Rochester, N.Y.

**Dana M. Kott**, director, Philadelphia office, Columbia School of Broadcasting, named president and general manager, WCOB(FM) Hyannis, Mass.

**William R. Price Jr.**, creative director, WCTC-AM-FM New Brunswick, N.J., appointed general manager, WBRW(AM) Somerville, N.J.

**Lou Morgan**, business manager, KXOA-AM-FM Sacramento, Calif., joins WTVM-TV Columbus, Ga., in similar capacity.

**Walter Saffer**, director of tax administration, NBC, named VP, tax administration.

**Al Charles**, VP-station manager, WAYB(AM) Waynesboro, Va., resigns to join Diehl Motors there as PR and advertising director.

## Programing

**James Conley**, VP, Meredith Corp., and general manager of its broadcasting division, New York, elected to additional responsibilities as president, Ralph Andrews Productions, Meredith subsidiary, Burbank, Calif. Subsidiary is packager of TV programs.

**Richard D. Lindheim**, manager of program research, NBC, Burbank, Calif., appointed director, program research.

**Sylvester (Pat) Weaver**, consultant and one-time president of NBC, joins Qualis Productions, Los Angeles, as creative consultant. First assignment is the syndicated series, *Election '72: 18 and Over*.

**H. Coleman Mitchell Jr.**, director of on-air promotion, WOR-TV New York,



Miss Stephenson

Miami agency, named vice chairman of board of directors. **Wallace A. Scotten**, VP, named senior VP.

**Wallace Butterworth**, VP and account manager, Ketchum, MacLeod & Grove,

appointed producer and assistant to station's program director.

**William J. Toohey**, day editor, UPI audio network, New York, joins National Public Radio office there as program coordinator.

**Vincent Fleming**, production manager, KBAK-TV Bakersfield, Calif., appointed operations manager there.

**Edd Robinson**, with WAME(AM) Charlotte, N.C., appointed program manager.

**C. Dwight Tindle**, student, Kenyon College, Gambier, Ohio, named president and program director, KDKB-AM-FM Mesa, Ariz.

**Ken Malden**, sports director, WGBS(AM) Miami, appointed program director.

**Donald H. Bartlett**, with WCOD(FM) Hyannis, Mass., appointed program director.

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## Broadcast Journalism

**Neil E. Derrough**, VP and general manager, KCBS(AM) San Francisco, named VP-general manager, WCBS(AM) New York. Both are CBS-owned stations. Mr. Derrough succeeds **Joseph Dembo**, leader in developing WCBS's all-news format, who becomes bureau manager, CBS News, Rome. Mr. Dembo will assume some of duties performed by **Winston Burdett**, chief Rome correspondent for CBS News. Mr. Dembo's appointment is effective Sept. 19, Mr. Derrough's, Sept. 20.

**John P. Dingham**, New York state field representative, AP, appointed New England broadcast supervisor at AP's Boston bureau. He succeeds **Dudley Lehew**, who becomes regional editor, AP, Boston.

**James M. Evans**, manager, UPI, Memphis office, moves to similar position at UPI, Birmingham, Ala. He is succeeded in Memphis by **Charles S. Aldinger**, manager, UPI, Jacksonville, Fla.

**Charles Osgood**, anchorman and reporter, WCBS(AM) New York, appointed CBS News correspondent, handling assignments for both CBS-TV and CBS Radio.

**John Allen**, with news staff, KTEW-TV Tulsa, Okla., joins KCNW(AM) there as news director.

**Eddie Barker**, former news director, KRLD-AM-FM-TV Dallas, and in similar position with TV facility, now KDFW-TV, since its transfer to Times Mirror Co. in May 1970, appointed evening news anchorman. Mr. Barker joined stations in 1949, year TV outlet began operation.

**John D. Bray**, reporter, Armed Forces Korean Network, joins WUTV(TV) Buffalo, N.Y., as news director.

**George McManus**, religious editor,

KCBS(AM) San Francisco, appointed managing editor.

**Susan J. Hoffman**, news director, WVCN(FM) Carrollton, Ky., appointed to similar position, KDKB-AM-FM Mesa, Ariz.

**Bill Hampton**, newscaster and documentary writer, KFI(AM) Los Angeles, joins KPSA(FM) Los Angeles as news director.

**Ann Eskridge**, reporter, *Oklahoma (City) Journal*, joins WBEN-TV Buffalo, N.Y., as reporter.

**Dale Cerhin**, with news staff, KCAU-TV Sioux City, Iowa, appointed assistant news director. **Bob Lawrence**, with KTVA(TV) Anchorage, joins KCAU-TV as reporter.

**Joe Kramer**, with news staff, KCMO-TV Kansas City, Mo., appointed news director.

**Barney Morris** and **Larry McCormick**, newsmen, KTLA(TV) Los Angeles, appointed co-anchormen for station's evening newscasts.

**Charles Gray**, newsman, KMBC-TV Kansas City, Mo., appointed editor-at-large enlarging his area of coverage to include all Kansas and Missouri.

**Andy Musser**, sports announcer, CBS-TV, joins CBS-owned WCBS-TV New York, news department, as sports broadcaster.

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## Promotion

**Miriam Boucher**, media director, Donald Sawyer Associates, Beverly Hills, Calif., joins Bob Harris Advertising, Los Angeles as director, radio and TV promotion and PR.

**Robert D. Willis**, assistant promotion director, WJIC-TV Pittsburgh, appointed director of PR and promotion.

**Phillip W. Miller**, promotion manager, KOMU-TV Columbia, Mo., joins KOCO-TV Oklahoma City in similar capacity.

**Bill G. Mize**, with sales staff, WKTZ-AM-FM Jacksonville, Fla., appointed promotion and marketing director.

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## Equipment & Engineering

**Frederick J. Haines**, with engineering staff, video products division, Ampex Corp., Redwood City, Calif., rejoins International Video Corp., Sunnyvale, Calif., as product manager for color-TV cameras. Before joining Ampex, Mr. Haines had been projects engineer at IVC.

**Gerald T. Plenmons**, chief engineer, noncommercial KQED-FM-TV and KQEC(TV) all San Francisco, appointed director of engineering.

**Andy Barber**, with WTVM(TV) Columbus, Ga., appointed chief engineer.

**Michael Ward**, chief engineer, WBCN-

(FM) Boston, joins WCOD(FM) Hyannis, Mass., in similar capacity.

**Ken Knight**, with technical sales staff, Laser Link Corp., New York-based multichannel microwave equipment manufacturer, elected VP.

**John W. Keller Jr.**, chief engineer, WKOK-AM-FM Sunbury, Pa., named VP for engineering.

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## Allied Fields

**Max Paglin**, former general counsel and executive director, FCC, Washington, appointed supervising attorney in Office of Opinions and Review. He succeeds **Joseph Zias**, recently appointed chief of Renewals and Transfer Division. FCC (BROADCASTING, Aug. 2). Mr. Paglin, until his new appointment, was commission's special assistant to administrative procedure. He continues as FCC representative to Administrative Conference of U.S.

**Lieutenant Colonel Jordan E. Rizer**, chief, American Forces Radio and Television Service Branch, secretary of the Air Force office of information, Washington, retires from active duty after 20 years, of which last five with AFRTS. He has been appointed special assistant AFRTS, Department of the Navy, there.

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## International

**John Hylton**, general counsel, Canadian Radio-Television Commission, Ottawa, appointed managing director of operations, newly created position designed to coordinate CRTC work.

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## Deaths

**Spring Byington**, 72, movie, radio and TV actress, died Sept. 7 after brief illness at her home in Hollywood. Miss Byington starred in *December Bride* TV series from 1954 to 1959 and was nominated for Emmy award in 1958. She is survived by two daughters.

**Herbert G. Love**, 81, Canadian broadcast pioneer, died Aug. 27 in Calgary, Alberta, of heart attack. Mr. Love began his career with CFAC(AM) Calgary in 1922. Later that year, he joined with W. W. Grant to found Voice of the Prairies Broadcasting, owners of CFCN(AM) also Calgary. Mr. Love purchased CFCN in 1928 and served as its president until 1967, when station was sold to MacLean-Hunter Ltd. He was instrumental in establishment of Calgary's first TV outlet, now CFAC-TV. He later built CFCN-TV there. In 1970 Canadian Association of Broadcasters of which he had been director, created The H. Gordon Love Award, presented to Canadian TV station of year. He is survived by his wife, Mabel, one daughter and two sons.

As compiled by BROADCASTING, Sept. 1 through Sept. 7 and based on findings, 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—direction 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

■ Selma, Ala.—FCC denied motion by WCOV Inc., licensee of WCOV-TV, Montgomery, Ala., for stay of construction to change facilities of WSLA-TV Selma, Ala. Action Sept. 1.

### Other action

■ Review board in Fort Smith and Jonesboro, both Arkansas, TV proceeding, granted request by Broadcast Bureau for extension of time through September 15, to file responsive pleadings to petition by George T. Herreich to enlarge issues. Proceeding involves application for license for KFPW-TV Fort Smith, and renewal of license of KAIT-TV Jonesboro (Docs. 19291-2). Action Sept. 2.

## Existing TV stations

### Final actions

■ WRC-AM-FM-TV Washington—FCC deferred action on complaint by WRC Women's Rights Committee and Washington Chapter of the National Organization of Women, alleging that NBC and WRC-AM-FM-TV have discriminated against employees on basis of sex, pending action by Equal Employment Opportunity Commission. Action Sept. 1.

■ KRSD-TV Rapid City and KDSJ Lead, both South Dakota—FCC rescheduled, on request by Broadcast Bureau, oral argument in proceeding on renewal of licenses for KRSD-TV and KDSJ-TV, for Oct. 7, at 9:30 a.m. (Docs. 18358-9). Action Sept. 1.

■ \*KTPS(TV) Tacoma, Wash.—Broadcast Bureau granted license covering utilization of old main trans. as aux. trans. at main trans. location. Action Aug. 31.

## New AM stations

### Applications

■ KFAY Fayetteville, Ark.—Seeks CP to increase tower height to accommodate FM ant. Ann. Aug. 25.

■ KOMA Oklahoma City—Seeks CP to modify MEOV's. Ann. Aug. 25.

