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NEWSPAPER

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

The coming of the giants: How mergers are reshaping the cable industry
While back in Washington, all sides find fault with the FCC's rules
4A's get the word: Admen may be in worse trouble than they think
FCC, White House on collision course over domestic-satellite policy

INTRODUCING AMERICA'S NEWEST BROADCAST CENTER, HOME OF ONE OF AMERICA'S OLDEST BROADCASTERS.



In 1925, when we started out n broadcasting, "cat's whisker" was a household word among Houston radio enthusiasts and here was a lot of excitement in picking up a signal from several miles away.

Today, 47 years later, KPRC is a household word in Houston, and our new 86,000 square foot broadcasting center is going to add a lot of excitement to our signal for several years to come. Our new facilities house the

largest television and radio news staffs in Houston. And our new TV production center has three studios with remote control lighting, eight color cameras, six VTRs, slow motion, electronic tape editing,

and complete film processing and editing facilities. If you'd like the inside story on the newest broadcast center in America let us know. We'll see that you get a copy of our commemorative brochure.

KPRC BROADCASTING

P.O. Box 2222, Houston, Texas 77001

Hail the Conquering Hero!

Rank among
all regularly scheduled
network series:

Gomer Pyle- USMC

Daytime

1970-71.....No. 3
1969-70.....No. 2

Prime Time

1968-69.....No. 2
1967-68.....No. 3
1966-67.....No. 10
1965-66.....No. 2
1964-65.....No. 3



Praise Gomer Pyle as a Top Ten performer.

In all five prime-time
and two complete daytime seasons
on the network.

Cheer Gomer Pyle as a time period winner.

Against all 20 competing
network programs during these years.

Draft Gomer Pyle fast for syndication duty.

150 rollicking episodes
will make you a hero, too.

Source: NTI. Oct.-Apr. averages,
AA homes, 1964-1971. Audience estimates are subject
to qualifications available on request.

Another
great sitcom
from
Viacom

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, DALLAS.

E-DAY '72

A monumental television first. On Tuesday, March 21st, WOR-TV, with the cooperation of the United Nations, will devote 12 straight hours to the future of planet Earth.



We're about to do something to try to prevent a crisis from becoming a disaster.

On March 21, from 6AM to 6PM, Channel 9 will examine in detail today's most critical issue, the environmental future of planet Earth.

With no commercial interruptions.

HUGH DOWNS will act as host and preside over a number of expert panels.

Peopled by STEWART UDALL, NAJEEB HALABY, DR. MARGARET MEAD, DAVE BROWER, President, Friends of the Earth, ROBERT MOSES, Commissioner HENRY DIAMOND, ROGER CARAS, Commissioners RICHARD SULLIVAN, JEROME KRETCHMER and many other authorities.

Between segments you'll enjoy the unique talents of PETE SEEGER, ODETTA, PETER YARROW, RICHIE HAVENS and many other concerned entertainers.

For 12 straight hours Channel 9 will examine the problems, potentials and solutions, and we're going to make this a two-way street.

From 4 to 5PM we are opening our phones to your comments and questions. **Call (212) 354-8860.**

Join us for this year's most important TV event.

6:00-6:30AM/Opening Panel
THE ENVIRONMENTAL FUTURE

Issues: General Environmental Problems

6:30-7:30 AM

Several Environmental Films Never Seen Before On Television

7:30-8:30 AM

ZERO GROWTH — MYTH OR POSSIBILITY? Issue: Overpopulation

8:30-10:00 AM

IMPLICATIONS/Issue: Wild Life

10:00-11:00 AM

SILENT SPRING REVISITED

Issue: Pesticides

11:00-12:00 Noon

THE END OF THE FRONTIER

Issue: Land Use

12:00 Noon-1:00 PM

THE VIEW FROM THE PICTURE WINDOW

Issue: Suburbia

1:00-1:55 PM

HOW MUCH, HOW SOON, HOW PRACTICAL? Issue: Recycling

1:55-2:15 PM

UN BELL RINGING CEREMONY

2:15-2:30 PM

UN Delegates will describe environmental conditions in their countries

2:30-4:00 PM

THE UNDRINKABLES, THE UNBREATHABLES & YOU! Issue: Air & Water Pollution

4:00-5:00 PM

LIVE. CALL US!

Panel on New York City Problems will answer your questions:

Call (212) 354-8860

5:00-5:50 PM

WHERE DO WE GO FROM HERE?

Issue: Potential Solutions

5:50-6:00 PM

Overview/HUGH DOWNS

E Day '72. To help restore an abused Earth. It's a matter of life or death.



An RKO television station.

Sooner or later, a process of consolidation overtakes any young, growing industry. For cable TV, the time is now; the mergers and acquisitions of recent months are concentrating that industry in fewer hands. See . . .

Will the mighty inherit CATV? . . . 21

Just about everybody has a complaint about some portion of the FCC's cable rules, judging by petitions filed with FCC. Taken together, the pleadings touch on practically the entire package. See . . .

Nays have their say on cable . . . 23

Admen take their biggest troubles in years to Boca Raton, Fla., for meeting of American Association of Advertising Agencies. There's talk of erosion of public confidence, slower growth, tightened controls. See . . .

Gray days at Boca Raton . . . 28

A joint NAB-TVb study indicates that television viewing levels are higher in multiset homes and in homes with unlisted telephone numbers. Ways to apply those findings in market sweeps are discussed. See . . .

Hanging up on the white pages . . . 31

FCC gives broadcasters and cable operators some early guidelines on coping with new campaign-spending law, in the form of a 36-page primer. But it's not the commission's final word—there are rules to come. See . . .

A primer on the campaign law . . . 33

FCC may be heading for collision with White House over domestic-satellite policy. Commission's Common Carrier Bureau recommends system of limited open-entry—more limited than White House would like. See . . .

FCC staff, OTP clash on satellites . . . 37

FCC spends a day before receptive House subcommittee, explaining the nuts and bolts of its \$32.8-million budget request for fiscal 1973. Among topics: satellites, cable, children's TV, renewals, fairness. See . . .

Why FCC needs \$32.8 million . . . 41

The barriers are starting to come down in network treatment of subjects like birth control and abortion. All three networks plan to meet with programers to produce new guidelines for scripts dealing with these problems. See . . .

A bolder approach to touchy issues . . . 44

Four awards for Carole King, several surprising omissions, and an unexpectedly poor showing in the ratings—that's the story of this year's Grammy awards telecast, presented live for the second time. See . . .

Carole King dominates the Grammys . . . 46

Willard Block has always been fascinated by both the entertainment and business aspects of show business—a combination of interests that serves him well as head of Viacom's programing efforts. See . . .

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Broadcasting

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Texaco announces some good news for all living things on this earth.

If man continues to let pollution go unchecked, all of us, even creatures in the most faraway forests, will one day feel its effects. So, for all living things on this earth, Texaco would like to announce some good news concerning our environment.

At Texaco, we've created a new department for environmental protection. It's made up of Texaco people who are dedicated to finding ways to protect the earth, the air, and the water. This department will guide the Company's continuing efforts to help protect the environment,

while Texaco provides the petroleum energy people need. We're all aware of the problems of pollution. We hope teaming up all our experience will help us find practical solutions.



We're working to keep your trust.



Command performances

Three men who are in running to be first black named to FCC are to be interviewed by White House aides this week, indicating that race is neither sewed up nor likely to be concluded before next week, if then. Judge Ben L. Hooks, of Memphis, still regarded as front runner, was first to be invited; he will confer on Wednesday with, among others, Bob Brown, presidential assistant for minority affairs. Revis Ortiqque, New Orleans attorney, and Theodore S. Ledbetter Jr., Washington communications consultant, will also be invited for interviews, according to White House.

Interviews were described as part of personnel-processing procedure, and it was said that further checks on all three candidates—no one else is being considered—will probably be needed. As result, no one is predicting when nomination will be made, let alone who will get it.

Heavying up

Among major markets, Washington has been public broadcasting's poverty zone for many years—but changes are under way and will be announced soon, perhaps next week. Merger of National Public Affairs Center for Television and WETA-FM-TV is reality except for administrative details, and will become effective no later than end of 1972. Structurally, merged organizations will be much like New York's Educational Broadcasting Corp., with separate national and local units sharing some production facilities and personnel.

Commitment has been made to move WETA-TV from cramped quarters in Washington to Logos Teleproductions in suburban Arlington, Va., probably by end of June. NPACT would begin using facilities by end of year. Move is transitional step on way to larger goal; Donald V. Taverner, president of Greater Washington Educational Television Association, envisions large community telecommunications center within about five years. Not only that, WETA, now on channel 26, is dead serious about seeking drop-in of VHF channel 12 and will make formal application to FCC in few weeks. It can expect opposition; channel 12 in Washington would mean waiver of spacing standards in TV allocations.

Credit ratings

Though there were plenty of other problems to take delegates' minds off golf at last week's annual meeting of American Association of Advertising Agencies in Boca Raton, Fla. (see page 28), one that dominated many private conversations was that of slow pay or no pay to media. Solvency of agencies and media buying services through

which some agencies have placed business is worrying everybody. Concern is that recent delays or defaults are threatening traditional methods of agency accountability for advertising expenditures. More and more major clients are taking hard looks at ways they do advertising business.

Happy ending

Sherman Unger, successful young Cincinnati lawyer and investor who in 1970 was on his way to seat on FCC until Internal Revenue auditor questioned his 1968 federal income-tax return, has finally settled that dispute. Result: exoneration—in spades. Original claim for some \$100,000 in tax allegedly due on disputed income has been turned into \$1,100 tax refund on capital gain.

Mr. Unger, who had been general counsel of Department of Housing and Urban Development, returned to Cincinnati after his FCC nomination was withdrawn. He is now vice president of American Financial Corp., but is still serving President Nixon—and in capacity of interest to broadcasters. As member of National Advisory Council on Economic Opportunity, he's chairman of subcommittee now writing report on what media are doing to communicate with public, particularly the poor, on government's economic-opportunity programs, and what channels are provided for public comment. Paper will be part of over-all council report due to be submitted to President end of May.

Self-help

What is likely to come out of Senate Communications Subcommittee hearings that begin tomorrow (March 21) on surgeon general's report on TV violence and children? Aside from anticipated headline-grabbing flap from rebellious social scientists about composition of advisory committee and inconclusive findings of report (BROADCASTING, Feb. 28 et seq.) expectation is that Surgeon General Jesse L. Steinfeld and advisory-committee members will propose two-fold action by networks and broadcasters: Reduce violence on TV, particularly in children's programming, and increase use of other, nonviolent resolutions of conflicts to provide children with alternative models for problem solving. No one expects any official advocacy of federal government controls.

Wells stays home

National Association of Broadcasters is still looking for man to fill executive vice presidency for station relations. Former FCC Commissioner Robert Wells, who had been sounded out for job, decided last week to stay with Harris station group, based in Garden City, Kan. Mr. Wells left FCC last Nov.

1, then with thoughts of running for Republican gubernatorial nomination in Kansas. Later he chose not to enter race.

There's talk that Kenneth F. Marston, executive vice president and general manager of Robinson radio-station group, based in Jackson, Tenn., may wind up in NAB job—vacated when Grover Cobb was moved to executive vice president for government relations (BROADCASTING, March 6). Mr. Marston is member of NAB radio board.

Waiting game

With two of NBC's AM-FM combinations sold, subject to FCC approval (story page 40), there'll almost certainly be hiatus in negotiations looking toward disposition of others. License-renewal timetable is such that other NBC-owned radio outlets are either in renewal proceedings or would be by time negotiations could be completed and applications filed. NBC would prefer one-thing-at-a-time approach over one embracing transfer and renewal applications simultaneously, and presumably most prospective buyers would too.

Reassurances

Dancer-Fitzgerald-Sample, New York, agency for financially troubled Topper Corp., Elizabeth, N.J., says it has paid all television billing for time it bought for toy company except in instances where there are discrepancies. And agency pledges it will pay in full for all advertising commitments it placed. Some television stations had expressed concern after getting reports that Topper's indebtedness amounts to about \$38 million and company was prepared to pay off creditors at 50 cents on dollar. Not placed through D-F-S is small amount of television advertising for jobbers, which is barter deal and for which Topper reportedly will supply toy merchandise.

Thing of the past

National Audience Board, which for 18 years has acted as sort of barometer of public reaction to TV programming and commercials, trying in friendlier fashion than most critics to get broadcasters and public to understand each other better, has quietly dissolved, victim of sagging economy and lack of support. But Peter Goelet, its founder and primary force, isn't giving up. He has formed Peter Goelet Enterprises Inc. and will continue publication of *The Viewer*, which for years was monthly.

Among organizations represented on audience board, and with which board worked, were many big ones, such as United Church of Christ, National Council of Churches, General Federation of Women's Clubs and Boy and Girl Scouts.

Supreme Court clears way for WCVB-TV start

WHDH loses last-minute appeal for stay of Boston action

WHDH Inc.'s last hope for retaining occupancy of channel 5 Boston—on which WHDH-TV has operated since 1957—ran out at 5:20 p.m. on Friday (March 17). Supreme Court at that time announced it had denied WHDH's last-minute appeals aimed at blocking Boston Broadcasters Inc.'s WCVB-TV from taking over channel, as directed by FCC, at 3 a.m. on Sunday (March 19).

WHDH on Monday, in pleading prepared by former Supreme Court Justice Abe Fortas, asked high court to maintain status quo pending consideration of petitions to review lower court order in case.

Supreme Court, in its brief order Friday, said request for stay had been denied. Request had been referred to full court, for consideration at its regular Friday conference, by Justice William O. Douglas. Chief Justice Warren E. Burger, who had participated in case as member of U.S. Court of Appeals, did not take part. There was no indication that any justice dissented.

Harold Clancy, president of *Herald Traveler* and of WHDH, said result of court's action "is clear." But he said WHDH intends to pursue appeals it has filed in case, both in court of appeals and Supreme Court.

Benito Gaguine, counsel for BBI, said that "after all these years we are pleased we are going to have an opportunity to present the highest type of television service for Boston viewers."

Supreme Court's action marks end of more than three-year struggle by WHDH to reverse FCC decision to deny its renewal and to grant BBI's competing application. Unprecedented decision—on 3-to-1 vote—rocked broadcasting industry, since it appeared to signal new commission policy, under which renewal applicants with other media holdings, like WHDH (which is owned by *Boston Herald-Traveler*) were vulnerable to challenges by applicants that had no other media interests.

Commission has been striving since then to establish that because of its peculiar background WHDH was unique case. WHDH's original grant, in 1957, was withdrawn in 1962 because of ex parte activities of WHDH principal; commission granted WHDH four-month license, but invited new applicants to compete for channel.

But commission defended its January 1969 WHDH decision through courts, up to Supreme Court, which twice denied WHDH's petitions to review U.S. Court of Appeals decision affirming commission.

WHDH's bad news last week started on Tuesday, when appeals court denied

request for stay. WHDH has appeal pending seeking reversal of commission's order directing it to vacate channel and authorizing BBI to begin operating on it.

Appeals still pending in Supreme Court seek review of appeals court order in December denying commission's request for remand of case (BROADCASTING, Jan. 10). Commission wanted to consider what steps—including reopening of comparative hearing—it should take in light of civil suit Securities and Exchange Commission brought against BBI principal, Nathan David.

WHDH, in its appeals to high court, said appeals court had "usurped the jurisdiction of the FCC and erroneously forbade the commission from taking a procedural step which it deemed essential to the proper performance of its duty."

Loss of WHDH-TV, valued at upwards of \$50 million, could result in demise of *Herald Traveler*. Mr. Clancy in January said newspaper "could not survive the loss of the television revenues."

OTP cites 3 studies to support open-entry

Office of Telecommunications Policy Friday (March 17) released results of studies it says support its open-entry position on domestic-communications satellite policy.

OTP's action followed by two days FCC's announcement that Common Carrier Bureau had recommended adoption of limited open entry (see page 37).

Studies are by Stanford Research Institute, on economic viability of proposed domestic satellite systems; Ross Telecommunications Engineering Corp., on earth-station siting for proposed systems; and Commerce Department's Office of Telecommunications, on satellite orbit/spectrum utilization.

OTP assistant director, Walter Hinchman, said findings lend further support to administration's view that multiple domestic satellite systems can be made

That Johnson verdict

Washington observers on Friday (March 17) were expecting FCC Commissioner Nicholas Johnson to announce next morning decision on whether or not to resign from FCC and seek Democratic nomination for Senate from home state of Iowa (BROADCASTING, March 13). Commissioner Johnson had called news conference for 10 a.m. (CST) at his mother's home in Iowa City, to announce his decision.

economically viable on competitive basis and technically compatible with one another and with existing and future terrestrial systems, with minimal regulatory controls. Summary of results presented by OTP states policy of open entry would produce viable competitive industry, with return on capital commensurate with risks.

Economic study foresees establishment, under open-entry policy, of "at least two, and possibly three or more, separate systems" that would have "combined capacity in excess of 100 channels (transponders) plus 50 or more backup transponders." But FCC has received proposals for eight systems, and Common Carrier Bureau's plan, which would produce mergers, envisions establishment of four or five systems.

Study says that, although there is not enough business for all eight systems proposed, potential market is "substantial." It says there is "near-term" market for 89-163 broadband satellite channels (transponders), whereas total capacity of all proposed systems would be 336 transponders, with 262 backup.

It also says total market includes several sectors that are relatively insulated from one another, each of which could be served by different operators; that more than one satellite operator would be expected to compete on continuing basis for leased-line market, to limited extent for other markets.

Technical reports conclude that there is sufficient orbital space for satellites that have been proposed and that siting of earth stations near large metropolitan areas as proposed by several applicants is feasible from interference standpoint.

Revised CPB funding clears subcommittee

Public-broadcasting funding bill introduced by House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) came out of that subcommittee in scaled-down, amended form late Thursday (March 16).

Revised bill got bipartisan support and sailed through subcommittee by 8-to-1 vote. Its provisions:

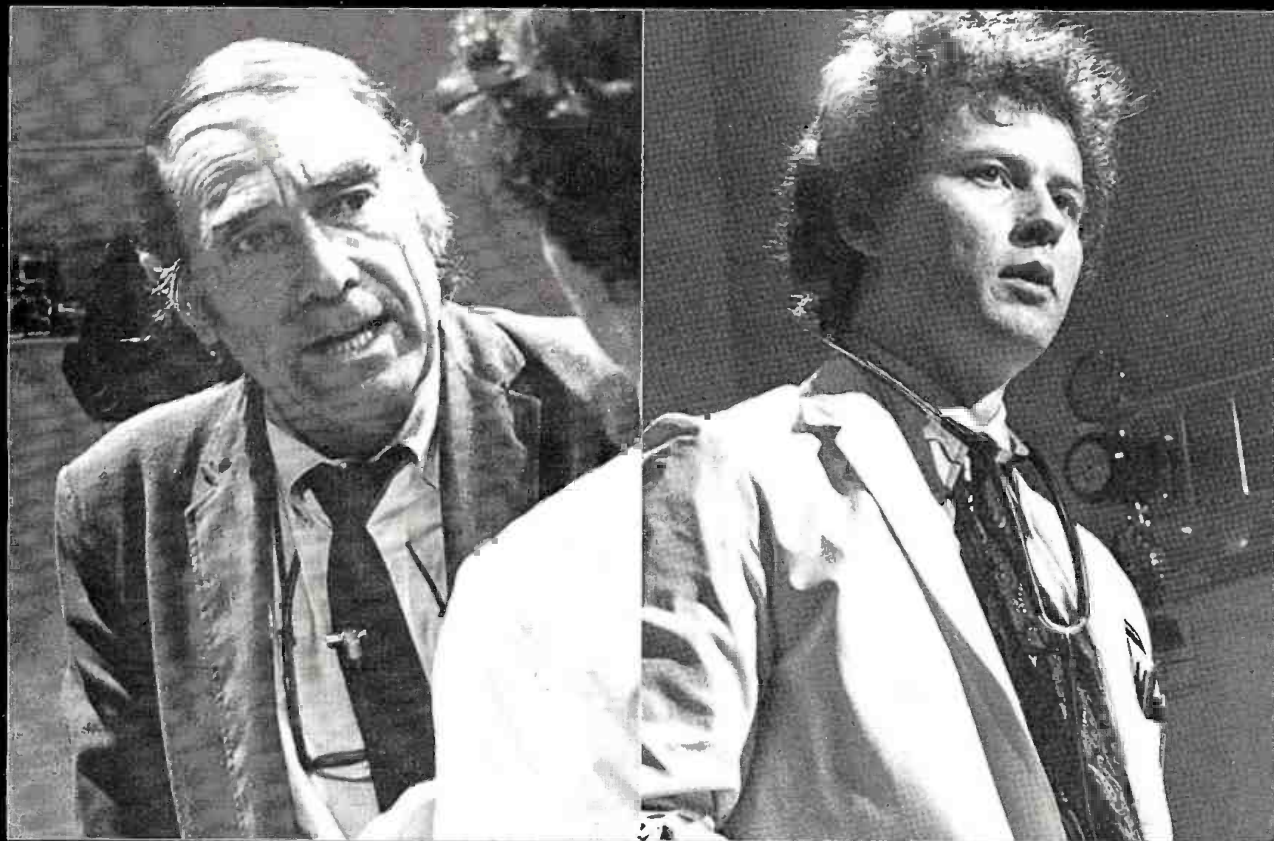
- Two-year authorization (instead of five as originally proposed) at funding levels proposed in original Macdonald bill: \$65 million for 1973, \$90 million in 1974.

- \$25 million for facilities grants, up from \$15 million proposed in administration budget. Subject of facilities was missing entirely from first Macdonald bill.

- Five positions on CPB board would have to be filled by station managers.

- Two key provisions of Macdonald bill were left intact: establishment of Public Broadcasting Fund in Treasury, as mechanism for distribution of federal

Together again for the first time!



Gary Merrill as

Dr. Gillespie

Mark Jenkins as

Dr. Kildare



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money; and requirement that no less than 30% of CPB funds be given to stations in form of community service grants.

■ Nixon administration's proposal to establish federal formula for distribution of funds to stations was nowhere to be found.

■ Proposal to abolish public affairs on national public level was introduced by Representative James Collins (R-Tex.) but lost, 7-to-2, winning support only from Mr. Collins and Representative Clarence J. Brown (R-Ohio).

■ Restrictions on salaries at Corporation for Public Broadcasting were discussed but never came to showdown. Subject is expected to be raised with greater vigor when bill reaches parent Commerce Committee.

Bill as it now stands is sponsored by Representatives Macdonald, Lionel Van Deerlin (D-Calif.), Robert O. Tiernan (D-R.I.), Fred Rooney (D-Pa.), Hastings Keith (R-Mass.), Louis Frey (R-Fla.) and Brown.

Parent Commerce Committee is expected to take prompt look at this bill, perhaps this Wednesday (March 22). Funding levels are expected to be scaled down further, and authorization may be too, but no really drastic measures are expected.

CPB and NAEB spokesmen were planning late in week to attempt joint statement in firm support of bill.

Moss to seek remedy for OTP 'meddling'

When Executive budget reaches Senate floor in next few months, Senator Frank Moss (D-Utah) plans to offer amendment aimed at preventing Office of Telecommunications Policy from interfering with policy decisions of FCC, according to statement senator has prepared for floor delivery today (March 27).

Senator charged that "A White House office meddling in the affairs of the independent regulatory agencies is tantamount to the destruction of our system of checks and balances."

Senator Moss was critical of way OTP "has stepped in and pre-empted the FCC" on cable television. And, he noted, now that Federal Trade Commission has advanced counteradvertising proposals to FCC, OTP "has issued its negative decree" even before commission had chance to acknowledge them.

He termed counteradvertising proposals "modest" and "sound" and pointed out FTC has not asked equal time for groups to counter ad claims, only for limited responsibility of broadcasters to provide some prime time for paid and free responsible counterads.

He said proposals show "admirable sense of constitutional conservatism" on part of FTC because they do not seek to restrain commercials containing questionable claims, only to provide public access for differing viewpoints.

Senator Moss said counteradvertising could increase public's attention to commercials. "I would think that adver-

Cartwrights on new trail

NBC Films has placed 260 one-hour episodes of *Bonanza* into syndication under title of *Ponderosa* and has completed sales in 40 markets. James T. Victory, NBC Films president, said Friday (March 17) that *Ponderosa* has been bought for fall start on strip basis, and is expected to be sold in more than 75 markets. *Ponderosa* will be slotted in syndication concurrent with network run of *Bonanza*, now in its 13th season on NBC-TV.

tisers, confident of the value of their products, would welcome the interest and excitement which could be generated by counter advertising," he said.

Meanwhile, he said, "the White House continues to redefine the First Amendment. As I read Mr. Whitehead and his colleagues, it now says: 'The public is entitled to access only to the best opinions money can buy.'"

ABC, CBS to allow rival brand mentions

Long-standing ban by two networks on use of competing brand names in comparison advertising on TV is being dropped for year-long trial, Federal Trade Commission is announcing today (March 20). Action resulted from correspondence that began last fall with ABC and CBS when FTC officials discovered that "Brand X" references in some TV advertising demonstration were being misinterpreted by consumers to detriment of competing brands. After year's trial, decision will be made by networks whether to continue identification policy.

NBC has never had prohibition on use of competing brand names.

Case began last October when Robert Pitofsky, director of FTC's Bureau of Consumer Protection, wrote to ABC and CBS that their anti-name policies "may prevent the consumer from receiving information which is relevant and useful in making an informed choice between competing products, and may in some cases result in the consumer being misled or deceived."

Both networks said policy was intended to prevent disparagement of competitors—adhered to by all broadcasters and incorporated in both TV and radio codes of National Association of Broadcasters.

But, they said, they'd permit open policy for year and evaluate situation afterwards.

Straus assails FCC's secret list

R. Peter Straus, president of WMCA (AM) New York and publisher of *Straus Editor's Report*, told a House Government Operations subcommittee Friday (March 17) that FCC maintains—but would not let his people see—"a list of 10,900 names of individuals and organizations whose qualifications might

be suspect if they applied for a license." Mr. Straus credited information to "Closed Circuit" in *BROADCASTING*, June 14, 1971.

When *Editor's Report* asked FCC to see list, Mr. Straus said, commission denied request and gave reasons that "are more disturbing than the denial itself." He quoted letter from John M. Torbet, FCC executive director, as saying: "... list does not set forth the reasons the names appear. Any supporting data concerning the reason for listing is kept in confidential files separate and apart from the list of names. . . ."

Said Mr. Straus: "There is no room in a free society for the bureaucrat who can place someone's name on a blacklist without the need to justify the act to anyone else. There is no room in a free society for the civil servant who can use the blacklist as a convenient short-cut substitute for careful thought or analysis . . . There can be no basis in the public interest for continuing to keep more than 10,000 Americans in the dark about the blacklist on which their names appear."

FCC is scheduled to appear before same subcommittee March 28.

McCarthy hits attempts to shackle radio-TV

Government regulation of broadcasting should be limited to that exercised over newspapers if commitment to freedom of press is to have any real meaning, former Senator Eugene McCarthy (D-Minn.) said last week.

In statement from McCarthy presidential campaign headquarters in Washington, former senator maintained that "arbitrary evaluations of the quality of a station's performance" should not be made by FCC at renewal time. "Audience" and "persuasive critics" should be judges of whether stations have served public interest, he said.

In frequency allocation, he said, commission should limit its considerations to standards applying to "financial responsibility, diversification of ownership and the like."

Why should government impose quality standards on TV and radio when there are none on newspapers? he asked.

He charged that advocates of increased broadcast regulation "seem to do so in the hope of getting them [broadcasters] to do what they want, or what they think the public should want."

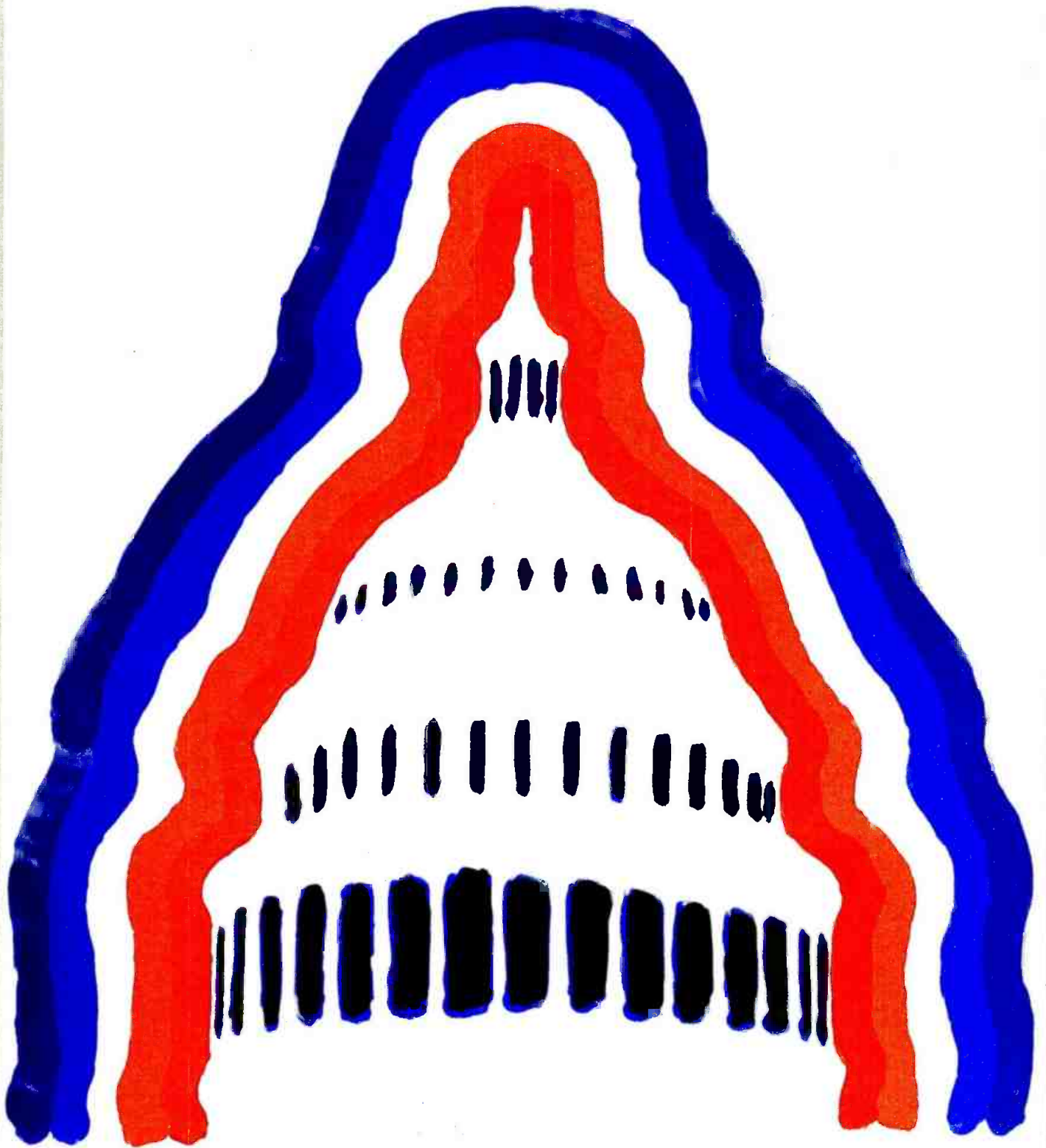
Senator McCarthy cited example of what happens when broadcasters fear FCC's power to "cancel their licenses on the basis of its own ideas of quality, balance, and service. . . ." He said networks put President on air anytime he wants to make speech without making any decision about its importance. Such speeches should be taped so news and public-interest values can be predetermined, he said.

He also favors longer licenses for broadcasters—"perhaps up to eight years, and probably not expiring in presidential election years."

**We live in Washington, D.C.
The Congress *and* the Supreme Court
and the Executive branch of
the government *and* the F.T.C.
and the F.C.C. *and*
three-and-one-half-million people
watch us. Ambassadors from
around the world watch us.**

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to serve the people that live in our home.
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We call our news Eyewitness.

It is. It's regular daily newscasts . . . sure, 12½ hours of locally-produced news every week. It's also 6 hours live coverage of a May Day demonstration and five times the live coverage anyone else gave Honor America Day. It's having our own reporters stationed at the White House, on Capitol Hill, Richmond and Annapolis. It's a large reportorial staff, seven of them women, out on the streets and inside the city, day in and day out. It's having investigative reporters who disappear . . . but when they show up the whole town watches. It's commentary by people who have been there. James J. Kilpatrick, Carl Rowan, Ed Diamond on the media, Pierre Rinfret on the economy, and Davey Marlin-Jones on movies and theatre. It's a sports guy named Warner Wolf, who picked the Mets in '69, Frazier over Ali in a 15-round decision and George Allen as the new chief of the Redskins. It's a radar station on our roof and a full-time meteorologist.

It's a show called "Harambee," the first daily hour-long program in television produced by blacks for blacks. It's "Spread a Little Sunshine," religious programming for our black community. It's weekly prime-time shows like "Caution!," a show that alerts consumers to good and bad products, "Straight Talk," that answers the gut questions on fair housing, drugs and police protection. It's "Agronsky and Company" with reporters the stature of Hugh Sidey and Peter Lisagor discussing their own opinions with each other; or "Newsmakers" and "Washington News Conference" with reporters searching for the facts from people who make the news.

It's an entire evening given over to candidates running for Governor, the U.S. Senate, the Congress and County Supervisor. They showed up, too, in person, to debate each other, to confront reporters, to communicate with the voters. We also sell our time to political candidates . . . but we sell it at 50% of the published rate.

It's a guy named Norm Davis who we think is the best Editorial Director in America. He talks to everybody. One night he talked to Congress for 38 minutes on "Money, Morality and Politics." Within a week members of the United States Senate and the House of Representatives sat in our studios for 30 minutes and talked back.

It's Specials that are really special. We produced "Mao's Little Red Book," 90 minutes on China before the President went to Peking. You know something, the ballet in our "Mao's Little Red Book" was the same ballet President and Mrs. Nixon saw in Peking. That's just one. There are specials on Mrs. Martin Luther King, Grace Bumbry,

"The Great Depression," "The Ragged Revolution," a documentary on Mexico's fight for social reform with never-before-seen film of Zapata, Pancho Villa, and Lt. George Patton, and Jack London's "To Build A Fire" and "The Goshawk." We've shown them all in prime time. There's a series we created called "American Landmarks." Melvyn Douglas narrated "George Washington's Mount Vernon" and "Christmas at Williamsburg." "Gettysburg to Appomatox" was produced in rain and mud and a temperature that reached 98 degrees. One of the most recent specials we produced was the first performance ever televised from the Kennedy Center for the Performing Arts. The audience consisted of fourth grade children and the wives of the Cabinet of the United States of America.

We like kids. We produce a show called "Doing/Being" for young people. The stars of the show are real. They jump out of real airplanes to skydive and they have real rap sessions that get into real issues like busing for integration, the draft, the generation gap, sex education and drugs. And we don't interrupt any of our locally produced children's programming for commercials, even the specials we show that are imported from abroad.

And on Saturday night we really have fun. We call it The Cinema Club. We only show features produced before 1935, and their presentation is closely coordinated with the American Film Institute—including our monthly mailing of movie memorabilia.

We believe that on WTOP-TV you really see the face of the world, of America, of our town.

We live in the Nation's Capital,

It's our home.

If you lived here would you do any less?

WASHINGTON, D.C. W-7
A Post-Newsweek Station

Reprinted From
BROADCASTING Magazine
Dec. 27, 1971/Jan. 3, 1972

ClosedCircuit®

FM is number one

For what is said to be first time in any top-25 market, FM station has climbed to top of ratings in Miami. American Research Bureau's total-service-area report for October-November 1971 puts WLYF(FM) Miami on top in terms of average quarter-hour audience (listeners aged 12 and over), 6 a.m. to midnight, Monday through Sunday. In Miami metro area WLYF is second to Spanish-language WFAB(AM) Miami, but in total area it is first with average quarter-hour audience of 27,600 persons, followed by WIOD-AM Miami with 25,000 and WFAB with 20,600. WLYF reached top just one year after it introduced "beautiful music" programming of Stereo Radio Productions Ltd., program consultant and service firm headed by James A. Schulke and Phil Stout.