### Final action

■ Warsaw, N.Y.—FCC denied applications by "What the Bible Says Inc." and Oxbow Broadcasting Corp., for review of Review Board grant of application of John B. Weeks for CP for new daytime AM to operate on 1140 khz at Warsaw, (Docs. 17571-3). Action Sept. 1.

### Action on motion

■ Hearing Examiner David I. Kraushaar in Eupora and Tupelo, both Mississippi (Tri County Broadcasting Co. and Radio Tupelo), AM proceeding, on request by parties, reopened proceeding and scheduled hearing conference for Sept. 3, to consider and determine what shall be done concerning portion of testimony in this proceeding that may not have been transcribed by reporting firm (Docs. 19026-7). Action Sept. 1.

### Other action

■ Review board in Sapulpa, Okla., AM proceeding, enlarged issues in proceeding involving applications of Tinker Area Broadcasting Co. (Doc. 13342) and M. W. Cooper (Doc. 13344) for new AM facility to operate on 1220 khz at Midwest City, Okla., and of T. M. Raburn Jr. (Creek County Broadcasting Co.) for same frequency at Sapulpa (Doc. 13341). In same action, board denied Cooper's appeal from Hearing Examiner's memorandum opinion and order released December 23, 1970, allowing Tinker to amend its application to reflect change in ownership. Action Sept. 1.

### Initial decisions

■ Hearing Examiner Basil P. Cooper in Alexander City, Ala., proposed grant of application of Martin Lake Broadcasting Co., for CP for new AM station to operate on 1590 khz, with 1 kw—D, at Alexander City (Doc. 18782). Ann. Sept. 1.

■ Hearing Examiner Ernest Nash in Greensburg, Pa., proposed grant of application of WHJB Inc., licensee WHJB(AM), Greensburg, for facilities change to increase daytime power from 1 kw to 5 kw (Doc. 18868). Ann. Sept. 1.

■ Hearing Examiner Chester F. Naumowicz in Pikeville, Tenn., proposed grant of application of Pikeville Broadcasting Co. for CP for new AM to operate on 1110 khz, with 250 w, at Pikeville (Doc. 19146). Ann. Aug. 31.

## Existing AM stations

### Final actions

■ KBHS Hot Springs, Ark.—Broadcast Bureau granted license covering aux. trans. Action Aug. 24.

■ \*KALA(FM) Davenport, Iowa—Broadcast Bureau granted license covering ant. changes; trans-studio location to 2101 Gaines Street. Action Aug. 24.

■ KAPB Marksville, La.—Broadcast Bureau granted licenses covering changes; trans-studio location to Chester and Edgar Streets; type trans.

delete remote control; use former main as aux. trans. Action Aug. 24.

■ WCOB Boston—Broadcast Bureau granted license covering use of former alt.-main trans. for aux. trans. only. Action Aug. 24.

■ WTIQ Manistique, Mich.—Broadcast Bureau permitted remote control. Action Aug. 25.

■ WKRT Cortland, N.Y.—Broadcast Bureau granted mod. of license covering change in main studio location to Tompkins Street and Fairfield Drive, Cortlandville (outside city limits); provisions of rules are waived. Action Aug. 25.

■ WOAI San Antonio, Tex.—Broadcast Bureau permitted remote control. Action Aug. 25.

■ WNEL Caguas, Puerto Rico—Broadcast Bureau permitted remote control. Action Aug. 25.

■ KAYE Puyallup, Wash.—FCC extended time for filing briefs and reply briefs in proceeding involving KAYE Broadcasters Inc., application for renewal of license of KAYE Puyallup, on its own motion (Doc. 18929).

### Actions on motions

■ Chief Office of Opinions and Review in Puyallup, Wash. (KAYE Broadcasters Inc.) granted request by Broadcast Bureau, and extended through Sept. 10, time to file replies to exceptions to initial decision (Doc. 18929). Action Sept. 1.

■ Hearing Examiner Millard F. French in Vancouver, Wash. (Cathryn C. Murphy [KVAN]), license renewal proceeding, granted petition by applicant for leave to amend its application to report additional program contacts (Doc. 18672).

### Other action

■ Review board in Jackson, Ala., AM proceeding, dismissed petition by Broadcast Bureau to enlarge issues against William R. Vogel, controlling stockholder of Vogel-Ellington Corp., in proceeding on Vogel-Ellington application to change frequency for WHOD(AM) Jackson (Docs. 18897, 19299, 19300). Action Sept. 2.

### Initial decisions

■ Hearing Examiner Chester F. Naumowicz in Titusville, Fla., proposed grant of application of WRMF Inc., to change operation of WRMF(AM) Titusville, from 1050 khz, 500 w, non-DA daytime, to 1060 khz, 10 kw-D-DA, and 5 kw-DA (Doc. 19022). Ann. Aug. 31.

■ Hearing Examiner Chester F. Naumowicz in Gulfport, Miss., proposed grant of application of Charles W. Dowdy to change operation of station WROA(AM) Gulfport, from 1390 khz, 1 kw, to 5 kw using different DA days and night (Doc. 18941). Ann. Aug. 31.

## New FM stations

### Starts authorized

■ KAMO-FM Rogers, Ark.—Authorized program operation on 94.3 mhz, 2.8 kw. Ant. height above average terrain 310 ft. Action Aug. 10.

■ KAGE-FM Winona, Minn.—Authorized program operation on 95.3 mhz, ERP 1 kw. Ant. height above average terrain 490 ft. Action Aug. 13.

■ \*WFDU(FM) Teaneck, N.J.—Authorized program operation on 89.1 mhz, 550 w. Ant. height above average terrain. Ann. Aug. 5.

### Final action

■ FCC dismissed application by Pacifica Foundation for review of order by Review Board (released September 15, 1970) which added off-the-record presentation issues against Pacifica, in Washington, noncommercial educational FM ch. 207 proceeding. National Education Foundation Inc. is competing applicant (Docs. 18634-5). Action Sept. 1.

### Actions on motions

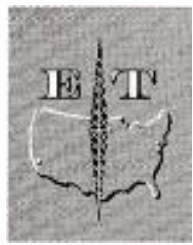
■ Acting Chief, Broadcast Bureau, on request of Seashore Broadcasting Co., extended through Sept. 21, time to file reply to opposition by Cape Cod Broadcasting Co., to petition for rulemaking to assign ch. 284 to Orleans, Mass., in the matter of the amendment of FM Table of Assignments. Action Sept. 2.

■ Hearing Examiner Arthur A. Gladstone in Virginia Beach, Va. (Payne of Virginia Inc. and

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## Summary of broadcasting

Compiled by FCC, Sept. 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,330 <sup>1</sup>	4	12	4,346 <sup>1</sup>	52	4,398 <sup>1</sup>
Commercial FM	2,232	1	37	2,270	111	2,381
Commercial TV-VHF	501	2	8	511 <sup>2</sup>	15	526 <sup>2</sup>
Commercial TV-UHF	171	0	15	186 <sup>2</sup>	81	267 <sup>2†</sup>
Total commercial TV	672	2	23	697	86	793
Educational FM	458	0	6	464	63	527
Educational TV-VHF	82	0	5	87	4	91
Educational TV-UHF	106	0	9	115	16	131
Total educational TV	188	0	14	202	20	222

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Indicates four educational stations on nonreserved channels.

† Does not include six commercial UHF TV's licensed but silent.

Virginia Seashore Broadcasting Corp.), FM proceeding, having under consideration continuing unavailability of presiding officer Herbert Sharfman because of illness, ordered Hearing Examiner Charles J. Frederick to preside over matter (Docs. 19095-6). Action Sept. 2.

■ Chief Hearing Examiner Arthur A. Gladstone in Shell Lake, Wis. (Erwin Gladdenbegk and Charles R. Lutz), FM proceeding, having under consideration continuing unavailability of presiding officer Herbert Sharfman because of illness, ordered Hearing Examiner Millard F. French to preside over matter (Docs. 19211-2). Action Sept. 2.

### Initial decisions

■ Hearing Examiner David J. Kraushaar in Omaha proposed grant of application by Pier San of Nebraska Inc., for CP for new FM to be operated on 104.5 mhz, Omaha. (Doc. 19021). Ann. Aug. 31.

■ Hearing Examiner Chester F. Naumowicz in Albany, N.Y., proposed grant of application of WPOW Inc., for new FM to operate on 107.7 mhz at Albany (Doc. 18212). Ann. Aug. 31.

## Existing FM stations

### Final actions

■ WBRC-FM Birmingham, Ala.—Broadcast Bureau granted CP to install new trans. Action Aug. 30.

■ KAMO-FM Rogers, Ark.—Broadcast Bureau granted license covering new FM; ERP 2.8 kw; ant. height 310 ft. Action Aug. 26.

■ KNAC(FM) Long Beach, Calif.—Broadcast Bureau granted CP to install new trans.; ERP 1.60 kw; ant. height 400 ft.; remote control permitted. Action Aug. 31.

■ WDEN-FM Macon, Ga.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 145 ft. Action Aug. 24.

■ WFMT(FM) Chicago — Broadcast Bureau granted license covering changes; granted license covering aux. trans. Action Aug. 24.

■ WRMN-FM Elgin, Ill.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 2.50 kw; ant. height 210 ft.; remote control permitted; condition. Action Aug. 30.

■ WPRC-FM Lincoln, Ill.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 200 ft. Action Sept. 1.

■ WGLD(FM) Oak Park, Ill.—Broadcast Bureau granted CP to change trans. location to: 875 North Michigan Avenue, Chicago; operate by remote control from studio site; 408 South Oak Park Avenue, Oak Park; install new ant.; make changes in ant. system; ERP 6 kw; ant. height 1170 ft.; remote control permitted; Action Aug. 30.

■ WIBW-FM Topeka, Kans.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 97 kw; ant. height 1220 ft. Action Aug. 31.

■ KTSP-FM St. Paul—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Aug. 31.

■ WDRU(FM) Drew, Miss.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 295 ft. Action Aug. 20.

■ WDAF-FM Kansas City, Mo.—Broadcast Bureau granted CP to install new trans.; ERP 100 kw. Action Aug. 30.

■ WUNH(FM) Durham, N.H.—Broadcast Bureau granted CP to change frequency to 91.3 mhz; change trans. location to: Old Beach Hill Road, Durham; operate by remote control from studio site, Memorial Union Bldg., Durham; install new trans. and ant.; make change in ant. system; ERP 1.75 kw; ant. height 255 ft. Action Aug. 30.