Messrs. Schulke, president of Stereo Radio, and Stout, vice president and creative director, also claim formidable performance in highly competitive Los Angeles radio market, where KJOI(FM) moved into third position—among 44 rated stations—in ARB October-November book. In both metro and total-area reports, KABC(AM) was first, KHJ(AM) second, KJOI third despite lightning strike said to have kept it off air for 25 hours starting first Sunday of rating period.

STEREO RADIO PRODUCTIONS LTD

36 East 61st Street
New York, New York 10021
(212) 980-3888

Datebook® A calendar of important meetings and events in communications

This Week

March 20—Annual business meeting of *Advertising Research Foundation*. Warwick hotel, New York.

March 20-24—Convention, *Southern Educational Communications Association*. Topic of the meeting will be "New Technology and Instructional Television." Palacio del Rio, San Antonio, Tex.

March 20-24—Seminar conducted by *Eastman Kodak's* motion picture and education markets division focusing on techniques of producing color film specifically for use in commercial, public and cable television. The "Videofilm Seminar" is designed for television management, cameramen and those dealing with film. Registration fee is \$150 and each seminar is restricted to 12 participants. Kodak's Marketing Education Center, Rochester, N.Y.

March 21—*International Broadcasting Awards*, dinner honoring "best" radio and television commercials. Century Plaza hotel, Los Angeles.

March 21-24—*Senate Communications Subcommittee* hearings on surgeon general's report on TV violence. 10 a.m., Room 5110, New Senate Office building, Washington.

March 22—Annual awards dinner, *Writers Guild of America, West*. Beverly Hilton hotel, Beverly Hills, Calif.

March 23—"The Great Experiment: Syndication '71-'72," sponsored by *The Video Publisher*. Seminar will explore the current market for syndicated programming and analyze its possible future. New York Hilton, New York.

March 23-24—Spring meeting, *Indiana Broadcasters Association*. Stouffer's Indianapolis inn, Indianapolis.

March 23-25—*International Symposium on Communication: Technology, Impact and Policy*, sponsored by *University of Pennsylvania and Communications Workers of America*. Symposium is designed to explore developing frontiers of knowledge in every aspect of communications. Professor Dennis Gabor, 1971 Nobel Prize winner in physics for his discovery of holography. Annenberg School of Communications, University of Pennsylvania, Philadelphia.

March 23-27—Annual meeting, *Association of Federal Communications Consulting Engineers*. Alvin H. Andrus, chairman, convention committee. Martinique Hilton hotel, Fort de France, Martinique, French West Indies.

March 24-26—National convention, *Intercollegiate Broadcasting System*. Hotel McAlpin, New York.

March 25—Spring meeting of board of directors, *Radio-Television News Directors Association*. Nassau, Bahamas.

March 26-29—24th western conference of *Association of National Advertisers*. Corrective advertising and its relation to fairness doctrine will be discussed. Del Monte lodge, Pebble Beach, Calif.

Also in March

March 27-29—Panels to present views on fairness doctrine to FCC. Washington. For agenda and 49 participants, see BROADCASTING, March 13.

March 29—*Communications Conversation Day*, sponsored by *Graham Junior College*. Area broadcasters as well as students will participate in the dialogue. Kenmore Square, Boston.

April

April 1—Deadline for entries, 15th annual *American Bar Association "Gavel Awards"*. Program is open to any general circulation newspaper, magazine, book, radio or television station or network, and film producing firm in the U.S. Awards are made in recognition of outstanding contribution "to public understanding of the American legal and judicial systems." For further information contact: ABA, Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

April 3—Deadline for entries, 24th annual *Alfred P. Sloan Awards for Highway Safety*. Program is open to all radio and TV stations, networks, writers and producers, as well as print media. 10 broadcast awards "based upon excellence, originality and creativeness of the public service contributions to highway safety" will be given. Contact: Sloan Awards, Highway Users Federation, 1776 Massachusetts Avenue, N.W., Washington 20036.

April 3-6—Annual international spring conference *American Marketing Association*, Americana hotel, New York. Speakers include consumer advocate Ralph Nader; management consultant Peter F. Drucker, and Mrs. Virginia H. Knauer, special consumer affairs assistant to President Nixon.

April 4—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Speaker: Miles W. Kirkpatrick, chairman, Federal Trade Commission, Waldorf-Astoria, New York.

April 4-6—*Public Television Conference*. Washington Hilton hotel, Washington.

April 6-9—*National Association of FM Broadcasters* annual convention. Palmer House, Chicago.

April 7-8—Region 7 conference, *Sigma Delta Chi*. St. Louis.

April 8—Region 10 conference, *Sigma Delta Chi*. Portland, Ore.

April 9—Special board of directors meeting, *Association of Maximum Service Telecasters*. Bel Air room, Conrad Hilton hotel, Chicago.

April 9—Technical committee meeting, *Association of Maximum Service Telecasters*. Sheraton-Blackstone hotel, Chicago.

April 9-11—17th annual membership meeting, *Association of Maximum Service Telecasters*. Waldorf room, Conrad Hilton hotel, Chicago.

April 9-12—Annual convention, *Advertising Marketing International Network*. Rio Rico inn, Nogales, Ariz.

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

April 10—Deadline for entries, 19th *International Advertising Film Festival*. Commercials in 35 mm for public transmission in theaters or TV network may be entered in competition by agencies or production houses. Entry fee is \$75 per film. Contact: 35 Piccadilly, London, W1V-9PB.

April 10-12—Annual spring meeting, *California Community Television Association*. Panels on FCC rules, legislation, political cablecasting and organizations will be included. Senator hotel, Sacramento.

April 11—Annual board of directors meeting, *Association of Maximum Service Telecasters*. Bel Air room, Conrad Hilton hotel, Chicago.

April 11—Conference and seminar on "How to cope with consumerism and government regulation in today's business climate," sponsored by region one of the *Association of Industrial Advertisers*. Nassau inn, Princeton, N.J.

April 11-17—Conference for Journalists on Politics

Major meeting dates in 1972

April 4-6—*Public Television Conference*. Washington Hilton hotel, Washington.

April 6-9—*National Association of FM Broadcasters* annual convention. Palmer House, Chicago.

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

May 4-7—Annual convention, *American Women in Radio and Television*. Stardust hotel, Las Vegas.

May 14-17—Annual convention, *National Cable Television Association*. Conrad Hilton hotel, Chicago.

May 15-18—*Public Radio Conference*. Washington Hilton hotel, Washington.

July 10-13—*Democratic national convention*. Miami Convention Center, Miami Beach.

Aug. 21-24—*Republican national convention*. San Diego Sports Arena, San Diego.

Sept. 25-28—Annual conference, *Institute of Broadcasting Financial Management*. Fairmont hotel, San Francisco.

Oct. 29 - Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

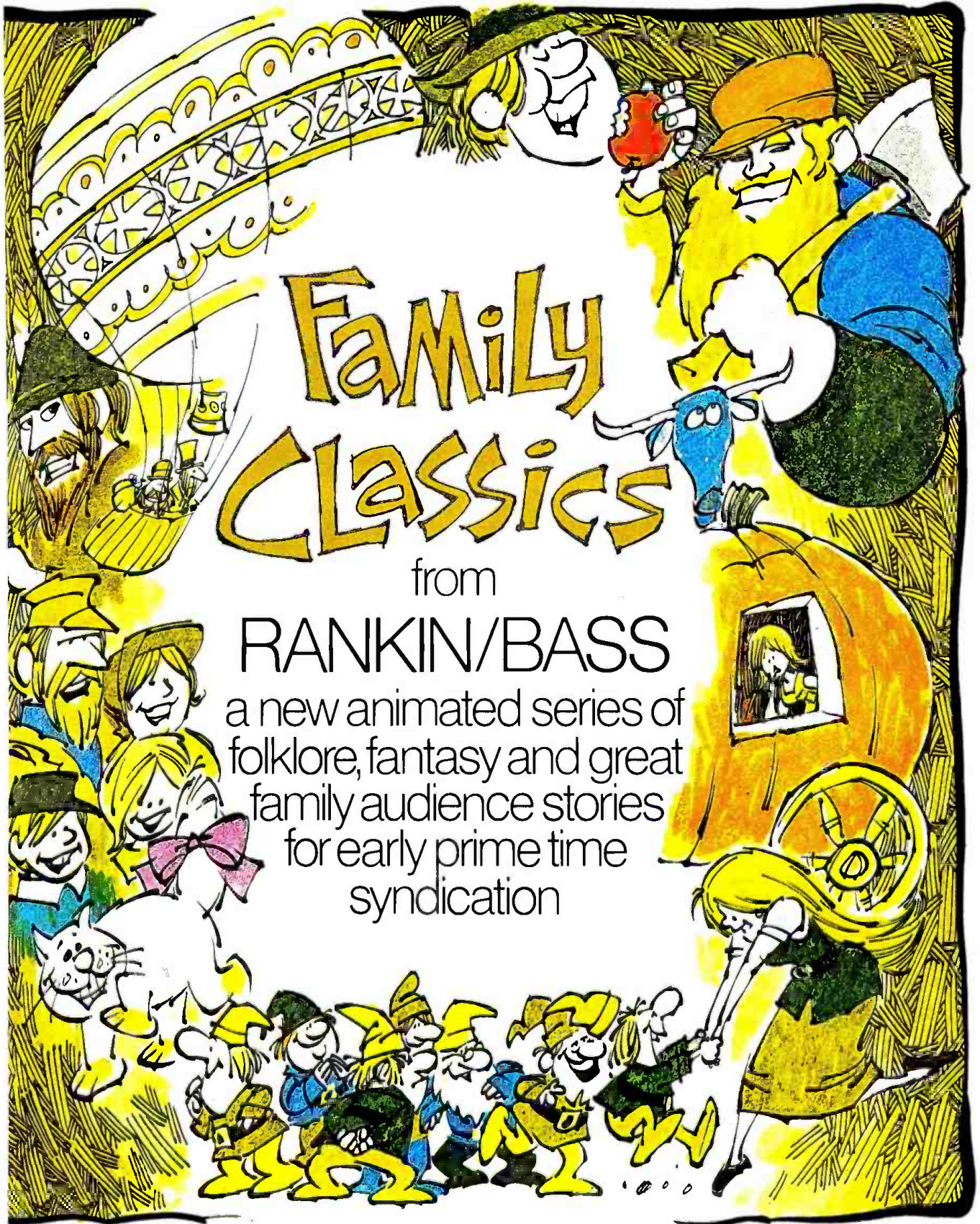
Nov. 12-16—Annual seminar, sponsored by *Broadcasters Promotion Association*. Statler Hilton hotel, Boston.

Nov. 14-16—Annual meeting, *Television Bureau of Advertising*. Waldorf-Astoria hotel, New York.

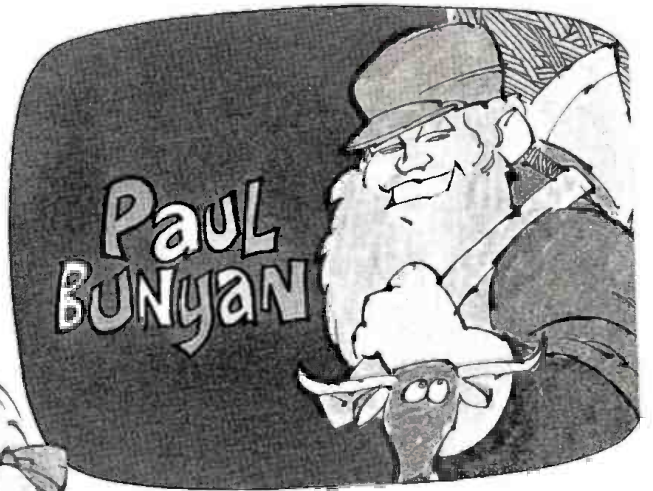
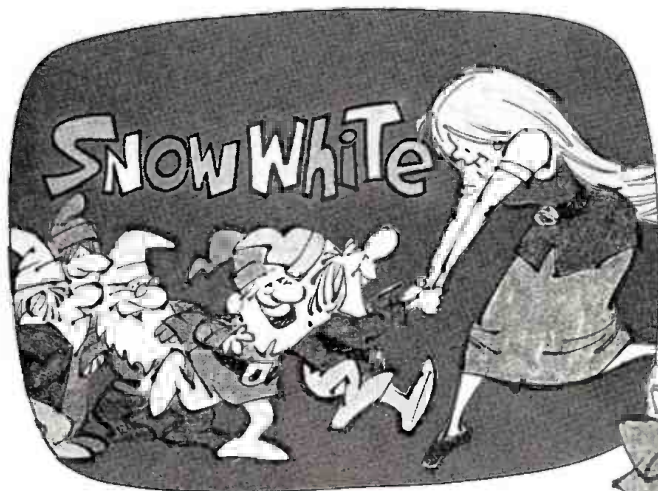
Nov. 15-18—*Sigma Delta Chi* national convention. Statler Hilton, Dallas.



TOMORROW ENTERTAINMENT, INC.



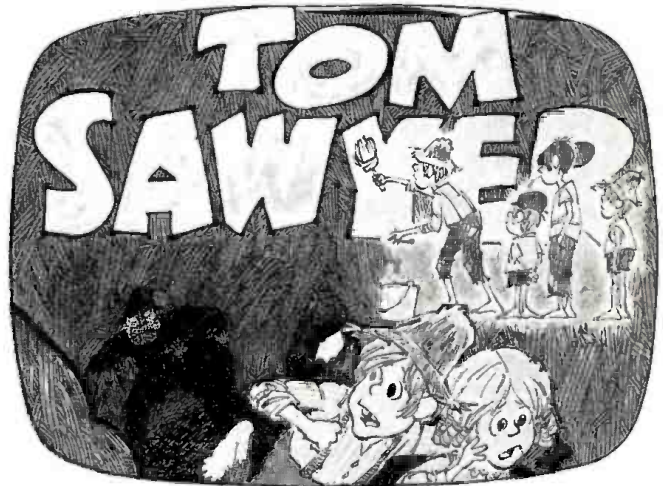
The Winning Touch



for early prime time from
RANKIN/BASS



Family Classics a new half hour family audience anthology series of first run Rankin/Bass animated color classics for local stations.



Robin Hood • Sleeping Beauty • Hiawatha • Johnny Appleseed • Snow White • Robinson Crusoe • Puss-In-Boots • Paul Bunyan • Tom Sawyer • 20,000 Leagues Under the Sea—(part 1 and 2) • The Arabian Nights • Cinderella • Swiss Family Robinson • Around The World In 80 Days—(part 1 and 2) • Alice In Wonderland • The First Noel • Jack-O-Lantern • Yankee Doodle

Now in full production, this all new half-hour anthology series of first-run Rankin/Bass animated color classics has been designed especially for local station early evening prime time... the time when the kids control the dial. As popular with grown-ups as it is with children. The new "Family Classics" series really captures the magic mix that early evening advertisers seek. The past 21 Rankin/Bass network specials have earned a 40% average share of audience... Nielsen rated. And, these specials have attracted more viewers 18-49 than children 6-11 and the 18-49 viewers out-numbered the 50 plus group by a substantial margin. Tomorrow Entertainment's new Family Classics series is sure to be controlling the early evening air this fall. To find out more about this exciting, 52-week series, call or write now.



A subsidiary of Tomorrow Entertainment Inc.
777 Third Avenue, New York, N.Y. 212/750-3801-4

1972, sponsored by *Washington Journalism Center*. Conference will go behind the scenes to discuss questions such as the demography of the electorate, the motivation of voters, media issues vs. real issues, the influence of TV, the use of campaign polls, the high cost of campaigning, reform efforts within parties and the professional management of campaigns. For further information: WJC, 2401 Virginia Avenue, Washington 20037.

April 12-14—National meeting, *National Industrial Television Association*. Chicago.

April 14-15—Region 1 conference, *Sigma Delta Chi*. Newark, N.J.

April 14-15—Region 3 conference, *Sigma Delta Chi*. Athens, Ga.

April 14-15—Region 4 conference, *Sigma Delta Chi*. Toledo, Ohio.

April 14-15—Annual meeting, *American Academy of Advertising*. University of Oklahoma. Norman.

April 15-19—Convention, *Southern Cable Television Association*. Convention Center, Myrtle Beach, S.C.

April 15-20—*International Television Program Market*, Palais des Festivals, Cannes, France.

April 16-21—Television workshop, *National Press Photographers Association*. University of Oklahoma. Norman.

April 17—Annual Broadcasting Day, sponsored by *Florida Association of Broadcasters* and *University of Florida's College of Journalism and Communications*. Featured speakers will be Wilson Hall, NBC; Mal Goode, ABC; James H. Hulbert, NAB. Reitz Union building, Gainesville.

April 17-21—Seminar conducted by *Eastman Kodak's* motion picture and education markets division focusing on techniques of producing color

film specifically for use in commercial, public and cable television. The "Videofilm Seminar" is designed for television management, cameramen and those dealing with film. Registration fee is \$150 and each seminar is restricted to 12 participants. Kodak's Marketing Education Center, Rochester, N.Y.

April 18-19—Annual meeting, *Affiliated Advertising Agencies International*. Lucayan Beach hotel, Freeport, Grand Bahamas Island.

April 19-21—Region six conference, sponsored by *Institute of Electrical and Electronics Engineers*. Microelectronics systems and applications and general systems and applications will be treated. Hilton inn, San Diego.

April 19-22—22d annual Broadcast Industry Conference, sponsored by San Francisco chapter, National Academy of Television Arts and Sciences. Principal speakers include: Sir Charles Moses, permanent secretary of Asia Broadcasting Union; Alexander Eystafiev, of Soviet Embassy. San Francisco State College, San Francisco.

April 19-25—*International Film, TV-Film and Documentary Market (MIFED)*, where feature, TV and documentary films are traded on a worldwide basis. Advanced bookings may be made before March 15. For information: MIFED, Largo Domodossola 1, 20145 Milan, Italy.

April 20-22—Spring convention, *Louisiana Association of Broadcasters*. Hodges Gardens, Many, La.

April 20-22—10th annual College conference, sponsored by *International Radio and Television Society*. Topic will be "Issues in Broadcasting" and will focus on five areas: consumerism-advertising, program control-freedom of broadcast journalism, broadcast technology, licensing-access and employment and economics of the industry. Hotel Commodore, New York.

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*Reg. U.S. Patent Office.

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OpenMike®

Dissenting opinion

EDITOR: I respect the fact that BROADCASTING is entitled to its opinion, but I do not believe there is any excuse for your vendetta against [FCC Commissioner] Nicholas Johnson, which you apparently are continuing to the bitter end. Mr. Johnson is just about the only commissioner left who is looking out for the interests of the general public in broadcasting and television. These interests may not always coincide with those of station owners, but certainly there should be at least one appointee sitting on a commission which has been set up to represent the public and not industry—to regulate the industry for the benefit of the public—who is aware of his true obligations.

I am sorry to see Mr. Johnson go—if, indeed, he will leave the FCC. I hope he will be back in Washington in January as senator from Iowa. The country needs him, even if he is a thorn in the side of big business.—Walter Grimes, *media broker, Washington*.

Van Deerlin continued

EDITOR: The "Week's Profile" of our once-director of news, Lionel Van Deerlin (BROADCASTING, Feb. 28) brought to my eye a tear of nostalgia, if not in fact one of remorse that I am the sole survivor of that particular XETV news team who didn't make it to Capitol Hill. It was Van Deerlin-to-Sieg Smith-to-Russ Tilford in those days, with Sieg the sports director and this writer the anchorman of the nightly news program that was, admittedly, keyed to Van's incisive commentaries. Sieg is now administrative assistant to Congressman

Van Deerlin while I remain at XETV as program director et cetera.

It was great fun while it lasted, and it remains a warmly remembered chapter in the 19-year-long role this unique television station has played as a shaping force in our unique community. So does the fact that an XETV news director was called by the people of San Diego to represent them in Washington.—Russ Tilford, *program director, XETV(TV) Tijuana, Mexico*.

Point-of-pay

EDITOR: Each month every broadcaster signs checks from his station for bills incurred. With the exception of the station's name on the check, his supplier never really knows where the money is coming from. And surprisingly, few stations solicit business from those who get their money. It may not be new, but WNMT attaches one [of these stickers] to every check, including payroll checks, that goes out. We would like to see the whole industry adopt the idea. It may not generate a great deal of business, but at least it will let those that sell us know who actually is paying them.—Chris Watkins, *president, WNMT (AM) Garden City, Ga*.

NOTICE!
THIS BILL PAID BY
A SPONSOR OF
WNMT

The key to success: stating the obvious

Here are one man's "seven advertising secrets." At first glance they may seem a random lot, but elements of each appear in most successful ad campaigns. And for the man who has been in advertising a while, these seven aren't secrets at all, but rather insights into the industry.

▪ First of all creativity in advertising is simply the ability to solve problems imaginatively. But this is easier said than done.

Problem: A client has a product that is not selling as well as he thinks it should.

Who will come up with the solution? A 20-year old genius of a copywriter who gets a sudden flash? Maybe. It's happened. But more often creative solutions come from an account service man who does his homework and opens up the problem to the "creative" staff, or from the tireless soul who painstakingly grinds out the obvious—and usually brilliant—solution. Or maybe the answer comes from that new lady in the research department who just read an article that suggests a simple key to the whole tangled mess. Maybe—and I think this is nicest of all, when it happens—the real creative burst comes from the client himself, as a result of working with the people at his agency.

Secret number one: In advertising, we are creative to whatever degree we possess the ability to solve problems imaginatively. And, of course those of us with real creative ability are the ones who can figure out just what the problem is in the first place.

▪ There is no single solution to any one advertising problem. If you haven't tried to lick it seven ways from Sunday, you are not a professional.

Let me give you an example of a time when I forgot this particular secret:

About five years ago, I filmed a commercial in Texas, using Jim Hall, who builds and races Chaparral cars out of the Midland-Odessa area. The footage turned out beautifully—great racing shots, Jim was terrific on camera, gorgeous production shots, the whole works. It was, I knew, an absolutely brilliant commercial because I had not only supervised the filming, I had also edited it. The only problem was, when the test scores came in—they stank.

I tried to re-cut that commercial and I just couldn't. So I turned the chore over to a friend at Ogilvy who in one weekend re-cut and rewrote that commercial 17 times—by my actual count—until he came up with a version that was just as pretty to look at as mine. But, it was a whole lot clearer and it tested out almost three times better than

the original version. There was a lesson in professionalism that I'll never forget.

▪ Every man and woman in a creative department should be able to function, to whatever degree of ability, as a combination art director, writer and broadcast producer.

Give your people a chance to operate outside their own designated area of expertise. They will be happier, their work fresher and more professional as a result of it.

▪ Report regularly to all your people. Being "left out" is the largest single cause of employe discontent. Research shows that single biggest gripe of employes is: "I don't know what's going on around here. Nobody tells me anything."

▪ It is possible to scientifically determine how much money your client should be spending on his advertising.

No advertising person has really won his spurs until he has tangled with a direct consumer-response account—the kind of advertising that pleads with the consumer to "clip this coupon" or "write today" or "call this telephone number right now" or "if you bring this coupon to our store tomorrow only."

If you create advertising of this nature and it makes telephones ring constantly, brings thousands of pairs of scissors out of kitchen drawers, overworks the postal service, gives sales clerks aching arches and laryngitis, then your client should put a lot more money behind your advertising effort. You've done "well," and there are all those nice crisp dollars lying in the till to prove it.

If the results are so-so, it's still relatively simple to cost out sales success versus advertising outlay. If the sales results are consistently poor, your advertising is simply not up to snuff. Period. It's just got to be a character-building experience, and all your people deserve a chance to test their abilities against this kind of challenge.

▪ Be a serious student of advertising. All 10 living members of the copy-

writer's hall of fame are, and Leo Burnett certainly was.

I personally feel the need to regularly study our profession. Not just squirrel away new facts about demographic breakdowns or keep up-to-date about which account just switched from what agency and why. I mean study, ponder and prognosticate—even philosophize about our profession. I think there is real value for us to regularly go back to the classics, to Claude Hopkins's book, *Scientific Advertising*; to that charming and telling short story about an advertising man, called *Obvious Adams*; to absolutely everything Leo Burnett ever wrote, and all of the work of the really great copywriters. I even regularly re-browse through *Confessions of an Advertising Man* written by ———*. It also behooves us to scrutinize the work of the new kids now coming up. Much of their stuff is outrageous by our established standards, but not too many years ago it was considered outrageous to try to sell a funny-looking little car by positioning it in its market as "The Beetle."

▪ Listen very carefully for the sound of your own soda-straw starting to suck bottom. When you hear it, go fishing.

We are in a pressurized profession. "I need that next Tuesday." "We have to do something about our marketing situation in Phoenix." "I don't know what—that's what I pay you people for." "It's no big problem; how's about we discuss it tomorrow at a breakfast meeting. Say, 4 a.m.?"

What fun! What a challenge! How much better than the hum-drum, hum, another-day-another-dollar existence of others less fortunate than we.

But there comes a time when each of us, under pressure, becomes cranky, finds his energies dissipated, himself unproductive and unhappy. My final secret—and perhaps most valuable one—is when your personal straw starts to suck bottom—go fishing.

*David Ogilvy, Ogilvy & Mather, is the author.



Don Cowlbeck joined Ogilvy & Mather, New York, in January 1965 as a copywriter, was promoted to copy group head in July 1967 and was elected a vice president in June 1970. He moved to O&M's Houston office in March 1971 as its creative director. Before he entered the advertising field, Mr. Cowlbeck was a writer-producer-director for Louis de Rochemont Associates, New York-based motion picture house. He also served as a writer for The Ski Bums feature movie.

DOMINANCE!



"DIALING FOR DOLLARS" 9:30 - 10 AM Monday through Friday

ARB* JANUARY 1972		NSI* JANUARY-FEBRUARY 1972	
TOTAL HOMES	TOTAL WOMEN	TOTAL HOMES	TOTAL WOMEN
WMAR-TV 81,000	70,000	WMAR-TV 99,000	85,000

DELIVERS MORE TOTAL HOMES AND TOTAL WOMEN THAN THE OTHER STATIONS COMBINED!



"TO TELL THE TRUTH" 10 - 10:30 AM Monday through Friday

ARB* JANUARY 1972		NSI* JANUARY-FEBRUARY 1972	
TOTAL HOMES	TOTAL WOMEN	TOTAL HOMES	TOTAL WOMEN
WMAR-TV 69,000	57,000	WMAR-TV 82,000	70,000

DELIVERS MORE TOTAL HOMES AND TOTAL WOMEN THAN THE OTHER STATIONS COMBINED!

*Subject to inherent limitations as stated in applicable reports.

In Maryland Most People Watch

WMAR-TV 

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

Will the mighty inherit the CATV earth?

That's the trend in cable ownerships as systems gravitate more and more to consolidations

What one economist calls "the traditional shakeout in any young, growing industry" has suddenly and quite visibly overtaken cable television. Day by day, merger by merger, what may be the communications medium of tomorrow is passing from the hands of many small operators into the control of a few large corporations.

The process can be dated from late 1970, when Teleprompter Corp. merged with H&B American to create the industry's undisputed giant. But it has become most evident in the past several weeks, as a series of mergers has begun to alter—invariably and permanently—the structure of an entire industry.

Consider: In this month alone, Telecommunications Inc. has agreed to acquire the cable systems of Rust-Craft Greeting Cards; Television Communications Corp., a wholly owned subsidiary of Warner Communications Inc., has agreed to acquire Cable Informa-

tion Systems Inc.; and Viacom International Inc. has agreed to acquire Columbia Cable Inc. (BROADCASTING, March 6, 13).

In the preceding months Communications Properties Inc. acquired Tower Communications Inc., acquired Telesystems Inc., and agreed in principle to merge with Vikoa Inc. (BROADCASTING, Sept. 13, 1971, Feb. 14); Warner Communications, formerly Kinney Services Inc., acquired Television Communications Corp. and then Continental CATV Inc. (BROADCASTING, Feb. 21); Telecommunications Inc. acquired Centre Video Corp. (BROADCASTING, March 29, 1971); Jerrold Corp. sold all 10 of its cable systems to Sammons Communications (BROADCASTING, Nov. 8, 1971); and Cox Cable Communications Inc. acquired the 30,000-subscriber system in Santa Barbara, Calif. (BROADCASTING, April 26, 1971).

Transactions like these have made

large, obvious differences in the composition of the cable industry. Assuming the consummation of all pending mergers, here is what happens:

- In an industry where over 1,100 companies attract 5.5 million subscribers, exactly 12 firms account for slightly more than half of these subscribers—2.76 million.

- The 50 largest multiple-system owners account for 4.1 million subscribers, or about 75% of the industry total. Today's 50 largest companies share as many subscribers among them as could be claimed by the entire industry two years ago.

- Before the Teleprompter - H&B merger in late 1970, only one company—H&B American—boasted more than 200,000 subscribers. When all pending mergers are consummated, eight companies will have surpassed the 200,000 mark.

- In 1969, the 10 largest cable com-

Top 50 and their lion's share of U.S. cable universe

This is the most recent, reliable listing of the top-50 multiple system owners. It was prepared by staff members of the National Cable Television Association for internal use, and reflects all merger activity through the end of last week. No two sources will agree precisely on broad subscriber totals—the figures change constantly, and different organizations compute subscriber totals in somewhat different ways. Together the top 50 account for 4,094,100 subscribers, or roughly 75% of the U.S. total.

1. Teleprompter Corp.	639,300	18. U.A. Cablevision Inc.	56,000
2. American Television & Communications Corp. (includes pending acquisition of Jefferson-Carolina)	264,000	19. Western Communications	52,800
3. Viacom International Inc.	255,000	20. Nationwide Cablevision	52,000
4. Cox Cable Communications, Inc.	230,000	21. Telecable Corp.	45,400
5. Tele-Communications, Inc. (includes acquisition of Rust-Craft systems)	225,000	22. Athena	45,000
6. Warner Communications (includes merger pending Cable Information Systems)	215,000	23. Times-Mirror	44,000
7. Communications Properties Inc. (includes mergers pending with Vikoa and Tele-Systems)	207,000	24. New Channels	43,600
8. Sammons Communications	200,000	25. GE Cablevision	41,400
9. Cypress Communications Corp.	162,000	26. American Finance Management	37,000
10. Cablecom-General Inc.	150,000	27. King Videocable	36,500
11. Time-Life Broadcast Inc.	118,000	28. Telesis Corp.	32,700
12. LVO Corp.	101,200	29. Communications Services	31,800
13. Service Electric Cable TV, Inc.	91,500	30. Texas Community Antennas	31,200
14. Midwest Video	70,000	31. Westinghouse	31,000
15. Liberty Television Inc.	66,800	32. Central California Communications	30,100
16. Storer Broadcasting	66,000	33. FCB Cablevision	30,000
17. Continental Cablevision Inc.	62,300	34. Comcast Corp.	28,000
		35. Ohio Valley Cable Corp.	26,300
		36. Triangle Publications	23,600
		37. Carl M. Williams	22,700
		38. California-Oregon	22,000
		39. Palmer Broadcasting	21,800
		40. Potomac Valley Television	21,200
		41. Colony Communications	21,100
		42. CableVision Properties	20,200
		43. Entron	19,000
		44. National Broadcasting Co.	17,600
		45. Pencor Services	16,800
		46. Davis Communications	16,600
		47. Lamb Communications	16,100
		48. General Television	16,100
		49. Armstrong Utilities	15,800
		50. Multi-Channel TV Cable	15,600

panies accounted for 28% of the industry's subscribers; today, the 10 top firms command about 40% of all subscribers.

Looking at the same figures in another way: When all pending mergers are completed, six companies will account for one-third of all cable subscribers—Teleprompter Corp., American Television & Communications Corp., Viacom, Cox Cable Communications Inc., Tele-Communications Inc., and Television Communications Corp. Teleprompter alone is about 12% of the entire industry.

The industry's changing shape may be seen vividly in a new set of figures on the top 50 MSO's (multiple-systems operators), prepared for internal use by the National Cable Television Association. They show that the 12 companies that account for half of all cable subscribers are also the only companies that presently have over 100,000 subscribers. Whatever new consolidations may take place, these are the 12 existing firms that bear watching. Here are the figures (again, assuming the completion of all pending mergers):

Teleprompter Corp., far and away the largest cable firm with 639,000 subscribers; American Television & Communications Corp. (including pending acquisition of Jefferson-Carolina), 264,000; Viacom (including pending acquisition of Columbia Cable), 255,000; Cox Cable Communications Inc., 230,000; Tele-Communications Inc. (including pending acquisition of Rust Craft systems), 225,000; Television Communications Corp., owned by Warner (including pending acquisition of Cable Information Systems Inc.), 215,000; Communications Properties Inc. (including pending mergers with Telesystems Inc. and Vikoa Inc.), 207,000; Sammons Communications, 200,000; Cypress Communications Corp., 162,000; Cablecom-General Inc., 150,000; Time-Life Broadcast Inc., 118,000; LVO Corp., 101,200.

For an industry whose pioneers began with little more than an enlarged version of the usual rooftop antenna, these figures already represent radical change. The "mom-and-pop" systems—those owned by a small company solely to serve one community—are still very much alive; 925 such systems, representing perhaps 850 companies, serve over a million subscribers. But these companies are standing still.

"The mom-and-pops," says Bob Peters of the Stanford Research Institute, "don't want to become involved in the next generation of CATV." It is the larger multiple owners who are undertaking the major construction, new services and important acquisitions that are consolidating the cable industry and directing its growth. The meek may inherit the earth, but they are relinquishing control of cable television.

What produces this concentration of control? No single consideration is decisive; but, according to a variety of knowledgeable observers from inside and outside the industry, these are among the important points (in roughly descending order of importance):

- A key to cable's future is financing, and companies that want to give at least the appearance of stability need to show a sizeable number of systems and subscribers, with a decent track record of profit.

- Because of the limited amount of management talent in the industry, the greatest benefit is derived by concentrating corporate resources in the few talented hands.

- The resolution of cable's regulatory problems, at least for the short term, has been a catalyst in the past year's merger activity. With the adoption of FCC rules permitting limited entry into major markets, new possibilities for growth have been opened—a fact that only intensifies the need for financing.

- There is a marriage of needs in the mergers. Large public companies want the benefit of established systems and

subscribers that many smaller companies can offer; the larger firms can then add on new services and construction. Privately held firms want the benefit of stock-market multiples and more cash flow.

- The ability to offer potential advertisers a package deal is enhanced when a single company can offer a variety of systems and a large number of subscribers.

- From a management standpoint there are cost savings involved in consolidation, though "not a hell of a lot," as one economist observes.

- The resources for substantial, professional program origination are more readily available to larger and better-financed companies.

There is also a psychological factor, difficult to "rank" but certainly present. As Ed Shafer, vice president of the Washington consulting firm of Foster Associates, puts it: "The drive to be the largest in a big, growing industry can't be overlooked. In everyone's mind is the thought that his company could be the AT&T—or let's say the Hertz—of cable."

The analogy to AT&T may not be comfortable to contemplate, but many observers see it as having at least limited applicability to the industry's future. As SRI's Bob Peters says: "AT&T now controls 80% of the telephone industry, General Telephone & Electronics and a couple of others have about 13%, and the remainder is dispersed among 1,800 independent telephone companies. Five years from now, cable's 10 largest MSO's will probably have 60% of all subscribers—although the list won't necessarily be the same as today's top 10—and the little operators will control a smaller and smaller portion of the industry. The situation won't be exactly analogous to the telephone case; public sentiment just isn't going that way, and the FCC wouldn't let it happen. But this consolidation is certainly going to continue."

Expanded plans for pay cable

Optical Systems seeks rights in more areas; sets California timetable

Optical Systems Corp., Los Angeles, which last month announced that it would begin pay-cable operations in Southern California (BROADCASTING, Feb. 7), has enlarged its plans to cover southeast Pennsylvania, the San Francisco Bay Area and parts of Canada. New plans call for these additional areas to be developed concurrently or just behind the schedule set for pay cable development in Southern California.