■ \*WFDU(FM) Teaneck, N.J.—Broadcast Bureau granted license covering new FM; ERP 550 w.; ant. height 500 ft. Action Aug. 26.

■ WBZA-FM Glens Falls, N.Y.—Broadcast Bureau granted CP to change trans. location to: Homer and Everts Avenues, 25 miles north of Glens Falls city limits; make changes in ant. system; ERP 3 kw; ant. height minus 14 feet; remote control permitted. Action Aug. 30.

■ WCOL-FM Glens Falls, N.Y.—Broadcast Bureau granted to install new alt. main trans. Action Aug. 30.

■ WGFM(FM) Schenectady, N.Y.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Aug. 24.

■ WCMF(FM) Rochester, N.Y.—Broadcast Bureau granted CP to change trans. location to 1427 Five Miles Live Road, Penfield, N.Y.; change studio location to 129 Leighton Avenue, Rochester; operate by remote control from proposed studio site; install new trans. and new ant.; make changes in ant. system; ERP 20 kw; ant. height 290 ft. Action Aug. 31.

■ \*WGUC(FM) Cincinnati—Broadcast Bureau granted license covering changes; ERP 20 kw; ant. height 610 ft. Action Aug. 24.

■ KJIB(FM) Portland, Ore.—Broadcast Bureau granted CP to change ERP to 50 kw. Action Aug. 30.

■ WKJF(FM) Pittsburgh—Broadcast Bureau granted CP to install new ant.; ERP 13.5 kw; ant. height 550 ft. Action Aug. 30.

■ WMNT-FM Manati, Puerto Rico.—Broadcast Bureau granted license covering new FM; ERP 18 kw; ant. height 0 ft. Action Aug. 24.

■ WJIT-FM San Juan, Puerto Rico.—Broadcast Bureau granted CP to change trans. location to Route 833, 0.4 mile southeast of Parcelas, Santa Rosa, Puerto Rico; install new trans. and make changes in ant. system; ERP 50 kw; ant. height 6 ft.; remote control permitted. Action Sept. 2.

■ WESC-FM Greenville, S.C.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Aug. 24.

■ KSOO-FM Sioux Falls, S.D.—Broadcast Bureau granted license covering new FM; ERP 51 kw; ant. height 1880 ft. Action Aug. 24.

■ WKBL-FM Covington, Tenn.—Broadcast Bureau granted CP to install new ant.; ant. height 165 ft.; ERP 3 kw; remote control permitted. Action Aug. 30.

■ KIXL-FM Dallas—Broadcast Bureau granted CP to install new trans. and new ant.; ant. height

### Operator test schedule

Commercial radiotelephone examinations are now scheduled on Tuesdays and Fridays, 8:30 a.m. until 2:30 p.m. in Room 216 at the FCC Field Office, 1919 M Street, N.W. Washington. Persons interested in taking the commercial radio telegraph and amateur examinations involving code test may do so at 9:00 a.m. or 10:30 a.m., Fridays only, at the same office. Examinations are not conducted on legal holidays.

390 ft.; ERP 100 kw; remote control permitted. Action Aug. 30.

■ KFWT-FM Fort Worth—Broadcast Bureau granted CP to change trans. location to: Belt Line Road, west of U.S. Highway 67, Cedar Hill, Tex.; change studio location to site to be determined; operate by remote control from proposed studio location; install new trans. and new ant.; make changes in ant. system; ERP 100 kw; ant. height 1,420 ft. Action Aug. 27.

■ KBUC-FM San Antonio, Tex.—FCC stayed, in response to request by Broadcast Bureau, until further action, effective date of review board decision released July 22, granting application of Turner Broadcasting Corp. to change facilities and location of KBUC-FM. Action Aug. 31.

■ KTOD-FM Sinton, Tex.—Broadcast Bureau granted license covering changes; ERP 100 kw horizontal; 21.5 kw vertical; ant. height 285 ft. Action Aug. 26.

■ WOWI(FM) Norfolk, Va.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Aug. 31.

■ WSP(L) Lacrosse, Wis.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Aug. 31.

### Action on motion

■ Hearing Examiner Basil P. Cooper in Lincoln, Neb. (Cornbelt Broadcasting Corp. and KFMQ Inc. [KFMQ-FM]), FM proceeding, granted motion by Cornbelt Broadcasting Corp. and dismissed its application with prejudice; and granted application of KFMQ Inc. subject to condition that operation with class C facilities shall not commence until it has tendered to commission for cancellation of its license to operate ch. 237, FM facility at Lincoln; terminated proceeding (Docs. 17410, 18174). Action Aug. 31.

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux.: KAPE(AM) San Antonio, and KDJW(AM) Amarillo, both Texas; KDOM(AM) Windom, and KDW(AM) Hastings, both, Minnesota; KFDO-TV Sayre, Okla.; KIXL-AM-FM Dallas, and KKDA(AM) Grand Prairie, all Texas; KMPI(AM) Sikeston, Mo.; KROB-FM Robstown, KURV(AM) Edinburg, KWFA(AM) Merkel, KXOX(AM) Sweetwater, all Texas; WEMD(AM) Easton, Md.; WDFD(AM) Flint, Mich.; WINZ(AM) Miami; WLAN(AM) Lancaster, Pa.; WLJK(AM) Newport, Tenn., and WQTC-FM Two Rivers, Wis. Action Aug. 31.

## Other action, all services

■ Chief, Broadcast Bureau on request of Ray R. Paul, Esq., extended through Sept. 20, time to file statements in matter of public disclosure of FCC Form 324, "Annual Financial Report of Networks and Licensees of Broadcast Stations" and Listing of Broadcast Expenses in Specific Programming Categories. Action Aug. 31.

## Translator actions

■ Belfield, N.D.—Broadcast Bureau granted CP for new VHF translator to serve Belfield operating on ch. 10 by rebroadcasting programs of KFYR-TV, Bismarck, N. D. Action Aug. 26.

■ K13HM Myrtle Creek, Ore.—Broadcast Bureau granted CP for VHF translator to change type trans.; increase output power; make changes in ant. system. Action Aug. 25.

■ K80CE rural Beaver county, Hamilton Fort and Newcastle, all Utah—Broadcast Bureau granted CP to include Milford, Utah, in principal community of UHF translator and make changes in ant. system. Action Aug. 24.

## Modification of CP's, all stations

■ KVML-FM Sonora, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action Aug. 24.

■ KIWA-FM Sheldon, Iowa—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Sept. 1.

■ Lafayette, Ind., Lafayette School Corp.—Broadcast Bureau granted mod. of CP to change trans. location; change type ant.; ERP 250 w; ant. height 91 ft.; remote control permitted. Action Aug. 31.

■ \*WGLS-FM Glassboro, N.J.—Broadcast Bureau granted mod. of CP to change ERP to 250 w. Action Sept. 1.

(Continued on page 56)

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Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch, 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## Radio Help Wanted

### Management

16mm Film Laboratory Manager. Experienced all phases color-B/W operation to include complete knowledge of quality control procedures, processing, printing, and single and double system editing. Good salary and benefits. Please send complete resume and references. Washington, D.C. Needed immediately. Box G-276, BROADCASTING.

Assistant general manager for Wyoming AM (C&W) and FM (modern) strong in multi-station market sales—opportunity for stock ownership and advancement with expanding group. Box J-90, BROADCASTING.

If you can turn suburban daytimer profitable quickly, I want you. Good proposition, right man. References, personal information to Box J-101, BROADCASTING.

Sales manager for full-time black oriented station in major southern market. Opportunity for right man to grow with dynamic company. Send resume. Equal opportunity employer. Replies confidential. Box J-107, BROADCASTING.

AM sales manager, \$12,000 to \$14,000 to start. Want aggressive, creative administrator with at least 2 years sales management experience. New York State, Top 100 market, group operation. Box J-108, BROADCASTING.

### Sales

Experienced, creative salesman in southeastern, growing, small market. Modern facilities, fringe benefits. Send resume (including personal billings and references) and availability to Box H-332, BROADCASTING.

Wanted—three experienced, aware salesmen with personal sales record for top contemporary AM station in Montreal. One capable of working into sales manager. Also wanted: three experienced aware salesmen for sister, free-flow FM station in Montreal, top rated with progressive rock and community consciousness. Apply Geoff Stirling, President, CKGM Radio, 1310 Greene Ave., Montreal, P.Q., Canada.

Wanted: Aggressive sales manager, Radio Station WEAV, Plattsburgh, New York. Contact George F. Bissell, Sr. (518) 561-0960.

Equipment sales—CCA Electronics, the industries largest, independent manufacturer of AM and FM broadcast equipment, has immediate vacancies for several sales oriented personnel with knowledge of AM and FM broadcast equipment. These gentlemen will be trained in the CCA plan for management activities. A background in AM and/or FM station management or high level technical activity would be appropriate. Supply resume to Mr. Bernard Wise, President CCA Electronics Corporation, 716 Jersey Ave., Gloucester City, N.J. 08030.

### Announcers

Bright, personable announcer with some experience in Southeastern MOR small market. Modern facilities, fringe benefits. Send resume (including references), tape, and availability to Box H-333, BROADCASTING.

An exciting, Massachusetts top-40 operation needs two men: a contemporary air-personality and a newsman. You must be young, vibrant, and willing to work under a strong program director. We need no beginners nor unstable announcers. Send tape, picture, and complete resume to the Program Director, Box H-344, BROADCASTING.

Black soul jock must be clean for soul Drake format. No floaters. Forward tape, resume and recent photo. Box J-1, BROADCASTING.

Copywriter/announcer position open. Beautiful area and excellent facilities. \$130 plus insurance benefits. Tape, resume, recent pic requested. 3 years minimum experience required. Box J-8, BROADCASTING.

## Announcers continued

Top 10 station has immediate opening for an experienced jock to complement the contemporary format. Production work involved. Send tape, resume and references. Box J-14, BROADCASTING.

Chief announcer and news director small market California station. AM & FM. Must have experience. First phone preferred. First class equip for news and programing. Good place to live. Send resume and salary to Box J-33, BROADCASTING.