According to company President Geoffrey M. Nathanson, the Optical

System so-called "private-channel television" concept will be installed for the first time in one of three previously disclosed Southern California markets—San Diego, Santa Barbara, Bakersfield—by May for field testing. Mr. Nathanson expects that all three Southern California markets will be opened up by the end of the year, with regular service in the first market starting in July.

Optical Systems said it has agreements to lease cable-TV channels from Trans Video Corp., a division of Cox Cable Communications Inc., in San Diego, Santa Barbara and Bakersfield.

Mr. Nathanson is now contracting with cable-TV operators for leased cable channels in other markets in Southern California.

Mr. Nathanson said that his sources of programing for pay-cable operations this year will be live programing not now carried on television on a regular basis. This programing, apparently, will

include sporting events not restricted by the FCC's pay-TV regulations.

Motion pictures also will be presented by Optical Systems. But though they will not have been on television before. Mr. Nathanson indicates, the films will not be theatrical first-runs. Instead they will be no older than two years and will be shown on pay-cable subsequent to their primary run in local theaters.

Mr. Nathanson says that his company will not show X-rated movies on the cable.

The Optical Systems method uses a small black box that decodes or unscrambles TV signals so that subscribers can see special events on home-TV receivers. The box is activated by an individually programed plastic card, the size of an average credit card. Optical Systems leases unused channels from the cable operator ("we piggy-back on his investment," says Mr. Nathanson) and places its black-box terminal units in the homes of subscribers.

Nays have their say on cable

Nearly all of rules package is attacked as petitioners argue for own interests

Thirty-five petitions against the FCC's cable-television rules piled up by last week's deadline at the commission. All asked for some specific form of relief from the cable report and order, but taken together, the pleadings touched on practically all of the particular rules. The petitions came primarily from the broadcast industry, but also from outside interests and, in several instances, from CATV operators themselves.

Leading from the broadcast camp were the National Association of Broadcasters and Association of Maximum Service Telecasters, which argued the need for copyright legislation if the rules are to work at all. As NAB put it, "one cannot fly without the other."

The broadcasting-cable-copyright compromise agreement had called for the parties involved to work out the language of copyright legislation to be proposed to Congress. The two organizations said it was their understanding that such legislation was to have been proposed by the time the commission's rules were released. Not only has this not been done, they said, but at present, the parties have not agreed on the language of the proposal.

The principal blame for the failing in this area, AMST claimed, rests on the National Cable Television Association which, it claimed, has shown "apparent unwillingness . . . to pursue this matter on a serious basis."

In an accompanying brief, AMST asked the commission to stay the March 31 effective date of the cable rules for 90 days in order to facilitate an agreement on copyright. NAB and NBC asked the same.

NAB and AMST also contended that the effective date for grandfathering by existing CATV systems should be Nov. 11, 1971, the date of the compromise agreement, rather than March 31. They also claimed that small-market television licensees, particularly those in the Rocky Mountain time zone, should be afforded same-day rather than simultaneous exclusivity. And they felt that cable operators should not be permitted to add new TV signals that have been found to be "significantly viewed" in their areas without being required also to drop those signals that no longer pass the significant-viewing test. (Several individual broadcasters also complained about "significant viewing", claiming their stations were unjustifiably left out of the FCC's list of often-watched TV stations in certain counties.)

In addition, NAB and AMST claimed that the compromise agreement called for leapfrogging limitations to control the number of distant signals imported by cable systems that fall within a TV station's grade B contour but not within

the station's 35-mile zone of protection. They also asked the commission to prohibit cable from substituting program material for blacked-out programs that exceed in length the programs that are blacked out.

NAB also asked the commission to adopt a rule that would prohibit cable systems from selecting distant TV signals on an "auction" basis—whereby the system would carry the signal of the station that offers to pay it the greatest sum in return.

CBS did not burden itself with specifics. Regardless of the desirability of copyright legislation or the commission's good-faith efforts in the compromise proceedings, the company said, "we believe the commission's use of its regulatory power in the course of [negotiations in and acceptance of compromise] overstepped the bounds of its statutory jurisdiction and invaded the right of petition to Congress guaranteed by the First Amendment."

The cable rules, CBS said, "discriminate in an arbitrary and unconstitutional way" against broadcasters and the public, in that they "fail to guard against the siphoning of popular programing from the free, over-the-air system to the subscription cable system." And in any case, it claimed, the commission's failure to invite comments on provisions of the rules taken from the compromise agreement is a violation of the Administrative Procedures Act.

This same argument was voiced by



"Personally, I can't wait for CATV."

the American Civil Liberties Union in its petition last week. ACLU, which claimed that the rules are an "artificial impediment" to the growth of CATV to its full potential, has been campaigning for regulation that would require cable to lease its nonbroadcast channels to the public. The legal organization expressed its dissatisfaction last week with the absence of provisions in the cable rules limiting CATV systems to one channel for their own local origination.

The question of channel allocation was also pursued by the National Education Association and several other educational organizations. NEA said it is opposed to the portion of the rules calling for only one channel on a CATV system to be used for instructional purposes. This limited use of cable for educational purposes, it said, would preclude many of the potential possibilities for the medium in this area. NEA asked that the commission force cable systems to devote 20% of their channel capacity for instructional access.

The plight of the small-market television licensee was a principal issue last week. Nine stations in markets below the top-100 asked the commission to afford them relief from the rules. (Two other small-market broadcasters—Montana licensee Dale G. Moore and the licensee of KVVU-TV Henderson, Nev., have already submitted oppositions of the rules to the commission [BROADCASTING, Feb. 28, et seq.].) Principal among their complaints was a feeling that the 35-mile zone of protection established by the commission for small-market licensees would not adequately guard these stations against harm from cable operations in fringe areas. Under the rules, cable systems falling within 35 miles of a central point in the community of a small-market television station must carry that station. But, the licensees argued, this protection zone does not include a substantial portion of their viewing area, namely the regions co-extensive with their grade B contours. They urged the commission to afford them CATV carriage assurance in all households that can normally receive their signals over the air.

The Rocky Mountain Broadcasters Association claimed in a separate petition that the commission "fails to give factual support or rational justification" for the 35-mile zone. The association also asked that stations in that time zone be afforded same-day exclusivity.

Another group asked for reconsideration of a portion of the rules which would specifically affect it. Eleven TV producers and distributors, which were represented by attorneys Louis Nizer and Gerald Meyer, asserted that the provisions of the rules concerning payable operations discriminated against program distributors in that they represented an attempt by the commission to regulate an area that does not warrant FCC intervention, since no spectrum space is taken up by locally-originated CATV channels. They referred specifically to a provision in the rules prohibiting cable systems from

Television's fastest game show joins television's fastest-growing daytime lineup.



Bewitched



Password



Split Second



The Newlywed Game



The Dating Game



General Hospital



All My Children



Let's Make A Deal



One Life To Live



Love, American Style

Topping off a remarkable growth in national audience in 1971, ABC has attained its strongest daytime competitive position ever during the first eight weeks of 1972.

Compared with a year ago, ABC daytime has grown 23% in households ...34% among women 18-49...and has shown gains in nine of the ten network time periods programmed. Now, ABC's fast-growing daytime lineup is being joined by Split Second — strong, fast-paced game show fun with Tom Kennedy as host.

With a growth story like this, it's easy to see why, for viewers and advertisers alike, ABC is the daytime place to be.

ABC Television Network 

showing on a paid basis feature films released more than two but less than 10 years ago, and one restricting the payable showing of films more than 10 years old to once a week. In incorporating these regulations in the cable package, Messrs. Nizer and Meyer said, the commission went against a congressional policy of encouraging free competition among communications media, and against Justice Department advice.

Another specific was attacked by Spanish International Communications Corp., licensee of several stations offering Spanish-language programming. It asked that the commission rescind the portion of the rules authorizing CATV systems to import foreign-language television signals on an unrestricted basis. In its place, the firm said, American cable systems should be prohibited from importing the signals of Mexican TV stations in cases where local Spanish-language stations would be threatened or where U.S. Spanish-language programming is available to the system off the air or via microwave.

The technical standards outlined in the rules also came in for a share of the attack. Several equipment manufacturers, including Zenith Radio Corp., Oak Electro/netics and Jerrold Electronics, asked the commission to modify the technical requirements for frequency ranges in the converters installed by CATV operators on subscribers' television sets. The present standards, they claimed, could result in interference and "spectrum pollution." And in a special petition, AMST requested that the commission adopt technical standards for color, ghosting and input-signal strength based on standards proposed in a previously conducted FCC rulemaking inquiry. AMST also asked that these standards be made applicable to expanding CATV systems, and that the commission provide for regular monitoring by cable systems to insure compliance with the standards.

The general mood of the pleadings submitted by members of the cable industry was far less hostile toward the commission than their broadcast counterparts. In essence, the system operators filing generally applauded the commission's efforts, but cited specific rules they considered to be inequitable. Several cable firms also asked the commission to allow systems to import the programming of distant network affiliates in situations where the local affiliate does not carry a certain network show. Such importation is prohibited if the local affiliate carries 85% of the network's programming, which, they asserted, could result in subscribers being denied the other 15%.

These specific desires, however, were not held—or at least not voiced—by NCTA. The cable association, which last week filed an opposition to the request for stay of the rules submitted two weeks ago by KVVU-TV (BROADCASTING, March 13), said: "Any further delay in the breaking of the cable television freeze will work direct and immediate harm on many cable companies and, most importantly, on the public."

Broadcasters buy cable copyright

But they tell Senate group they'll revert to old stance if cable compromise falters

The National Association of Broadcasters, the Association of Maximum Service Telecasters and other broadcast spokesmen told a congressional subcommittee last week that they are ready to support CATV copyright legislation.

If, however, the various parties do not come up with a mutually agreeable draft of legislation, they said, they will present their views or revert to their original positions—advocating full copyright liability for cable-TV retransmissions of broadcast signals, except for the carriage of local stations.

The NAB's position was contained in a March 15 letter to Thomas C. Brennan, chief counsel of the Senate Subcommittee on Patents, Trademarks and Copyrights. Last December, Mr. Brennan had asked for comments on the CATV section (Sec. 111) of the pending copyright revision that was approved in 1969 by the subcommittee but which had been held in abeyance until the FCC rules were issued. The commission issued its CATV rules last month (BROADCASTING, Feb. 7).

Two weeks ago, Senator John L. McClellan (D-Ark.), who is chairman of the subcommittee, told Arkansas broadcasters that he was prepared to resume consideration of the copyright bill as soon as the FCC rules become effective (BROADCASTING, March 13).

But one of the paradoxes in the CATV problem is just that: the effective date of the rules. Broadcast spokesmen argued that the November compromise agreement put together under the aegis of Clay T. Whitehead and his Office of Telecommunications Policy requires that all parties agree on a draft of legislation on copyright and CATV. In fact, some have petitioned the FCC to delay the effective date of the rules until this is done (see page 23).

As to the specific subsections of the proposed CATV section in the pending copyright bill, the NAB generally went along with the provisions adopted by the subcommittee three years ago.

But, it argued in favor of one major change: that cable systems should be liable for full copyright payments for distant signals they bring in that are not authorized under the FCC's initial rules or grandfathered when those rules go into effect. And, the NAB added, there must be no limit on exclusivity arrangements between broadcasters and copyright owners regarding CATV carriage not covered in the FCC's first rules.

In other areas of the cable section, the NAB made only nominal suggestions. At one point it recommended that, where cable and copyright owners fail to reach private agreement, the law

should simply provide for copyright arbitration. In another section, it supported language that would clarify the right of broadcasters and copyright owners to enforce exclusivity through court actions. And with respect to the provision that would require cable operators to abide by professional sports blackout requirements, the NAB added that this should be expanded to cover collegiate sports as well.

The NAB comments, signed by Vincent T. Wasilewski, association president, concluded by stressing the need for the incorporation of all of the applicable provisions of the compromise agreement into copyright legislation.

"Anything short of total adoption," he said, "would be to the serious detriment of one or more of the parties, all of whom adopted the compromise on the good faith reliance that its terms would be accepted or rejected as a package."

AMST noted that there was agreement on copyright provisions, except for fees, among NAB, AMST and a group of copyright owners, but that the National Cable Television Association had not, as of last week, agreed on support of any specific language.

NCTA sources said that cable representatives were meeting with copyright counsel and that Mr. Brennan had been informed of this and had agreed to accept an NCTA response later.

Much like the NAB, AMST, among other things, suggested that the proposed copyright legislation require compulsory arbitration if parties fail to agree on fees. And it called for language that would make it clear that broadcasters, as well as copyright owners, would have the right to enforce exclusivity rights through action in the courts.

ABC told Mr. Brennan that it too was concerned with the absence of any agreement on copyright legislation, noting that this is "an integral and inseparable" part of the consensus agreement.

In most of its statement it echoed NAB and AMST points, but added that the copyright law should include some provision to prevent the siphoning of TV programs from over-the-air broadcasting to CATV. The FCC has failed to address itself to this problem, ABC said, and if it continues to do so, Congress should consider legislation in this area.

CBS declined to comment because it is opposed to the CATV compromise and is awaiting the outcome of its copyright lawsuit against Teleprompter Corp.

The American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC Inc. stressed that the present separate licensing system used in broadcasting must be expanded to cover cable TV.

Sports spokesmen—Bowie Kuhn, commissioner of baseball, the National and American football leagues, and the National Collegiate Athletic Association—all stressed the need to protect gate receipts by extending current restrictions on TV broadcasts to cable television.

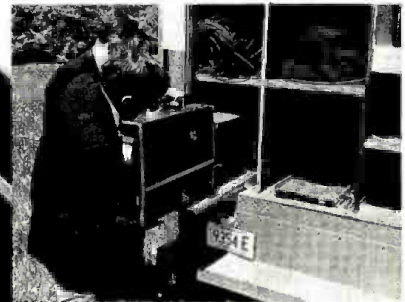
In Chicago, WGN-TV's BC-230 color cameras really move!

As one of the nation's leading independent television stations, WGN, Channel 9, in Chicago probably broadcasts more locally-originated programs, all in color, than any other television outlet in the country. With this background of success, WGN-TV decided to broaden its production facilities by creating a separate production arm, WGN Continental Productions—a fast-paced, versatile, hard-working team of men and equipment. Some of the most respected members of the team are Ampex BC-230 color cameras.

From educational and industrial productions to commercials and syndicated series, the BC-230's go where WGN Continental Productions go. And that's all over Chicago! Compact size and lightweight cables let the BC-230's in where other cameras can't maneuver. Quick set-up and warm-up times allow them to cap-

ture "one time only" sequences. Easy operation gives cameramen time to look for the best shots. Superb color and excellent stability of the BC-230's assure WGN Continental Productions unsurpassed picture quality.

The Ampex BC-230 color camera is a performance-proved member of the WGN Continental Productions staff. Let it go to work for you. For more information about this compact, low cost, reliable broadcast quality color camera contact your Ampex Representative. Or, write: Ampex Corporation, National Sales Manager, Audio-Video Systems Division, 401 Broadway, Redwood City, California 94063.



AMPEX

Gray days at Boca Raton

At AAAA, talk of erosion of confidence, tightening of controls, slowing of growth

Boca Raton is posh, a haven of good living, nestled serenely on Florida's lush southeast coast. Last week the serenity was broken by a contingent of admen. For them it was a place to take a collection of troubles the likes of which the business hadn't seen in years. The scene was the 55th annual meeting of the American Association of Advertising Agencies held March 15-18.

For none of the problems were there easy answers. Some questions were put in focus; others, such as the current issue of "slow pay and no pay," as it was put by the AAAA president, John Crichton, were subjects of immediate attention. Mr. Crichton announced in his report to the convention that a special committee of the AAAA board would be appointed to study financial practices and their "relationship to membership in the AAAA."

Present trends in regulation of advertising were seen by Mr. Crichton as distinct threats. He deplored tendencies to place "value-laden judgments on advertising" and said they could endanger the advertising function of "paying the freight" for such communications vehicles as radio and television.

"If advertisers conclude that only advertising makes them vulnerable to social and governmental criticism," Mr. Crichton warned, "they can still sell their products by other means, perhaps less efficient but less obvious, like increasing use of allowances and promotion payments to retailers."

"If that became the general practice, it would be drastic for advertising agencies, disastrous for the communications media, and ultimately disadvantageous for the consumer."

A suggestion that advertisers are thinking in that direction came from Lee A. Iacocca, president of Ford Motor Co., who said there was evidence of a decline in confidence in advertising.

The recent report of the surgeon general on children's reaction to television, part of the special study of the effects of violence on the young, explains, said Mr. Iacocca, is "why there's no joy in Adville. As a matter of fact," he added, "there's not much in Motown as a result of those findings."

Here's how Mr. Iacocca summed up the surgeon general's report:

"Second graders display 'a concrete distrust of commercials.' By the sixth

grade they show 'a generally contemptuous attitude' toward commercials. And by the time they're teen-agers they're 'overtly hostile' to television advertising.

"Apparently," said Mr. Iacocca, "we're not doing much better with the kids' papas and mamas. We've got one study that claims that 50% of the public thinks TV car ads are either very exaggerated or completely untrue."

"Whether we like it or not, this public disaffection and disillusionment has been the real yeast behind government proposals for increased regulation of both product and corporate advertising."

"At the same time, advertising's effectiveness is being challenged by negative public reaction to the kind of excesses I guess some people would call 'advertising pollution.'"

Specifically, he said, "A lot of people seem to feel that six commercials in a row may be too big a price to pay for even 'The Treasure of Sierra Madre' as the *Movie of the Week*." Also, he said, there is the "reaction against careless direct-mail campaigns, offensive sign programs or those radio spots that inundate the listener and make him pay a high price for waiting to hear the news — 'after this important message.'"

Mr. Iacocca said all criticisms of advertising are the concern of the auto industry "because when American advertising is in hot water, the automobile industry feels the pain."

Of the FTC's counteradvertising proposals he said: "I think we are seeing some of the problems in over-using corporate advertising to put your best eco-

AAAA notebook from Boca Raton: about the economy, counterads, clutter, slow pay and agency default

Edward B. Weiss, vice president, Doyle Dane Bernbach, New York: "The economy is improving. Advertising will show somewhat of a proportionate improvement. Although there is no precise relationship between the two, advertising will move up this year."

Dan Seymour, president, J. Walter Thompson, New York: "The fairness doctrine is a misnomer; there is nothing fair about it. Advertising can be seriously hurt by the counterad concept. It can be the basic factor in retarding media and diminishing all advertising. Advertising is part of the selling and distribution process. We must be credible."

Hugh M. Redhead, president, Campbell-Ewald, Detroit: "There is consumer confidence. We note that Admiral's TV sales are up. There's confidence in the automotive industry—1972 appears to be a good car year."

Gerald Stern, president, Stern, Walters & Simmons, Chicago: "Any self-effacing advertising executive abhors clutter. The attack [against it] must be voluntary 'regulation' by media and the advertisers. Clutter is not beneficial to the consumer, the advertiser or to media. The question remains, however, as to who that catalyst will be. Basically, action must start with the networks. The problem will be with us as long as the networks continue to take commercials on this basis."

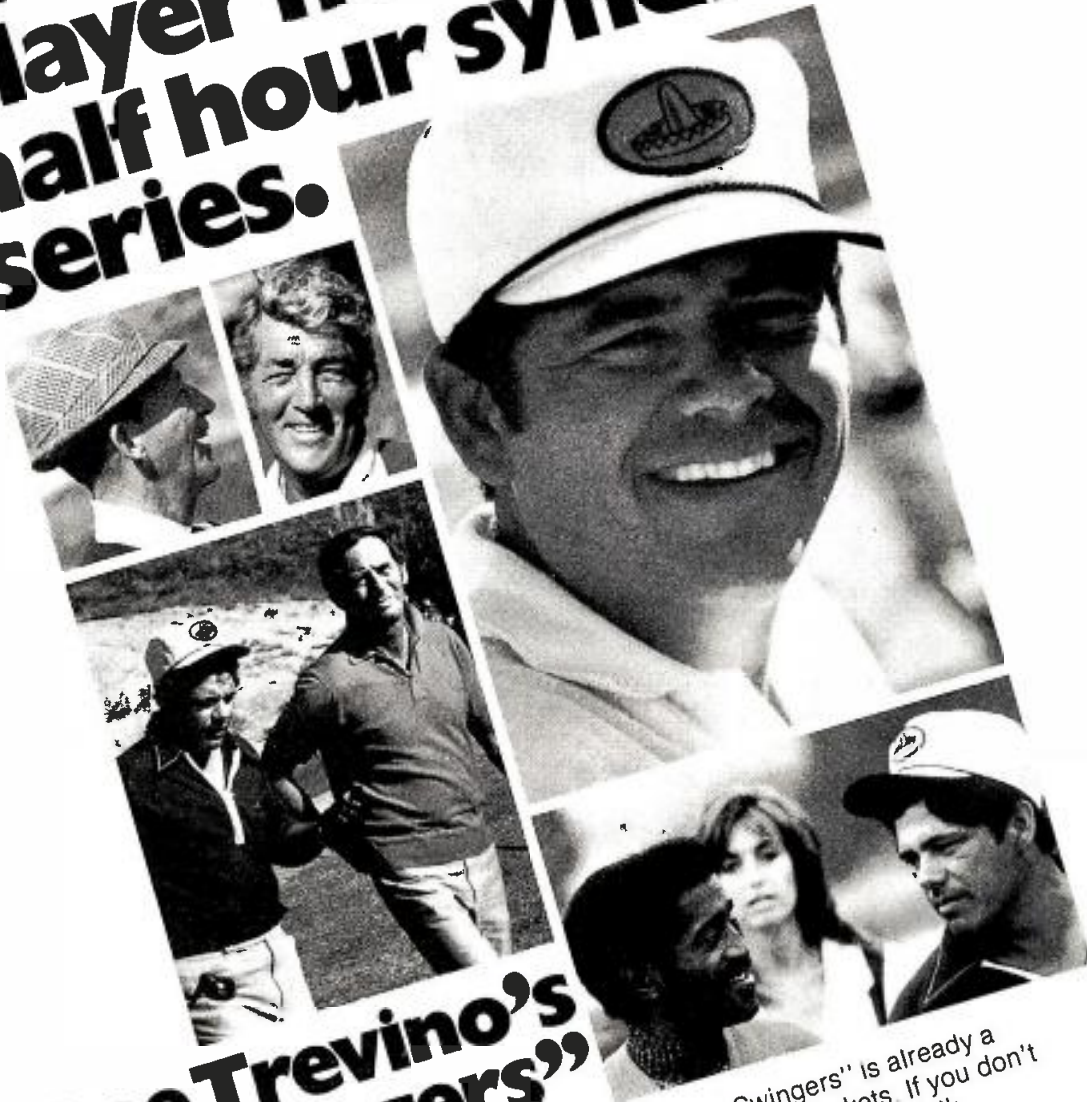
John Bowen, president, Benton & Bowles, New York: "If something isn't done to minimize clutter in the industry, TV will continue to draw increased fire. It is difficult to have an 'average' commercial in a position where other commercials vie with

it for attention. How does one then measure the effectiveness of a commercial? We would hope that the broadcast industry would undertake further efforts to reduce the clutter."

Lester Wunderman, president, Wunderman, Ricotta & Kline, New York: "We have heard mentioned that advertisers would wish to avoid double jeopardy, but they ought not to be held directly liable for payment to media. The advertiser is not the problem. Nor should the agency be. Agencies ought to be well investigated by media and media ought to be careful. Creditability should be the watchword."

Herbert Zeltner, executive vice president, Needham, Harper & Steers, New York: "Supposedly the agency is the villain of this piece [slow pay]. But what is being said about the sloppy invoice practices of stations and station groups? They are party to the situation. One must question the very poor administrative practices of stations, especially in proof of performance."

**Golf's
most colorful
player hosts his own
half hour syndicated
series.**



**Lee Trevino's
"Golf for Swingers"**

Each week Lee Trevino plays, teaches and jokes with some of entertainment and sport's top personalities. Like Bob Hope, Bing Crosby, Alex Karras, Joey Bishop, Dean Martin, Sammy Davis, Jr., Pancho Gonzales.

"Golf for Swingers" is already a success in 85 markets. If you don't have it in your area yet call:
Dottie Scheer,
McCann-Erickson/Los Angeles,
(213) 385-3302.

Produced by The Carruthers Company/
Gary DeVore
Syndicated by McCann-Erickson, Inc.

logical foot forward in public. It's not just that large companies such as ours are damned if they don't let everyone know what they're doing to clean up the environment. They're likely to be damned if they do.

"An FTC proposal to the FCC for 'free equal broadcast time' for anyone wanting to speak out to counter radio or TV commercials describing corporate achievements in fighting pollution or other social evils is only the most recent example of this trend."

Though the FTC was the target of much criticism at the AAAA meeting, the commission had its champion on the scene. FTC Chairman Miles W. Kirkpatrick told the ad practitioners that his agency welcomed critical comment but that "general charges that we are against all advertising do not strike me as either accurate or constructive."

Mr. Kirkpatrick sought also to answer industry criticism that the FTC engages in "trial by press releases." He said the commission must keep its procedures in full public view.

In reminding his audience that respondents to FTC proceedings are free to appeal for review in the courts, the chairman said name-calling and use of terms such as "madness in action," "Salem witch trials," "innocents sacrificed to consumerism" as applied to the FTC were "intemperate" and "get us nowhere."

Though external difficulties dominated the meeting, the pervasive internal problem of agency and buying-service solvency was discussed in detail. Mr. Crichton said that credit losses were no longer negligible in the business, "and these—along with the miseries of spot-broadcasting discrepancies—have made life in agency accounting offices grim and apprehensive."

Mr. Crichton emphasized that the advertising business deals in large amounts of money, "and integrity and reputation are key elements." He said the business was fast-moving, that "substantial commitments of money are made over the telephone, with the paper work following much more slowly and sometimes never being executed."

What really counted, he said, was "whether money paid to the agency for media billing will be paid to the media." He said there was but one route to take: "The client pays, and we must pressure him to pay promptly. The media must get paid promptly and in full. And nothing else is satisfactory, and nothing else will work for us."

Mr. Crichton said that in the last 30 months national advertising has leveled off. Between 1968 and 1972, the number of people employed by AAAA agencies in the U.S. dropped from 41,724 to 37,077.

But, he said, despite budget cutbacks and concurrent problems of "media buying services and boutiques," of slow and no pay to media and of stepped-up government activity in advertising, he believed advertising expenditures will increase this year.

Roger A. Purdon, vice president of the national advertising division, Coun-



Mr. McCaffrey



Mr. Bloede



Mr. Wunderman



Mr. Tannenbaum



Mr. Ney



Mr. Mitchell

McCaffrey takes over ANA chairmanship

James J. McCaffrey, chairman of McCaffrey and McCall, New York, was elected chairman of the American Association of Advertising Agencies last Thursday (March 16) as the AAAA began its annual meeting at Boca Raton, Fla. He succeeds Edward M. Thiele, vice chairman of Leo Burnett Co., Chicago.

Victor Bloede, Benton & Bowles, New York, was elected vice chairman and Lester Wunderman, Ricotta & Kline, New York, was named secretary-treasurer.

Three directors at large were elected: Charles S. Mitchell Jr., Compton Advertising, New York; Edward N. Ney, Young & Rubicam International, New York, and Stanley Tannenbaum, Ken-

yon & Eckhardt Advertising, New York.

Regional directors named: Eastern—Thomas R. Cox Jr., Wilson, Haight & Welch, Hartford, Conn.; Donald B. Miller, Rumrill-Hoyt, New York, and John P. Warwick, Warwick & Legler, New York. Central—Robert L. Christiansen, The Cramer-Krasselt Co., Milwaukee; Paul Schlesinger, Tatham-Laird & Kudner, Chicago; and John F. Wilson of Carr Liggett Advertising, Cleveland. Western—Carson Magill, McCann-Erickson, San Francisco.

The new operations committee, which meets monthly when the board is not in session, will consist of AAAA Chairman McCaffrey, Vice Chairman Bloede, Secretary-Treasurer Wunderman, President John Crichton and John Elliott, Jr., Ogilvy & Mather, New York; Neal W. O'Connor, N. W. Ayer & Son, New York, and Dan Seymour, J. Walter Thompson Co., New York.

cil of Better Business Bureaus, said that the machinery of voluntary controls was beginning to work. He said that of 25 major cases handled by the division to date, "not one has had to be referred" to the National Advertising Review Board, that his division has been successful in suggesting major ad-campaign changes and that "all our discussions have been friendly and amicable."

John R. Meyer, president, National Bureau of Economic Research, and Daniel P. Moynihan, former White House adviser and now a Harvard professor, suggested the future of the U.S. is toward slow growth in population. Mr. Moynihan suggested that segments of business, including advertising, would have to substitute "survival" for "the pursuit of money" in the future.

Scholar suggests changes for campaign

A Brookings Institution political scientist has proposed that broadcasters be required to provide candidates with a 25% reduction in rates.

He also advocates, in a new book, "Financing Presidential Campaigns" (168 pp, \$5.95 cloth, \$2.95 paperback), that Section 315 of the Communications Act be suspended for presidential and vice-presidential candidates only, with some assurance of proportional access for minor party candidates. Equal time "protection" should be retained for candidates for other offices, he says.

The author, Delmar D. Dunn, also recommends two subsidies: one to presidential candidates to buy fixed amounts of time, and another to the Corporation for Public Broadcasting to stimulate high-quality alternatives to present methods of covering presidential campaigns.

Mr. Dunn also suggests that Congress refrain from imposing limits on total spending (which the newest political-spending law does), because these limits are difficult to enforce and have impeded past efforts to gain full disclosure. But if limits are adopted, he says, they should be based on voting age populations and should change in response to changes in a price index of campaign costs.

CBS seminars to study sales and service

CBS Radio Spot Sales on March 27 will hold the first in a series of quarterly luncheon seminars for radio management to explore industry trends, media concepts and the state of the marketplace.

J. William Grimes, CBS Radio vice president and general manager of CBS Radio Spot Sales, said the series was initiated "so that we can better service our stations and better solve advertisers' media problems."

Herbert Maneloveg, executive vice president and director of media services. McCann-Erickson, will discuss regional buying concepts at the first seminar. Mr. Maneloveg is head of M-E's new in-house national buying operation, Media Investment Service (BROADCASTING, Feb. 14).

Hedge against hikes

KQTV (TV) St. Joseph, Mo., has adopted rate protection against any price increase for a full 52 weeks. Tom Matthews, vice president and general manager of the station, said last week that the new policy guarantees every spot at the rate ordered for 52 weeks from effective date of any announced rate increase, or for the length of contract, including continuous renewals, whichever is shorter. Most TV stations offer only 13 weeks of rate protection. Officials of Avery-Knodel, national sales representative for KQTV, said WCCO-TV

Minneapolis was believed to be the only other TV station to have a 52-week rate protection plan.

CBS goes to sources on L&N debts

CBS is seeking direct payment from advertisers for bills owed it for business placed by Lennen & Newell.

CBS was identified as the biggest creditor in a bankruptcy filing by Lennen & Newell earlier this winter (BROADCASTING, Feb. 7). L&N's filing put the total owed CBS-TV and its owned stations at \$812,395. An official with CBS indicated last week that the figure was closer to \$700,000, in that approximately \$100,000 had represented business then current and subsequently paid.

CBS is billing Stokely-Van Camp and Reynolds Metals direct for outstanding bills owed. The owned stations are to follow a similar course of action in billing advertisers directly for payment. More than half of the \$700,000 owed CBS by L&N is for network-TV.

CBS had not expected an immediate response from the advertisers involved in that the latter companies have followed a procedure requiring verification of schedules and unpaid bills.

ABC had indicated it would proceed with lawsuits against advertisers to collect for campaigns placed on its networks or owned stations. NBC said last week that it has been reviewing the situation but has not decided on a specific course of action. ABC, CBS and NBC—networks and owned stations—were the three biggest creditors in the L&N proceeding.

Schick doubles ad outlays

Schick is going to spend twice as much to advertise its personal-care products in the first half of 1972 as it did in the first half of 1971. The Los Angeles-based appliance manufacturer, however, would define this year's allocation only as being "multimillion dollar."

Some of broadcast's share of the budget was accounted for by Tomas W. Nickols, vice president-marketing. Approximately \$500,000 is earmarked for television spot in major markets, he said. Television commercials, and the major advertising effort, including radio and print, are being geared to coincide with Mother's and Father's Day selling periods in May and June.

Television announcements will emphasize Mist curlers and styling dryers on ABC-TV, CBS-TV and NBC-TV in prime time and as featured prize awards on game and quiz programs.

On network radio Schick plans to continue its spots for the Flexamatic shaver line on the *Arthur Godfrey Show* on CBS—before Mr. Godfrey retires next month—and the *Paul Harvey Show* on ABC Radio.

Agency is Dancer-Fitzgerald-Sample.

Hanging up on the white pages

COLTRAM study points to viewing differences in unlisted-phone homes

A joint National Association of Broadcasters and Television Bureau of Advertising study indicates viewing levels in telephone-listed homes are lower than in unlisted homes. And apparently there is a higher level of viewing in multiset homes.

According to officials associated with the study, the preliminary findings suggest that research services might work toward better controls of and results from surveys of multiset homes, and consider what new device or design could be created to include unlisted homes in local-market sweeps.

The preliminary findings of the study were previewed last week at a luncheon meeting in New York of the Radio and Television Research Council. It was said that additional analyses of the data would be required. The research was done by Statistical Research Inc., Westfield, N.J., in four markets last fall.

That initial project, co-funded by NAB and TVB, was pursued under the auspices of COLTRAM (Committee on Local Television and Radio Audience Measurement), coincident with and as an evaluation of local-measurement sweeps (BROADCASTING, Oct. 25, 1971, et seq). The decision to proceed with the study came after industry challenges of local-market reports of both the American Research Bureau and A. C. Nielsen Co. on the ground that they understate actual TV-viewing levels.

Markets covered in the COLTRAM project were ADI/DMA (ARB's area of dominant influence and Nielsen's designated market areas). A sample based on random-digit sampling was used in Atlanta, Philadelphia, Chicago and Utica-Rome, N.Y. Dayparts covered were: prime time 6:30-9 p.m. in Chicago and 7:30-10 p.m. in Utica-Rome and early evening 5-7:30 p.m. in Atlanta and Philadelphia. COLTRAM's survey period coincided with Nielsen's—Oct. 28 to Nov. 24, 1971. ARB's period went from Nov. 3 to Nov. 23, 1971.

Last week's presentation was given by Harvey Spiegel of TVB and John Dimling of NAB. Also on hand was Gale Metzger of Statistical Research. All three stressed that analyses were in their early stage.

An apparent correlation was indicated in viewing levels in comparing the COLTRAM study and ARB's and Nielsen's actual figures in telephone-listed households.

Of particular interest in the presentation was the COLTRAM assertion, presented by Mr. Spiegel, of higher HUT (homes-using-television) levels in both dayparts (early fringe time and prime time) and more children and more

young adults, but fewer older adults in unlisted homes.

This pattern also was indicated in analyses of viewing in multiset households.

It was also noted that unlisted homes would appear to represent an average 23% of all households in metropolitan markets such as Atlanta, Philadelphia and Chicago. (In some large markets, the figure is as high as 30%, it was said).

In an attempt to "define" viewers in the home, Statistical Research asked one-half the sample how many people were in the room with the set on, whether male or female and their ages, and of the other half of the sample, how many people were watching television in the room, whether male or female, and their ages. The finding was 1.97 viewers per television set in both instances, which, according to the COLTRAM surveyers, constitutes a significant research "definition."

The Pulse Inc., New York, has also questioned the validity of surveys based on telephone directories, claiming appreciable differences in the radio listening habits of homes with listed and unlisted telephones. (BROADCASTING, March 6).

NOW's now after ads for Olivetti typewriters

Two weeks ago the National Organization of Women demonstrated against National Airlines commercials (BROADCASTING, March 6). Last week the Olivetti Corp. was singled out by the militant feminist group.

NOW demonstrators gathered at the front of the typewriter manufacturer's offices located in Park Avenue in New York. The women claim that Olivetti television commercials "downgrade the intelligence of women secretarial workers."

Some of the copy NOW objects to: "The Olivetti girl, now she may be prettier than other typists, but she's not necessarily any brainier. What makes her such a phenomenal typist? Her brainy Olivetti typewriter, of course. This typewriter can actually think for itself because it has a brain inside . . ." This type of copy, NOW feels, shows secretaries as dizzy-headed, brainless sexpots who are unable to think for themselves.

Representatives of NOW did gain some sympathy from George Lois, president of Lois Holland Callaway, and creator of the commercials. One television spot in the pool of eight has been dropped. The eliminated commercial was objectionable, according to Midge Kovacs, coordinator of NOW's image committee, because the "camera pans the woman's bosom down to the typewriter" emphasizing the sexist nature of the ads.

A complaint has been filed with the National Advertising Review Board against the other advertisements in the campaign.

How spot TV finished in '71

Spot television attracted \$395,041,000 in national and regional advertiser investments in the fourth quarter of 1971, the Television Bureau of Advertising reported last week.

More than one-third of the total, \$134.9 million, went into nighttime periods, \$107.6 million (27.2%) into early evening, \$79.8 million (20.1%) into daytime and \$73.8 million (18.6%) into late night.

The 30-second commercial accounted for \$282 million or 72.2%, up from 66.8% in the fourth quarter of 1970.

TVB's figures were compiled by Broadcast Advertisers Reports based on monitoring in the 75 leading markets. They were not projected to reflect total U.S. spot-TV investments. TVB said the figures for specific companies are comparable with 1970 figures but that the grand total and totals by product category are not comparable, because of changes in national and local designations by BAR.

Spot television expenditures by product classification

	4th Q. '71	Jan.-Dec. '71
Agriculture and Farming	\$ 305,800	\$ 4,285,300
Apparel, Footwear and Accessories	16,045,300	41,667,800
Apparel fabrics and finishes	1,301,200	3,233,100
Footwear	2,525,800	8,439,000
Hosiery	3,302,300	11,374,800
Ready-to-wear	3,199,900	6,116,300
Underwear, foundations and bras	1,358,200	6,501,000
Miscellaneous apparel, accessories and notions	4,357,900	6,003,600
Automotive	23,866,000	100,694,800
Passenger cars	18,622,400	80,020,100
Tires and tubes	1,922,800	8,459,200
Trucks and mobile homes	2,091,700	6,190,200
Miscellaneous auto accessories and equipment	1,229,100	6,025,100
Beer & Wine	21,553,200	78,377,600
Beer and ale	11,369,600	59,278,800
Wine	10,183,600	19,098,800
Building Materials, Equipment & Fixtures	2,449,500	10,343,900
Building materials	109,400	1,683,100
Equipment fixtures and systems	2,147,600	5,451,900
Protective coating and finishes	192,500	3,208,900
Confectionery and Soft Drinks	21,599,100	106,136,500
Confectionery	9,773,600	40,442,300
Soft drinks	11,825,500	65,694,200
Consumer Services	1,879,900	7,804,500
Communications and public utilities	351,900	452,300
Engineering and professional services	1,290,600	5,433,900
Financial	237,400	1,918,300
Drugs and Remedies	28,197,000	98,352,400
Cold, cough and sinus remedies	9,834,600	25,624,100
Digestive aids and antacids	3,456,700	11,612,700
Headache remedies and sedatives	7,783,500	30,332,500
Laxatives	293,800	1,156,500
Medical equipment and supplies	619,000	4,208,200
Skin products and liniments	2,447,800	8,130,300
Vitamins	1,603,200	5,614,300
Miscellaneous drugs and remedies	2,158,400	9,673,800
Food and Food Products	83,391,200	303,696,800
Appetizers, snacks and nuts	2,366,500	8,929,700
Bakery goods	9,014,500	35,517,600
Cereals	6,659,600	30,669,900

	4th Q. '71	Jan.-Dec. '71
Coffee, tea and cocoa	15,194,300	49,835,000
Condiments	3,456,600	12,693,800
Dairy products	7,193,900	26,157,600
Desserts and dessert ingredients	1,848,700	8,178,700
Flour and baking mixes	1,702,900	4,673,700
Fruit and vegetable juices	2,379,700	7,295,700
Fruits and vegetables	4,028,000	14,130,900
Health and dietary foods	722,300	2,313,800
Infants' foods	228,000	1,289,700
Meat, poultry and fish	5,120,600	20,394,400
Pasta products and dinners	4,714,700	9,870,000
Prepared dinners and dishes	5,482,500	16,471,900
Salad dressings and mayonnaise	1,485,000	9,439,400
Shortening and oil	2,610,700	13,867,800
Soups	2,990,100	5,541,700
Sugars, syrups and jellies	1,365,700	3,734,200
Miscellaneous food and food products	4,826,900	22,891,100
Gasoline, Lubricants and Other Fuels	13,184,600	57,932,100
Horticulture	560,500	4,326,500
Household Equipment and Supplies	37,764,800	100,760,500
Deodorizers and air fresheners	333,100	1,709,000
Disinfectants	1,540,100	5,131,300
Foods wraps and foils	4,194,200	15,063,200
Household paper products	6,128,800	26,556,100
Insecticides	90,400	3,788,700
Major appliances	6,531,900	17,668,500
Small appliances and equipment	6,453,000	9,818,300
Miscellaneous accessories and supplies	12,493,300	21,025,400
Household Furnishings	2,820,000	10,038,700
Floor covering	1,061,500	2,574,300
Furniture	1,451,700	4,973,800
Household fabrics and finishes	150,600	1,140,500
Miscellaneous household furnishings	156,200	1,350,100
Insurance	4,312,800	14,251,300
Jewelry, Optical Goods and Cameras	5,535,500	9,390,500
Cameras and photographic supplies	3,618,700	6,651,000
Jewelry, watches and optical goods	1,916,800	2,739,500
Office Equipment, Stationery and Writing Supplies	414,700	2,051,100
Pets and Pet Supplies	7,800,100	35,777,200
Publishing and Media	5,361,700	19,957,100
Radios, Television Sets and Musical Instruments	14,259,100	32,363,500
Musical instruments	1,073,600	1,469,200
Records and tape recordings	6,385,800	16,801,700
Radios, TV sets, phonographs and recorders	6,482,700	13,489,100
Miscellaneous components and supplies	317,000	603,500
Smoking Materials	1,469,500	5,130,300
Cigars and tobacco	1,300,200	4,816,700
Miscellaneous smoking materials and accessories	169,300	313,600
Soaps, Cleansers and Polishes	25,993,200	100,263,000
Cleansers and polishes	11,684,300	45,238,800
Laundry preparations	2,721,700	17,512,100
Soaps and detergents	11,587,200	47,512,100
Sporting Goods and Toys	23,204,100	46,581,300
Games, toys and hobbycraft	20,226,900	43,059,600
Sporting goods	2,977,200	5,521,700
Toiletries and Toilet Goods	42,987,700	154,370,400
Cosmetics and beauty aids	9,559,800	25,262,700
Dental supplies and mouthwashes	7,596,500	27,369,000
Depilatories and deodorants	2,207,400	12,281,100
Feminine hygiene products	2,353,200	6,840,500
Hair products	11,257,300	48,708,000
Men's shaving equipment	2,492,100	7,256,200
Men's toiletries	2,949,400	8,100,200
Toilet soaps	2,193,000	10,256,400
Women's shaving equipment	75,800	250,000

Miscellaneous toiletries and toilet goods	2,303,200	8,046,300
Travel, Hotels and Resorts	9,718,900	37,920,100
Airlines	8,119,600	32,946,000
Buses	762,900	2,621,300
Car rental	827,400	2,342,600
Steamships	9,000	10,200
Miscellaneous	1,566,800	5,237,800
Total	\$398,041,000	\$1,397,710,600

The top-100 spot buyers

Company	Expenditure
1. Procter & Gamble	\$18,689,500
2. American Home Products	12,053,700
3. General Foods	12,029,200
4. Lever Brothers	7,238,600
5. Colgate-Palmolive	7,027,100
6. General Mills	6,382,000
7. Ronco Teleproducts	6,184,300
8. General Motors	5,887,100
9. Bristol-Myers	5,659,900
10. Imperial Products	5,628,200
11. Pepsil Brothers	5,622,600
12. Warner-Lambert Pharmaceutical	4,931,600
13. Kraftco Corp.	4,500,700
14. William Wrigley Jr. Co.	4,307,700
15. Alberto-Culver	4,240,000
16. Sterling Drug, Inc.	3,736,200
17. Quaker Oats	3,573,600
18. Toyota Motor Distributors	3,376,900
19. Deluxe Topper	3,239,600
20. Ford Motor	3,127,100
21. Miles Laboratories	3,111,200
22. Pepsico	2,998,500
23. Nabisco	2,928,300
24. Coca-Cola	2,862,700
25. E. & J. Gallo Winery	2,704,100
26. Campbell Soup	2,646,400
27. Standard Oil Co. of Indiana	2,621,500
28. Noxell Corp.	2,528,600
29. Heublein	2,440,800
30. Ideal Toy Corp.	2,429,900
31. Nestle Co.	2,370,300
32. Scott's Liquid Gold	2,334,900
33. Sevon-Up	2,326,800
34. Schering-Plough	2,230,600
35. Triangle Publications	2,143,400
36. International Tel. & Tel.	2,119,200
37. Squibb	2,065,000
38. Westinghouse Electric	2,055,100
39. Mattel	2,012,000
40. Anheuser-Busch	1,971,200
41. Chesebrough-Ponds	1,763,600
42. Ralston Purina	1,743,600
43. Scott Paper	1,696,500
44. American Airlines	1,651,400
45. H. J. Heinz Co.	1,647,700
46. Gillette	1,586,300
47. Mennen Co.	1,484,100
48. Norton Simon	1,480,400
49. American Tel. & Tel.	1,476,800
50. Eastman Kodak	1,472,100
51. Magnavox	1,469,100
52. Jos. Schlitz Brewing	1,457,900
53. Libby McNeill & Libby	1,448,900
54. General Electric	1,443,800
55. General Tel. & Elec. Corp.	1,436,200
56. Atlantic-Richfield	1,430,000
57. RCA Corp.	1,405,600
58. Smith Kline & French Labs	1,391,500
59. Morton-Norwich Products	1,389,800
60. Dennison Mfg.	1,374,000
61. Consolidated Foods	1,358,000
62. Totes	1,344,500
63. UAL	1,339,100
64. Columbia Broadcasting System	1,331,900
65. Kellogg	1,320,900
66. Standard Brands	1,311,600
67. Milton Bradley	1,307,000
68. S. C. M. Corp.	1,279,300
69. Volkswagenwerk A.G.	1,265,400
70. Carter-Wallace	1,261,900
71. Royal Crown Cola	1,258,400
72. Maytag	1,253,200
73. Frawley Enterprises	1,250,600
74. Datsun Auto Dealers Assn.	1,241,500
75. Standard Oil Co. of New Jersey	1,238,500
76. Standard Oil Co. of Ohio	1,237,100
77. Sperry-Rand	1,212,500
78. Dow Chemical	1,206,600
79. Carnation	1,200,700
80. Chrysler Corp.	1,195,900
81. Hoffmann-La Roche	1,173,900
82. American Dairy Assn.	1,168,700
83. Hanes	1,159,700
84. North American Philips	1,151,600
85. Mars	1,135,900
86. Chanel	1,120,000
87. Hoover Co.	1,105,500
88. Trans World Airlines	1,104,300
89. Johnson & Johnson	1,098,100
90. Remco Industries	1,044,300
91. Beatrice Foods	1,029,300
92. Nissan Motor Corp. USA	1,020,100
93. Sunbeam Corp.	1,019,100
94. GAF Corp.	968,400
95. Block Drug Co.	966,300
96. Standard Oil Co. of Calif.	951,300
97. U.S. Steel	949,800
98. Borden Co.	948,500
99. American Cyanamid	947,100
100. C. F. Mueller	928,800

A primer on the campaign law

While wading through problems law creates, FCC gives broadcasters early guidelines

Broadcasters and cable operators who face a host of new responsibilities and obligations beginning April 7, when the new Federal Election Campaign Act becomes effective, have been armed by the FCC with a primer aimed at helping them to comply with the law.

But the 36-page document—which contains 20 pages of questions and answers concerning the law—will not be the commission's final word. The agency intends to adopt rules to implement changes the new law makes in Sections 315 (equal opportunities) and 312 (license revocation) of the Communications Act.

But the commission said that, for now, where the guidelines conflict with existing broadcast and cablecast rules or the 1970 primer on political broadcasting, the guidelines will prevail.

Discerning the intent of Congress in enacting the law, the commission confessed, involved it "in some extremely difficult decisions." And in some cases there appeared to be no hard-and-fast answers.

One such instance involves the question of "reasonable access"—a critical one since the new law authorizes the commission to revoke the license of a station "for willful or repeated failure to allow reasonable access to, or to permit purchase of, reasonable amounts of time" by a candidate for federal elective office. (Licensees would continue to be governed only by the public-interest standard in determining whether to sell or give time in connection with races for nonfederal offices).

"The test of whether a license has met the requirement of the new section," the commission said by way of explanation, "is one of reasonableness." It said it would consider complaints on a case-by-case basis.

The only definite statement that can be made about the new section, the commission said, is that Congress—"to take the extreme case"—did not intend to require broadcasters in the closing days of a campaign to accommodate requests for political time to the exclusion of all or most other types of programming or advertising.

Some of the toughest questions the commission faced were in connection with the requirement that broadcasters offer candidates—45 days before a primary election and 60 days before a general election—"the lowest unit charge . . . for the same class and amount of time for the same period."

But there appears to be no argument that the section applies to any legally qualified candidate, not only those for federal office. Communications and FCC attorneys who participated in a seminar on the new act, on Thursday (March 16), agreed on that interpreta-

tion which was contained in the commission's primer.

The commission held that the term "class" refers to rate categories such as fixed-position spots, pre-emptible spots, run-of-schedule and special rate packages.

Candidates, it added, "are entitled, to discounts, frequency or otherwise, offered to the most favored commercial advertiser for the same class and amount of time for the same period, without regard to the frequency of use by the candidate." In other words, a broadcaster who sells one fixed-position, one-minute spot in prime time for \$15, and 500 of them for \$5,000, must sell one such spot to a candidate for \$10, or less.

However, the commission also said that if a station increases its rates—either because of a change in seasons or the results of a rating report—during the 60-day period preceding an election, the lowest charge it made during that period does not prevail throughout the 60 days. The commission said the station would not be required to charge a summer rate to a candidate who bought time, say, on Sept. 20, after the higher fall rates went into effect.

On the other hand, a candidate who after a rate increase buys time to respond to an opponent, who had appeared when the lower rate was in effect, would be entitled to that lower rate.

Candidates using network time are entitled to the lowest unit charge on the date of use, regardless of the date on which he places his order or pays for the time.

The primer also covers broadcasters' obligations under the section of the new act requiring candidates to certify that they are within the legal spending limits—10 cents times the number of qualified voters in the affected area (no more than 60% of which can be spent on broadcasting).

The section will pose paper-work problems for candidates and broadcasters; not only must certificates be obtained by the station but also written authorizations from candidates for agents making the certification, and the papers must be retained by the station in its public files for two years.

An indication of the problem's complexity was provided at the Federal Communications Bar Association seminar last Thursday (March 16) in Washington. At the meeting, a lawyer asked the panelists whether a station would be required to obtain a certification for a commercial urging listeners to "vote Republican" or "vote Democratic." A representative of the controller general's office on the panel thought the station would, if the announcement was "on behalf" of particular candidates.



No Dogs.

You know how film companies, when they release a group of features for television, do a lot of shouting about the biggies up front and hope you won't notice all the dogs bringing up the rear. Well, we think that when you pay for a package of 25 movies, you ought to be happy to run any one of them. So here on these pages and in future issues we're going to show you MGM 8 in its entirety. You find the dogs.

Butterfield 8

As Mae West used to say, "When I'm good, I'm very, very good, and when I'm bad, I'm better." Make no mistake about it. Elizabeth Taylor, who plays John O'Hara's bad girl in this excellent film, is very good indeed. And she gets admirable support from a superb cast that includes Laurence Harvey, Eddie Fisher, Dina Merrill, Mildred Dunnock, and Betty Field. It's not just a great movie for television. It's a great movie.



The Americanization Of Emily

The time is 1944. Julie Andrews is a girl who hates war. James Garner is an American naval officer who's made a pretty good thing for himself out of it. The screenplay is by Paddy Chayefsky. Strictly speaking, it may not be accurate to call a film as recent as this a film "classic." But critics already have. *The Americanization of Emily* is an American film classic.



The House Of The Seven Hawks

Just a few short years ago, what respectable film critic would have said, we're going to miss Robert Taylor. But we do. He had stature, sex appeal and guts, that's rare today and getting rarer. Here he is, in one of his last and best. It's a post World War II adventure chase, with Taylor as a self-reliant but not too choosy small-boat skipper, who gets himself involved in a hunt for jewels secreted by the Nazis in occupied Holland. It's a good movie. The kind that critics complain they can't make anymore.



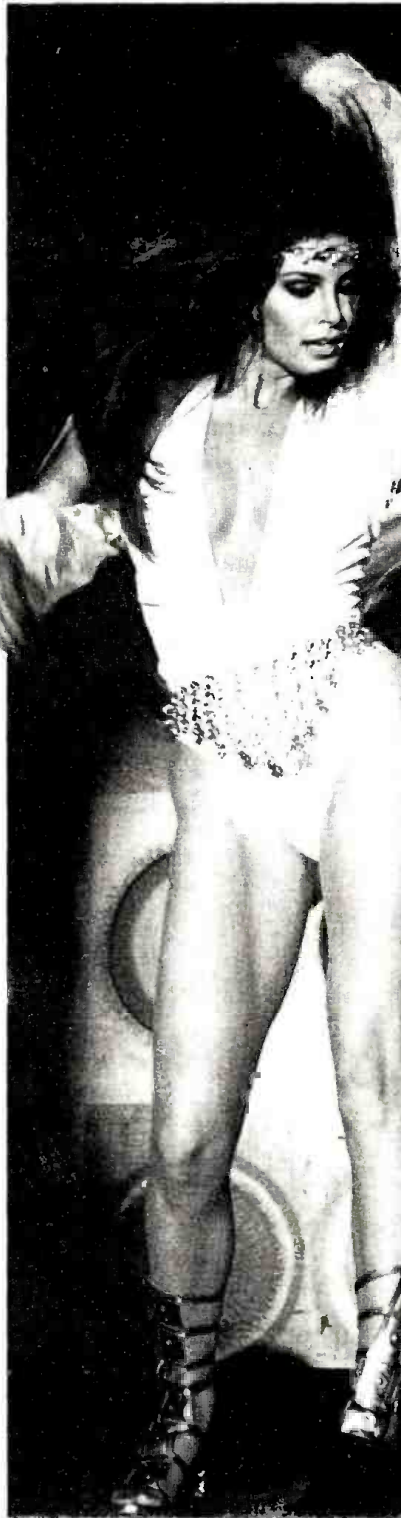
Angel Wore Red

Ironically, the bloody Spanish Civil War has been the inspiration for some of the 20th century's finest artistic achievements. Hemingway's *For Whom the Bell Tolls*. Picasso's *Guernica*. This film is another. Ava Gardner and Dirk Bogarde are superb in a drama of fierce emotions and biting relevance.



Once A Thief

A really topnotch mobster melodrama, with echoes of *Les Miserables*. Alain Delon is the ex-crook trying to go straight, and Van Heflin the merciless police inspector who rounds him back into a life of crime. Exceptional acting and cinematography combine to make this a very superior film.



Flareup

As if Raquel Welch in a go-go outfit weren't enough, this movie is a much-better-than-average suspense melodrama. Luke Askew supplies the villainy as a psychopathic killer who feels compelled to put down Raquel and two of her fellow entertainers permanently. James Stacy is the heroic parking lot attendant who saves the day. And the film ends with one of the niftiest displays of pyrotechnics since Selznick burnt Atlanta.



Guns For San Sebastian

There's a part Anthony Quinn plays better than any actor in the world: the tough guy who's never done a decent thing in his life but who in the course of the drama discovers that spark of goodness in himself that allows him to work miracles. It's not only the part he does best, it's the part audiences like best to see him do. And in this film he plays it to perfection. A formula? Yes. But one people never seem to get tired of.



MGM/8
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Coming Next Week
Libel. Gigi. The Cincinnati Kid
and more from MGM/8

General Foods is gearing new network-TV campaign to Cool Whip Swiggle, accordion-shaped container that turns ordinary dessert into "masterpiece," according to two commercials set to start Tuesday (March 21). Created by Benton & Bowles, 30-second spots, features housewife and birthday child each given opportunity to use Swiggle. Both utter similar sentiments—"Couldn't we just look at it awhile," and "I wish I could keep this cake forever." Commercials are to start on CBS-TV's daytime *As The World Turns* and move next month into nighttime periods.

Timex Corp., New York, through Warwick & Legler there, and **Dr. Pepper Co.**, Dallas, through Young & Rubicam, New York, will sponsor 24th annual National Academy of Television Arts and Sciences Emmy awards presentation on CBS-TV on May 14 (10 p.m. to conclusion).

Joseph Schlitz Brewing Co., Milwaukee, is moving Old Milwaukee Beer into five new markets—Denver; Louisville; Rochester, N.Y.; Burlington, Vt., and state of South Dakota—within two to three weeks, will use TV and radio almost exclusively. Agency: Cunningham & Walsh, New York.

Kraft Foods, Chicago, through J. Walter Thompson Co., New York, will sponsor one-hour NBC-TV special, *Secrets of the African Baobab*, Tuesday, May 16 (8:30-9:30 p.m. EDT). Baobab is weirdly shaped giant tree that provides protection, shelter and sometimes food to African wildlife.

Ralston Purina Co., St. Louis, through Gardner Advertising, will sponsor *It Takes a Lot of Love*, CBS-TV special hosted by Chad Everett, Wednesday, April 19 (8-9 p.m. EST).

Lincoln-Mercury Division, Ford Motor Co., Detroit, through Kenyon & Eckhardt; **American Express** and **Merill Lynch, Pierce, Fenner & Smith**, both New York, through Ogilvy & Mather, are major sponsors in ABC-TV telecast of *The Tony Awards* Sunday, April 23 (9-11 p.m. EST). Awards are presented each year to recognize excellence in theatre.

Fram Corp. (filters) and **Champion Spark Plug** are backing one-hour TV special, *NATQ* (National Automotive Trouble Quiz), in 120 markets at various times in March and April. Program will be repeated next fall. No commercial messages will be carried on show, produced by Capcities, Philadelphia. Show uses quiz format to enable viewers to determine how much they know about car care. Featured: Dave Garroway, host-narrator; Peggy Cass and Louis Nye and auto racing champion Peter Revson. J. Walter Thompson Co., Detroit, is distributing information on show.

February wasn't cold at networks

An all-time high in TV billings last month gets '72 off to fast start

Advertiser buying in network television perked up in January and in February it was even better.

The Television Bureau of Advertising reported Broadcast Advertisers Reports figures last week showing an all-time February high of \$149.2 million, 12.5%

over a year earlier. (Even without the extra leap-year weekday, the increase over 1971 would have been 9%.)

The previous high for February was in 1970 with \$145.4 million in advertiser investments in network television. For January, with 31 days, network-TV billing was \$148,159,000 (BROADCASTING, Feb. 21). Both those months in 1971 were the first to show billings without cigarette advertising.

Gains were scored in all dayparts in February, topped by a 31.9% increase on weekend daytime periods (much of the rise credited to Winter Olympic coverage). All daytime billings for February were up 21.7%, nighttime 8.5%.

Network-television and program billing estimates (add \$000)

	1971	February 1972	% Change	1971	January-February 1972	% Change
	Daytime	\$ 40,230.9	\$ 48,980.2	+21.7	\$ 86,045.5	\$100,395.1
Mon.-Fri.	27,925.3	32,743.4	+17.3	56,242.2	59,950.2	+ 6.6
Sat.-Sun.	12,305.6	16,236.8	+31.9	29,803.3	40,444.9	+35.7
Nighttime	92,422.5	100,237.3	+ 8.5	185,569.8	196,981.4	+ 6.1
Total	\$132,653.4	\$149,217.5	+12.5	\$271,615.3	\$297,376.5	+ 9.5
		ABC		CBS	NBC	Total
January *		\$ 44,484.7		\$ 55,887.6	\$ 47,986.7	\$148,159.0
February		44,809.4		53,342.4	51,065.7	149,217.5
Year to date		\$ 89,294.1		\$109,030.0	\$ 99,052.4	\$297,376.5

* Revised

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

RAR extends computer service

The availability of the Numath 70 radio reach-and-frequency computer program on a subscription basis was announced last week by Radio Advertising Representatives Inc.

Charter subscribers of Numath are Sears, Roehuck & Co., Chicago; Campbell-Ewald Co., Detroit; Clinton E. Frank, Chicago; WTOP(AM) Washington and WING(AM) Philadelphia.

Developed by Group W (Group W radio stations use the computer program), Numath 70 plans radio campaigns in terms of market budgets or

media goals, and evaluates existing radio schedules. It is a mathematical model designed to operate with audience data supplied in regular rating reports. RAR said it can be used in any market, for any station (up to 20), for any rating report, for any demographic group, for metropolitan or total survey areas and for any daypart or combination.

Access to the Numath 70 program is through Burroughs Data Center, New York. Each subscriber will have entry to the time-sharing computer system by means of a user code.

Information on the program is available from RAR offices in New York, Chicago, Detroit, Los Angeles and San Francisco.

BAR reports: television-network sales as of March 5

CBS \$117,865,400 (37%); NBC \$106,572,000 (33%); ABC \$96,712,300 (30%)*

Day parts	Total minutes week ended March 5	Total dollars week ended March 5	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday					
Sign-on-10 a.m.	70	\$ 433,200	571	\$ 3,696,000	\$ 3,622,000
Monday-Friday					
10 a.m.-6 p.m.	940	6,956,500	8,083	60,733,400	59,385,400
Saturday-Sunday					
Sign-on-6 p.m.	306	3,306,200	2,708	43,751,100	32,477,900
Monday-Saturday					
6 p.m.-7:30 p.m.	86	1,727,900	798	16,895,700	14,682,400
Sunday					
6 p.m.-7:30 p.m.	12	206,300	129	3,769,900	6,145,600
Monday-Sunday					
7:30 p.m.-11 p.m.	381	19,070,500	3,564	177,416,800	176,628,300
Monday-Sunday					
11 p.m.-Sign-off	156	2,080,000	1,114	14,886,800	9,737,900
Total	1,951	\$33,780,600	16,967	\$321,149,700	\$302,680,500

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

FCC staff splits with OTP over satellites

Favors domestic policy that would broaden range of ownership; oral argument set for May 1

The FCC has announced a staff recommendation indicating it may be headed for a collision with the White House over domestic communications-satellite policy. The recommendation, by the Common Carrier Bureau, is for a system of limited open entry ("Closed Circuit," March 13)—one in which applicants proposing similar technologies would virtually be obliged to share ownership and use of a single satellite; one that falls short of the open-entry scheme the White House has been advocating since January 1970.

The commission last week, in announcing the staff's recommendation, presented in the form of a proposed report and order, stressed that it was not expressing any view as to the issues involved. The proposed order (the text of which had not been released as of late last week) will be the subject of an oral argument before the commission beginning May 1, and of written comments to be submitted by April 19.

However, the document was drafted after several meetings between bureau staffers and the commission. And some commission officials indicated that, in view of the extensive analysis the staff has written to support its position—the proposed order runs 150 pages—it might be difficult for the commission to justify jettisoning the staff's conclusions, even though some commissioners, including Chairman Dean Burch and Richard E. Wiley, are said to favor a policy closer, though not identical, to the plan suggested by the White House.

That proposal would permit anyone who was financially qualified to establish his own domestic communications-satellite system, subject only to technical and antitrust considerations. The plan, drafted by Clay T. Whitehead when a White House aide, was reaffirmed by the Office of Telecommunications Policy, which he now heads, last October (BROADCASTING, Nov. 1, 1971).

Mr. Whitehead was unavailable for comment last week, but his office said OTP's position is unchanged. Some administration sources indicated earlier that OTP would soon release further studies supporting its open-entry plan.

The issue thus is presenting another test of the degree of influence OTP, a new White House office, will exert in the formulation of FCC policy. Common Carrier Bureau Chief Bernard Strassburg, while briefing reporters on the staff recommendations on Wednesday, became defensive when pressed on the

differences between the White House recommendations and those of the bureau. "We have certain recommendations from Mr. Whitehead as we have from others," he said. "I'm not here to defend our proposals against the White House recommendations."

The staff recommendation is designed to balance the benefits to be obtained from the competition of an open-entry plan—including the development of new technologies—against the financial risks of permitting unrestricted entry at a time when the market for domestic-satellite service is, in the bureau's view, limited, though growing.

The White House plan assumes that the economic realities would determine the number and kind of systems. Mr. Strassburg, however, said that under the open-entry plan, the shake-out of systems that would result would occur "regardless of the public-interest considerations."

Eight proposals for systems were filed with the commission in response to a report and order issued in March 1970, following the White House announcement of its proposal. The commission sought them as an aid in determining the kind of systems that would promote

the most effective development and use of satellite technology for domestic communication.

Common Carrier staff members see the eight proposals, offered by 11 companies, breaking down into four or five entities.

▪ Western Union Telegraph Co.; Hughes Aircraft and four telephone operating companies of GTE, which had filed jointly, and probably RCA Global Communications Inc. and RCA Alaska Communications Inc., in one. Each had proposed similar technologies involving systems employing three 12-transponder satellites.

▪ Communications Satellite Corp. and AT&T would constitute another system, in which Comsat would lease facilities to AT&T; or each would operate separate systems. The Comsat-AT&T proposal provided for two or three 24-transponder satellites. Besides the joint proposal, Comsat filed a separate one for a multipurpose system.

▪ MCI Lockheed Satellite Corp. and Fairchild Industries Inc. would each constitute separate systems. MCI Lockheed plans a system with a 48-transponder satellite, Fairchild one with a 120-transponder bird. Western Telecommunications Inc. is considering either a technology like the one proposed by the companies in the WU group or one sufficiently different to qualify for a separate system.

A number of other companies have applied only for authorization to own and operate earth stations. Under the bureau's proposal, broadcasters and CATV systems would have the option of owning receive-only earth stations.

The uniqueness of their proposals is only one reason the bureau staff would permit MCI Lockheed and Fairchild to operate their own systems. Another is that they do not now provide essential common carrier services; as a result, the risk they run is to themselves, not to existing services.

The financial risks involved in entering the domestic communications satellite business was a critical factor in the staff's judgment. Mr. Strassburg noted that the eight proposed systems would represent an investment of more than \$1 billion; and the staff contends there is no sign of business for much of the proposed capacity. The staff proposal would permit each of the systems to seek additional capacity as demand increased.

One of the major unknowns in that



Bernard Strassburg, chief of the FCC's Common Carrier Bureau, briefs reporters on recommendations for domestic communications satellite policy.

regard is whether the television networks will become customers of a space system. If they did, they would occupy a total of 11 transponders during the week, another 11 on weekends. The networks are considering either leasing space from a system or establishing one of their own.

Six of those proposing domestic systems—all but AT&T and Hughes—have made proposals to the networks for their business. The prices quoted were said to be at least one-third less, and in one case about two-thirds less, than the \$70 million to \$75 million the networks pay AT&T annually for program-transmission service. However, the networks declined to disclose dollar figures; they said they were meaningless as comparative measures because the services involved were not comparable (BROADCASTING, Nov. 29, 1971).

The staff contends that its proposal would permit participants to use the satellite technology of their choice at a comparatively small investment, and allow them the freedom to plan and design systems that would attract customers as well as devise new service offerings and rate patterns.

Each participant, the staff added, could use its share of the facilities in whatever manner desired—including Hughes's plan for a private CATV network—provided its operations were consistent with commission policies and applicable law.

The proposal would not constitute an absolute requirement that applicants for

systems employing similar technologies enter into cost-sharing arrangements. However, any applicant insisting on going it alone would have to demonstrate its plan is in the public interest. (The network business would be enough to justify a separate system.)

The staff's proposal would impose stringent restrictions on the two major applicants, AT&T and Comsat:

- AT&T would be permitted, at least initially, to use satellites only for its noncompetitive services—interstate message toll and wide-area telephone. The limitation would be aimed at permitting potential competitors to develop in the field of specialized services. And if AT&T sought to lease space from a Comsat satellite, it would have to show the cost was no greater than it would be or if it acquired equivalent facilities by other means.

- Comsat would be required to choose between owning a system dedicated exclusively to AT&T's use or one that would serve companies other than AT&T. The bureau, noting that AT&T is a major stockholder of Comsat and a principal customer for its international service, said Comsat could not be expected to challenge AT&T's domination in the field of terrestrial specialized services if it took the company on as a customer for its domestic satellite service.

The bureau's plan would also require satellite-equipment suppliers among the applicants—Hughes, RCA, Fairchild and Lockheed—to establish subsidiaries to

provide communication services. And GTE, which intends to use satellite facilities for transmitting some interstate telephone originating at GTE exchanges, in place of its present interconnection arrangements with AT&T, would be required to show the effect of its proposed plan on interstate switched message services.

The bureau would not assure public broadcasting of free or reduced-rate service as a matter of commission policy. It said the commission lacks the information on which to initiate any rate requirement. But it urged the commission to consider specific proposals by carriers or users for such preferential rate classifications, and it called on those noncarrier applicants who have offered free access to satellite facilities to implement those proposals.

The staff proposal, which comes more than six years after the commission began considering the establishment of a domestic communications satellite service, makes no estimate as to how long a road remains to be traveled before such service will be provided. However, staff members estimate that the first domestic bird could fly between 24 and 30 months after the commission adopts its domestic policy—assuming applications are filed promptly.

Changing Hands

Announced

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

- WJAS-AM-FM Pittsburgh: Sold by NBC to C. E. C. Heftel for approximately \$1.8 million (see page 40).

- KBIS(AM) Bakersfield, Calif.: Sold by Robert K. Straus to Westco Media Inc., Glendale, Calif., for \$237,500. Principals in Westco are Edward G. Atsinger III and Stuart Epperson. Mr. Epperson owns WKBX(AM) Winston-Salem, N.C., and WKBA(AM) Vinton, Va. Mr. Atsinger owns WKBQ(AM) Garner, N.C. KBIS operates full time on 970 khz with 1 kw. Broker: Wilt Gunzen-dorfer & Associates, Los Angeles.

- WNRJ(AM) Gainesville, Ga.: Sold by Norfleet R. Johnston to Earl L. Boyles and others for \$200,000. Mr. Johnston formerly had an interest in WFOX-FM Gainesville, sale of which to L. H. Christian was approved by the FCC last month. Mr. Boyles and associates have an interest in WSWB-TV Orlando, Fla. WNRJ operates on 1130 khz with 10 kw day and 1 kw during critical hours. Broker: Chapman Associates.

- WSLB(AM) Ogdensburg, N.Y.: Sold by George V. Bingham to Christopher and Patricia Coffin, Eugene H. Blasbey and others for \$160,000. Mr. Coffin is station manager of WKAJ(AM) Saratoga Springs, N.Y. Mrs. Coffin is a teacher. Mr. Blasbey is New York State manager for United Press International. WSLB is on 1400 khz with 1 kw day and 250 w night. Broker: Chapman Associates.



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72-13

▪ **WELE(AM)** Daytona Beach, Fla.: Sold by Joe Peebles to Joe Gratz for \$86,100. Mr. Gratz is manager of **WYOU(AM)** Tampa, Fla., and will continue in that capacity. **WELE** is a day-timer on 1590 khz with 1 kw.

Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 54).

▪ **WDVL-AM-FM** Vineland, N.J.: Sold by Mortimer and Vivian E. Hendrikson to Frank F. and Vita Marie Ventresca for \$200,000. Mr. and Mrs. Ventresca own real estate firm in Cherry Hill, N.J. **WDVL** operates on 1270 khz with 500 w day. **WDVL-FM** is on 92.1 mhz with 3 kw and an antenna 180 feet above average terrain.