Top rocker seeks top-notch first phone jock for top 25 market; Top dollar. Box J-56, BROADCASTING.

Mid-Hudson MOR in New York needs experienced announcer immediately. Rush tape and resume to Box J-57, BROADCASTING.

Wanted—announcer "with maintenance ability" & first phone for local directional AM station. A progressive operation in a pleasant east coast community. Box J-59, BROADCASTING.

Bright, clever personality with ability to captivate the housewife against stiff competition. Desire to move up in a growing company a must. Box J-86, BROADCASTING.

Morning personality—needed for adult MOR station—must be able to entertain and communicate in competitive six-station market. Send audition—resume—salary requirements to Box J-95, BROADCASTING.

Talk show moderator wanted for a 4 hour weekday afternoon talk show. No ticket needed. Please send resume, tape and salary requirements to David M. Jack, KLIQ Radio, Oaks Park, Portland, Oregon 97202.

Opening for 1st ticket combo man, who knows good music and serious format. Good performance assures promotion to P.D. and/or operations manager. Tape and resume to George Pleasants, G.M. WBUX, Box 512, Doylestown, Pa. 18901.

Florida, metro south Florida's country giant, 5 kw fulltime, offers secure future for experienced airman. Rush aircheck, resume, photo to K. C. Jones, WGMA, Hollywood, Florida 33023. No collect calls!

Announcers with 1st ticket at jazz oriented MOR. Good news delivery a must contact WRCM, 6001 Wilkinson Road, Richmond, Virginia 23227. An equal opportunity employer.

As soon as we find the right man, we will expand to twenty-four hour operation. We are an exciting, growing Top-40 operation, fifteen miles out of Providence. If you are aggressive, intelligent, great on the air and have a first ticket . . . rush your tape, picture and complete resume to me: Richard Reese, Program Director, WSAW Radio, P.O. Box 927, Fall River, Massachusetts 02722. If you are from a minority group, we encourage you to apply. We judge only your on-the-air performance.

Leading radio-TV operation has opening for top flight announcer. Some television if qualified. Send tape. WSAV, Savannah, Ga.

Top morning man—leading radio operation with consistent morning audience dominance has immediate opening for top flight morning man capable of continuing this leadership. Send tape. WSAV Radio and Television, Savannah, Ga.

Radio/TV engineer, University of Minnesota. An opening for a person to develop design details of the electronics system for the radio/TV portion of our new performing Arts Building. Upon completion of design phase, this person will assume on-site supervision of installation, quality control and performance tests on all equipment. Applicant must have full knowledge of the principles, practices and techniques of monochrome and NTS color tv, radio broadcast, FM stereo and SCA multiplex. EE degree and 3 yrs. radio/TV exp. or completion of specialized radio/TV electronics course and 7 yrs. exp. will qualify you for this position. Must also have 1st class FCC Radio/Telephone license. Salary depends on qualifications. Excellent fringe benefits. Send resume to Mr. Jeff Latterell, University of Minnesota, Personnel Department, 2651 University Ave., St. Paul, Minn. 55114. An equal opportunity employer.

## Announcers continued

Broadcast technician, University of Minnesota—this person serves as technical director of CCTV productions, installs, operates and maintains a variety of audio and video recording equipment; operates the Main Control Room, Video Control Room, and makes studio and remote recording, plus a variety of related duties. To qualify for this position, you should have had radio/TV vocational training or an EE degree and at least 2 yrs. of broadcast exp., including at least 1 yr. of broadcast equipment maintenance. Must also have 1st class FCC Radio/Telephone license. Salary depends on qualifications. Excellent fringe benefits include an opportunity to take University coursework—tuition-free, and paid medical and life insurance. Send resume to Mr. Jeff Latterell, University of Minnesota, Personnel Department, 2651 University Ave., St. Paul, Minn. 55114. An equal opportunity employer.

Wanted—talented morning man for Michigan contemporary MOR station with high ratings. Good working conditions, extra benefits. Send resume, tape and salary requirements to program director, WSGW, 400 Mason Building, Saginaw, Michigan 48607.

Nome, Alaska 10 KW. Need 1 experienced announcer and 1 newsman to replace volunteers finishing their yearly tour of duty in Alaska's newest educational radio venture. Men with ideals. Audience 95% English speaking Eskimos in 100 remote villages. All new Collins equipment. Nonsalaried positions. Travel and all living expenses paid. Minimum of one year service. Must have voice, delivery, personality and great interest in helping others. Must have excellent working character references. Send "on air" tape (both news and DJ) resume, and photo. Contact Fr. Jim Poole, S.J., Box 101, Nome, Alaska 99762. Prefer 1st class license. 3rd class with broadcast endorsement required. All varieties of popular music format with educational spot-type fill. Broadcast 7 AM to 11 PM. One hour of religious programming a day. Station sponsored by Catholic Bishop of Northern Alaska.

WISZ, Glen Burnie, Md. has immediate opening for DJ with 1st phone. Limited experience acceptable. Call Charles Doll, 301-761-1590.

## Technical

Experienced, professional chief engineer for leading major market stereo station. Give full details. Reply in confidence to Box H-327, BROADCASTING.

Chief engineer—able to maintain AM and FM medium market N.J. station. Send resume and salary requirements Box J-94, BROADCASTING.

## News

Experienced newsman needed by 10 KW medium market midwest station. If you have at least 2 years experience and draft and degree completed, can write, deliver and dig, we offer hard work with the top news operation in our 5 station market. Send photo, tape and resume. Box J-67, BROADCASTING.

Wanted: Young capable, energetic news man to handle collection and presentation of news for small New England group station. Must have first phone but maintenance not important. Will accept someone who makes up for lack of experience with lots of drive and the ambition to move up in the organization. Good voice important. Contact Steve Dore, Program Director, WCVR Radio, Randolph, Vt. 05060.

We're a sharp news operation now—we want to do even better. WFBN, Findlay, Ohio seeks second newsman to join our professional staff, work in new ultra-modern facilities, become part of progressive city, 40-thousand. Good voice wanted, but ability to dig for news of prime importance. Send full details in letter that sells yourself to Tom Sheldon, WFBN, Findlay, Ohio 45840.

Wanted newsman for gospel programed station WUST . . . Washington, D.C. 815 Vee St. N.W. HO-2-0011.



## Help Wanted

### Programing, Production, Others

Copy chief/copy writers for N.Y.C. metropolitan area station. Good ideas and ability to create advertising campaigns for local sponsors. Supervise production. Advancement opportunities in growing chain. Box H-329, BROADCASTING.

Ten years experience in broadcasting to teach in school. Box J-17, BROADCASTING.

Join the innovators! Oklahoma's top small market station (3 station group) has an immediate opening for a professional program director. First phone, experience, strong production, desire to grow music. Good salary, fringe benefits, best equipment and working conditions. Call 405-224-2890, Michael McKee or Jack Brewer. KWCO Radio and equal opportunity employer.

Two Michigan opportunities. Experienced morning man for contemporary/MOR AM/FM pioneer, and creative production whiz with writing ability. Mature-voiced pro only. Tape, resume to WIBM, Box 1450, Jackson, Michigan 49204.

Wanted: production man. Salary open. Nine to five men not wanted. . . . needs writing, voice, and engineering skills. Write or call WNCR, Cleveland, Ohio 44101.

Program director—leading radio operation has immediate opening for program director. Contemporary MOR with strong news. Profit sharing, other benefits. Air performing versatility desirable. Send tape. WSAV, Savannah, Ga.

### Situations Wanted Management

Experienced salesman/broadcaster wants manager's job small-medium Florida market. Box H-357, BROADCASTING.

1970 National award winning large market personality DJ/programmer desires operations manager or program directorship with medium market station. All formats considered, let's discuss a merger. Box J-54, BROADCASTING.

Business manager, strong take charge station background . . . seeking right move from agency back to broadcasting. Phone (201) 768-1253 or write Box J-77, BROADCASTING.

Production director available. Former P.D./newsman/TV production technician. 8 years in broadcasting (last 6 in Washington, D.C.) Want major market in the east. \$12 thousand minimum. AFTRA/3rd phone/write newspaper column. Box J-89, BROADCASTING.

Excellent employment record, legitimate reasons for desiring new challenge. G.M. and sales management experience can lead sales effort. Prefer southeast, salary 12 to 15 thousand. Box J-100, BROADCASTING.

Promotion-public relations director. 20 years experience in radio and television. 18 years in top ten market. Nine-time award winner in national network competition. Heavy in print, radio-TV publicity and promotion. Deep involvement in community relations activities. Good administrator. Will consider station management, corporate PR and promotion, or any area requiring a person of integrity and ability. Excellent references. J-110, BROADCASTING.

Need a manager? Consider a heavyweight with extensive business, broadcast and industrial experience! Dynamic, profit/results oriented. 312-227-5523, evenings.

### Sales

Creative experienced salesman unique production and programming background. 31, married, near degree bus. admin./marketing. Box J-55, BROADCASTING.

Time salesman—overall experience. Seeks position that leads to management. Single, forty, morally straight, first phone. Personal interview required. Prefer upstate New York, other areas considered. Box J-72, BROADCASTING.

Extremely successful salesman in major market radio and television, wants opportunity to manage midwest sales staff to bigger profits. . . . B.A. degree, married, ambitious. 33. Box J-74, BROADCASTING.

Salesman recently completed two years top New York ad agency management program seeks position in sales with long term goal of on-air news reporting. Will relocate immediately, married, dependable. . . . can do the job for you. 212-874-3668 or Box J-96, BROADCASTING.

## Announcers

Experienced radio and television announcer with first seeks position announcing including sales, midwest to west coast. Married, draft exempt. Box H-322, BROADCASTING.

Resonant voiced 1st phone announcer desires MOR station. 10 years radio and television experience, play-by-play sports, college grad, married. Box J-9, BROADCASTING.

Combo-man—1st phone announcer—DJ—progressive rock format. Available immediately. Box J-25, BROADCASTING.

Pro rock jock—first phone. \$200. Box J-44, BROADCASTING.

Super top 40 soul combo (3rd) cooperative bright alert professional available immediately—call 212-242-4116—6 P.M. until or Box J-75, BROADCASTING.

Disc jockey. Looking for a soulful talent? Don't look any further, I'm the creative personality for you. Box J-78, BROADCASTING.