The ultimate penalty for clipping a network

CBS-TV disclosed last week that it had sent a cancellation notice to "one long-time affiliate" for clipping network programs or commercials.

The disclosure was in a letter sent to all CBS-TV affiliates, in effect warning them to avoid the same fate by abstaining from clipping, the practice of cutting network programs or commercials to make room for more local commercials. CBS-TV officials refused to identify the station. They did say the termination notice "still has a little time to run," so that the station is not yet out of the CBS line-up.

The affiliates also were told that "recently CBS has withheld station-compensation payments for several months due to clipping."

The letter, from Bruce R. Bryant, vice president and director of affiliate relations, quoted from CBS's affiliation agreement to emphasize that the contract "is very clear [against] clipping, joining late, expanding station breaks, or acts inconsistent with the offer and acceptance for delayed programs." The contract, Mr. Bryant noted, "requires the prior written consent of CBS before any network program is used except as authorized by the agreement."

"From the actions we have recently taken," he added, "it should be obvious that we consider breaches of these provisions most seriously."

Mr. Bryant noted that the FCC had fined a TV station \$10,000 and a radio station \$7,500 for clipping. False certificates of performance, he said, "not only probably constitute fraud under most state laws, but are violations of section 73.1205 of its rules according to the commission."

He said CBS was sure that "the vast majority" of its affiliates carry network programs as scheduled and in full, but that since some "have engaged in clipping and other practices inconsistent with the affiliation agreement, it seemed in order for us to restate our long-established requirements and expectations."

Radio Greenwood loses a round

WGSW renewal is clouded; hearing examiner cites principal's 'strike' involvement as reason

The FCC's chief hearing examiner has recommended denial of Radio Greenwood Inc.'s license-renewal application for **wgs(AM)** Greenwood, S.C., on the ground that one of the station's principals supported the filing of a "strike" application in nearby Saluda.

In the same initial decision, released last week, Chief Hearing Examiner Arthur Gladstone proposed renewing the licenses of **Grengo Inc.** for **wcrs-AM-FM** Greenwood. **Grengo** also faced a "strike" issue.

The alleged "strike" application—one filed for the purpose of blocking another application for a frequency—was that of **Saluda Broadcasting Co.**, for 1090 khz. It was filed in November 1966, two months after **United Community Enterprises Inc.** filed for the same frequency.

Saluda, which has since had its application dismissed because of financial problems, was found by the examiner to have made an "honest" if "naive" and hasty effort to attain comparative status for its application.

But one of **Saluda's** principals was the chief engineer of **wgs**. And, Mr. Gladstone found that when **George Cook Jr.**, manager and 25% owner of

wgs, learned of the **Saluda** and **United** projects, in April 1966, he determined "to capitalize on the situation" in order to discourage **United**.

The examiner noted that Mr. Cook did not tell his chief engineer to choose between his job at the station and the **Saluda** project until October 1966, when the **Saluda** application was about to be filed. And this timing, Mr. Gladstone said, was because Mr. Cook was aware that his engineer's association with a filed application would publicize Mr. Cook's interest in obstructing **United's** application. The examiner also found that Mr. Cook had stated his intentions to the manager of **wcrs**, **Dan Crosland**, and to some of **United's** principals.

Mr. Gladstone also found that Mr. Cook, during the hearing, had "seriously and substantially perjured himself," and he recommended the FCC refer the matter to the Department of Justice.

The strike issue was raised against **wcrs** because of allegations by a **Saluda** principal that **Douglas Featherstone**, **wcrs's** owner, influenced him in choosing **Saluda** as the site for a station. However, Mr. Gladstone found no basis for the statement.

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What's fair under 'fairness'?

Broadcasters part company with the ACLU over question of paid access

The fundamental question of what constitutes an equitable public-interest policy under the fairness doctrine was deliberated in comments at the FCC last week. In consensus, the parties responding offered two solutions: From the broadcast side came a call for a laissez-faire attitude by government toward licensee discretion. From the American Civil Liberties Union and another group, the FCC heard the regulatory right of paid access to the broadcast media defended.

Last week's proceeding heralded the last round of comments in the commission's fairness-doctrine inquiry. The inquiry next turns to open panel discussions and oral argument on the fairness issue, to be held the week of March 27. Last week's comments came in response to a commission request for further statements on the nonconstitutional aspects of the access problem or, specifically, whether or not there exists a public right of paid access to broadcast facilities for the discussion of controversial issues.

Most of the broadcasters responding told the commission that this issue could be more appropriately taken up after the Supreme Court issues a ruling on the Business Executives Move for Peace in Vietnam case, in which the commission is seeking a reversal of a U.S. Court of Appeals decision that licensees cannot arbitrarily refuse paid advertising from the proponents of controversial issues. Nevertheless, broadcasters argued that no matter what insight might be drawn from the Supreme Court decision, the commission should not institute regulations that would (as the National Association of Broadcasters put it) "in any way undermine broadcasting's statutory exemption from regulatory treatment as a common carrier."

And, as far as CBS and several other broadcast interests were concerned, past FCC decisions—in access matters in which the commission upheld broadcasters' right to refuse time requests—are "no less valid today." Specific references were made to the commission's ruling in the BEM case and to its denial of a reply-time request (to answer TV appearances by President Nixon) from the Democratic National Committee. ABC pointed out that other appeals-court decisions justify the commission's reaffirmation of its present policy favoring licensee discretion in access matters. It referred specifically to the court's ruling two weeks ago that parties filing fairness complaints carry the burden of proving their contentions, in a case involving a complaint against KTTV(TV) Los Angeles (BROADCASTING, March 13). And it cited the court's refusal to

override the commission in the DNC case.

NBC went a step further, in asserting that "there is not, cannot and should not be a right of access for all those wishing to express a viewpoint on a controversial public issue."

On the other hand, the American Civil Liberties Union contended that broadcasters should—or be made to if necessary—take positive steps to further open facilities to proponents of public issues. ACLU went so far as to suggest that moderate blocks of prime time be made available to the public on a first-come, first-served basis, under the "paid, common-carrier principle."

And the congressionally established Commission on Population Growth and the American Future recommended that the FCC refrain from imposing a "flat ban" on paid access. It suggested that nationally recognized groups should be permitted to buy time to present "informational" as opposed to "partisan" viewpoints, and that the networks should be compelled to consider each request for time on its individual merits.

Heftel in, NBC out of Pittsburgh radio

\$1.8-million sale is another step in NBC's plan to drop its AM-FM holdings

NBC sold the second set of its radio stations last week: WJAS-AM-FM Pittsburgh went to Cecil Heftel, Hawaii broadcaster, for a reported \$1.8 million, subject to FCC approval.

The conditional sale was announced by Robert L. Stone, president of the NBC Radio division, and Mr. Heftel, president and part owner of KGMB-AM-FM-TV Honolulu and also KPUA-AM-TV Hilo.

Mr. and Mrs. Heftel are members of the family of the late A. L. Glasmann, whose other broadcast interests—directly and through Mr. and Mrs. George C. Hatch, also family members—include KALL(AM), KQMU(FM) and KUTV(TV) Salt Lake City, KGEM(AM) Boise, Idaho, and KGHL(AM) Billings, Mont.

Mr. Stone said NBC "is delighted that WJAS will be operated by a man with the experience of Mr. Heftel, who has spent more than 20 years in broadcasting and has operated radio and TV stations in Utah, Idaho and Colorado, as well as Hawaii." Mr. Heftel said his interest in Pittsburgh radio ownership dated to 1960, when he first offered to buy WJAS (then WAMP) from NBC.

Howard Stark, New York broker, participated in the WJAS negotiations as a consultant to NBC.

WJAS(AM) operates on 1320 khz with 5 kw, directional at night. WJAS-FM is on 99.7 mhz with 24 kw and an antenna 470 feet above average terrain.

Early this year NBC sold WKYC-AM-FM Cleveland to Nick J. Mileti, promi-

nent local sports figure, for an estimated \$5.5 million, subject to FCC approval (BROADCASTING, Jan. 17, March 13).

FCC grants break to ex-convicts

Traditionally, the privilege of holding an FCC-endorsed commercial operator's license has been withheld from ex-convicts for up to six months, following release from prison. The commission ended that tradition last week in adopting a new policy by which an individual may apply for and obtain a license immediately upon his release.

Under past procedures, the commission said, a license could not be issued to an ex-convict until his parole officer files a report affirming that his rehabilitation has been successful. This process, the commission said, often takes up to six months. And according to a pleading filed with the agency by the Justice Department's Bureau of Prisons, the first six months of freedom for an ex-convict is a crucial period, in which he is most prone to relapse. In order to prevent this, the bureau had argued, the ex-convict should obtain a job quickly.

In adopting the new policy by a 6-to-0 vote, the commission stipulated that affected applicants for licenses must present a signed release statement from a responsible prison official. It also emphasized that this policy would apply only to those prisoners released on parole. An applicant whose release was at the expiration of his terms, the commission said, would have to await a parole officer's post-prison behavior report.

Viacom and S.F. trio settle spin-off suit

Viacom International Inc. announced last week that it had made peace with three minority stockholders of one of its cable-TV systems who had gone to court in an effort to block the spin-off of Viacom from CBS.

Viacom announced that it had purchased the trio's 19% interest in Television Signal Corp., owner-operator of a San Francisco cable system, and that the three had "withdrawn all legal action" against Viacom and CBS. Viacom already owned the remaining 81% interest.

The price Viacom paid for the 19% was not disclosed. BROADCASTING, calculating on the basis of approximate value per connection, estimates it about \$1.5 million.

The three stockholders—Marino L. Iacopi, Louis Benedetti and Frank M. Verducci Jr.—filed suit in Federal District Court in San Francisco in December 1970 in an effort to block the then-projected spin-off of CBS's CATV and domestic-syndication operations into Viacom (BROADCASTING, Dec. 14, 1970, et seq.). The suit, seeking more than \$67 million in damages as well as a permanent order barring the spin-off, accused CBS of gaining control of the

San Francisco system from them by fraud, as well as of securities and anti-trust-law violations.

That suit, according to Viacom's announcement last week, has been settled.

The FCC meanwhile had delayed the spinoff for approximately five months before approving it June 4, 1971. On that date the three stockholders obtained a U.S. appeals court order staying the distribution of Viacom stock—but not before CBS had made the distribution (BROADCASTING, June 7, 1971). Five months later the appeals court dissolved the stay and upheld the FCC's approval of the spin-off (BROADCASTING, Nov. 22, 1971).

Beleaguered WSTC faces another crisis

A battle looms for 1400 khz in Stamford, Conn. Radio Stamford Inc., organized by eight local businessmen, has filed a competing application at the FCC for the facilities of WSTC(AM).

WSTC, Stamford's only radio station, is currently involved in a revocation proceeding in which licensee Western Broadcasting Co. is defending against charges that it violated the equal-time provisions of Section 315 during the local 1969 mayoral campaign and made misrepresentations to the FCC (BROADCASTING, Oct. 12, 1970). A hearing was held last December but a ruling is not expected until this summer.

Radio Stamford reportedly plans no major changes in the programing now offered by WSTC. The station has a popular-music format with some three-and-one-half hours of foreign-language programing per week.

Alfonso J. Donahue, president of the sales division of Textron Inc., New York, is president of Radio Stamford. Other principals: Sylvia Dowling, a free-lance writer; Edmund Davis, stockholder in a local real estate firm and a refuse company; Henry Lee, columnist for the *New York Daily News*; William Britt, who is with the Riverside, Conn., publishing firm of Forgy Publications Inc.; Andrew Rooney, owner of Essay Productions, a Rowayton, Conn., broadcast production house; Rocco D'Andrea, a surveyor and engineer, and R. Benchley Jr., majority owner and president of the Benchley Corp., Norton, Conn., a marketing and advertising firm.

\$10,000 fine for WVOG

The licensee of WVOG(AM) New Orleans has been fined \$10,000 by the FCC for technical and logging violations that include an alleged departure by the station of the terms of its Presunrise Service Authority. Wagenvoerd Broadcasting Co., the licensee, was found to have operated the station in presunrise hours with power in excess of its authorized 500 watts. Other issues cited by the commission included operation by remote control with faulty equipment, falsified logging entries and "numerous" technical violations during a three-month period in 1969.

Why FCC wants \$32.8 million

Appropriations subcommittee briefed on plans of commission under fiscal-year 1973 budget

FCC Chairman Dean Burch spent an entire day last week detailing the commission's fiscal 1973 budget request with a House appropriations subcommittee.

And when the hearing was over, he heard these encouraging words from Representative Robert Giaimo (D-Conn.), who presided: "Any problems about cutting [the budget request] won't come from this subcommittee. We want you to get every dime you need because you have a real job to do."

Chairman Burch and his six colleagues—including Commissioner H. Rex Lee, back on the job for the first day since his heart attack last December—appeared last Tuesday (March 14) before the Subcommittee on the Department of Housing and Urban Development, Space and Science, which is charged with examining budget requests of several regulatory agencies.

The commission is requesting a fiscal 1973 budget of \$32.8 million, about \$1.5 million more than the FCC is expected to spend in fiscal 1972, which ends June 30. That amount was earmarked for the FCC in the budget President Nixon sent to Congress in January (BROADCASTING, Jan. 31).

Following are some points Chairman Burch made during the session:

- On domestic-satellite policy, he said that "the basic record is now complete and the process of evaluation by the commission is in its concluding stages. Our target is to issue a decision within the next 30 days so that interested persons may then perfect their applications. . . . In all likelihood we will also schedule oral argument en banc for the applicants."

- Implementation of the FCC's CATV rules, scheduled to go into effect March 31, "will greatly increase the Cable Television Bureau's regulatory responsibilities, and its workload," Chairman Burch said. He estimated 18 new bureau positions will be needed for the next fiscal year. He said 38 petitions for reconsideration have been filed in regard to the new rules, and they are being given study. And, he added that 400 cable proposals have been waiting in line for FCC action since 1968, and that most of these will be ready for processing shortly after March 31.

- On children's television, he noted the commission will be testifying this week at the Senate Communications Subcommittee's hearing on the surgeon general's TV-violence report. He said Surgeon General Jesse Steinfeld has briefed the commission on the report and suggested establishment of a violence code for television. Chairman Burch said the commission is evaluating the report's conclusions, "which do ap-

pear to be ambivalent" and then will decide on appropriate responses.

Mr. Giaimo said he thought the commission has an obligation to look into programing—especially as it pertains to violence, obscenity and distortion—in the public interest. But Chairman Burch stressed the FCC cannot be an authenticator of news; that its intervention should be limited to cases where there is "extrinsic evidence of overt intention to distort." He said issues of truth in advertising and counteradvertising are more appropriate for the Federal Trade Commission.

- As part of the FCC's inquiry into the fairness doctrine ("a huge job, a vitally important one, and very, very tough") the commission will hold three days of public panels, beginning March 27, followed by two days of oral argument, Chairman Burch told the subcommittee. He said he could "promise no miracles" "but we do promise all possible expedition and an end result that is exhaustive and comprehensive." He said the inquiry will be completed this year, some aspects by early summer.

- On political broadcasting, he said the commission has been holding meetings for the past few weeks to produce guidelines on the new law. Public notice will be issued "momentarily," he said.

- On the commission's re-evaluation of its license-renewal process, he said the FCC is "now in process of reviewing the comments and a staff presentation will be made to the commission in the next two weeks."

- Pointing out that the FCC's goal last year was to recover 100% of its fiscal 1972 budget from fees, Chairman Burch said that "a lagging economy . . . has made it necessary to revise the estimated return to about 81% or \$25 million. This contrasts with 59% in FY-71. But I do anticipate, with the decision on domestic satellites, an increase in specialized common-carrier applications, and an economic upturn generally, that we can look forward with some confidence to reaching the 100% target in the next year." He added that the commission is reviewing the fees program "to determine if it needs some adjustment and whether new fees should be considered in terms of our actual use of resources."

- The FCC will exceed General Services Administration-approved office space standards in fiscal 1973, he said, adding that the commission plans to use some funds in the next year to rent additional office space. The commission will also be seeking larger facilities from GSA, he said, and "consequently we may come before you in our FY-74 request for financing to provide permanent office facilities."

Libel suit hits Baltimore station

**\$2 million in damages
sought by man linked
to Mafia in news series**

WJZ-TV Baltimore, which ran a series of investigative reports on organized crime in that city, said last week it is now facing a \$2-million libel suit from one of three persons identified in segments of the reports as members of the Mafia.

The five-part series, produced by investigative reporter Christopher Gaul, was carried last week. There was one video-taped segment each weekday in the 1 p.m., 5:30 and 11 p.m. newscasts.

In the series, Mr. Gaul named three persons he claimed were Mafia members, showed pictures of them and their homes and businesses and gave a run-down on their police records. In two filmed segments there was an interview with an alleged former Mafia member, silhouetted on camera and voice electronically disguised.

Before it began airing the series, WJZ-TV sent telegrams to the three, offering each response time. There were no replies, but through their attorneys they denied the allegations against them.

One, Joseph Gigliotti, filed a \$2-million libel suit against WJZ-TV and its news director, Tom Becherer, in the Superior Court of Baltimore City. He also requested an order enjoining the station from mentioning his name on the series. The court subsequently ordered WJZ-TV to show why it should not cease the broadcast of Mr. Gigliotti's name.

Alan Bell, WJZ-TV general manager, and Messrs. Gaul and Becherer responded to the show-cause order in court last Thursday (March 16).

The court held that there can be no prior restraint of news telecasts under the First and Fourteenth Amendments of the Constitution. And it said the matter of enjoining WJZ-TV from broadcasting Mr. Gigliotti's name was moot because the only segments containing his name had already been shown. There was no action taken on the libel suit that day.

Meanwhile, the U.S. Court of Appeals in Richmond, Va., last week handed down a decision on a series of programs Mr. Gaul produced that was critical of practices of both real-estate companies and savings-and-loan associations.

In upholding an earlier FCC decision, the court ruled that WJZ-TV does not have to give equal time to M. Goldseker Real Estate Co., which was mentioned on the series and which com-

plained to the FCC that it had been a victim of personal attack.

The court said that under the personal-attack rule WJZ-TV had no obligation to provide equal time; its obligation was limited to making a reasonable, good-faith effort to provide response time. The FCC found the station had made such an effort, it said, and "we cannot conclude that the commission acted either unreasonably or capriciously."

Goodman wins stay in WBAI news case

**30-day jail sentence
now awaits review
by appellate division**

Appellate division of New York State Supreme Court late Wednesday (March 15) granted a stay of a 30-day jail sentence given to Edwin Goodman, manager of WBAI(FM) New York, on contempt-of-court charges.

Justice B. M. McNally approved the request of Mr. Goodman's attorneys pending an appeal to the appellate division of a lower state-court ruling ordering the station general manager to surrender tape recordings and broadcast materials of a prisoner uprising.

Mr. Goodman said Thursday his attorneys will file a brief appealing the merits of the case with the appellate division by March 24. Oral argument is scheduled for early April.

The action on Wednesday followed two weeks of legal skirmishing between lawyers for Mr. Goodman and the Manhattan district attorney's office. On March 3, Mr. Goodman was sent to jail on a 30-day sentence for contempt of court after he had refused an order of New York State Supreme Court Judge Gerald P. Culkins to turn over to the district attorney's office tape recordings and broadcast material made by WBAI during an uprising in the Manhattan House of Detention for Men in October 1970. Judge Culkins also turned down a request for a stay of the sentence pending an appeal of the basic question of whether or not the subpoena was valid.

Mr. Goodman began his jail term on March 3 but his attorneys sought the stay in various courts. The requests were turned down but several judges suggested the question could be heard by a full panel of the appellate division of the state supreme court.

On March 5, Judge Marvin E. Frankel of the U.S. Southern District Court in New York signed a writ of habeas corpus, releasing Mr. Goodman on his own recognizance after two days in jail.

The New York district attorney's office shortly thereafter asked the U.S. Court of Appeals for the Second Circuit to overturn the lower federal court order, claiming there were "no violations of federal rights" and that Mr. Goodman had failed to exhaust state remedies.

The U.S. Court of Appeals reversed Judge Frankel's action last Tuesday (March 14), indicating that his ruling had improperly interrupted the handling of the case by the state court. But the court of appeals stayed its own order for 48 hours, permitting Mr. Goodman to apply to the appellate division for his stay without returning to jail.

Mr. Goodman said the district attorney's office had requested 30 hours of programing, including interviews of prisoners and jailers by newsmen; coverage of the rioting; telephone calls made to the station by inmates and a retrospective documentary broadcast on WBAI. Mr. Goodman said that some of this material was no longer in the station's possession. Jeremiah Gutman, representing WBAI on behalf of the New York Civil Liberties Union, said the subpoena called for all tape recordings, program logs and all material broadcast with relation to the riots, which he took to include nonbroadcast as well as broadcast material and even references to the riots in news broadcasts weeks or months later.

Radio show tosses brickbats at TV

Two entertainment programs on television were accused by CBS News Views the Press radio program of presenting "untruths and misrepresentations" about life in the U.S. and possibly creating public hostility toward newsmen.

CBS News correspondent Allan Jackson on March 11 charged that *The FBI* series on ABC-TV gives "a distorted picture of the world we live in" and "in effect serves as propaganda vehicle for the FBI." He accused the defunct *N.Y.P.D.* series (ABC-TV) of similar misrepresentation.

Mr. Jackson said newsmen trying to cope with serious issues today, such as war, poverty and civil rights, frequently are met with hostility from much of the public and speculated this reaction may stem from "ideas and attitudes gathered from propaganda packages posing as entertainment."

The series, broadcast on CBS Radio, was also critical of CBS News. On the March 12 program, correspondent Douglas Edwards revealed that CBS News had interviewed the author of "The Memoirs of Chief Red Fox" on the air without checking claims made in the book, whose authenticity is now in question.

Major news project mapped by NBC-TV

Plans for a weekly series of one-hour prime-time news programs to start Sept. 5, with a production budget reported unofficially at \$5 million for 36 programs to debut in the 1972-73 season, were announced last week by NBC News.

The series, *NBC Reports*, will be presented on NBC-TV on Tuesdays at 10-11 p.m. NYT. Beginning in November, it will alternate with the previously announced Alistaire Cooke's *America* series of 13 one-hour programs, to be shown every other Tuesday under the sponsorship of Xerox Corp. starting Nov. 14.

Reuven Frank, president of NBC News, said the 36 reports planned for the 1972-73 season will include many "dealing with current controversial issues and stressing investigative reporting on a wide range of subjects."

He said that "we are aiming at presenting subjects of genuine public concern and hope to focus attention on matters calling for public understanding and action."

The series will include a monthly one-hour edition of *First Tuesday* (a two-hour report known as *Chronolog* since it was switched to the fourth Friday of each month) and a continuation of the *NBC News White Paper* series. Mr. Frank said he felt the one-hour format would give *First Tuesday* a faster pace and make it more concise and more interesting.

Fred Freed, Robert Northshield, Lucy Jarvis and Eliot Frankel, who will be executive producer of *First Tuesday*, were named principal producers for *NBC Reports*. Mr. Frankel will also head five reporter-producer teams. The other reporter-producers named were Tom Pettit, Thomas Tomizawa, Patrick Trese and Bob Rogers.

Staggers may do 'Pentagon' encore

The House Investigations Subcommittee, which initiated the inquiry into CBS's *The Selling of the Pentagon* documentary last year, may soon hold a more general hearing focusing on news practices that it considers questionable.

That was the word last week from a subcommittee spokesman. But he emphasized that a final decision on holding the hearing has not yet been made. If it materializes, he said, the hearing would focus primarily on the "presentation of staged and/or simulated events as bona fide news" on television. A two-day session scheduled for early April "would be a logical guess," he said, when asked about a possible timetable for the hearings.

The subcommittee, which is headed by Harley O. Staggers (D-W. Va.), met in executive session last Tuesday (March 14) but did not get around to a decision on the hearing, and no fur-

ther meetings have yet been scheduled, the spokesman said.

If the hearing is held, it will deal principally with material the subcommittee staff gathered in interviews last summer with employes of broadcast news organizations (BROADCASTING, Aug. 9, 1971).

While the subcommittee is keeping most of the details secret, it is known that CBS News employes in Los Angeles were interviewed; that interviews were conducted also in New York, and that the investigation did not focus exclusively on either the networks or individual stations. It is also known that at least some of the information that was obtained was volunteered by the employes.

The subcommittee spokesman said that subpoenas may be issued if the hearing is held. But, he pointed out, that action would not necessarily imply coercion.

Black-operated network for radio in the works

Plans for a national radio network owned and operated by blacks to provide a news and information service to black-oriented stations, were announced last week by Unity Broadcasting Network, the operating company.

Eugene D. Jackson, currently program director of the New York Urban League, is president of Unity, which plans to operate the network under the name National Black Network (NBN) and hopes to be serving affiliates in at least the top-50 black markets by May.

The major principals in the company were identified as Mr. Jackson; Sydney Small, former business manager of ABC Radio and currently with Time Inc., who will be executive vice president for finance, and Del Raycee, manager of station relations for the Mutual network, who will be executive vice president and secretary and in charge of station relations for NBN. Mr. Raycee resigned his Mutual post last week.

Officials said Unity had funding in excess of \$1 million from a bank and private investors and plans to offer service to affiliates up to 18 hours a day via landlines. They said programing would

include black-oriented news, public-affairs programs, interviews and panel sessions and major sports events. NBN will have its own correspondents and use the major wire services, they said. NBN is to be principally staffed, the announcement reported, by blacks at all levels of management, programing and sales.

The network was said to be the outgrowth of a concept developed two years ago by Robert R. Pauley, former president of ABC Radio and Mutual, and Murry Woroner, head of Woroner Productions (BROADCASTING, June 29, 1970). Mr. Pauley, now a vice president of E. F. Hutton & Co., investment firm, said last week the new group had been able to find adequate financing where his project had not, "and I wish them every success."

NBN President Jackson called the network "the first cohesive unit to bring all of black America together," and said "it's been a long time coming."

New York headquarters are temporarily at 551 Fifth Avenue; Telephone (212) 535-9513.

Echoes of Agnew from an odd quarter

The credibility of the media, hardly a novel target for criticism these days, came under attack from what seems an unlikely source, in an unlikely setting and for what seems unlikely reasons last week.

The attack came from J. L. Robertson, vice chairman of the board of governors of the Federal Reserve System, at a meeting of the Independent Bankers Association in Bal Harbour, Fla., in a speech on "The Credibility Crisis"—as it pertains to the media, particularly television.

But if the accent and approach were Wall Street, the substance of the talk was early Agnew. For Mr. Robertson seemed concerned not primarily with the media's coverage of banking or financial matters, but of government and particularly the administration's defense spending policies—and with what he sees as a small band of influence molders who occupy a small piece of Manhattan real estate.

He charged that "influential news-

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papers" and "some of the most influential voices" heard on television have urged a reordering of national priorities that would result in a reduction of defense spending. He said that "one of the best known TV commentators" bolstered his argument with statistics that were incorrect and the newsman refused to correct the misleading impression he had given his 15-million viewers after his figures were challenged. Mr. Robertson did not identify the commentator by name, but he was referring to a statement delivered last November

by NBC-TV newsman David Brinkley.

Mr. Robertson's principal exhibit was CBS's controversial *The Selling of the Pentagon*—and not primarily because of any of the alleged inaccuracies attributed to it but because of "the basic veracity of the documentary."

He saw it not as an attempt to focus attention on the large sums of money spent to publicize the nation's defense establishment—he said money for that purpose is well spent—but rather to generate support for cuts in defense spending.

"If the government could be denied the right to finance an information program to maintain public support for national defense," he said, "then those such as the commentator I discussed earlier would find it much easier to win public support for really huge cuts in our national defense."

Mr. Robertson said he had skipped banking as a subject for his talk because of his conviction that "all of us who have risen to positions of leadership" should do everything possible to insure that the nation "remains strong."

Programing

A bolder approach to touchy issues

That's in the cards at all three networks;
TV programing gets working over at NATAS session

The barriers are starting to come down in the treatment of subjects like birth control and abortion in TV network programs.

At a New York meeting of the National Academy of Television Arts and Sciences last Wednesday (March 15) on the role of the media in disseminating information on population control, BROADCASTING learned that ABC, CBS, and NBC have given a green light to the heads of the production studios and the vice presidents for network programing to hold a series of meetings on the West Coast in mid-April that will deal with new guidelines for scripts delving into various aspects of overpopulation.

Dr. Frank Stanton, vice chairman of CBS and the keynote speaker at the all-day conference in New York, conceded that "not enough" attention was being given by the networks to the subject of population control. He added: "I am completely in accord with those who hold that the population issue deserves to be covered as meaningfully

as any of the critical social problems . . . and indeed perhaps even more intensively and in greater depth."

Dr. Stanton also became engaged in a controversy over access with John D. Rockefeller III, the chairman of the Commission on Population Growth and the American Future, who was the first speaker at the conference. In his talk, Mr. Rockefeller emphasized the importance of television in letting the American people know about the dangers of overpopulation and then added: "I regret to say that we were not successful" in attempting "to purchase an hour of prime time on television" to alert the public to alarming conclusions of a study, just released, by his commission.

Dr. Stanton, in his address later in the day, answered Mr. Rockefeller. "I cannot believe," Dr. Stanton said, "that the cause of population control is best served by selling time for subjective advocacy of an issue so profoundly involving the public interest. Nor, obviously, can the broadcaster abdicate his own responsibility to assure that

what viewers see is fair and factual. It is for this reason that CBS has rejected a request from the commission . . . to purchase an hour of prime time in order to present its own version of the report."

Later in the afternoon, Ellen Peck, author and columnist, delivered a broadside against television programs that extol the joys of childbirth and motherhood. "Many of our 208-million citizens," she said, "do not know that, given the extent of our crisis in human ecology, the sanctity of motherhood now stands counter to the best interests of our society and future generations. Television could tell them."

Mrs. Peck reserved her most stringent comments for the afternoon soap operas, saying that 11 of the daytime dramas "carry strong reproductive themes." She also lashed out at the programs' alleged bias against unmarried career women and against one-child families. The only network drama series Mrs. Peck had anything good to say about was *The Bold Ones*, which, as she put it, "stands alone" in having "dealt seriously both with abortion and unwilling parenthood."

Dr. Stanton, in his speech at the conference, had widened the list a bit, mentioning network and local talk shows, the old *Defenders* series, the National Geographic Society programs on ecology, the "conscientious and factual treatment of a hospital abortion clinic in *Love of Life* this past January," and, in the news department, the 1959 *CBS Reports: The Population Explosion*, which, he said, "generated heated discussion both here and abroad."

CCTV movie firm sales

Trans-World Productions Inc., New York, has signed an agreement with Four Seasons Hotels Ltd., Toronto, to bring its Tele/theatre closed-circuit feature-film system to all the hotels in the Four Seasons group. Installations will begin in June in the 615 rooms of the Inn on the Park and in the 165 rooms of the Four Seasons motor hotel, both in Toronto, and shortly thereafter in the 230 rooms of the Four Seasons Inn on

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the Park in London. The company also owns and operates the Four Seasons hotel in Belleville, Ont., and Nathansya, Israel, and has hotels under construction in Paris, Rome, Vancouver and Calgary.

Good news and bad news for prime-time access

More than half (51%) of station managers in the top-50 markets believe they have experienced a gain in revenues in the time periods opened up by the FCC's prime-time access rule. But almost half (47%) felt their stations had lost audience in these periods; 39% indicated a gain, and 14%, no change.

These were the highlights of a special survey conducted by *Video Publisher*, a newsletter of Knowledge Industry Inc., White Plains, N.Y. The full survey will be made public on Thursday (March 23) at a newsletter-sponsored seminar in New York. (A BROADCASTING survey among station managers [BROADCASTING, Sept. 6, 1971] reached similar conclusions on the financial and audience consequences of the access rule.)

Other points made in the study, based on a 40% return from station managers in the top-50 markets: 51% reported revenue gain; 34%, a revenue loss and 15%, no change. Some 19% thought the access rule was a "total disaster," while 30% felt it was "moderately successful"; 27%, "an interesting experiment," and 15% believed "it should be tried again."

Tuesday next fall will be same for all

ABC-TV's proposal to continue its three-and-one-half hour block of Tuesday programming the 1972-73 season met with no favor at the FCC last week. The commission voted 4-to-3 (Chairman Dean Burch and Commissioners Charlotte Reid and Richard Wiley dissenting) to deny the network's request for an extension of its waiver of the prime-time access rule to allow it to commence Tuesday evening programming at 7:30 (BROADCASTING, Feb. 14).

The ABC request had been opposed by CBS and NBC, both arguing that the proposal would play havoc with network scheduling and would work against the fundamental principle of the access rule.

The commission agreed, at least on the latter point. The commission said that the advantages of the ABC proposal are "substantially outweighed" by the public interest in furthering the objective of clearing prime time for non-network programming on a regular basis.

In a related action last week, the commission voted unanimously to propose that the 6-10 p.m. period be designated as prime viewing hours in the mountain time zone. The FCC said an alteration in the prime-time definition would help stations in that time zone to comply with the access rule. Comments on the proposal are due on April 17; replies May 8.

ProgramNotes

Still with Senior Bowl ■ NBC-TV has obtained exclusive rights to Senior Bowl collegiate football game for another three years, it was announced last week. NBC has covered post-season game, which pits nation's top college seniors from North and South, for last 15 years. Rights costs under new contract were not disclosed.

Disney renewal ■ Sunday night *The Wonderful World of Disney* series has been renewed by NBC-TV for 1972-73 and 1973-74 season. Hour program started on NBC-TV as *Walt Disney's Wonderful World of Color* in September 1961. Originally, series, under title *Disneyland*, was on ABC-TV 1954-61.

Animal-science projects ■ Metromedia Producers Corp., Hollywood, will co-produce undetermined number of animal-science documentaries with actor Bill Travers, Baron Hugo Van Lawick and his wife, Jane Goodall. First project is *African Wild Dogs*. Second project, now in production, is study of baboons.

Happy birthday, national parks ■ To celebrate 100th anniversary of U.S. national parks, Eastman Kodak Co., Rochester, N.Y., has made six films available to educational television outlets. Six—saluting Yellowstone, Olympic, Acadia, Arches, Grand Tetons and Everglades national parks—constitute *Legacy* series. Each film is 28 minutes. Films were distributed free to five regional educational networks at special ceremony March 2 in Rochester, attended by Secretary of the Interior Rogers C. B. Morton, and George Hartzog, director of National Park Service.

Local to national ■ Allied Artists Television Corp. has acquired distribution rights to one-hour documentary, *212912*, produced by KPRC-TV Houston. Title refers to prison number of former Vietnam GI who returned with drug habit; program deals with his rehabilitation.

Football fare ■ NBC-TV will telecast three preseason pro football games in prime time—Saturday, Aug. 19, 9 p.m.—conclusion, NYT (Oakland Raiders vs. Los Angeles Rams); Saturday, Aug. 26, 9 p.m.—conclusion (New York Jets vs. Dallas Cowboys); and Friday, Sept. 1, 8:30 p.m.—conclusion, NYT (Baltimore Colts vs. Detroit Lions).

Sports shorts ■ Bear Manufacturing Corp. will offer free of charge "Mini-Sports" service featuring latest track speeds, weather conditions and recorded comments of racing mechanics at Indianapolis Motor Speedway. Service will be available during May, with two trackside reports daily. Producing spots will be Keith Andrews, supervisor of Bear's racing operations, and Dick Iverson, manager of Bear racing service centers. Contact: *Bear Manufacturing Corp., Rock Island, Ill. 61201.*

Humor in packages ■ Mondo Productions has been formed to develop radio humor segments—both serials and drop-ins. Firm's first product is 13-week, 65-segment package, *The Adventures of the Ogden Edsl Wahalia Blues Ensemble Mondo Bizzario Band*. Series concerns exploits of super-hero-rock-star. Satire is being test-marketed in Midwest and East Coast. *1101 South Ninth Street, Omaha 68105.*

CCTV, satellite and Le Mans ■ Spanish International Network, New York, has acquired worldwide satellite TV rights to Le Mans auto classic in France and is arranging closed-circuit and satellite transmission of event June 10-11. Production cost of 24-hour racing event is estimated at \$1 million. Negotiations are under way in U.S., Canada, Japan, Australia, Brazil, Argentine, Venezuela and Mexico. Arenas have already been signed to carry transmissions in Los Angeles, Philadelphia, San Diego and Miami. *Company address: Spanish International Network, 250 Park Avenue, New York.*

Jumping for Welk ■ Syndication division of Don Fedderson Productions, North Hollywood, Calif., announces that 106 television stations already have asked for renewal of their contracts for second season of weekly hour syndicated *Lawrence Welk Show*. First season's 32 hour programs were carried by 220 stations. Second season starts in mid-September.

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Carole King dominates the Grammys

Music-industry awards show doles out honors, collects few (in ratings) of its own

The 14th annual Grammy awards ceremony, broadcast live by ABC-TV last Tuesday (March 14), offered few surprises except for several omissions, a gold mine for Carole King and an unexpectedly poor showing in the ratings. Miss King won four major awards: best song, best record, best album and best pop performance by a female vocalist. Her producer, Lou Adler, who accepted the awards for her, became a familiar face during the 90-minute special.

As many music-industry regulars expected, Aretha Franklin won the award for the best rhythm-and-blues performance by a female vocalist for her "Bridge Over Troubled Water." Kris Kristofferson was, in a sense, a double winner with his "Help Me Make It Through the Night," named best country song of the year, and through Sammi Smith's win for best country female performance for her version of the same tune. The only genuine surprise was the award for best rhythm-and-blues performance by a male vocalist, won by Lou Rawls, whom many consider a popular singer rather than an R&B artist. A number of hard-rock entries—including Rod Stewart's "Maggie May," The Who's *Who's Next*, and the Rolling Stones' *Sticky Fingers*—were among the notable left-outs.

The Grammy show, the best-rated ABC special last year and seventh-rated over all, came up against tough competition on Tuesday when NBC programmed the first half of "West Side Story" with a half-hour lead-in. Nielsen overnight ratings for New York gave "West Side Story" a 59 share from 8:30 to 9 p.m. and a 55 share from 9 to 9:30, the Grammy overlap. The awards show culled shares of 19 and 21 for those periods, just ahead of *Hawaii Five-O* on CBS with 15 and 18 shares, respectively. When "West Side Story" ended, ABC was able to take the 9:30-10 slot with a 33 share.

This was only the second year that the Grammy awards have been presented live, last year from Los Angeles, this year from New York. Coburt Productions did both (and holds rights for the next three). In years past the show was taped at various banquets around the country with musical production numbers spliced in and shown long after the awards were made public. This year, for the first time, the songs in the show were performed by the people nominated in each category.

"The hardest thing about putting one of these shows together," said Pierre Cossette, the Co half of Coburt (the

other half being Bert Sugarman), "is getting all the celebrities to come. They perform and appear free of course, and most live in Hollywood and we had a devil of a time trying to get them to come to New York." Mr. Cossette said that the possibility of broadcasting the show from Nashville—a hope expressed on air by Roy Acuff—was slim.

Among the principal winners:

Record of the Year—"It's Too Late" by Carole King.

Album of the year—*Tapestry* by Carole King.

Song of the year—"You've Got a Friend" by Carole King.

Best score from an original cast show album—*Godspell*.

Best pop performance by a group—*Carpenters* by the Carpenters.

Best pop performance by a male vocalist—"You've Got a Friend" by James Taylor.

Best pop performance by a female vocalist—*Tapestry* by Carole King.

Best original score for a motion picture—*Shaft* by Isaac Hayes.

Best comedy recording—"This is a Recording" by Lily Tomlin.

Best rhythm-and-blues performance by a female vocalist—"Bridge over Troubled Water" by Aretha Franklin (fifth year she has won this award).

Best rhythm-and-blues performance by a male vocalist—"Natural Man" by Lou Rawls.

Best country song—"Help Me Make it Through the Night" by Kris Kristofferson.

Best country performance by a male vocalist—"When You're Hot, You're Hot" by Jerry Reed.

Best country performance by female vocalist—"Help Me Make it Through the Night" by Sammi Smith.

Best classical album—*Horowitz Plays Rachmaninoff* by Vladimir Horowitz.

Best new artist—Carly Simon.



Five among the many Grammy winners ■ Lou Adler (top l) receives one of four awards for Carole King; Isaac Hayes (top c) takes his own for *Shaft*; Aretha Franklin (top r) hers for "Bridge Over Troubled Water"; the cast of *Godspell* performs a number from that musical (lower l), and Jerry Reed sings "When You're Hot, You're Hot."

Telecommunications to highlight IEEE meeting

More than 25,000 engineers are expected to attend the 1972 Institute of Electrical and Electronics Engineers international conference and exposition, opening in New York today (March 20) and continuing through Thursday.

Seventy-five topical sessions are scheduled. Of particular interest to the telecommunications field is a session on cable television. Other discussions will explore telecommunication as an aid to solving urban problems and as a substitute for transportation.

The role of satellite communications systems will also be examined by a panel of specialists. Discussions will include planned satellite communications systems in Japan and Canada and regional services via Intelsat.

Speakers at the cable-TV session include: Dr. Peter C. Goldmark, Goldmark Communications, division of Kinney Services, Stamford, Conn.; Paul Klein, Computer Television Corp., New York; J.V. Charyk, Comsat, Washington; H. J. Schlafly, Teleprompter, New York, and Dean Burch, FCC chairman, Washington.

The session on satellite communications systems features panelists F. Ikegami and S. Morimoto, Nippon T&T Public Corp., Tokyo; J. Almond, Telesat Canada, Ottawa, and J. L. Dicks, Comsat, Washington.

Visual encoding system comes under fire

The FCC has been asked to issue a death warrant for visual encoding as means of program monitoring.

Two organizations that have consistently been opposed to the encoding system developed and implemented by International Digisonics Corp.—the National Association of Broadcasters and the Association of Maximum Service Telecasters—were joined by Broadcast Advertisers Reports Inc. in urging the commission to dismiss an IDC proposal that would significantly relax the standards for visually coded transmissions. They asked the commission to rescind the visual encoding's authorization and allow other forms of monitoring.

In separate comments, the three parties asserted that IDC has been unable to provide acceptable service to its clients without hurting TV picture reception. They further speculated that even under the broadened standards IDC is seeking, it will not be able to alleviate the difficulties with its system and the problems that have arisen with filmed material. IDC previously acknowledged those problems and suggested that video tape be used.

BAR, while emphasizing that it is not

seeking to protect its own system of program monitoring, stressed its feeling that the "serious disadvantages" derived from the use of the IDC method for monitoring television broadcast transmissions "far outweigh any conceivable benefit" to any party other than IDC. BAR also said the same monitoring service can be accomplished "with much greater reliability" by means which "do not entail the imposition of serious burdens on virtually every element of the broadcast process" and do not use any spectrum space, as spokesman for BAR indicated the IDC system presently does.

The BAR monitoring system, which has been in use for two decades, uses audio recordings of off-air material from some 260 television stations, the findings of which are computerized and published.

AMST suggested that the commission authorize in the place of visual encoding a system of aural-coding for a two-year experimental period. Two firms have submitted proposals for such an aural system, IDC and Audicom Corp. and they are currently under study by the commission.

NAB's brief was accompanied by a private study which asserted that the IDC system is "not feasible under the tolerances now being requested." NAB contended that both the IDC system and the FCC rules relating to it "are technically unsound, operationally impractical, impose an onerous burden on

the licensee, and are an attempt to impose technical criteria upon a system of transmission that it was not originally designed to accommodate."

First orders filled for home TV cartridge units

Cartridge Television Inc., New York, announced last week that deliveries have begun for America's first home video cartridge recorder-playback machines. Frank Stanton, president of Cartridge Television, said the first production recorder-playback units for the Cartrivision color video-tape cartridge system are being shipped from Avco's precision products division at Richmond, Ind. The division has a contract from Cartridge Television to manufacture 25,000 units.

Mr. Stanton said Warwick Electronics Inc., manufacturer of television sets for Sears, Roebuck & Co., has ordered 3,001 recorder-playback units to cover the introduction of the system by Sears, beginning this June in Chicago. The Admiral Corp., he said, has ordered 10,000 units, with an option to purchase 10,000 more for use with Admiral, DuMont, Emerson and Montgomery Ward equipment. In addition, Teledyne Packard-Bell has ordered 1,000 units, with an option to purchase 9,000 more, for introduction as part of its nationwide marketing effort.

A very mini camera in the testing stage

RCA demonstrated last Wednesday (March 15) a research model of a black-and-white camera that uses a solid-state "eye" and is the size of an electric razor.

The camera's image sensor is a silicon integrated circuit in contrast to the vacuum tubes of conventional TV-camera systems. The camera measures 2 by 2¼ by 3¾ inches and weighs less than a pound.

The demonstration consisted of panning newsmen assembled at a conference in New York, which was reproduced on a screen. The image was suffused with small white spots, but RCA said the image sensor in the camera is a laboratory model.

Dr. William M. Webster, vice president of RCA Laboratories, said considerable research is required before this type of camera is ready for such applications as news coverage.

The relative size of RCA's experimental camera is shown by the face of Winthrop Pike of RCA Labs.



NH&S announces plans to go public

Needham, Harper & Steers, one of the top broadcast-billing agencies in the country, filed a registration statement with the Securities and Exchange Commission last week for a proposed public offering of 375,000 shares of Class A common stock—the initial public offering of that stock.

The agency billed over \$143.8 million in 1971, some \$15.6 million over the 1970 total, according to the prospectus, and recorded a net income of more than \$1.6 million, about a \$400,000 increase over 1970. Agency revenues from broadcast billing increased 3.9% to \$10.3 million, 51.5% of NH&S's \$19.9 million total revenues.

Paul C. Harper Jr., board chairman, chief executive officer and director—the highest salaried employe (\$145,000 plus \$19,072 in cash bonuses, payment of certain expenses, and the portion of the profit-sharing retirement plan contribution taken in cash during 1971)—is selling the largest number of shares (42,400 of his 113,074). Mr. Harper owns 12.4% of the agency's Class A common stock, the highest percentage in the com-

pany's history. The sale will leave him with 7.8% of the agency's stock.

Other agency officers and directors, their salaries and compensation and the number of shares owned and to be sold are as follows: James L. Isham, president and director, \$117,800 plus \$15,021, selling 28,975 of his 77,277 shares; Bradley H. Roberts, executive vice president and director, \$65,000 plus \$12,370, selling 13,190 of 35,190 shares; Frederick D. Sulcer, executive vice president and director, \$75,000 plus \$15,125, selling 14,500 of 38,640 shares; B. Blair Vedder Jr., executive vice president and director, \$65,000 plus \$10,000, selling 12,610 of 33,550 shares; Herbert Zeltner, executive vice president for corporate development, and director, \$65,000 plus \$11,349, selling 6,200 of 17,500 shares, and Marshall Clarfi, senior vice president for finance and administration, secretary and director, \$69,000 (includes \$9,000 in cash in lieu of profit-sharing contribution for 1971) plus \$9,437, selling 6,083 of 17,000 shares. The total number of shares owned is 876,632 of which 375,000, or 43%, are to be sold. The First Boston Corp. has been named manager of the underwriting group.

Out damned meetings

J. B. Fuqua, chairman of Fuqua Industries, which numbers broadcast holdings among its conglomerate interests (see BROADCASTING Stock Index), has asked the New York Stock Exchange to abandon requirement that listed companies hold annual stockholder meetings, a practice he terms "useless and outdated." NYSE hasn't said yes, hasn't said no, leans toward latter.

Cox Broadcasting predicts good year

Significant improvement in revenues and earnings in 1972 for Cox Broadcasting Co., Atlanta, was predicted last week by J. Leonard Reinsch, president.

He told the annual meeting of stockholders last Thursday (March 16) that operating revenues in the first quarter of 1972 are expected to show an approximate 20% gain and net income will rise by about 30% over the similar period last year. He noted that in 1971 CBC reported record revenues and net income (BROADCASTING, Jan. 31).

He reminded stockholders that the broadcasting division accounts for 65% of CBC's total and said its anticipated 1972 first-quarter revenues "should be up approximately 10% over the 1971 level." He added that improved performances from nonbroadcasting activities were also expected in the areas of publishing, TV and motion-picture production and automobile auctions as well as from Cox Cable Communications, CBC's 53.6%-owned affiliate.

Mr. Reinsch said Cox will continue its efforts to acquire additional radio properties in major markets. The company has looked into several AM and FM operations, he continued, but "to date, none has met our investment criteria."

Sarnoff top paid at RCA with \$275,000 in '71

A proxy statement accompanying notice of RCA's annual meeting lists Robert W. Sarnoff, chairman of RCA, as having received the highest remuneration in 1971 with fees or salary of \$275,000.

Other top-paid employes last year: Walter D. Scott, then chairman of NBC, \$160,000; Anthony L. Conrad, president of RCA, \$154,167; Chase Morsey Jr., RCA executive vice president, finance and planning, \$145,000, and Robert L. Werner, RCA executive vice president and general counsel, \$132,500.

On July 7, 1971, RCA entered into an employment agreement with Mr. Conrad for the period Aug. 1, 1971, to

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July 31, 1976, at a salary of \$200,000 yearly. On Jan. 6, 1971, RCA made agreements with Mr. Sarnoff for employment through Dec. 31, 1975, at \$275,000 (the same salary he had received previously) and with Mr. Morsey for employment through Dec. 31, 1972, at \$145,000 annually.

On Jan. 6, 1971, NBC entered into an employment agreement with Mr. Scott for the period Jan. 1, 1971, through Dec. 31, 1972, calling for an annual base salary of \$100,000. Also provided for was payment, following termination of employment, of an additional \$5,000 a month for each month of employment under the agreement. This arrangement previously was in effect for Mr. Scott. On June 2, 1971, the agreement was amended to provide, starting June 1, for current payment of the portion of his compensation previously deferred.

RCA Corp. will hold its annual meeting of shareholders on May 2 at the NBC studios in Burbank, Calif.

Fourth-quarter showing buoys Reeves Telecom

Reeves Telecom Corp., New York, once beset by serious financial problems, is reassuring stockholders that the company's future appears bright.

In a letter to shareholders, J. Drayton Hastie, president, said that despite a loss of \$240,000 by the company's production services division, Reeves Telecom showed its first operating profit in three years during the fourth quarter of 1971. He noted that Reeves disposed of this unprofitable division on Dec. 31, 1971.

"Because we cannot anticipate unexpected year-end audit adjustments, I will not guess at over-all 1971 results which will contrast with a loss of \$7,698,000 in 1970," Mr. Hastie wrote.

"However, it seems fairly certain that if we were to consider only those divisions we still own, 1971 operating results would have been profitable. From this new plateau in our recovery effort, we view the future with considerable optimism."

Mr. Hastie was reluctant to make earnings projections for 1972 but said that it appears probable the company will "substantially exceed" the 15 cents-per-share estimate published recently by the Value Line investment service.

Mr. Hastie told BROADCASTING that more than 50% of Reeves' activities now are concentrated in broadcast station operations and he hopes to move toward complete involvement in TV-radio. The company also is active in land development and in real estate printing services.

Ampex losses exceed its own expectations

Ampex Corp., Redwood City, Calif., reported losses of more than \$86 million for the first nine months of the fiscal year, including a loss of \$82.9 million or

This announcement appears as a matter of record.

\$50,000,000



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\$7.62 per share during the third quarter. Indications are that the last quarter, which ends April 29, will result in an additional \$3-million loss. Earlier in the year, the company predicted a deficit of \$40 million for the year (BROADCASTING, Jan. 17).

For the nine months ended Jan. 29:

	1972	1971
Earned per share	\$ (7.93)	\$ 0.25
Revenues	209,600,000	221,913,000
Net income	(86,300,000)	2,730,000

Expansion for Starr

Starr Broadcasting Group Inc., New York, has reached agreement in principle to acquire common stock of Le-Bo Products Co. there. Le-Bo, which markets recording accessories, will be absorbed by Starr, a group broadcaster with publishing and other communications-related subsidiaries, for an estimated consideration of \$2,960,000. Le-Bo's estimated revenues for fiscal year ended Jan. 31, 1971, are \$6.6 million with net income estimated as \$400,000.

Company Reports

■ Teleprompter Corp., New York, reported record net earnings and revenues for 1971.

Raymond P. Shafer, board chairman

and chief executive officer, noted that Teleprompter subscribers are being added at rate which should result in net average increase of 3,000 per week over year.

Teleprompter, largest cable company in nation, added 101,928 subscribers in 1971. As of March 1, 1972, 639,282 families subscribed to Teleprompter systems.

For year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 2.02	\$ 1.79
Revenues	50,050,212	41,825,641
Net income	6,915,073	6,048,796

■ Grey Advertising, New York, reported increases in billings (up 6.1%), net income (up 10.3%) and earnings per share (up 11.3%) for 1971.

For year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 1.28	\$ 1.15
Gross billings	209,218,000	197,199,000
Net income	1,538,000	1,394,000
Average number of shares outstanding	1,204,073	1,207,280

■ Wells, Rich, Greene, New York, reported 22.2% rise in net income and approximately \$3-million increase in gross billings for the first quarter.

For first quarter ended Jan. 31:

	1972	1971
Earned per share	\$ 0.48	\$ 0.40
Gross billings	29,701,800	26,737,100
Net income	772,300	631,900
Shares outstanding	1,617,805	1,582,266

■ Doyle Dane Bernbach reported 10% increase in gross billings and sales and 18% rise in gross income for its first quarter. Net income registered 65% rise during period.

For first quarter ended Jan. 31:

	1972	1971
Earned per share *	\$ 0.54	\$ 0.33
Billings and sales	72,306,000	65,595,000
Gross income	12,035,000	10,218,000
Net income	1,035,000	627,000

* Based upon weighted average number of shares outstanding during each fiscal-year period: 1972—1,902,138; 1971—1,929,255.

■ Creative Management Associates, Los Angeles-based talent agency, reported depressed profits and revenues for 1971.

For year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 0.52	\$ 1.00
Revenues	9,277,000	11,310,000
Net income	506,000	986,000

■ Multimedia Inc., Greenville, S.C., reported increase in earnings and revenues for fiscal year 1971.

For year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 1.75	\$ 1.40
Revenues	36,442,266	33,692,413
Net income	4,604,474	3,592,772

■ Columbia Cable Systems Inc., Westport, Conn., reported increases in sales and earnings for first quarter of fiscal 1972 ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 0.12	\$ 0.10
Revenues	1,148,000	956,000
Net income	121,000	97,000

Broadcasting Stock Index

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

	Stock symbol	Exch.	Closing March 15	Closing March 8	Net change in week	% change in week	1971-72		Approx. shares out (000)	Total market capitalization (000)	
							High	Low			
Broadcasting											
ABC	ABC	N	67	66 5/8	+ 3/8	+ .56	68	25	7,095	475,365	
ASI COMMUNICATIONS	ASIC	D	2 3/4	2 1/2	+ 1/4	+ 10.00	5	2 1/8	1,815	4,991	
CAPITAL CITIES	CCB	N	60	63 3/4	- 3 3/4	- 5.88	64 1/4	29	6,236	374,160	
CBS	CBS	N	53 1/4	55 1/4	- 2	- 3.61	55 7/8	30 1/8	27,829	1,481,894	
COX	COX	N	45	41 3/4	+ 3 1/4	+ 7.78	45	17 3/4	5,805	261,225	
GROSS TELECASTING	GGG	A	19 1/2	19 1/8	+ 3/8	+ 1.96	20 5/8	10 5/8	800	15,600	
LIN	LINB	D	22 3/8	21 3/4	+ 5/8	+ 2.87	22 3/8	15 1/2	2,294	51,328	
MODNEY	MODN	D	9 3/4	9 5/8	+ 1/8	+ 1.29	10 1/4	4	250	2,437	
PACIFIC & SOUTHERN	PSOU	D	17 1/2	17 1/2	-	.00	17 1/2	10 3/8	1,930	33,775	
RAMALL COMMUNICATIONS	RAHL	D	12 1/2	13 1/2	- 1	- 7.40	29	8	1,037	12,962	
SCRIPPS-HOWARD	SCRP	D	23 1/2	23 1/2	-	-	27	18	2,589	60,841	
SONDERLING	SDB	A	26 5/8	26 3/4	- 1/8	- .40	34	17	997	26,545	
STARR	SBG	M	25 1/2	26 1/4	- 3/4	- 2.85	26	15 1/2	732	18,666	
TAFT	TFB	N	54 1/4	55 1/8	- 7/8	- 1.58	57 1/4	23 5/8	3,707	201,104	
									TOTAL	63,116	3,020,893
Broadcasting with other major interests											
AVCO	AV	N	19 7/8	19 1/8	+ 3/4	+ 3.92	20 7/8	12 1/8	11,479	228,145	
BARTELL MEDIA	BMC	A	5 7/8	6 5/8	- 3/4	- 11.32	8	2 7/8	2,254	13,242	
BOSTON HERALD-TRAVELER	BHLD	D	14	15	- 1	- 6.66	30	14	589	8,246	
CHRIS-CRAFT	CCN	N	6 1/8	6 3/8	- 1/4	- 3.92	9 7/8	5	3,980	24,377	
COMBINED COMMUNICATIONS	CCA	A	41 1/4	42	- 3/4	- 1.78	42 1/2	30 1/8	2,528	104,280	
COWLES COMMUNICATIONS	CWL	N	12 1/4	11 1/4	+ 1	+ 8.88	13 1/2	8	3,969	48,620	
DUN & BRADSTREET	DNB	N	75	74 7/8	+ 1/8	+ .16	76 1/2	52 1/8	12,867	965,025	
FUQUA	FQA	N	24 7/8	23 1/4	+ 1 5/8	+ 6.98	26 1/2	13 1/4	8,377	208,377	
GABLE INDUSTRIES	GBI	N	27 1/4	26 3/4	+ 1/2	+ 1.86	32 1/4	9 1/2	1,872	51,012	
GENERAL TIRE & RUBBER	GY	N	27 7/8	27 7/8	-	-	28 3/8	21 1/8	19,092	532,189	
ISC INDUSTRIES	ISC	A	7 3/4	7 7/8	- 1/8	- 1.58	9 1/8	4 5/8	1,646	12,756	
KANSAS STATE NETWORK	KSN	D	6 5/8	6 3/4	- 1/8	- 1.85	7 1/2	6 1/2	1,621	10,739	
LAMB COMMUNICATIONS	L	D	4 1/2	4 5/8	- 1/8	- 2.70	4 7/8	2	475	2,137	
LEE ENTERPRISES	LNT	A	24 3/4	24 1/2	+ 1/4	+ 1.02	25 3/8	16	3,289	81,402	
LIBERTY CORP.	LC	N	19	19	-	-	24	16 1/8	6,744	128,136	
MEREDITH CORP.	MDP	N	30	30 3/4	- 3/4	- 2.43	30 3/4	19 3/4	2,772	83,160	
METROMEDIA	MET	N	38 5/8	36 7/8	+ 1 3/4	+ 4.74	38 5/8	17 3/8	5,995	231,556	
MULTIMEDIA INC.	M	D	41	40	+ 1	+ 2.50	41	14	2,408	98,728	
OUTLET CO.	OTU	N	17 1/2	18 3/4	- 1 1/4	- 6.66	22	13 3/8	1,334	23,345	
POST CORP.	POST	D	28 3/4	27 1/4	+ 1 1/2	+ 5.50	28 3/4	9	909	26,133	

	Stock symbol	Exch.	Closing March 15	Closing March 8	Net change in week	% change in week	1971-72		Approx. shares out (000)	Total market capitalization (000)		
							High	Low				
PUBLISHERS BROADCASTING CORP.	PUBB	O	3	3 1/8	-	1/8	-	4.00	4 7/8	1 5/8	919	2,757
REEVES TELECOM	RBT	A	3 1/8	3 3/8	-	1/4	-	7.40	3 7/8	2	2,292	7,162
ROLLINS	ROL	N	53 3/8	52	+ 1 3/8	+	2.64	53 3/8	25 1/8	8,087	431,643	
RUST CRAFT	RUS	A	29 1/2	30 1/2	-	1	-	3.27	30 5/8	18 1/2	2,318	68,381
SCHERING-PLOUGH	SGP	N	95 1/2	96 3/4	-	1 1/4	-	1.29	98	60 1/2	25,174	2,404,117
STORER	SBK	N	36 3/4	36 1/4	+	1/2	+	1.37	37	19	4,223	155,195
TIME INC.	TL	N	62 1/2	63 1/2	-	1	-	1.57	64 3/4	40 5/8	7,258	453,625
TURNER COMMUNICATIONS	O	O	3 1/2	3 1/2					4	2	1,328	4,648
WASHINGTON POST CO.	WPO	A	33 1/8	34	-	7/8	-	2.57	34 1/2	19 3/4	4,753	157,443
WOMETCO	WOM	N	23 3/4	24 1/8	-	3/8	-	1.55	24 7/8	14 7/8	5,815	138,106

CATV

											TOTAL	156,367	6,704,682
AMECO	ACO	O	5 1/2	5 1/2					12 3/4	1 1/2	1,200	6,600	
AMERICAN ELECTRONIC LABS	AELBA	O	7	7 3/8	-	3/8	-	5.08	9 3/4	3	1,668	11,676	
AMERICAN TV & COMMUNICATIONS	AMTV	O	39 3/8	37 1/4	+ 2 1/8	+	5.70	43 1/2	17 1/4	2,434	95,838		
BURNUP & SIMS	BSIM	O	37 7/8	37 3/4	+ 1/8	+	.33	38 3/4	11 1/2	3,061	115,935		
CABLECOM-GENERAL	CCG	A	15 5/8	16 3/4	- 1/8	-	6.71	18 1/4	9 5/8	2,485	38,828		
CABLE INFORMATION SYSTEMS	O	O	4 1/4	4	+ 1/4	+	6.25	4 3/4	1 3/4	955	4,058		
CITIZENS FINANCIAL CORP.	CPN	A	20	20				22 7/8	11	1,590	31,800		
COLUMBIA CABLE	CCAB	O	27 1/2	19 1/2	+ 8	+	41.02	27 1/2	10 1/8	900	24,750		
COMMUNICATIONS PROPERTIES	COMU	O	16 3/8	15 3/4	+ 5/8	+	3.96	19	11 1/8	1,906	31,210		
COX CABLE COMMUNICATIONS	CXC	A	29 7/8	30 3/4	- 7/8	-	2.84	33 7/8	15 3/8	3,552	106,116		
CYPRESS COMMUNICATIONS	CYPR	O	16 1/8	16 1/8				17 3/4	7	2,707	43,650		
ENTRON	ENT	A	7 3/4	8 1/4	-	1/2	-	6.06	9 1/4	2 1/4	1,320	10,230	
GENERAL INSTRUMENT CORP.	GRL	N	26 3/4	28 3/8	- 1 5/8	-	5.72	29 5/8	13 1/2	6,371	170,424		
LVO CABLE INC.	LVOC	O	15	15 1/4	- 1/4	-	1.63	16 1/2	6 3/4	1,466	21,990		
STERLING COMMUNICATIONS	STER	O	7	7 1/4	- 1/4	-	3.44	7 3/4	3 1/2	2,162	15,134		
TELE-COMMUNICATIONS	TCOM	O	29 1/4	28	+ 1 1/4	+	4.46	30 1/8	24 1/8	2,856	83,538		
TELEPROMPTER	TP	A	122 3/8	127 3/4	- 5 3/8	-	4.20	142 5/8	56 1/2	3,309	404,938		
TELEVISION COMMUNICATIONS	TVCM	O		14 3/8				14 3/8	5 7/8	3,804	54,682		
VIACOM	VIA	N	24 1/4	25	- 3/4	-	3.00	26 3/8	9 7/8	3,791	91,931		
VIKOA	VIK	A	15	16 3/4	- 1 3/4	-	10.44	19 3/4	4 5/8	2,344	35,160		

Programming

											TOTAL	49,881	1,398,488
COLUMBIA PICTURES	CPS	N	14 1/4	14 3/4	- 1/2	-	3.38	17 3/8	6 5/8	6,342	90,373		
DISNEY	DIS	N	153 7/8	157 1/4	- 3 3/8	-	2.14	171 1/2	77	13,223	2,034,689		
FILMWAYS	FWY	A	6 1/2	7 1/4	- 3/4	-	10.34	11 7/8	4 1/8	11,832	11,908		
GULF & WESTERN	GW	N	38	38 1/4	- 1/4	-	.65	39 3/8	19	15,816	601,008		
MCA	MCA	N	34 1/2	32 1/2	+ 2	+	6.15	35	17 3/4	8,165	281,692		
MGM	MGM	N	19 5/8	20 1/2	- 7/8	-	4.26	26 7/8	15 3/8	5,895	115,689		
MUSIC MAKERS	MUSC	O	3 1/2	3 1/8	+ 3/8	+	12.00	3 1/2	1 1/8	534	1,869		
TELE-TAPE PRODUCTIONS	O	O	1 1/8	1 1/4	- 1/8	-	10.00	2 7/8	1	2,190	2,463		
TRANSAMERICA	TA	N	22 7/8	21 3/4	+ 1 1/8	+	5.17	23 1/2	14 3/8	64,418	1,473,561		
20TH CENTURY-FOX	TF	N	14 5/8	16 5/8	- 2	-	12.03	17	7 5/8	8,562	125,219		
WALTER READE ORGANIZATION	WALT	O	2 3/4	2 3/4				4 1/8	1 3/8	2,414	6,638		
WARNER COMMUNICATIONS INC.	WCI	N	43 7/8	45 1/2	- 1 5/8	-	3.57	47 5/8	25 7/8	16,221	711,696		
WRATHER CORP.	WCO	A	14 3/4	15 1/4	- 1/2	-	3.27	17 7/8	5 1/4	2,164	31,919		

Service

											TOTAL	147,776	5,488,724
JOHN BLAIR	RJ	N	19 1/8	18 5/8	+ 1/2	+	2.68	24 3/4	13	2,597	49,667		
COMSAT	CO	N	66 3/8	72 7/8	- 6 1/2	-	8.91	84 1/2	49 1/8	10,000	663,750		
CREATIVE MANAGEMENT	CMA	A	11 5/8	10 3/4	+ 7/8	+	8.13	17 3/4	7 5/8	969	11,264		
DOYLE DANE BERNBACH	DOYL	O	24 3/4	25 1/2	- 3/4	-	2.94	28 1/2	24	1,872	46,332		
ELKINS INSTITUTE	ELKN	O	3 1/2	3 5/8	- 1/8	-	3.44	16 3/8	3	1,664	5,824		
FOOTE, CONE & BELOING	FCR	N	11 5/8	11 7/8	- 1/4	-	2.10	13 3/8	7 3/8	2,196	25,528		
GREY ADVERTISING	GREY	O	15	14 5/8	+ 3/8	+	2.56	18	9 1/4	1,209	18,135		
INTERPUBLIC GROUP	IPG	N	24	25 1/2	- 1 1/2	-	5.88	28 3/4	17	1,673	40,152		
MARVIN JOSEPHSON ASSOCS.	MRVN	O	12 1/2	12 1/4	+ 1/4	+	2.04	12 3/4	5 7/8	825	10,312		
MCCAFFREY & MCCALL	O	O	9 3/4	9 3/4				16 1/2	7	585	5,703		
MOVIELAB	MOV	A	2 3/8	2 1/2	- 1/8	-	5.00	4	1 5/8	1,407	3,341		
MPO VIDEOTRONICS	MPO	A	6	6				8 1/2	3 1/4	547	3,282		
A. C. NIELSEN	NIELR	O	45 3/4	46 3/4	- 1	-	2.13	50	37 5/8	5,299	242,429		
OGILVY & MATHER	OGIL	O	46 1/2	47 1/2	- 1	-	2.10	47 3/4	24	1,096	50,964		
PKL CO.	PKL	A	7 5/8	8	- 3/8	-	4.68	10 1/8	3 5/8	778	5,932		
J. WALTER THOMPSON	JWT	N	45	44 1/4	+ 3/4	+	1.69	60	34 1/2	2,873	129,285		
WELLS, RICH, GREENE	WRG	N	21	24	- 3	-	12.50	27 7/8	15 1/4	1,579	33,159		

Manufacturing

											TOTAL	37,169	1,345,059
ADMIRAL	ADL	N	25 1/2	25 1/8	+ 3/8	+	1.49	27	8	5,163	131,656		
AMPEX	APX	N	8 1/2	9 3/8	- 7/8	-	9.33	25 3/8	7	10,873	92,420		
CCA ELECTRONICS	CCAE	O	4 1/2	4 1/2				5 1/8	2 1/4	881	3,964		
COLLINS RADIO	CRI	N	17	16 3/4	+ 1/4	+	1.44	20 7/8	9 3/4	2,968	50,456		
COMPUTER EQUIPMENT	CEC	A	4	4				7 1/4	2 1/2	2,404	9,616		
CONRAC	CAX	N	37 1/2	34 1/2	+ 3	+	8.69	37 1/2	15 1/8	1,259	47,212		
GENERAL ELECTRIC	GE	N	63 5/8	64	- 3/8	-	.58	66 1/2	52 7/8	181,607	1,554,745		
HARRIS-INTERTYPE	HI	N	55	55 1/4	- 1/4	-	.45	69 3/8	45	6,344	348,920		
MAGNAVOX	MAG	N	48 3/8	51 3/4	- 3 3/8	-	6.52	55	37 3/8	17,283	836,065		
3M	MMM	N	144 1/8	143 1/8	+ 1	+	.69	144 7/8	95 1/8	56,251	8,107,175		
MOTOROLA	MOT	N	97 1/4	96 3/4	+ 1/2	+	.51	98 3/8	51 1/2	13,411	1,304,219		
RCA	RCA	N	43	44 5/8	- 1 5/8	-	3.64	45	26	74,437	3,200,791		
RSC INDUSTRIES	RSC	A	3 5/8	4 1/4	- 5/8	-	14.70	6 3/8	2 1/2	3,458	12,535		
TELEIMATION	TIMT	O	9 1/4	10 1/2	- 1 1/4	-	11.90	13 3/4	6	1,050	9,712		
WESTINGHOUSE	WX	N	47	47 1/2	- 1/2	-	1.05	48 1/4	41 1/4	86,927	4,085,569		
ZENITH	ZE	N	49 5/8	50 3/8	- 3/4	-	1.48	54 7/8	36	19,025	944,115		

TOTAL 483,341 739,170

GRAND TOTAL 937,650 18,697,016

Standard & Poor Industrial Average 119.71 119.4 + .31

A-American Stock Exchange N-New York Stock Exchange A blank in closing price columns Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.
M-Midwest Stock Exchange O-Over the counter (bid price shown) indicates no trading in stock.

Broadcast Advertising

Joseph M. Coogle, VP and director of marketing, research and media planning. Ketchum, MacLeod & Grove. New York, elected senior VP.

Mark Cooper and **Jeffrey Fine**, account supervisors, Doyle Dane Bernbach. New York, named VP's.

Michael A. Filice, account supervisor, New York office, Gardner Advertising, elected VP.

Earle C. Thompson, executive VP, Arndt, Preston, Chapin, Lamb & Keen Advertising, New York, elected president and chief executive officer. He succeeds **Seymour S. Preston Jr.**, who continues as board chairman. **Albert J. Pighini**, director of PR, named VP for PR. **Louis Paul**, treasurer, elected VP and general manager in addition to present duties as treasurer.

Elton E. Kruger, former media research supervisor, MacManus John & Adams division of D'Arcy-MacManus. Bloomfield Hills, Mich., named division VP.

Gordon Zellner, sales manager, Katz Television, Midwest division, New York, appointed director of retail sales. He is succeeded by **Edward Papazian**, manager, Philadelphia office. **James H. Carmine Jr.**, manager, Edward Petry Co., Philadelphia, joins Katz, there, succeeding Mr. Papazian.

Joel A. Segall, general sales manager of WJZ-TV Baltimore, appointed to similar position with KPIX(TV) San Francisco. Both are Westinghouse Broadcasting stations. Mr. Segall succeeds **Aubrey Holman**, appointed director of sales development for Westinghouse, reporting to VP of sales, New York, but based in San Francisco.