Announcer/newsmen, one year experience relocate. 716-352 6603 or Box J-79, BROADCASTING.

Combination "oldies" jock/sportscaster, third endorsed, responsible, dedicated. Box J-82 BROADCASTING.

Recent graduate of radio school looking for work as announcer or news man. Will relocate. Tape and resume sent upon request. Send reply to Box J-87, BROADCASTING.

Young, gifted and English heavy rock or groovy MOR. 2 years experience, N.Y.C. school grad. But no license. Help. Box J-92, BROADCASTING.

Announcer, 1st phone, mature, experienced, light maintenance. Box J-99, BROADCASTING.

Christian radio-TV. Allow me to bring 15 years adult radio experience to the Lord's work. First-phone, deep quality voice, married. Prefer majors or good mediums. Box J-104, BROADCASTING.

Capable and experienced young announcer looking for full-time position. Draft exempt, 3rd class ticket. Prefer Michigan but will relocate in Illinois, Indiana, or Ohio. Two years experience in one of Michigan's leading markets. Tape and resume upon request. Box J-105, BROADCASTING.

Married, MA, vet, 5 yrs. DJ, strong prod., much live TV, all in good mkts.; excellent refs.: available Sept. 24. Box J-109, BROADCASTING.

18 years highest ratings—DJ—PD, country, contemporary, MOR, Kansas City, Cincinnati, Dallas, Los Angeles. Leaving KFOX after 5 years along with GM, PD & others after management change. Brad Melton, 12886 Fremont, Yucaipa, California 91747-7666.

Professional D.J.—music director. First phone; no maintenance. Experienced, stable, dedicated. Married and draft-exempt. Desire medium market top 40 station—south or midwest. Contact: Henry Kastell, P.O. Box 337, Cumberland, Maryland 21502 (301) 689-9312.

What you don't know about me might hurt. Save on pain. Get the facts. Joe Mizway. (216) 663-8571. 5968 Turney Road, Cleveland, Ohio 44125.

Top 40 jock, 3 years experience. Desires middle Atlantic states. Single. Military complete. 3rd endorsed. Pa. phone 215-368-1292.

1st phone—one year experience. Eager, talented. Paul Krakus, 1-513-825-2430.

Announcer/sports. Professionally trained all phases of radio—3rd ticket seeks sports minded station. Will relocate, married, dedicated. Guarantee 1 yr. 6130 Woodman, Van Nuys, Calif. 91401.

Exper. announcer and programmer with first class license—seeks employment at AM or FM radio station—write George Woods, 1114 1/2 Cloverdale, Los Angeles, Calif. or call 938-8446.

Vibrant personality—available immediately. Beginner with a lot of potential if given the opportunity. DJ, 3rd endorsed, loves Top 40, tight board, can and will do news. Will relocate anywhere. Give me a chance and we'll both benefit. For tape, resume, and other information, call or write Tony Venturoli, 106 Ladner Ave., Buffalo, New York 14220. 716-822-4720.

Experienced University grad. 1st class contemporary and top 40 music expert. Sports pbp, 22, single, draft exempt. Smart snf creative personality. Will locate anywhere but prefer the south. Call or write: Craig Bryan, 640 Greenbay, Highland Park, Illinois 60035 (312) 433-1076.

## Announcers continued

Beginner—DJ/announcer, anxious to start my broadcasting career. I am a student with a top broadcasting school. Can capably write commercials, have good news delivery. 3rd endorsed, 25, hard worker, will relocate. I have a lot of potential, let me develop it and we both will benefit. Steve Krug, 8108 New Hampshire Ave., Apt. #302, Silver Spring, Maryland 20903. 301-439-0025.

First ticket five years experience sports play-by-play, jazz, soul and rock jock. B.S. degree and graduate from a professional announcers school, a month away from sales training institute graduate. Presently employed T.V. broadcast engineer, draft exempt, available immediately. Columbus K. Morris, 4697 W. 87th Pl., Westminster, Colorado 80030, phone (303) 427-3233.

Reliable soul announcer two years experience, seeks rhythm and blues, top 40 station, 3rd endorsed. Will travel almost anywhere for the right job. Rick Sterling, 9436 Firth Blvd., Los Angeles, Calif.

Mature announcer; 3rd, 3 1/2 yrs. experience, production, copy, program director. Seeking employment in New Mexico, Colorado, or West Texas. MOR, beautiful music, or C/W format. Family man, age 30. Presently employed. Jim Loispeich; 4106 East 11th; Amarillo, Texas 79104; 376-7095.

I want radio to be my life. 22, married, graduate from Los Angeles City college. 1 yr. college radio exp. 3rd phone. Familiar with top 40, MOR, progressive. I know cars and production, interviewing and play-by-play. Tape and resume and photo ready. Contact Bob Sky. (213) 344-2474, 5300 Newcastle Ave., Encino, Calif. 91316. Apt. 76.

1st phone combo man, some experience creative, will relocate. Ken Gladstone, 63 Wildwood Lane, Roslyn Heights, New York 11577, (212) 595-5169.

1st phone, 3 yrs. expr. C&W, 26, married, will relocate. Call 714-344-3738.

Progressive rock DJ, creative, knowledgeable, 1st phone, looking for mellow station, preferably in West. College, languages too. Steve Murray, 1119 Clarendon Crescent, Oakland, Calif. 94610.

One of the top personalities in the industry is available. 18 years of highest ratings as DJ-PD in country, contemporary, MOR at Kansas City, Cincinnati, Dallas, Los Angeles. Leaving KFOX after 5 years along with GM, PD and others after management change. First phone. Brad Melton, 12886 Fremont, Yucaipa, California, 92399. 714-797-7666.

A big voice is meant for rock! The Ken Sebring Thing is meant for you! 2 years, married, 3rd ready for medium-large market. Now. 2915 Mayflower, Lynchburg, Va. 703-846-8763.

Non-screaming, 3rd endorsed, inexperienced DJ looking for first break. Junior college graduate majored in radio; 22; single; draft exempt, available immediately. Willing to relocate. For tape and resume, call or write Warren Kites, 3952 W. Alabama, #1A, Houston, Tex. 77027. 713-621-2698.

First phone, 26, married, veteran, looking for start in FM. Free form. Richard Rufo, 2625 Baylor, #250, Anaheim, Calif. 92801.

Experienced first phone announcer. Some sales. Mature voice. Dependable. Desire midwest or south area. Bill Hennen, Prior Lake, Minnesota 55372, 612-447-2835.

Minnesota boy wants to go home. Versatile announcer with 1st ticket and three years experience. Currently program director of daytime. Call me collect and let's talk. (312-623-1813).

### Technical

Chief engineer, operations director, 20 years experience in all phases AM and FM. Desires to relocate with stable employer. Box J-81, BROADCASTING.

Does your station need responsible xmtr. man, 30 yrs. experience 100 to 50 KW, who no longer wants 24 hr. responsibilities? Box J-91, BROADCASTING.

### News

Top-flight young professional. Good voice, long on experience. Currently doing sports, oriented telephone talk show and play-by-play in season. Looking to move into medium or major market in similar capacity. Box J-60, BROADCASTING.

News is exciting. Make it sound professional. 4 yrs. experience. 3rd endorsed, also PBP. Write Box J-88, BROADCASTING.

Married, draft exempt, 25, college and broadcasting school graduate. Very good sportscaster and play-by-play announcer (my listeners will verify). Several years high school, college, professional experience. Looking for medium to major market. Box J-98, BROADCASTING.

## News continued

News director . . . 13 years radio-tv seeks opportunity where news is KING. Call Bill Winchell, 815-398-7664 now!

Convince me you are thoroughly professional. Meet my price, pay to move me, and please rescue me from top 40 news. Reply Box 9134, Richmond, Va. 23227.

Experience: 2 years of sportscasts and play-by-play on med. market station, limited deejay experience also. Education: college degree—phys. ed. major. Other info: married, 2 children, Army veteran, would prefer Ohio station—radio or TV, sports-casting. Contact by calling A.C. 614-253-8448 person-to-person for T. Williams.

Experienced newsmen. Also strong play-by-play. I'm looking primarily for a moderate market area where local news really counts. First phone. Excellent references. Prefer northeast. 201-572-1928 Rich.

Basketball play-by-play, also football and baseball . . . 26, BA, family, 8 years experience. Currently in pro baseball management-announcer position . . . want permanent radio re-location. Have news, DJ, talk, sales and midwest background. 402-331-4027.

Novice radio hockey play-by-play broadcaster seeks high school-amateur-minor league position. Jr. College exp. Contact Mr. John C. George Jr., 7 Fenwood Road, Boston, Mass. 02115.

I'm in good market (5 million metro) making decent money, but don't like the station. Looking for pleasant conditions and decent hours, anywhere. (313) 645-2665.

Activist! B.J., 23, married, top references. College and professional experience on and off the air. Mike Cleary, 3117-H Laclede Station Rd., St. Louis, Missouri 63143. 314-644-7132.

Experienced, former ND 100,000 Cal market. MA journalism. Returning veteran. West coast or Rockies. Radio/TV. (415) 854-5269. 2144 Camino los Robles, Menlo Park, Calif. 94025.

## Programing, Production, Others

Pick a pair . . . holding a losing hand? Ace news director and production king interested in reshuffle. Either or both will give your operation a full house. Serious players can cash in. Box J-24, BROADCASTING.

Educational director-producer with broad based broadcasting knowledge seeking position with progressive station. Young idea man. Also have third phone. Box J-64, BROADCASTING.

23 years old college grad. experienced all phases of broadcasting small and large markets, presently employed as account executive major market FM desires sales in small/medium market. Best references. Box J-66, BROADCASTING.

Former P.D./M.D. of midwestern progressive rocker seeking new opportunity in radio or TV. Young, married, military fulfilled. Two years solid experience. West or northwest preferred. Box J-68, BROADCASTING.

News or P.D., age 31, 7 years radio & TV, creative professional to stay where there is pride in community, air sound, staff, \$175 wk. Box J-80, BROADCASTING.

Team man—family, age 27, 8 yrs. experience—head of production large organization. Want to move west. Have home and position here; desire same with you—1st ticket, degreed. J. Rabito, 4 Forest Hills Lane, Boca Raton, Fla. 33432, 305-395-9123.

## Television Help Wanted

### Management

Program director. Must be creative and know all the production gimmicks in the book for tape and film. Take charge large on-air and production staff, help nws dir put zing in heavy news schedule, produce commercials for agencies, design sets, be knowledgeable film-buyer . . . the works! Minimum 7 yrs exp w/2 yrs as p.d. or prod mgr. The market is right, the pay is right in this group-owned sta. Send complete resume including salary history and photo in confidence to Box J-23, BROADCASTING.

Promotion manager for group-owned NBC affil in good southwest mkt. Must know the ropes . . . graphics, layout, copy, on-air production, sales as well as audience promotion, etc. Must have at least 3 yrs exp in TV prom dept. This may be that "next step" you've been waiting for. Good pay and benefits. Samples will be returned if requested. Box J-37, BROADCASTING.

## Management—continued

Sales manager, VHF netw affil in 4-sta SW market. Must know national business, be good administrator w/proven ability to sell local retail and motivate four salesmen. Base plus percentage will provide top income for right man. Send detailed resume, income history & recent photo in confidence to Box J-48, BROADCASTING.

### Announcers

Announcer, young-looking, young-sounding pro with good voice for booth work and good appearance on-camera. Outstanding opportunity for man just out of college or bdcst school, or ready to move up to larger mkt. Must have your tape or film w/our promise to return. Pay commensurate with ability at this group-owned netw affil. Box J-49, BROADCASTING.

### Technical

Wanted: Experienced maintenance engineer. Send complete resume to: Mr. H. L. Woosley, C.E., WKEF TV, Dayton, Ohio.

An equal opportunity employer desires TV engineer. Good pay, benefits, opportunity. First phone preferred. Send resume, photo. WTPA-TV, Box 2775, Harrisburg, Pa. 17105. Attn: Baker.

### News

Cinematographer, must be creative and productive for prime time local documentary series. Top ten markets group owned. Equal Opportunity Employer. Box H-343, BROADCASTING.

Film supervisor—immediate opening for experienced photographer and lab technician to supervise all film operations, news and commercial for medium market, full color TV stations. Must be skilled in all phases of 16mm including shooting, sound, editing and in-house processing. Must also be able to instruct and supervise. Top wage and fringe package to right candidate. Reply in full with all particulars and sample reel if possible. Will return reel. Box J-4, BROADCASTING. E.O.E.

Weather Gal (or guy) for early and late news on news-oriented netw group sta in southwest. Experienced only. Good mkt, good pay & benefits. Box J-13, BROADCASTING.

On-Air news personality for #1 spot on news-heavy NBC affil. Ideal medium-mkt location. Outstanding oppty for man who knows he can become #1 rater in 4-sta mkt. All tapes & film will be returned if requested. Top pay and benefits. Box J-29, BROADCASTING.

News director for dominant VHF affil in highly competitive central market. Outstanding facilities and staff. On-air capability helpful for public affairs and documentaries. Prefer experienced dept head but will consider man w/5 or more yrs exp in good news operation. Top money and benefits at this group-owned sta. Send resume, tape or film (which will be returned to you). Box J-50, BROADCASTING.

## Programing, Production, Others

Ohio broadcaster has opening for minority affairs coordinator, male or female. Requires ability to meet and report activities of local groups; to produce weekly television and radio features and programs. News background helpful; ability to write and deliver on the air professionally essentially. Immediate vacancy. Write Box J-97, BROADCASTING. Equal opportunity employer.

Producer-director. Challenging career opportunity for experienced person seeking involvement in important state and local issues at University-operated public television station. Outstanding TV and film equipment. Located in mountain resort area 70 miles south of Pittsburgh, Pennsylvania. Salary based upon qualifications. Send resume to E. J. Podeszwa, Office of Personnel, West Virginia University, Morgantown, West Virginia 26506. An equal opportunity employer.

## Television Situations Wanted

### Management

Production/operation manager-producer/director victim of economy. Good background in administration, station operation, commercial and remote production, sports. All experience in top 10 markets. MA degree, 31, family man, top references. 215-548-4112 or Box J-15, BROADCASTING.

Sales development/promotion. Hard working pro fluent in TV audience research seeks sales development/promotion/advertising position in Northeast. Solid network experience. Box J-76, BROADCASTING.

## Management—continued

Position overseas desired with authority, partial ownership or investment, growth potential. Over 14 years all facets of television station, CATV management and production. Hard work, creativity, responsibility are the key elements of my experience in CATV & broadcasting. Reply to Box J-83, BROADCASTING.

### Announcers

Employed coll. grad with major market radio and med market television experience seeks new responsibility. Box J-3, BROADCASTING.

### Technical

Ass't chief or maint. supv. Available immediately. Just returned from successful overseas assignment with major broadcast contractor. 2 yr. college, tech. school grad, first phone, 8 yrs. broadcasting plus another seven in electronics. A definite asset to any company. Box J-62, BROADCASTING.

1st phone, college experience, will relocate. Ken Gladstone, 63 Wildwood Lane, Roslyn Heights, New York 11577, (212) 595-5169.

### News

Mass comm graduate, 27, year TV web news experience, grad school, cameraman reporter top 13 market, free lance photog, seeking challenging responsibility in sizeable market. Call collect 212-362-2787 anytime. Box H-262, BROADCASTING.

Gutsy, objective news oriented discussion host, news analyst, anchorman. Late 30's. Eye patch. Heavy background, light salary. VTR available. Box J-30, BROADCASTING.

Reporter with highly regarded NBC-TV affiliate seeking reporter's position in larger market. Resume and VTR on request. Box J-31, BROADCASTING.

Reporter-producer wants news directors job in medium-large market. Well rounded experience with excellent station. Box J-32, BROADCASTING.

Newsfilm cameraman looking for spot after August degree completion. Service completed. Experienced in news. Box J-45, BROADCASTING.

Mature, conscientious newsmen in top 95 as reporter-news-caster. Anchor-direct? Box J-58, BROADCASTING.

Dynamic, aggressive anchorman, presently in medium market, desires change. 24, college grad, married, stable. Worked in all phases of television news. Let me send you a tape. Box J-61, BROADCASTING.

News film cameraman/editor . . . writing and reporting background . . . fast . . . dependable . . . military behind me . . . now working Sacramento . . . seek western medium market . . . film sample available. Box J-63, BROADCASTING.

News-woman . . . experienced professional . . . BS Journalism, 24, background includes: producer-anchorman reporter, sports, weather . . . medium and major markets. Seek major market reporter or news-caster work. Roz Deeter, phone 312-929-0557; write 3150 Lake Shore Dr., 6E, Chicago, Ill. 60657.

Activist! B.J., 23, married, top references. College and professional experience on and off the air. Mike Cleary, 3117-H Laclede Station Rd., St. Louis, Missouri 63143. 314-644-7132.

Turncoat radio newsmen wants TV anchor or reporter position. B.S. young, aggressive, family. Hard work for a good buck. Phone: 518-477-621B.

## Programing, Production, Others

Artist with heavy background in TV production, graphic reproduction, photography, set designing and advertising. Box J-70, BROADCASTING.

Desires teaching. Mature professional, TV and radio. Master Science degree accredited university. Teaching license radio speech and drama. Engineering school 12 months, first phone; 25 years experience—management, programing, announcing, sales, engineering. Can build department and station. Prefer college—consider other. Presently employed TV. Box J-73, BROADCASTING.

Television producer-director with outstanding local and network credits is seeking management opportunity. Seventeen years of television background and experience. Opportunity and growth potential are primary considerations. Box J-103, BROADCASTING.

Director-writer with professional experience (sound, light, camera, directing, and writing); the education (Masters in TV and communication); the creative ability (doesn't everybody?). But that still doesn't discourage me. Have original samples of work. Will relocate. P.O. Box 177, Yardley, Pa. 19067.



## Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irubide St., Laredo, Texas 78040.

We need used 12½ KW Channel 16, UHF television transmitter and antenna. Will consider channel 14 or 15. Carolina Christian Broadcasting, Inc., P.O. Box 4157, Greenville, South Carolina 29608.

## For Sale Equipment

Heliac-styroflex. 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.

Two (2) RCA TK-43 Cameras complete with TD-98C pedestal Varotal V zoom lens. 100 foot cables. Tektronix/RCA monitors, \$15,000.00 each. Call 803-253-6431.

Cartridges reconditioned and reloaded with Scotch 156. Like new at half the price: i.e., 40 seconds . . . 95¢, 70 seconds . . . 99¢, plus major parts. We pay return shipping and insurance. Also best prices anywhere on new Fidelipacs and all numbers of 3M audio and splicing tape. Your order is your charge account. Lauderdale Electronic Labs, 16 S.W. 13th Street, Ft. Lauderdale, Florida 305-525-0478.

Houston—Fearless and Morse film processor daylight loading magazine. 16/35, 1000 feet. \$85 each. Robert Haskins, 5155 N.E. 2 Court, Miami, Florida.

Grab this one: hardly used 16mm RCA TV. Studio projector complete sacrifice \$3800.00. (201) 335-9006 or Box J-20, BROADCASTING.

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

Two CBS loudness controllers just returned from complete factory tune-up. Up to 6db limiting of program sources offensive to the ear. Excellent for TV or FM applications. \$425 each (½ original cost 3 years ago). Tom Churchill, KRFA, P.O. Box 1009B, Phoenix, Ariz. 85016.

Used Raytheon nine channel control console model RC-11 with power supply. Good working condition. \$750 FOB Sonora, Calif. KVML Sonora.

Gone live and will sell our Gates Automation System for balance of contract. System includes: Sc-48 Programmer, 2 Magnecord 1028 record/play units, carousel in two racks. System is two years old and in excellent condition. Price: \$4,318.90. Contact: Bruce Micek, WELF-AM, P.O. Box 81, Tomahawk, Wisconsin 54487. Call (715) 453-4700.

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

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

Studios designed, installed. Studio cabinetry customized to your needs. Remote units built from scratch or utilizing existing equipment. Low prices, guaranteed workmanship. Butler, Hutchins & Company, Broadcast Design/Engineering, Box 156, Clayton, N.Y. 13624.