Robert Fiore, former president, Fiore & Walsh, New York, joins Gaynor & Ducas, agency there, as executive VP of creative services.

Bernhard B. Kvale, Midwest manager, Avco Radio Sales, elected VP of Avco Radio Television Sales, of which radio sales unit is division.

Robert Henklein, VP-account supervisor, Lord, Geller, Federico & Partners Inc., New York, named senior VP and director of account services.

Susan E. Smitman, director of TV-radio production department, Rosenfeld, Sirowitz & Lawson, New York agency, named VP.

Glen E. Wilber, former VP and Miami manager, of Tinker Pritchard Wood, agency, named VP of newly opened Miami office of Colle & McVoy, Minneapolis.

Keith Boswell, salesman, HR Television, Des Moines office, appointed sales manager. **Tom Wood**, with sales staff, New

York office, appointed sales manager, Philadelphia.

Arthur Adler, retail sales manager, WCBS(AM) New York, appointed to additional post of national retail sales manager, CBS Radio Spot Sales.

Raymond L. Craig, VP, Sander Allen Advertising, Chicago, joins Sperry-Boom, Chicago O'Hare and Quad-Cities offices, as account executive. Offices serve Chicago. Davenport-Rock Island-Moline-Muscataine.

Cameron A. Higgins, president, Cybics Computer Corp., subsidiary of Ted Bates & Co., New York, joins Doyle Dane Bernbach there as director of computer services.

Alfonso Marino, art supervisor, and **Marty Friedman**, copy supervisor, Herbert Arthur Morris Advertising, New York, named VP's.

Sam Bradley and **Charles Gennarelli**, account group heads, Ogilvy & Mather, New York, join Norman, Craig & Kummel there as associate creative directors.

Chandler Fox, account executive, Ketchum, MacLeod & Grove, New York, joins Needham, Harper & Steers, there in similar capacity.

Walter H. Cornish III, copywriter, Benton & Bowles, New York, joins Kenyon & Eckhardt there as co-group head.

James L. Treanor, with sales staff, KLYD-AM-FM Bakersfield, Calif., appointed sales manager.

Orrin H. McDaniels, with sales staff, Radio Advertising Representatives, New York, joins KYW(AM) Philadelphia as local sales manager.

Douglas D. Shull, manager of regional sales, wowo(AM) Fort Wayne, Ind., appointed sales manager.

Broadcasting breakthrough



Donald H. McGannon, president, Westinghouse Broadcasting, New York, elected chairman of The Advertising Council. Mr. McGannon is first broadcaster to be so honored. He succeeds **Thomas B. McCabe Jr.**, VP and group executive, Scott Paper Co., Philadelphia, named honorary chairman. The Advertising Council conducts public-service ad campaigns on national social problems. Last year \$463 million of public-service advertising was given for council projects on pollution, population control, drug abuse, education and like.

John A. Privett, VP and manager, D'Arcy division, D'Arcy-MacManus-Intermarco, Beverly Hills, Calif., office, joins Boylhart, Lovett & Dean, Los Angeles agency, as staff executive in account management.

Lloyd Barham, general manager, KBIM-AM-FM-TV Roswell, N.M., appointed local sales manager and assistant to general manager, KOB(AM) Albuquerque, N.M.

Richard Ferguson, with sales staff, WERE(AM) Cleveland, appointed sales manager.

Lila Sternglass, senior art director, Leonard Sacks Advertising, New York, joins Warwick & Legler there in similar post.

Jerome F. Horwitz Jr., with sales staff, WTOP(AM) Washington, joins WMOD-FM there as sales manager.

Alice Potter, with sales staff, KPAT-AM-FM Berkeley, Calif., appointed sales manager.

Ferdinand J. Smith III, with WBBF(AM) Rochester, N.Y., joins WAXC(AM) there as director of sales promotion.

Jane Perlman, former media analyst, Foots, Cone & Belding, New York, joins Kaiser Broadcasting's New York sales office as sales development coordinator.

C. B. Heller, former sales manager, WIMA-AM-FM Lima, Ohio, joins WLIO-TV there as general sales manager.

R. B. Chorpene, with WLIO sales staff, appointed local sales manager.

Beatrice Gunter, media director, Bud Solk & Associates, Chicago, joins Rothenberg, Feldman & Moore there in similar capacity.

David C. Fordyce, former sales manager, WEBN-FM Cincinnati, appointed to similar position at WGLD-FM Oak Park, Ill.

Tom Booth, former director of graphics, Avco Systems Division, Wilmington, Mass., named VP-art director, Cohen-Kelly Associates, advertising and PR agency, Manchester, N.H.

The Media

Charles C. Bowker, assistant general manager, KLTV(TV) Tyler, Tex., named executive VP of Channel 7 Inc., licensee, and general manager of station. He succeeds **Robert P. Buford** who continues as licensee's president, devoting added time to development of its broadcast and CATV properties. **Beryl N. Berry**, business manager, KLTV, appointed controller of licensee.

James Trohatos, business manager, ABC-owned WPLJ-FM New York, appointed business manager, ABC-owned FM stations.

Cleve Griffin, general sales manager,

KPRC(AM) Houston, named VP and manager.

Jim Hall, Storer Cable TV, Sarasota, Fla., system, elected president, Florida CATV Association. Other officers: **Tom Gilchrist**, Perry Cable TV, North Palm Beach, elected first VP; **Vern Coolidge**, Teleprompter, West Palm Beach, elected VP; **J. Patrick Michaels Jr.**, TM Communications, Tampa, elected VP; **Jim Hudgens**, Orange Cablevision, Orlando, elected secretary; **Ron Harmon**, Florida Cablevision, Fort Pierce and Vero Beach, elected treasurer. Directors include: **Bob Moates**, Gulf Coast TV, Naples and Marco Island, and **Jim Reinsch**, Cox Cablevision, Ocala.

Charles A. Scruggs, operations manager, KDIA(AM) Oakland, named VP and general manager, WDIA(AM)-WAID(FM) Memphis. All are Sonderling Broadcasting stations.

Fred Barber Jr., broadcast operations manager, WBTW(TV) Charlotte, N.C., joins WMAL-TV Washington in similar capacity.

Larry E. Pearce, with WJAC-AM-FM Johnstown, Pa., appointed manager.

Robert G. Keller, in private business, Moline, Ill., joins Cox Cable Communications as manager of firm's Quint-Cities Cablevision, serving Moline, East Moline and Silvis, all Illinois, and Davenport and Bettendorf, both Iowa.

Edd Neilson, executive VP, Mediacair, broadcast consulting firm serving New York, New Jersey and New England, joins WKIP(AM) Poughkeepsie, N.Y., as VP and station manager.

Robert C. Waddell, formerly with sales staff, KILT-AM-FM Houston, joins KTAP(AM)-KHFI-FM Austin, Tex., as general manager.

Elton B. Chick, general manager, WCIN(AM) Cincinnati, appointed to similar position at WMBR(AM) Jacksonville, Fla. **H. E. Burns**, station manager, WCIN, appointed general manager, succeeding Mr. Chick. Both are Rounsaville stations.

M. Colyer Crum, professor of investment management at Harvard University, elected to board of directors, American Television & Communications, Denver.

Programing

Bill Rhodes, general manager of Avco Syndication, Dayton, Ohio, joins Brut Productions, New York, as VP, director of syndication sales.

Joseph Stuart, executive producer, *The Doctors*, Ted Bates & Co.-produced series for Colgate-Palmolive on NBC-TV, named to additional duties as director of radio and TV programing. He succeeds **Ted Bergmann**, who joins Herman Rush Associates, New York, TV program packager, as partner.

Linda DesMarais, with WMAL-TV Washington, appointed program operations manager.

Linda Jambriska, with wwww-FM Detroit, appointed director of public service.

Arnold P. Goodman, formerly in private law practice, New York, appointed Eastern director of consumer programing for Cartrivision system, Cartridge Television, there.

Robert Schultz, manager of market planning, Blair Television, New York, appointed associate marketing director, Management Television Systems, producers of closed-circuit telecasts, there.

Andrew Aguilar, West Coast community organizer, appointed deputy director of national field services for Children's Television Workshop. He will help formulate community projects for *Sesame Street* and *The Electric Company*.

Broadcast Journalism

David Horowitz, KNBC(TV) Los Angeles, **Ken Alvord**, WNBC-TV New York, **Rebecca Bell**, WMAQ-TV Chicago, **Robert Endicott**, WRC-TV Washington, and **Ann Medina**, WKYC-TV Cleveland, all assigned as special political reporters, NBC News, for duration of 1972 presidential campaign. All are NBC-owned stations.

John Grimes, newsman, WCBS(AM) New York, appointed correspondent, ABC News, for American Information radio network there.

Richard N. Braude, director of editorials and public affairs, WEEI(AM) Boston, appointed editorial writer for WCVB-TV Boston.

Jerry Moring, WBAL-TV Baltimore; **Jim Gallant**, WMAL-AM-FM Washington; **Bob Hughes**, WASH(FM) Washington, elected to executive committee, Chesapeake AP Broadcasters Association.

Alex Prescott, news editor, WIXY(AM) and WDOK(FM) Cleveland, appointed sportscaster, WKYC-TV there.

John Ravencroft, with WGN-TV Chicago news staff, appointed executive producer of TV news.

Brian E. Ross, former speech writer for Wisconsin Governor Patrick J. Lucey, joins WCKT(TV) Miami on news documentary staff.

John L. Greene, Jr., managing editor, WBTW(TV) Charlotte, N.C., appointed director of news and information.

Jack Morse, with WHEN(AM) Syracuse, N.Y., appointed sports director, WHEN-TV.

Peter Connors, with WGBS(AM) Miami, joins WCKT(TV) there as meteorologist.

Louis Morton, with news staff, KBIG(AM) Avalon, Calif., joins KMPC(AM) Los Angeles as newsman.

Lary Crews (formerly **Lary Camfield**), newscaster, KTRH(AM) Houston, joins WVPO-AM-FM Stroudsburg, Pa., as assistant news director and special convention news reporter.

Promotion

Leroy Kelly, with Cleveland Browns football team, and brother **Patrick Kelly**, outfielder with baseball Chicago White Sox, join Grambling College Football Television Network, Beverly Hills, Calif., as members of PR staff.

Phyllis Gottlieb Gardner, program development specialist at both Human Development Institute, Atlanta, division of Bell & Howell, and Learning Research & Development Corp. there, joins CBS Radio Spot Sales, New York, as assistant promotion manager.

Louis Miller, director of public affairs and promotion, WDZ(AM) Decatur, Ill., appointed to similar position, WCBD-TV Charleston, S.C.

Equipment & Engineering

Robert Sidwell, sales manager, CCA Electronics Corp., Gloucester City, N.J., named to newly created position of VP for broadcast equipment sales.

Fred S. Kerr, Northeast area representative, GTE Sylvania, Waltham, Mass., appointed Eastern sales representative.

Don Lefebvre, with sales staff, Audio Video Industries, Needham, Mass. (now part of Telemation, equipment manufacturer), appointed office manager. Branch serves Massachusetts, Rhode Island, Maine, New Hampshire and Vermont.

Richard Martinez, engineering supervisor, ABC Radio, New York, appointed manager of technical operations, Los Angeles office.

Allied Fields

William C. Stock, with ABC Radio, New York, joins National Foundation-March of Dimes, White Plains, N.Y., as assistant director-broadcast service.

Marshall E. Miller and **Harold Gordon**, formerly with Danzansky, Dickey, Tydings, Quint & Gordon, Washington communications law firm, and **Robert W. Healy**, formerly with Putbren & Healy, there, form Miller, Gordon & Healy.

Jack Franchetti, director of TV center, St. John's University, New York, joins U.S. Catholic Conference's division of creative services there as associate director for TV and radio.

Deaths

Paul Whittingham, 47, national sales manager, WICU-TV Erie, Pa., died March 14 at Hamot Medical Center there after being struck by car on March 3. Mr. Whittingham joined station in 1958, becoming national sales manager in 1964. Erie police said they have arrested suspect in hit-run. He is survived by his wife, Alberta, and two daughters.

Albert Quinn, 67, reporter, WBAL-TV Baltimore, died March 10 at St. Joseph's hospital there of stroke. He had been with station since 1959.

As compiled by BROADCASTING, March 7 through March 14, and based on filings, authorization 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. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Action on motion

■ Hearing Examiner David I. Kraushaar in Norfolk, Va. (WTAR Radio-TV Corp. and Hampton Roads Television Corp.), TV proceeding, scheduled hearing for May 23, at Norfolk, at place to be specified later (Docs. 18791-2). Action March 2.

Existing TV stations

Final actions

■ KTTV(TV) Los Angeles—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 5746 Sunset Boulevard, Los Angeles. Action March 7.

■ WTTV(TV) Bloomington, Ind.—Broadcast Bureau granted mod. of license covering operation of main and aux. trans. by remote control from 3490 Bluff Road, Indianapolis. Action March 8.

■ KMTV(TV) Omaha—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 2615 Farnam Street, Omaha. Action March 8.

■ KVVU(TV) Henderson, Nev.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1800 Boulder Highway, Henderson. Action March 8.

■ WNBC-TV New York—Broadcast Bureau granted CP to change type trans.; granted CP to install second aux. trans. at main trans. and ant. location. Action March 7.

■ WECT(TV) Wilmington, N.C.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 322 Shipyard Boulevard, Wilmington. Action March 8.

■ WDAY-TV Fargo, N.D.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 207 North Fifth Street, Fargo, N.D. Action March 8.

■ WSPD-TV Toledo, Ohio—FCC granted request by Storer Broadcasting Co. (WSPD-TV Toledo), for waiver of prime time access rule in order to present three and one half hours of NBC programs on Thursday evening March 16. Action March 8.

■ WCSC-TV Charleston, S.C.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 485 East Bay Street, Charleston. Action March 8.

■ KSAT-TV San Antonio, Tex.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1408 North Saint Mary's Street, San Antonio. Action March 8.

Actions on motions

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, ordered that Furniture City be allowed until March 31 to rehabilitate its pleadings with respect to its petition for leave to amend filed Jan. 27. (This is not order for Furniture City to do anything whatsoever. Applicant may take position, which is its prerogative, that no further pleadings are necessary. That is solely concern of Furniture City.) (Docs. 18906-7). Action March 2.

■ Chief Hearing Examiner Arthur A. Gladstone in San Juan, Mayaguez and Ponce, all Puerto Rico (Telesanjuan Inc. [WTSJ(TV)], [WMGZ(TV)] and [WPSJ(TV)]), TV proceeding, denied motion by American Airlines Inc. for protective order, except in respect to Mr. Sadler (Docs. 19353-5). Action March 10.

■ Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Arkansas (KEPW Broadcasting Co. [KFPW-TV] and George T. Herrreich [KAIT-TV]), TV proceeding, granted request by George T. Herrreich for leave to appeal (Docs. 19291-2). Action March 1.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, on hearing examiner's own motion scheduled further prehearing conference for March 6 (Docs. 18759-61).

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. Inc. [WFAN-TV] et al.), TV proceeding, on examiner's own motion reopened record; scheduled further hearing conference for March 7 (Docs. 18559, 18561-3). Action March 1.

Call letter action

■ WWOM-TV New Orleans—Granted WGNO-TV.

New AM stations

Final action

■ Steubenville, Ohio and Weirton, W. Va.—FCC held in abeyance consideration of joint petition by Capitol Broadcasting Corp. and Trendcom Corp., for approval of agreement for dismissal of Trendcom's application in return for payment of expenses not to exceed \$10,500 so that other parties may have opportunity to apply for facilities specified in Trendcom's application. Capitol Broadcasting proposes to operate new AM on 950 khz, with 500 w. DA, D, in Steubenville. Trendcom had proposed operation on same facilities in Weirton. Action March 8.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Eureka,

Calif. (Phil D. Jackson, et al.), AM proceeding, denied request by Hansen for permission to file with Review board appeal from memorandum opinion and order of hearing examiner (Docs. 19294-6). Action March 6.

■ Hearing Examiner Millard F. French in Calhoun, Ga. (John C. Roach), AM proceeding, closed record; and extended to March 30 time to file proposed findings of fact and conclusions of law and to April 14 time for filing reply findings (Doc. 17695). Action March 10.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.), AM proceeding, reopened record; granted petition by Natick Broadcast for leave to amend its application to provide up-to-date information relating to legal qualifications; ordered that acceptance of amendment shall not afford Natick any comparative preference or advantage in proceeding; and closed record (Docs. 18640-1). Action March 2.

■ Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, on examiner's own motion, scheduled further hearing conference for March 21 (Doc. 18413). Action March 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, granted petition by Morris's for leave to amend its application to comply with rules to show change of ownership interest in corporate entity by relinquishment of L. O. Morris of his stock to his sons Earl and Carroll Morris, increasing respective stock ownership from 33 1/4% to 50% each; reopened and closed record without effecting any change in procedural dates governing case; and by separate action granted petition by Community for leave to amend its application to comply with rules to reflect fact that application for assignment of license of WIIF Tifton, Ga., has been dismissed; and further ordered that record is reopened and closed without effecting any change in procedural dates governing case (Docs. 17722, 18395). Action March 1.

■ Hearing Examiner Forest L. McClenning in Denver (Action Radio Inc.), AM proceeding, denied motion by applicant to compel answers (Doc. 19274). Action Feb. 29.

■ Hearing Examiner Ernest Nash in Fajardo, Puerto Rico and Frederiksted, St. Croix, Virgin Islands (Fajardo Broadcasting Corp. and Carlos A. Lopez-Lay), AM proceeding, set certain procedural dates and scheduled hearing for May 2 (Docs. 19386-7). Action March 3.

■ Hearing Examiner Ernest Nash in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, ordered further prehearing conference to convene on March 23 and parties shall be prepared to discuss status of proceeding and dates upon which future procedural steps are to be taken (Doc. 18888). Action March 10.

Other action

■ Review board in Humble, Tex., AM proceeding, dismissed appeal by Broadcast Bureau from hearing examiner's ruling granting application of Artlite Broadcasting Co. for new AM in Houston, and terminating proceeding (Docs. 19186-89). Broadcast Bureau's notice of appeal and Artlite's request for ruling, fixing date of appeal for March 8, were also dismissed. Action March 7.

Existing AM stations

Final actions

■ FCC granted applications of McClatchy Newspapers for renewal of licenses for stations in Nevada and California, for remainder of license terms. Renewals are subject to any action FCC may take as result of Equal Employment Opportunity Commission's investigation into alleged discrimination practices by McClatchy. Stations involved are KOH Reno; KVOR-TV Stockton, KFBK-AM-FM Sacramento; KBEE-AM-FM Modesto and KMI-AM-FM-TV Fresno, all California. Actions March 8.

■ KHAI Honolulu—Broadcast Bureau granted license covering changes; trans. location re-described as 111 Ahui Street; studio location and remote control: 677 Ala Moana Boulevard. Action March 6.

■ KNOR Norman, Okla.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action March 6.

■ WVOZ Carolina, Puerto Rico—Broadcast Bureau granted CP to increase daytime power to

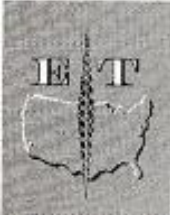
EDWIN TORNBURG

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Summary of broadcasting

Compiled by FCC March 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,341	3	14	4,358	59	4,417 ¹
Commercial FM	2,275	1	47	2,323 ²	109	2,432
Commercial TV-VHF	503	2	6	511 ³	15	526 ³
Commercial TV-UHF	178	0	10	188 ³	65	253 ³
Total commercial TV	681	2	16	699	80	792
Educational FM	477	1	16	494	74	568
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	114	0	8	122	10	132
Total educational TV	200	3	10	211	12	223

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

1 kw.; remote control permitted. Action March 7.

Actions on motions

■ Hearing Examiner Basil P. Cooper in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC] and Midwest Radio-Television Inc. [WCCO]), AM proceeding, set certain procedural dates; scheduled hearing for June 6; continued prehearing conference to March 29; and dismissed as moot request by City of New York Municipal Broadcasting System for extension of time (Docs. 11227, 17588, 19403). Action March 1.

■ Hearing Examiner Frederick W. Dennison in Fayetteville, N.C., Newport News and Smithfield, both Virginia (Cape Fear Broadcasting Co. [WFNC], et al.), AM proceeding, granted petition by Town and Country Radio, and canceled all procedural dates (Docs. 19375-7). Action March 9.

■ Hearing Examiner Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), for renewal of licenses of WJMO and WLYT-FM, set certain procedural date; scheduled prehearing conference for June 6 and postponed hearing to July 11; and by separate action ordered that issue is construed to be limited to evidence of alleged violations mentioned in official notice of violation issued to WJMO on Feb. 16; and denied request of Broadcast Bureau to appeal to review board from examiner's ruling concerning issue (Doc. 19412). Action March 6.

Call letter application

■ WKNR Dearborn, Mich.—Seeks WNIC.

Call letter action

■ WERX Wyoming, Mich.—Granted WYGR.

New FM stations

Applications

■ *Richmond, Calif.—Corporation for Community Radio. Seeks 90.1 mhz, 10 w. HAAT 100 ft. P.O. address 4834 Bissell Avenue, Richmond 94805. Estimated construction cost \$750; first-year operating cost \$2,500; revenue none. Principals: Tim O'Malley, William S. Newcomb, et al. Mr. O'Malley is president board of directors. Mr. Newcomb is vice president of board of directors. Ann. Feb. 24.

■ West Palm Beach, Fla.—Sun Sand and Sea Inc. Seeks 92.1 mhz, 3 kw. HAAT minus 300 ft. P.O. address Box 15556, West Palm Beach 33406. Estimated construction cost \$47,354; first-year operating cost \$37,300; revenue \$30,000. Principals: Larry A. Havill (20%), Jane F. Havill (5%), Mark S. Fowler (25%), Robert J. Buenzle (25%) and Thomas S. Waldron (25%). Mr. Havill owns 80% of AAADS Inc. dba Larry Havill Associates Riviera Beach, Fla. Mrs. Havill is teacher at North Shore High School, West Palm Beach. Mr. Fowler is attorney. Mr. Buenzle is attorney. Mr. Waldron is vice president and 20% owner of International Business Consultants, West Palm Beach. He is also 50% owner of McClellan Associates, heavy equipment sales and rentals, and president and 10% owner of Electronic Doors, both West Palm Beach. Ann. Feb. 28.

■ St. George, Utah—Julie P. Miner. Seeks 93.5 mhz, 3 kw. HAAT minus 25 ft. P.O. address 15 No. 300/East, St. George 84770. Estimated construction cost \$20,063; first-year operating cost \$20,016; revenue \$24,000. Principals: Julie P. Miner (100%). Mrs. Miner is sole owner of KDXU(AM) St. George. Ann. Feb. 28.

Starts authorized

■ KAYN(FM) Tucson, Ariz.—Authorized program operation on 94.9 mhz, ERP 50 kw, HAAT 125 ft. Action Feb. 22.

■ WSUX-FM Seaford, Del.—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 200 ft. Action Feb. 22.

■ KOYY-FM El Dorado, Kan.—Authorized program operation on 99.3 mhz, ERP 3 kw, HAAT 135 ft. Action Feb. 22.

■ *WWNO-FM New Orleans—Authorized program operation on 89.9 mhz, TPO 10 w. Action Feb. 22.

■ *KVFG(FM) Thibodaux, La.—Authorized program operation on 91.5 mhz, TPO 10 w. Action Feb. 22.

■ *WUMF-FM Farmington, Me.—Authorized program operation on 91.9 mhz, TPO 10 w. Action Feb. 22.

■ *KGSP(FM) Parkville, Mo.—Authorized operation on 90.3 mhz, TPO 10 w. Action Feb. 22.

■ *WSTB(FM) Streetsboro, Ohio—Authorized program operation on 91.5 mhz, ERP 330 w, HAAT 105 ft. Action Feb. 22.

■ WHBL-FM Sheboygan, Wis.—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 240 ft. Action Feb. 22.

Final actions

■ *Salinas, Calif.—Salinas Union High School, Broadcast Bureau granted 90.9 mhz, 36.7 w. HAAT —152,056 ft. P.O. address 431 West Allsall Street, Salinas, Calif. 93901. Estimated construction cost \$3,680; first-year operating cost \$100; revenue none. Principals: Daniel J. Krishun, Robert M. Thomas, et al. Mr. Krishun is president of board of trustees. Mr. Thomas is vice president of board of trustees. Action Feb. 28.

■ Albany, Ga.—Radio Albany Inc., Broadcast Bureau granted 101.7 mhz, 3 kw. HAAT 190 ft. P.O. address Box W, Albany 31702. Estimated construction cost \$32,816; first-year operating cost \$32,500; revenue \$75,000. Principal: Whitfield S. Woodall (100%). Mr. Woodall owns WALG-(AM) Albany. Action Feb. 28.

■ *Atlanta—Radio Free Georgia Broadcasting Co., Broadcast Bureau granted 91.9 mhz, 10 w. HAAT 416.5 ft. P.O. address 227 Elizabeth Street, N.E., Atlanta 30307. Estimated construction cost \$4,891; first-year operating cost \$4,000; revenue none. Principals: Thomas L. Connors, John Miller, et al. Mr. Connors is president board of directors. Mr. Miller is vice president of board of directors. Action Feb. 28.

■ Lowell, Ind.—William Joseph Dunn, Broadcast Bureau granted 107.1 mhz, 3 kw. HAAT 300 ft. P.O. address Box 155, Lowell 46356. Estimated construction cost \$59,108; first-year operating cost \$48,000; revenue \$70,000. Principal: William Joseph Dunn (100%). Mr. Dunn is sole owner of Dunn Insurance Agency, Lowell. Action Feb. 28.

■ Williamsport, Md.—OEA Broadcasting Co., Broadcast Bureau granted 95.9 mhz, 3 kw. HAAT 300 ft. P.O. address Box 1191, Rockville, Md. 20850. Estimated construction cost \$31,811; first-year operating cost \$32,000; revenue \$32,000. Principals: Kenneth F. Smith (50%) and Jerry C. Elliott (50%). Mr. Smith was formerly staff engineer for Telcom Inc. communications engineering firm, McLean, Va. Mr. Elliott was formerly staff engineer for Computer Sciences Corp., communications engineering firm in Falls Church, Va. Action Feb. 29.

■ Klamath Falls, Ore.—Klamath Broadcasting Co., Broadcast Bureau granted 98.5 mhz, 34 kw. HAAT 360 ft. P.O. address Box 1150 Klamath Falls 97601. Estimated construction cost \$42,995; first-year operating cost \$14,000; revenue \$35,000.

Principals: A. J. Krisik (40.5%), Theodore J. Wolff (25.5%), et al. Mr. Krisik is president and 51.05% owner of KGMS(AM) Sacramento, Calif. He is also president and 40.5% owner of KAGO-(AM) Klamath Falls and 25.125% owner of KFAZ(AM) San Francisco. Mr. Wolff is general manager, secretary and 29.02% owner of KGMS Corp. He is also secretary and 25.5% owner of KAGO and vice president and 14.2% owner of KFAZ. Action Feb. 28.

Other actions

■ Review board in Troy, Ala., FM proceeding, granted extension of time to Troy Radio Inc., through March 16, to file oppositions to petition to enlarge issues filed by Pike Broadcasting Inc. In separate action, board granted petition by Pike Broadcasting for extension of time through March 16, to file response to opposition to petition to enlarge issues by Troy Radio. Proceeding involves applications of Troy Radio and Pike Broadcasting for CP for new FM at Troy (Docs. 19407-8). Action March 8.

■ Review board in Wilmington, Ohio, FM proceeding, granted petition by 5 Kw Inc., applicant for CP for new FM at Wilmington, asking that hearing issues be enlarged to determine whether Clinton County Broadcasting Corp., competing applicant, has sufficient funds available to sustain its proposed station during second year of operation. 5 Kw appeal from action by hearing examiner granting Clinton County's request to amend financial qualifications section of its application was denied. Action March 3.

Actions on motions

■ Hearing Examiner Frederick W. Dennison in Hamden, Hartford and West Haven, all Connecticut (Quinnipiac College, et al.), FM proceeding, on request of parties, postponed hearing indefinitely (Docs. 19393-5). Action March 9.

■ Hearing Examiner Frederick W. Dennison in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.), FM proceeding, received into evidence Lake Erie exhibit nos. 17, 18, and 19; closed record; and set certain procedural dates (Docs. 19213-4). Action March 9.

■ Hearing Examiner Charles J. Frederick in Battle Creek, Mich. (WVOC Inc. and Michigan Broadcasting Co.), FM proceeding, granted petition by Michigan Broadcasting for correction of transcript (Docs. 19272-3). Action Feb. 29.

■ Chief Hearing Examiner Arthur A. Gladstone in Mobile, Ala. (Trio Broadcasters Inc.), FM proceeding, in absence of presiding officer (Jay A. Kyle), granted request by applicant and extended to March 27 time to file proposed findings and conclusions of law (Doc. 19228). Action March 9.

■ Hearing Examiner James F. Tierney in Harrison, Tenn. (Folkways Broadcasting Co. and Harriman Broadcasting Co.), FM proceeding, reopened record pending disposition of added issues; and extended to April 10 time to file reply findings (Doc. 18912-3). Action March 1.

Call letter applications

■ Shoblom Broadcasting Inc., Lake Havasu, Ariz.—Seeks KRHM(FM).

■ Kirk Munroe, Wailuku, Hawaii—Seeks KMHI-(FM).

■ John Meyer, Crown Point, Ind.—Seeks WFLM-(FM).

■ Ramah Navajo School Board Inc., Ramah, N.M.—Seeks *KTDB(FM).

Call letter actions

■ University of Southern Mississippi, Hattiesburg, Miss.—Granted *WMSU(FM).

■ Educational Foundation of Alfred Inc., Alfred, N.Y.—Granted *WETD(FM).

■ WEBO Radio Inc., Owego, N.Y.—Granted WEBO-FM.

Existing FM stations

Final actions

■ WDJC(FM) Birmingham, Ala.—Broadcast Bureau granted mod. of license covering change in main studio location to 2719 19th Place, South, Homewood, Ala.; remote control permitted. Action March 6.

■ KPSA(FM) Los Angeles—Broadcast Bureau granted CP to install new ant. and transmission line; ERP 22 kw.; ant. height 2,780 ft.; remote control permitted. Action March 10.

■ KPSA(FM) Los Angeles—Broadcast Bureau granted CP's to install two aux. trans. and ant. Action March 10.

■ *KPBS-FM San Diego—Broadcast Bureau granted license covering changes; ERP 2 kw.; HAAT 1,820 ft. Action March 6.

■ WTCA-FM Plymouth, Ind.—Broadcast Bureau

granted license covering changes; ERP 3 kw.; ant. height 220 ft. Action March 6.

■ WGBH-FM Boston—Broadcast Bureau granted CP to replace expired permit. Action March 6.

■ WUNH(FM) Durham, N.H.—Broadcast Bureau granted license covering changes; ERP 1.75 kw.; ant. height 255 ft. Action March 6.

■ WBZA-FM Glens Falls, N.Y.—Broadcast Bureau granted license covering changes; ERP 3 kw.; ant. height —14 ft. Action March 6.

■ WHUD(FM) Peekskill, N.Y.—Broadcast Bureau granted license covering changes; ERP 50 kw.; ant. height 500 ft. Action March 6.

■ *KOAP-FM Portland, Ore.—Broadcast Bureau granted license covering changes; ERP 61 kw.; ant. height 910 ft. Action March 6.

■ WWIZ(FM) Mercer, Pa.—Broadcast Bureau granted CP to change studio location to Route 1, 0.35 mile north of Greenfield-Charleston Road, near Mercer; delete remote control; install new trans.; install new ant.; make changes in ant. system; change ERP to 3 kw.; ant. height 300 ft. Action March 3.

■ WYSP(FM) Philadelphia—Broadcast Bureau granted CP to install new trans.; ERP 39 kw.; ant. height 550 ft.; remote control permitted. Action March 3.

■ WKOK Sunbury, Pa.—Broadcast Bureau granted CP to install new trans.; ERP 12.5 kw.; ant. height 880 ft.; remote control permitted. Action March 3.

■ *WRKC(FM) Wilkes-Barre, Pa.—Broadcast Bureau granted CP to change studio and remote control location to Sheehy Student Center, 1 Lane's Lane, Wilkes-Barre; install new trans. and ant.; make changes in ant. system; ERP 440-w; ant. height minus 470 ft. Action March 6.

■ KETO-FM Seattle—Broadcast Bureau granted mod. of license covering change in corporate name of licensee to Tri-Land Corp. Action March 3.

■ KHQ-FM Spokane, Wash.—Broadcast Bureau granted CP to install new trans. Action March 3.

Action on motion

■ Chief, Broadcast Bureau, on request of Donald L. Oberholzer, extended through April 7, time to file replies to oppositions in matter of amendment of rules, table of allocations for FM's, to assign ch. 232A to Stone Harbor-Avalon-Cape May Courthouse, N.J. Action March 9.

Call letter applications

■ KHIQ(FM) Sacramento, Calif.—Seeks KEWT-FM.

■ WKNR-FM Dearborn, Mich.—Seeks WNIC-FM.

■ WRED(FM) Youngstown, Ohio—Seeks WHOT-FM.

Call letter action

■ KLSN(FM) Seattle—Granted KYAC-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxiliaries and STA's where appropriate: KCCS(AM) Salem, Ore.; KEZE-AM-FM Spokane, Wash.; KIBS(AM) Bishop, Calif.; KOHU(AM) Hermiston, KPNW(AM) Eugene, both Oregon; KORS(AM) Golden Valley, Minn.; KTAP(AM) Austin, Tex.; KTIK(AM) Pendleton, Ore.; KYAC-FM(AM) Seattle; KYNG(AM) Coos Bay, Ore.; WBFO(AM) Baton Rouge; WPNX(AM) Phenix City, Ala. Action March 9.

Translator actions

■ K09JZ Winslow, Ariz.—Broadcast Bureau granted CP to make changes in VHF translator ant. system; ant. height 100 ft. Action March 10.

■ K09JQ Covelo, Calif.—Broadcast Bureau granted CP to change primary TV station of VHF translator to KRCR-TV ch. 7 Redding, Calif.; specify type of trans.; make changes in ant. system. Action March 8.

■ K57AA, K59AA, K61AA, K63AB, K65AA, all Estes Park, Colo.—Broadcast Bureau granted CP's to increase output power to five UHF translators to 100 w.; make changes in ant. systems. Action March 8.

■ Appleton, Minn.—Broadcast Bureau granted CP for new UHF translator to serve Appleton, operating on ch. 65 by rebroadcasting programs of WCCO-TV ch. 4 Minneapolis. Action March 9.

■ Allagash, Me.—Broadcast Bureau granted CP for new VHF translator to serve Allagash operating on ch. 2, by rebroadcasting programs of WAGM-TV ch. 8 Presque Isle, Me. Action March 2.

■ Basin, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Basin, operating on

ch. 11 by rebroadcasting programs of KTVM(TV) ch. 6 Butte, Mont. Action March 2.

■ W77AH Westerly, R.I.—Broadcast Bureau granted mod. of CP to change freq. of UHF translator from ch. 77 (848-854 mhz) to ch. 62 (758-764 mhz); make changes in ant. system; change to W6ZAB. Action March 2.

■ The Dalles and Oregon, both Washington—Broadcast Bureau granted CP for new UHF translator to serve The Dalles, Oregon and Goldendale, all Washington, operating on ch. 69 by rebroadcasting programs of KPTV(TV) ch. 12 Portland, Ore. Action March 9.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following FM's: KIOO Porterville, Calif., to July 21; KCRW Santa Monica, Calif., to May 15; WNNN Canton, N.J., to Sept. 23; WMCN-FM Oneida, N.Y., to Sept. 16; KLOO-FM Corvallis, Ore., to July 7; WPRM-FM San Juan, Puerto Rico, to Aug. 27. Action March 6.

■ WJCT-FM Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to change trans. location to Pine Tree golf course, Jacksonville; change trans. and ant.; make changes in ant. system; ERP 70 kw; ant. height 460 ft.; remote control permitted. Action March 6.