Color television camera (MDL 270/S—commercial electronics, Inc.), incl. one set SEC camera tubes, filters, #2702 studio control panel, external picture and waveform monitor selection, intercom jacks and level control, tally indicator, horizontal and vertical centering for red/blue channels, master pedestal, focus and beam, Rank Taylor Hobson Varotal XX, 10:1 (25mm-250mm) zoom lens, 25 ft. cable, intercom amplifier (2 channel audio), 2 head sets. List \$35,205.00. This new equipment was damaged in transit by air carrier. Cost to replace equipment in reliable operating condition is established, along with engineer report. Contact Peter J. McBreen & Associates, 141 W. Jackson Blvd., Chicago, Illinois 60604. Phone 312-427-1645 (Mr. Heristed).

For sale: Schafer model 1200 automation system, including brain, three Ampex 350 tape recorders, two carousel cartridge machines, and control panels, in operating condition. Write Box 1228, Bozeman, Montana 59715 or call 1-406-586-2394.

Ampex 350 ft. \$850. Ampex 601 ft. \$290. Record. and guaranteed. 213-461-3393.

## 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.

## Miscellaneous continued

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. 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.

"Free" catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, and more! Write: Command, Box 26348, San Francisco 94126.

Shoplifting is a crime! Easy-to-sell radio promotion on tape. Timely and profitable. Our rate—\$5.00 weekly. Call 703-342-2170 or write Hayden Huddleston Advertising Agency, Inc., 305 Shenandoah Building, Roanoke, Va. 24011.

Put 1,000 extra dollars on your log next month. Plan not original (what is?) but package ready to present. Send \$10 to the Ad Company, Box 1234, Chichasha, Oklahoma 73018.

## INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools\*\*. Write or phone the location most convenient to you. ELKINS INSTITUTE\*\*\* in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

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 203-568-1110.

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, 4103 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 405-521-1426.

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.

ELKINS in Wisconsin, 611 N. Mevair Road, Milwaukee, Wisconsin 53226. Phone 414-778-1234.

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans\* and accredited member of NAITS\*\*. Write or phone the location most convenient to you. ELKINS in Dallas\*\*\* — Atlanta\*\*\* — Chicago\*\*\* — Denver — Hartford — Houston\*\* — Memphis\* — Miami\*\* — Minneapolis\* — Nashville\* — New Orleans\*\*\* — San Francisco\*\* — Seattle — San Antonio\*\* — Oklahoma City.

## Instructions continued

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Oct. 6-Jan. 5, April 12. Reservations required. William B. Ogdan Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

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.

Zero to first phone in 5 weeks. R.E.I.'s class begins Sept. 6, tuition \$395.00. Rooms \$15-\$20 per week, call toll free: 1-800-237-2251 for more information, or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

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; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

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.

Why pay more? 1st phone in 5 weeks. Guaranteed results! Tuition \$250. Rooms \$9 weekly. Next class September 27th. Academy of Radio and Television, 1120 State Street, Bettendorf, Iowa 52722. 319-355-1165.

FCC license—taped instruction complete with FCC reprints elements I & II, only \$12.50. Spectra, Box 356, State College, Pa. 16801.

## Radio Help Wanted

### Management

## GENERAL MANAGER— NEW ORLEANS

### Progressive FM

Growing organization offers unbeatable deal to experienced Gen. Mgr. or Operations Mgr. If you know and can innovate progressive radio formats and promotion, can handle and motivate employees, and have a good working knowledge of FCC regulations, broadcast equipment and engineering.

Call or write:

Lawrence J. Gutter  
Advance Communications, Inc.  
2540 W. Peterson Ave.  
Chicago, Ill. 60645  
(312) 761-1800



## Radio Help Wanted Sales

No. 1 salesman wanted for the No. 1 Radio station in Fort Lauderdale, Florida. Giant middle-of-road needs commission salesman for AM-FM operation. Call or write:

**Bill Sherry, Sales Mgr.**  
**WFLA AM-FM, Box 1400**  
**Ft. Lauderdale, Fla. 1-(305) 566-9621**

Major market station planning to increase Spanish Language programming immediately. Need successful sales and programming personnel. Profitable permanent opportunity.

**BOX J-65, BROADCASTING**

## BROADCAST SALES POSITION

Telemation Inc., national broadcast sales operation, eastern region has an immediate opening in broadcast sales. Applicant must have good background in selling sophisticated equipment to independent and network broadcasters, and be thoroughly familiar with the eastern broadcast market. Contact:

**Russ Ide, Manager, Broadcast Operations,**  
**Telemation, Inc., P.O. Box 15068, Salt**  
**Lake City, Utah 84115, or call (801)**  
**487-5399, ext. 221**

## Announcers

### ONE HELL-RAISER . . .

To entertain, inform, stimulate, agitate, motivate, excite and/or console an 18 to 30 evening audience for this Florida AM leader. Heavy interest in music and current issues a must. 1st ticket preferred. If you're not dynamite with young, citizens, their problems and desires, save the stamps. Minority applicants encouraged.

**BOX J-106, BROADCASTING**

## News

Radio station in #1 market seeks aggressive, self-starting newsmen with newscasting/reporting experience in significant news operation in top ten market. Minority group members most particularly welcome.

**BOX J-93, BROADCASTING**

## Situations Wanted

### Management

### VICE PRESIDENT/ GENERAL MANAGER

Presently heading independent in major market. Outstanding background in AM/FM and TV. Strong administration, sales and programming. Compare my resume and track record, then, let's have a confidential discussion of your management needs.

**BOX J-69, BROADCASTING**

## Situations Wanted

### Programing, Production, Others

#### KEY EXECUTIVE

Key executive in our broadcast production firm seeking new position due to ownership change. This is a success oriented individual, effective manager, production wizard, graduate engineer, talented announcer. Dozen years broadcast experience including majors. Young, personable, professional, excellent potential. Highly recommended. Prefers southeast. Rolar Co., Box 731, Athens, Georgia 30601.

## Television Help Wanted

### Management

#### IMMEDIATE AVAILABILITY

for Management and Engineering positions with one of the leaders in the electronic industry. Openings are in DALLAS and/or overseas assignments.

#### MANAGER

Television System and Program Production

Requires BSEE and minimum of ten years experience in design through operation of color broadcast TV. Must have five years recent related experience at the supervisory level. Will supervise a technical group in the performance of the design and writing of specifications for a color TV complex, including equipment selection, installation, test and operation. Evaluate bidders, direct an monitor subcontractors. Establish and monitor project schedules and cost. Successful candidate must be capable of functioning effectively with both customer and subcontractor technical representatives.

#### SYSTEM ENGINEERS

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## Business Opportunity

### NOTICE OF ACCEPTANCE OF FOR PROPOSALS CATV SYSTEM FRANCHISE CITY OF ST. LOUIS PARK, MINNESOTA

NOTICE IS HEREBY GIVEN that the City Council of the City of St. Louis Park, Minnesota will receive proposals for a CATV system franchise at the Office of the City Manager in the St. Louis Park Municipal Offices, 5005 Minnetonka Boulevard, until 4:30 p.m. October 12, 1971. All proposals must be accompanied by an acceptance fee of \$5,000.00. All administrative, legal and other expenses incurred by the City will be deducted from the fee of the company selected. Further information relating to the proposals may be obtained by contacting Office of the City Manager.

Dated: September 7, 1971

**EARL E. HANSON**  
 CITY CLERK

Published in the St. Louis Park Sun on September 9, 1971.

## Miscellaneous

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**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 50)

- WANC-TV Asheville, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to March 22. Action Aug. 31.
- K07IW Jamestown, N.D.—Broadcast Bureau granted mod. of CP for VHF translator to extend completion date to Feb. 26, 1972. Action Aug. 26.
- W70BC, W72AS and W75AO, all Harrisburg, Pa.—Broadcast Bureau granted mod. of CP's to make changes in ant. systems of UHF translators. Action Sept. 3.
- Broadcast Bureau granted mod. of CP's to extend completion dates for following TV stations: WBBJ-TV Jackson, Tenn., to March 1, 1972; KVUE(TV) Austin, Tex., to March 1, 1972; KMEC-TV Dallas, to March 1, 1972; KVTV(TV) Laredo, Tex., to March 1, 1972. Action Sept. 1.
- Broadcast Bureau granted mod. of CP's to extend completion dates for following: K07JK Paradise Valley, Miner Basin and Emigrant, all Montana, to Feb. 25, 1972; K07FL, K09FQ, and K11FQ, all Thompson Falls and Thompson River area, both Montana, to Feb. 25, 1972; K80CU Winnemucca, Nev., to Feb. 25, 1972; WHOM(AM) New York, Dec. 6; WFNC(AM) Fayetteville, N.C., to March 1, 1972; WCID(AM) Juncos, Puerto Rico, to Oct 15; KWBY(AM) Edna, Tex., to Oct. 30. Action Aug. 25.

**CATV**

**Final actions**

- Trion and Summerville, both Georgia—FCC waived hearing requirements of rules and authorized Clear-Vu Cable Inc., to carry distant Atlanta stations WSB-TV, WAGA-TV, WQXI-TV, WTCG-TV and WTAL-TV, on its systems at Trion and Summerville. Action Sept. 1.
- Lewiston and Auburn, both Maine—FCC granted request by Cable Vision Inc., for waiver of hearing requirements of rules and for authority under interim procedures (Doc. 18397) to import distant signal of WABI-TV Bangor, Me., into Portland-Poland Spring, Me., market. Action Sept. 1.
- Berlin and Gorham, both New Hampshire—FCC waived hearing provisions rules, and authorized Paper City TV Cable Corp. to carry distant signals of Boston TV stations WSBK-TV, and WKBG-TV on its systems at Berlin and Gorham. Action Sept. 1.
- Brownwood, Tex.—FCC denied request by Brownwood TV Cable Service Inc., operator of system in Brownwood, for waiver of program exclusivity provisions of rules, requiring it to provide exclusivity to WTXS-TV Sweetwater, Tex., and its translator station K74DO Brownwood. Action Sept. 1.

**Other action**

- Review board in Berwick, Pa., scheduled oral argument for Oct. 7, at 10:00 a.m., in Room 650 of commission's offices in Washington, on cease and desist order against Cable TV Co. of Berwick, Pa. In initial decision issued April 1, Cable TV Co. was ordered to show cause why it should not be required to cease and desist from importing stations without FCC approval and extending signals beyond predicted grade B contours (Doc. 18986). Action Sept. 2.

**Cable actions elsewhere**

The following are activities in community-antenna television reported to BROADCASTING through Sept. 7. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

- Mountain Brook, Ala.—City council has awarded a nonexclusive franchise to Alabama TV Cable Inc. The system will provide nine channels to the community.
- Clearwater, Fla.—TV Communications Co. of Florida, subsidiary of TM Communications Co. (multiple-CATV owner), Costa Mesa, Calif., has applied for a franchise.
- Prospect, Ill.—Chromalloy of New York has applied to city council for a franchise.
- Eastlake, Ohio—Complexicable Inc., Beachwood, Ohio, has applied for a franchise.

Business being what it is and has been this year, enthusiasm is a little hard to come by. But if it is enthusiasm that is needed to turn the business picture around, the president of ABC Television Spot Sales has plenty of it. And if it is optimism that is needed, he also can supply that.

"There's a lot going for us at ABC," Dick Savage says. "We've never had better rating books. The TV network has never been in a better position." He looks at the fourth quarter of 1971 as coming up more as a "catch-up quarter" than as "solid." But he is banking on a comeback period for the economy and for spot—particularly for ABC's spot.

This is no new pose. Mr. Savage has a theme in life and in sales. The word is "positive." He says: "I have a positive attitude in the product we [broadcasters] sell and in ourselves. Though these are difficult times, there is no reason to be defensive about the product and the personnel. We have outstanding people [at ABC-TV Spot Sales] and just as important, we have the product."

Dick Savage says that if he has a long suit, it's enthusiasm. And for his trump card, he says, he "may not be the hardest working executive or the smartest, but I do believe in the broadcast business."

He is speaking as ABC's top spot salesman in television. That entitles the holder to a seat at the command post. Or, if he wishes, he can spend more time in the front lines. Somehow Mr. Savage manages to do both. He notes, for example, that he concentrates on calls on clients and also coordinates the regional sales managers.

The latter actually are something new at ABC Television Spot Sales, and Dick Savage has been nudging the approach along. Already the operation has enjoyed sensational increases in business made by regional sales managers.

The regional executive is responsible for a territory. The Eastern business, for example, is handled out of New York, but the territory really runs north to Canada and south through Florida. Most important in the spot sales organization is New York. "Unless the New York office swings, everything will fall apart. We do two-thirds of our business out of New York."

But New York is not everything, any more than an automobile engine alone can take its riders anywhere. In New York alone, Mr. Savage has a vice president and general sales manager, nine salesmen, a regional sales manager and an Eastern sales manager. In Chicago there are five other salesmen and a manager, and there is a sales manager and a salesman in each of ABC's markets on the West Coast (Los Angeles and San Francisco).

## ABC-TV's eager chief of spot sales: Richard Savage

For Dick Savage (in the job two years almost to the day), coming to the post was an opportunity to become "positioned." As president, he says, he is in a learning role. Though his style of living has not changed, his knowledge of the corporate structure has.

By "positioning," Mr. Savage has in mind the salesman who knows his accounts and knows where and to whom to go. In his current spot, he has built on his station experience, and he is as conversant with radio programmers and radio-station problems as he is with TV producers and television-station dif-

ficulties. This includes sports and programming executives as well as the corporate executive suite. Simply put, says Mr. Savage: "It is the exposure and the breadth of understanding" that come about with responsibility.

Dick Savage takes his breadth of understanding with him to the individual stations and their situations. He has worked for the company in a market situation in San Francisco and in Los Angeles as well as in New York. As president, he is given to an awareness of the stations' problems as well as the division's. "We are attempting to bring the spot sales division and the stations [the ABC-owned TV stations] division as close as possible. We want to exchange thoughts and be able to communicate. Though we don't attempt to dictate to a station, we ought to be able to tell a station if a deal is not good—in the spot salesman's opinion."

What advice does a top spot salesman have for the man who is selling? It is what Dick Savage lives by at his organization: "Stay on top in the everyday job: repeat sales calls; more effort is demanded today just to stay on top.

"The TV salesman today is dealing with a more sophisticated and complicated marketplace."

There's the secret ingredient, too. Though it appears to be a gratuitous remark, Mr. Savage says emphatically, "I like my job." The declaration is not mere lip service.

The challenge for the spot-TV salesman appears quite formidable and Dick Savage is aware of this. Spot inventory is high in the soft year of 1971. There is the big hole left by the withdrawal of cigarette billing this year. And the economy has yet to turn. In addition, there's the gnawing problem of "agency transfer" of dollars with spot-billing in certain sectors becoming localized. That does not help the national salesman. Despite these obstacles, Dick Savage remains enthusiastic and determined.

One long-time colleague described Mr. Savage as the "exposed-nerve type" who is all action and motion. But he stressed that "Dick gets things done; he doesn't mull over things a long time." He attributed Mr. Savage's success to hard work and perseverance but said that even in the pressure-cooker environment in which he operates, he maintains an even-tempered, unflappable disposition.

A virile, bright-eyed executive, he keeps trim by jogging one mile every weekday morning. He is now in his third year with the routine.

His other activities center around his home—he lives in Darien, Conn., about four minutes by car from Long Island Sound. And aside from golf, most of his other participating sports are related to the water—boating and water skiing.

### Week's Profile



*Richard Nelson Savage—president, ABC Television Spot Sales, New York; b. July 14, 1933, Chicago; BS in social sciences, Michigan State U., 1954; lieutenant and squadron adjutant, Fourth Fighter Interceptor Wing, U.S. Air Force, Japan, 1954-56; district sales manager, Reuben H. Donnelly Corp., Chicago, 1956-61; sales executive, KCRA-TV Sacramento, 1961-63; account executive, ABC Television Spot Sales, San Francisco, 1963-64; same title and organization in New York, 1964-67; sales manager, KABC-TV Los Angeles, 1967-68; general sales manager, KABC-TV, 1968-69, appointed to present post Oct. 6, 1969; m. Tanya March, Sept. 11, 1956; children—Cynthia, 14; Sandy, 12; Scott, 10, and Bradley, 7; hobbies—golf, boating, water skiing.*



## Cruellest blow

When television commands an entire issue of *Look* and a 35-page section of *Life*, as happened in their issues dated Sept. 7 and 10 respectively, the knowledgeable reader rightly concludes that something is up—something more than the start of a new television season.

The treatment television gets in both magazines is about what television has learned to expect from its print competitors, but in greater length. There may even be more favorable comments than TV is accustomed to find in such pieces. The tone, however, is conveyed in headlines such as *Look's* "The Giant Has Tired Blood" or *Life's* "It Segregates Us from Reality as well as from Ourselves."

What neither magazine says, understandably, is that both are suffering deterioration in acceptance and that they know that TV is not only a sure-fire audience-getter—even in print—but also one with which advertisers like to be associated. In scanning the two issues we note with some rancor that cigarette advertising abounds. That just about tears it—magazines using TV as editorial bait for cigarette accounts that are banned by law from the air.

## Sitting ducks

Newspaper publishers who own broadcast properties believe they have built a strong, perhaps impregnable, defense against the threatened divestiture of their crossownerships. More than that, they have received what some regard as assurances from high places that there will be no discrimination against newspaper ownerships while this administration is in power. Their confidence may be misplaced.

Anybody in broadcasting must now attach at least some uncertainty to any executive-department promise, however altitudinous. The U.S. Court of Appeals is playing by different rules and aiming for different ends, and there is not much the administration can do about it. In reversing the FCC's policy statement on license-renewal challenges, as it did three months ago, the court has restored the principles the FCC first invented in the Boston channel-5 case. The first of those principles states that a station owned by a newspaper (in that case, WHDH-TV by the *Boston Herald-Traveler*) is ripe for the plucking by a contestant without media ties (Boston Broadcasters Inc.). Already, challengers for other newspaper-owned facilities have begun emerging, as if by magical response to a crying public need—or perhaps to the resourceful persuasion of law firms specializing in that practice.

It can be argued, of course, that all commercial broadcast licensees, especially those in television, have been rendered vulnerable to attacks of one kind or another by the same court's knee-jerk acquiescence to almost every appeal it receives from any group pretending to represent "the public." These days any station that is affiliated with other media, part of a group or absentee owned is fair game.

But the newspaper-owned television stations, as the game rules coming from the appellate court now stand, are all but defenseless. An independent applicant with "acceptable" financing, local ownership and blue-sky promises can make a strong run against an incumbent with newspaper ties and can count on a sympathetic ruling from the court even if it fails before the FCC.

What the politicians, no matter what their party, really fear is the power of television and newspapers under common ownership within their constituencies. They are less

worried about other ownership combinations, AM or FM radio with TV, newspapers with AM or FM.

It is being suggested, rather gingerly, that newspaper owners would be wise to sell off one of their properties, newspaper or television station, in all communities where combinations are commonly owned. Swaps of facilities in different locations are also suggested to achieve the same diversity of ownerships within the same location. It is said that "due process" would be served through a five-year program of enforced divestiture.

But before such side deals are considered, the survival issue must be met—not only for the stations owned by newspapers but for all stations everywhere. Nothing will be gained unless the original concept of free broadcasting is restored, and that can be accomplished only by erasing the incongruous decisions of the courts that have arrogated legislative power. Congress must reclaim its power and restate its original conception of broadcast regulation.

This is no ordinary plea to rally 'round the flag. It is as fundamental as the first debates over the "American plan" of competitive, private enterprise versus the "European plan" of centralized government operation of broadcasting.

In agonizing over how to mount the campaign, the new executive committee of the National Association of Broadcasters has outlined a broad offensive enlisting the participation of every entity in the business. If the offensive fails, broadcasting under the American plan can go under.

## Cheap is cheap

In adopting the prime-time access rule, which goes into effect this month, the FCC majority argued that the restriction of network-television feeds to three hours a night would open the air to a profusion of imaginative programming. Realists who understood broadcast economics knew and argued otherwise. The realists' view is confirmed by events.

An extensive survey appearing last week in this publication provided a measurement of the distance by which the new rule falls short of its advertised goal. The programs now scheduled to go into those freed station time periods are mostly lower-budgeted versions of venerable formats. The dawn of a new golden age must await other inspiration.



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