■ WPCB(FM) Decatur, Ga.—Broadcast Bureau granted mod. of CP to change transmission line and ant. height. Action March 6.

■ WMIA Arcelco, Puerto Rico—Broadcast Bureau granted mod. of CP's to extend completion dates to Aug. 2. Action March 3.

■ KVTV(TV) Laredo, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 8. Action March 8.

■ KIXX Provo, Utah—Broadcast Bureau granted mod. of CP to extend completion date to May 1. Action March 3.

■ WYXE(FM) Sun Prairie, Wis.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in ant. system; ERP 3 kw; ant. height 300 ft.; remote control permitted. Action March 9.

Ownership changes

Applications

■ KREP-FM Santa Clara, Calif.—Seeks assignment of license to Empire Broadcasting Corp. for \$470,000. Sellers: Robert E. and Marcella Podesta, joint tenants. Buyers: Robert S. Kieve (18.04%), James M. Trayhern (11.26%), Fred A. German (10.82%), et al. Mr. Kieve is vice president and 15% owner of Star Television Inc. applicant for ch. 13 Rochester, N.Y. He is also general manager of KLIV(AM) San Jose, Calif. Mr. Trayhern is secretary and 5% owner of Star Television Inc. He is also station manager and has 9% interest in WCMF-FM Rochester, N.Y. Mr. German is director and minority stockholder of Woods Communications Inc. (WRUN-AM-FM Utica, N.Y. and WSSB[AM] Durham, N.C.). He is also director and has 12.5% interest in Monroe Broadcasting Corp. of Rochester, applicant for FM ch. 280A Rochester. Ann. Feb. 24.

■ KBBB Borger, Tex.—Seeks assignment of license from KBB Inc. to Orville M. Rippy for \$183,125. Sellers: Gayle Price, president, et al. Buyer: Orville M. Rippy (100%). Dr. Rippy is private physician in Stillwater, Okla. He is also sole owner of RX Enterprises Inc., property ownership and leasing firm in Stillwater, Okla. Ann. March 7.

■ KDLK-AM-FM Del Rio, Tex.—Seeks transfer of control of Western Plains Broadcasting Co. from Gerald R. Mazur (100% before, none after) to Rodney Robertson (none before, 100% after). Consideration: \$115,000. Principal: Rodney Robertson. Mr. Robertson is president and 51% owner of Del Rio Flying Service, aviation sales and service, auto rental contracting. Ann. Feb. 24.

■ KCLW(AM) Hamilton, Tex.—Seeks assignment of license from William E. Hobbs to George W. McClarin for \$120,000. Sellers: William E. Hobbs. Buyer: George W. McClarin (100%). Mr. McClarin is broadcaster for WHLT-AM-FM Huntington, Ind. Ann. March 7.

■ WHBL-AM-FM Sheboygan, Wis.—Seeks transfer of control from Paul F. Skinner (92.76% before, none after), Sylvia J. Skinner (3.62% before, none after) and Christ Bauer (3.62% before, none after) to Sheboygan County Broadcasting Co. Consideration: \$100,000. Principals: Michael R. Walton (33 1/3%), Robert J. Walton (33 1/3%) and E. Blake Blair (33 1/3%). Michael Walton is sole owner of The Walton Co., firm dealing with sale of advertising for various radio and TV stations in Wayne, N.J., as independent representative. Robert Walton is president and majority stockholder of Walton Broadcasting Sales Corp., firm dealing with sale of advertising as independent

representative. Mr. Blair is retired. He was formerly treasurer and minority stockholder of John Blair & Co., firm dealing with sale of advertising as independent representative. Ann. Feb. 24.

■ KTHE(AM) Thermopolis, Wyo.—Seeks transfer of control from Hugh R. Graham (75 shares before, none after), Emma Rea Graham (74 shares before, none after) and Kenneth L. Graham (1 share before, none after) to James Allen Ostby (none before, 150 shares after). Principal: Mr. Ostby was formerly production director KRSD-AM-TV Rapid City, S.D. He was also formerly utilization director WSWP-TV Beckley, W. Va. Ann. March 7.

Actions

■ KTOB(AM) Petaluma, Calif.—Broadcast Bureau granted assignment of license from KTOB Broadcasting Co. to KTOB Inc. for \$210,000. Sellers: Joseph H. McGillvra, co-owner, et al. Buyers: Robert S. Lipman (35%), David F. Devoto (20%), Jack R. Garrison (20%) and Irwin B. and Beatrice Lipman (25%). Robert Lipman is sole owner of Lipman-Walters Public Relations/Advertising, Petaluma. Mr. Devoto is insurance broker in Petaluma. Mr. Garrison is real estate broker in Petaluma. Irwin Lipman is attorney in Washington-Silver Spring, Md. Mrs. Lipman is environmental officer. General Services Administration in Washington. Action Feb. 29.

■ WXLM(FM) Savannah, Ga.—Broadcast Bureau granted transfer of control of Regency Broadcasting Inc. from John Fred Pierce (50% before, none after) to Russell L. Frederick (50% before, 100% after). Consideration: \$117,500. Principal: Russell L. Frederick. Mr. Frederick is vice president of Regency Broadcasting Inc. Action Feb. 29.

■ KKUA(AM) Honolulu — Broadcast Bureau granted transfer of control of KKUA Radio One Corp. from H. G. Fearnhead (30% before, none after) to Robert S. Wilson (30% before, 60% after). Consideration: \$75,000. Principal: Robert S. Wilson. Mr. Wilson is vice president and general manager of KKUA. Action Feb. 29.

■ KKND(AM) Cottage Grove, Ore.—Broadcast Bureau granted assignment of license to Keith L. and Eleanor B. Stiles for \$110,000. Seller: Milton A. Viken. Buyers: Keith L. and Eleanor B. Stiles (jointly 100%). Mr. Stiles is administrative analyst for city of Pasadena, Calif. Action March 3.

■ KCCR Pierre, S.D.—Broadcast Bureau granted assignment of license from Agruss Broadcasting Inc. to Sorenson Broadcasting Corp. for \$115,000. Sellers: Jordan Ginsburg, secretary treasurer, et al. Buyers: Dean P. Sorenson (50%) and Thomas J. Simmons (50%). Mr. Sorenson is general manager of KCCR. Mr. Simmons is president and sole owner of Jerry Simmons & Associates, educational firm in Sioux Falls, S.D. He is also vice president and 25% owner of Nettleton Manor Corp., commercial real estate firm in Sioux Falls. Action Feb. 29.

■ KODI(AM) Cody and KOJO(AM) Laramie, both Wyoming—Broadcast Bureau granted relinquishment of positive control of Wycom Corp. from William R. Sims through sale of stock to Stephen H. Broomwell. Consideration: \$10,000. Principal: Stephen H. Broomwell (5%). Mr. Broomwell is audio products manager of CBS Laboratories, Stamford, Conn. Action Feb. 29.

CATV

Action on motion

■ Chief, Office of Opinions and Review, in Wilkes-Barre, Pa. (Teleservice Co. of Wyoming Valley), CATV proceeding, dismissed as moot motion by Teleservice Co. to strike opposition pleading of WBRE-TV (Doc. 18923).

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through March 14. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Largo, Fla.—Multiple-CATV owner Teleprompter Corp. has been awarded 15-year franchise at annual franchise fee of 8% by town commission.

■ Arcola, Ill.—South Western Electronics Inc. of Chicago Heights has applied to city council for franchise.

■ Auburn, Mass.—Parker Cablevision of Worcester and Video Link of Massachusetts have each been awarded franchise by town council.

■ Burlington, Mass.—Colonial Cablevision of Woburn has applied to city council for franchise.

■ Newark, Ohio—Continental CATV of Hoboken, N.J., has applied to city council for franchise.

PROFESSIONAL CARDS

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Radio Help Wanted

Management

General manager for Pennsylvania AM/FM, top billings, ratings in market. Rare opportunity for experienced manager. Box B-217, BROADCASTING.

Own a piece of the rock-growing N.E. suburban chain will give (without investment) ownership in one of its fine stations to person selected as selling manager. Salesman, sales managers and current managers will be considered. Box C-181, BROADCASTING.

Sales manager. We are looking for that special guy who wants to be sales manager for an established well-known MOR station located in approximately the 50th market. Our facility is a top rated, extremely well equipped and promoted 100 kw class C FM with excellent coverage, programmed by the top MOR programmer in the business and the distinction of an internationally known personality on our staff. We are interested in you . . . but only if you are willing to work and have a proven track record. Our company is open minded and expansion minded. The right man will receive benefits along with the opportunity to grow with us. In the same market we also own an AM. A resume, references and current picture will insure a reply. An interview can be held in Chicago at the NAFMB/NAB. We are an equal opportunity employer. Box C-204, BROADCASTING.

Sales manager, L.I., metro N.Y.C. market, number one rated AM-FM, experienced and productive, must have strong ability to train, supervise and sell, also phone lead system. Fine future for right energetic man. Good references and proven record. Salary plus over-ride, plus bonus. Don't answer unless you're good. Box C-214, BROADCASTING.

RAB needs a Midwestern representative. RAB's staff of traveling field executives is expanding. Objective: so we can call on more regional advertisers as well as more effectively cover RAB members (and reach new members). This man should be in the mold of Peter Romanov, Joe Vincent, Bob Weed, Ralph Smith (RAB's field execs in other regions). He will travel out of Chicago area where RAB has a national sales office under Midwest V.P. Keith Andre. This is a career opportunity if you are turned on by local radio sales, speech-making, hard work, travel and the chance to grow in many areas. Send resume to Peter Romanov, Radio Advertising Bureau, 555 Madison Avenue, New York, New York 10022.

Sales

National radio representative wants sales manager for San Francisco office. Must be self-starter. College grad. We have just taken on adult stations. About to take on more. We need someone who is interested in growth company. Eventual stock participation. Salary open. Bonus. Send resume to Box C-162, BROADCASTING.

Excellent opportunity for hard work, motivated, creative salesman in top N.Y. market, fine future for right man, draw against commission. Box C-215, BROADCASTING.

Tired of the big city? Why not bring up family in a vacationland where there are no big city problems. Looking for a salesman who wants to live well while enjoying life. Send photo and resume. Charlie Persons, Manager, Station KVBR, Brainerd, Minnesota 56401.

Four more hard working salesmen needed at WGRY Radio Grayling, Michigan. Contact Jim Sylvester, President and General Manager, at 517-348-6181.

WKSS sales expanding. Profitable opportunity for professional. Contact: Bill Hinds, The Mansion, Hartford, E.O.E.

Opening for salesman who wants to move up. Will teach inexperienced with ability and desire to move into sales. Need news director. WMJM, Cordele, Ga.

Aggressive ambitious salesman for rapidly growing radio station. Excellent future for person willing to work. Send resume to WTXL Radio, 34 Sylvan Street, West Springfield, Massachusetts 01089.

Announcers

Rock jock AM. Top 10 markets. East. Strong on music. To \$16,000 start plus bonuses. Send tape, resume, references, current picture to Box B-215, BROADCASTING.

Need heavy, exciting afternoon drive DJ. Strong production. Major top 15 Black market. Air mail tape, resume to Box C-136, BROADCASTING.

Gulf resort city NBC affiliate needs mature-thinking MOR morning man capable of handling on-camera TV duties, too. First ticket necessary; no maintenance. Photo, aircheck, salary requirements first letter. Box C-152, BROADCASTING.

Experienced public affairs producer/classical music announcer for University 50 KW educational FM in upper south. Male or female. Degree desirable. Box C-159, BROADCASTING.

Mature announcer/salesman to take week-end air shifts and sell 3 days per week at growing northern New Hampshire station. Good salary plus account list. Send tapes and resume to Box C-170, BROADCASTING.

Expanding staff. Need one combination part time announcer and newsmen. Professional sound. Prefer a settled man but young and energetic to get the job done. Permanent. Like new facilities. Number one in market. Immediate opening. Send references, resume and air check tape to Forrest Eddy, President, KXOW AM-FM, P.O. Box 579, Hot Springs, Arkansas 71901.

Appleton, Wis. Heavy morning drive personality. Gentle rock approach to adult contemporary format. Local applicants also considered. All applications kept in strict confidence. Contact Ron Martin, WAPL, Appleton, Wis. 54911.

Experienced concert music announcer, salary open. Send tape, resume to WDSC-FM, Portland, Maine 04101.

Morning man for #1-rated WHWH, Princeton, N.J., to replace highly professional, talented man moving fulltime into WHWH sales. MOR format, outstanding station midway between NY and Philadelphia. Send tape and resume to Bob Locke, Box 1350, Princeton, N.J. 08540.

Team of professionals in nation's 116th market need another member immediately for morning or afternoon drive. Must know top 40 air and production and have 1st class ticket. You get good people, good pay, and good fringe benefits. Tape and resume to Neil Kelly, WKAU AM/FM, P.O. Box 1050, Kaukauna, Wisconsin 54130 . . . or call (414) 739-9311 for Neil or Jack.

Looking for combo man with first. Heavy maintenance, also, newsmen who can gather and write. Equal opportunity employer. Tapes, resume and references to Gary Lane, P.D., WMID, P.O. Box 1137, Atlantic City, New Jersey 08404.

Staff announcer needed for radio station in Massachusetts city of 20,000. Up to \$150.00 weekly. Paid vacation and ten paid holidays. Group hospitalization. Must have good voice and be capable of excellent production. Must be a warm, lively entertainer on the air. No beginners. Contact (617) 632-1340. Ask for Ken Elliot.

Technical

First phone man for transmitter duty. East. No announcing. Excellent pay with bonus plan benefits, equipment and working conditions. Immediate opening. Box B-200, BROADCASTING.

Chief engineer. AM directional. East Coast suburban market. Must be hard worker and able to direct men. Minority group applicants welcomed and given full and equal consideration. Send resume, references, up-to-date picture and salary requirements to Box B-214, BROADCASTING.

West coast major market AM/FM combination wants neat, bright, industrious chief engineer. No directional. No board shifts. Just need top notch operation and maintenance efforts in smog-free climate. Box C-28, BROADCASTING.

Technical continued

Chief engineer for University 50 KW Educational FM in upper south. Experienced in all phases of technical operation. Microwave experience desirable. Box C-158, BROADCASTING.

Chief engineer for Virginia station. Experience required. Pleasant station staff to work with. Salary open. Send photo and resume. Immediate opening. Box C-192, BROADCASTING.

Chief engineer, AM-FM maintenance. General Manager, KOFO, Ottawa, Ks. 66067.

Are you a young, eager, really interested technical type with a first class ticket? Like to work in a pleasant, sympathetic environment under a savvy boss? Lots of test equipment. Good spacious lab. Maintenance only—no announcing—no dull routines. Expanding 5KW AM station and CATV system. Contact WCOJ, Coatesville, Pa. 19320. (215) 384-2100.

Chief engineer needed immediately for AM only, non-directional, North-Central Ohio station. Excellent salary. Experience required. Send resume to P.O. Box 461, Mansfield, Ohio 44901

News

Newsman. AM rock station. Large market. Send tape, resume, references, latest picture to Box B-216, BROADCASTING.

News director—new AM-FM small community beautiful Virginia location. Some selling helpful, not essential. Write Box C-143, BROADCASTING.

New England 5000 watt contemporary accepting applications for dynamic, hardworking newsman who can move up to News Director. Experienced only. Send tape and resume to Box C-173, BROADCASTING.

Major market seeks top flight contemporary heavy morning newsman. No beginners, please. Box C-184, BROADCASTING.

Mature, bright delivery . . . very competent gatherer, writer . . . work hard . . . enjoy medium market . . . but anxious to "outgrow" news? We look toward news to develop management personnel for growing corporation. Salary open, equal opportunity. Include tape, salary, complete resume, professional, personal, credit references. Box C-190, BROADCASTING.

Florida coastal station seeks news director, must be hard-driving newsman who will generate 90 per cent of local news, prepare and deliver five 10 minute newscasts weekdays. Great place to live, opportunity for advancement, fast growing area. Send tape and resume to Hudson Millar, WIRA, Fort Pierce, Florida. An Airmedia station. Equal opportunity employer.

Capable, self-starting, good voiced professional to head up 4-man department. Minimum 4 years experience. Resume, tape, references, salary requirements a must in your first letter. WNAB, Broadcast Centre, Bridgeport, Conn. 06608.

WOKJ, a 50,000 watt soul station in Jackson, Miss. has opening for experienced newsman, must be able to gather, edit and report local news. Send resume and tape to Bruce Payne, PD. WOKJ Radio, Jackson, Miss. Salary open.

Need good voice, experienced newsman to gather-write-deliver in unusual morning format. Stable operation, fine area to work. Top news sound. Get your resume now to Manager, WRRR Radio, Rockford, Illinois 61101.

Experienced beat reporter wanted to work with Ohio's best equipped full-time radio news department. Salary/experience. E.O.E. tapes and resumes to: News Director, 223 N. Main Street, Lima, Ohio 45801.

Programing, Production, Others

Production director for leading MOR stations in dynamic Central Florida area. Must have mature voice, imagination and production ability. Send tape of production spots, air check, and complete first letter to: Bill Taylor, Program Director, WDBO, Post Office Box 1833, Orlando, Florida 32802.

Radio Help Wanted

Programing, Production, Others

continued

Fifty thousand watt giant seeking exceptionally well qualified contemporary MOR program director. Group operation in major market with cold winters and clean air. Salary tied to station revenue. As sales increase, your salary does too. Operational fringe benefits including pension plan. Several of our own people are after this job. To get it, your qualifications must be better than theirs. Finalist personally interviewed at our expense. Box C-102, BROADCASTING.

Situations Wanted

Management

Successful young station manager looking for major market opportunity. Also interested in learning station acquisition and finance. Track record in 20 station metro market includes programing, sales, management of FM CP to profits in 3 years. References, education, experience. Box C-9, BROADCASTING.

Change your bank balance to plus by changing your listener acceptance to positive! This southern gentleman can. Box C-121, BROADCASTING.

Successful VP GM of #1 AM-FM in major market desires to make a career change. Present situation: Dead end. 20 years in radio, TV, agency and cable in management and promotion with heavy national, regional and local sales background. Will listen to any reputable group owner or individual who offers a challenge with a future. Age 41. Married. Box C-123, BROADCASTING.

Promotion-merchandising-publicity manager. National reputation. Consider relocation from West Coast or operate on consultant basis. Box C-168, BROADCASTING.

Thoroughly experienced selling station manager seeking final move. Forty, family. Good references. Box C-182, BROADCASTING.

Attention, small market managers. Need a number 2 man??? I will handle local news, programing and sales for you. All around experienced man looking for future management slot. West or midwest. Box C-201, BROADCASTING.

Broadcast professional seeks station management or sales management position. Excellent verifiable track record, degreed, hard working. Box C-210, BROADCASTING.

Experienced broadcaster seeking manager's position in a medium or small market. Know sales, programing, F.C.C. rules and license renewal. Presently sales manager in large market. Married. Box C-216, BROADCASTING.

Manager who can sell, programing and engineering with first ticket. Looking for small market. Box C-227, BROADCASTING.

Young aggressive pro. Done it all: news, sports, programing, sales, very strong sales, currently successful mgr. in small market. Looking for small or medium mkt. station that is willing to give a free hand to a do-it-all manager who can produce and will be paid based on performance. Prefer south-east. Box C-234, BROADCASTING.

Sales: An organizer, self starter, promotion minded sales manager desires to relocate. Experienced in all phases of broadcasting including general management. Desire position as a "selling G.M." or sales manager. Phone (309) 663-1943, after 5:30 p.m.

Sales

You'll profit, with my 12 years idea selling experience. Also announcing, news and copy writing experience. Third ticket, straight commission. Midwest, Rocky Mountains, small, medium, radio-TV markets. Can invest. You'll profit. Write today! Box C-175, BROADCASTING.

Wanted: Radio advertising, in eastern Iowa or So. Minn. 20 yrs. exp. in retail sales. Fairmont, Minn. Phone (507) 235-6720.

Announcers

More music rocker, first phone. Box B-243, BROADCASTING.

First phone, 6 yrs. experience with good production. I want medium market rock or MOR. Give me a listen. Box C-76, BROADCASTING.

Top 10 market rock jock—an idea man who thinks, creates, and contributes—wishes to crusade for someone who loved Ernie Kovacks, loves Stan Freberg, and is not afraid to lead a parade with 79 trombones. Box C-97, BROADCASTING.

Announcers continued

Pro air personality for pro station. First phone/married/28/college/PD experience. Box C-105, BROADCASTING.

Working medium market top 40. Seek progressive gig. Extensive musical knowledge. Box C-108, BROADCASTING.

No. 1 morning-man in medium market (adult top 40) seeks slot in large medium or major. Voice style, production, 3rd, all pro. Box C-109, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box C-111, BROADCASTING.

Summer work, for first phone announcer/dj. Presently full time college student, working part time in major market. Three years experience, with excellent references. Will relocate anywhere. Box C-119, BROADCASTING.

Heavyweight—country/MOR first phone. No small markets. Billboard radio award winner. Call 916-331-1521 or write Box C-132, BROADCASTING.

Medium, major market radio, TV, seek baseball PBP, sports director position. Professional approach, let's talk business. Box C-166, BROADCASTING.

Third endorsed, experienced, seeking opportunity in California, no fancy claims, just that I can do a job for you. Box C-169, BROADCASTING.

I guarantee to put your station in the black within months. No gimmicks, just lots of hard work and know-how. Presently successful station manager, emphasis on sales. Top references, ethical, moral, ability. Box C-171, BROADCASTING.

Attention southeast: Young, stable, family man with 4 years experience is looking. Any shift, contemporary format, \$600 month. No hurry. Box C-172, BROADCASTING.

Number one morning man in medium market (adult top 40) looking for position in medium major market. Production and voice excellent. 3rd endorsed. 5 years experience. Box C-177, BROADCASTING.

Young top 40 announcer, 5 years experience, 1st phone. Also production and music programing. Available mid-June. Prefer midwest. Box C-178, BROADCASTING.

MOR announcer: 26, married, 6 years small market experience, 3rd, seeking position in South. \$130 weekly. Box C-185, BROADCASTING.

Married, swinging thirties, seven years experience, five years at present location. Good morning man, C&W, uptempo MOR, light rock, news, some programing. Advancement. Prefer Northeast; will consider other. Tape and resume available. Box C-186, BROADCASTING.

Beginner, looking forward to first station in anywhere, U.S.A. Professionally trained announcer with third endorsed. Good personality, dependable. Box C-188, BROADCASTING.

Experienced: 2 years, N.Y. area. Looking for eastern FM MOR or soft contemp., good voice, very flexible, responsible, and energetic. Box C-196, BROADCASTING.

Many stations have ignored my husband's abilities. Experienced first phone morning personality. Box C-202, BROADCASTING.

Available May 1, one of the nation's most unique morning shows. This team has been number one at the same station for the last 5 years. New owners cutting budget forcing move. It's a completely different approach to your present format. Box C-205, BROADCASTING.

Efficient, reliable pro, 5 years experience, striving for greater heights. Box C-212, BROADCASTING.

Quality stations! Gross \$600 weekly midnight till dawn. Guaranteed. Sophisticated adult showcase. Ideal for station having problems. \$130 plus 10% of program sales. First class license. Pro. Married. 49. Box C-221, BROADCASTING.

First phone announcer, experienced, reliable. Prefer East. Box C-224, BROADCASTING.

Dedication, stability, eight years experience offered in return for the right position . . . third, 26, married. West or Florida medium to large markets. Box C-228, BROADCASTING.

3rd phone, 22, draft exempt, 8 months experience in MOR, C&W, top 40, play-by-play, production news, copywriting, currently music director with experience as P.D. Prefer northeast but will consider all. Box C-230, BROADCASTING.

Talented talkmaster—mature, experienced pro (late 30's), skilled at polemics. Now doing successful medium market talk show. Desires similar position with major market station. East or northeast preferred, but all others considered. Box C-231, BROADCASTING.

Announcers continued

1st phone—rock—jock. Sound of sunshine. Experienced. Good references. Sonny Stevens 1-513-825-2430.

Sky—is looking for the sun. California do you need a sharp sportscaster morning man—production—interviews, 3rd endorsed. Present employer will give reference, air check resume. Available. Bob Sky, Box 3500, Butte, Montana 59701 (406) 792-9111.

1st phone, trained on the air for one year desires position in announcing/news/production will work any format anywhere will consider all leads. Contact Sam Huffman @ 213-698-2878, send station letterhead c/o 9525 Mina, Whittier, Ca. 90605.

1st phone combo man, guarantee one year, Bill Wade grad. Hire Dean 213-781-5824, 15820 Vanowne, Van Nuys, Calif. 91406.

Good progressive jock seeks employment in major market. Contact Tom Jones—2833 Salisbury—Winter Park, Fla. 32789—(305) 644-4590.

Experienced first phone, low key adult approach, heavy production-programing, relocate—Michael Cantoni, 520 S. Magnolia, El Cajon, California 714-442-7725.

Experienced, first phone announcer—ready to settle—304-438-7039.

Attention! Man returning from service forces us to let go one of the finest top 40 air talents in radio. If you want talent, co-operation and dedication please call 309-346-2134, ask for G. M. Kent Davis.

Wanted—location in central or southern Wisconsin. I hold a 1st class license, am single, age 25. Conscientious, ambitious and hard working. 4 years experience. Call daytime 414-642-5524.

Kansas City, Mo. area's 1st phone announcer ready for move from Fla. Married, 22, 3 yrs. experience. Write R. B., 7606 Pembroke Rd., Apt. B, Miramar, Fla. Relatives Kansas City.

First phone—rock jock. Two years experience. Call mel (216) 371-0987.

Radio & TV arts, and science grad. 1st phone, excellent news, and 320 hours of board logged. 1 year to my first station plus versatility. Relocate anywhere west. J. Bauman, 5505 Ackerfield, Long Beach, Calif. #311, 90805. (213) 531-7551.

Wanted radio station that will offer progressive advancement and security to hard working announcer, 3rd endorsement, 4 years experience. (713) 422-3490. Harry Noel, 2700 Ward, Apt. 61, Baytown, Texas.

Michigan—experienced jock needs job—married. Professional—country—MOR—PD, experience. (517) 661-2508.

DJ, 23, creative with 2 yrs. experience in R&R, free-form & MOR, 2 years college, broadcast major seeking steady employment with open minded people. 3rd endorsed. Available after March 24. Dan Von-Jenef, 1240 Burr Oak Ln., Barrington, Ill. 60010. (312) 358-5414.

Major market uptempo MOR or top 40 jock, looking for midday gig in midwest area. Salary open. Good references and 15 years in all fields, heavy MOR music man. Wish to move approx. April 1-10-72. All letters will be answered promptly. Write to Tony R., Box 3257, Spartanburg, S. Carolina 29302. Telephone 10 a.m. to 5 p.m., (803) 583-4395 or 583-2711.

Jock wants to work hard. Heavy on production. 3rd endorsed. Experienced in news, copy, selling. Blaine Ruhbusch, Phone (715) 842-5506.

Touch that dial for Sheldon Green, (209) 233-5103 Ext. 76. Any format. Anywhere United States or Canada. 3rd.

Country music man over 40. Go anywhere. Have car, exp. know-how and 3rd ticket. Call for musician at (817) 624-0036.

City boy—country jock. 19 months experience. Let me play Nashville for your audience. Tape upon request. James Low, 7513 Ft. Hamilton, Pkwy., Brooklyn, N.Y. 11228.

Nightman . . . seventeen years, solid references. Veterans with college. Finest background. Very strong on news experience. Present employer best references. Phone (217) 429-0414.

Five months television announcer/salesman. Want to return to radio as announcer or announcer salesman. 3rd, studying for 1st. Experienced news, announcer production, copy, music director (there's more). Relocate anywhere. Want to make move now. Mike Withowski, Old Hedding Road, Epping, New Hampshire. (603) 679-8705.

Technical

Experienced chief, will announce. Looking for small market. Box C-176, BROADCASTING.

Southwest: comprehensive broadcast experience. Top engineering installations, commercial, educational AM, FM, automation, STL, SCA, 2-way, CCTV. 40's family, university grad. Box C-198, BROADCASTING.

Engineer: experienced in administrative engineering and as chief. Also, project engineer; major construction and operations. Equipment: to 50KW D.A. 2, 3 and 5 lower arrays. Field engineering; carrier and micro wave systems; bridge and field measurements. Present location near Washington. Objective: responsible position with responsible company. Box C-200, BROADCASTING.

Engineer, 3 years experience, first phone. De Vry graduate. Available April 1st. Box C-223, BROADCASTING.

First class licensed engineer. Unemployed, need job now. 27, married, willing to work. No "dog-eat-dog" operations! Some experience. Bill Coleman, Jr., Apt. B-2, 105 Salem Circle, Raleigh, N.C. 27609. Will go anywhere for a good job.

Navy chief. Competent technician. Broadcast maintenance experience. First phone. Available June. East/southeast. Bob Owen, (714) 271-2137/4962. 1520 Mator Dr., Miramar, Calif. 92145.

News

Small market news director seeks newsman position in medium or major market. Mature (33) Not afraid of work, First phone. Team man. Box C-92, BROADCASTING.

Boop up your news staff for this election year. Top-notch political reporter/anchorman available immediately. Five years experience, including major market. Box C-183, BROADCASTING.

I'm looking for an anchorman and/or news director position. If you're looking for an experienced professional who wants to settle in an area where he can develop a "sense of community" please contact me through Box C-199, BROADCASTING.

News director looking to get back into sports. . . . I've worked both major and minor markets . . . good track record . . . will consider straight reporting or play-by-play. Box C-226, BROADCASTING.

Overly-aggressive, self-starter, with gutsy voice is ready for your news department. 6 years experience. Strong on actualities. Box C-229, BROADCASTING.

1st phone Bill Wade Grad versatile knows formats news sales preferred contemporary. North, south, east or west. I'll stay a year. Richard Utt (213) 377-2774. 2316 Palos Verdes Drive W., Palos Verdes Est., Ca. 90274.

People-oriented creative newsman. Documentary experience. Recent broadcast school plus BA speech. 3rd phone. Nick Iseberg, 2890 Elm St., Denver, Colorado 80207. (303) 322-2356.

Play-by-play voice of major college seeks sports position in college area. Ten years experience. Dave Nitz, (703) 229-5410.

Vet seeks permanent small market job. School trained in news, sports and commercial writing and announcing. A.F. meteorologist, 3rd, married, will relocate anywhere, available now. Win Cray, 8 Park Ave., Port Washington, N.Y. 11050 (516) 767-4881.

Polished pro-experienced radio anchorman with degree seeks challenging new position. If you're looking for a newscaster, field reporter or news director who's believable, I'm your man. Paul Carson, 11700 Old Columbia Pike, Silver Spring, Md. 20904. Call 301-622-3585.

Radio & T.V. arts and science grad. 1st phone, excellent news and 320 hours of board logged. 1 year to my first station plus versatility. Relocate anywhere West. J. Bauman, 5505 Ackerfield, Long Beach, Ca. #311 90805. 213-531-7551.

Programing, Production, Others

Clearance sale. Rock program director. Regularly \$299.95, now \$249.95. Included bonus: first phone license. Box B-242, BROADCASTING.

Dependable, creative, conscientious, experienced PD with deep voice seeks conservative medium market. Young, single, draft exempt. Box C-122, BROADCASTING.

Stability—top 40, PD/MD, 5 yrs., 3rd, employed. Box C-128, BROADCASTING.

MOR format specialist, AF-FM. Currently programmer top 20 market major group owned winner. Reputation for capturing primary demographics with proven formula. Incisive troubleshooter. Excellent leadership and organizational skill. 10 year multi-market background. Box C-165, BROADCASTING.

Programing, Production, Others

continued

What the hell do you do after 12 years in rock radio. By early summer I hope to have the answer. 12 years as pd, dj, engineer, TV, concert promoter, etc. Will seriously consider and reply to all offers, broadcast and related fields, all size markets. Southeast U.S. only. \$10,000 up. Box C-179, BROADCASTING.

Are you experienced? Progressive rock staff seeking new challenge and relocation in top 100 market. If you're considering a change, we currently have a proven operation. Highly professional programing, music, and production heads with 10 years rock experience. Top references and abilities. Complete presentation available. Box C-189, BROADCASTING.

11 year professional wants a home. Currently employed, same station, 4 1/2 years. As program director, maintained constant number one ratings. New ownership and subsequent budget cuts forcing this move. I've jockeyed, done play-by-play, production and also sold so I know your goals. Mine is to manage someday. Box C-191, BROADCASTING.

Seek creative writing position. Award-winning filmmaker, TV news, humor writer. Single, 25, Ba. Box C-195, BROADCASTING.

Country—PD/operations, thoroughly experienced. Success format/image development, personnel. First phone. Large, other markets considered on individual merits. Now #1 rated, 50,000 watt major market moneymaker. Grassroots executive, effective but not overbearing. Reply airmail. Box C-207, BROADCASTING.

Have new contemporary format to reach 21-49 market. Broad experience with top advertising agency, vast knowledge of music and target market. Want to be marketing director of station. Box C-209, BROADCASTING.

Successful rock PD/jock. Reliable, married, security minded. 8 years experience. First. (913) 625-9315.

TELEVISION

Help Wanted

Management

Growing television station group seeks local sales manager at flagship station. Beautiful green southwestern city—a perfect place to raise your family. Progressive community. Have super talented staff to back you up. A real opportunity for a proven winner who seeks new challenge and increased recognition of his ability. Compensation in the \$18,000-\$23,000 range. Your future with this company depends on you. Write Box C-217, BROADCASTING.

Growing TV/CATV group owner seeks challenge-oriented General Manager for new station acquisition. Base salary \$25,000 with incentives to \$35,000. Applicant must have a proven record of success in TV management—sales strongly preferred. Company believes that aggressive, fully responsible managers are the key to successful station. Build a rewarding future. Write Box C-218, BROADCASTING.

Sales

Young aggressive local professional TV salesman for leading VHF network station in 50 size market located in non-polluted city of 300,000 in mid USA. Station recognized for award winning creative ability of staff which means chance for profitable creative selling. Opportunity to work with established active and good potential accounts. Sales bonus plan, profit sharing plan, excellent medical insurance coverage, paid vacations and opportunity for advancement. Write Box C-219, BROADCASTING.

Technical

Samoan ETV project needs chief engineer. Facilities include four production studios, 13 VTR's, 6 TV broadcast transmitters, and technical staff of 18. Two year contract. Housing for family. Excellent opportunity for good administrator. Box C-91, BROADCASTING.

First phone engineer with transmitter experience for southwestern VHF. Salary plus allowance, annual increases, paid holidays, vacation and other benefits. Send brief resume outlining experience and past earnings history along with present salary requirements to: Chief Engineer, KOAT-TV, Box 4156 Albuquerque, N.M. 87106.

New York—Binghamton . . . dependable person with first class license . . . to handle UHF transmitter and studio operation. Salary commensurate with experience. Call chief engineer, WBJA-TV, Binghamton, New York. 607-798-7111.

Technical continued

Studio engineer. 1st phone, 4-5 years experience. Heavy on maintenance. Contact R. Truscott, WITI-TV, 5445 N. 27th St., Milwaukee, Wis. 53209.

Experienced TV technicians for operation and maintenance, salary to \$13,000. Send resume Chief Engineer, WQXI-TV, 1611 West Peachtree, N.E., Atlanta, Georgia.

News

Investigative reporter. Hard nosed, energetic, creative. Proven ability. On-camera and/or film experience helpful. Contact Tom Torinus, WLUK-TV, Green Bay, Wisconsin.

Programing, Production, Others

Promotion mgr. energetic and creative with some production experience to handle on air image. Great potential for number two promotion man, to move into number one slot and grow with the number one station in a three-v top fifty market, include picture and resume. Box C-235, BROADCASTING, an equal opportunity employer.

We need suitable television and radio programing for national syndication. BATACH Syndications, Drawer 98810, Seattle, Washington 98188. 206-878-8900.

Operations supervisor. Excellent opportunity at public television station operated by West Virginia University with full color equipment. Located in scenic mountainous area 70 miles south of Pittsburgh, Pa. Assists in programing station and development of office policy. Supervises daily operations of broadcast station and CCTV activities including traffic, continuity, and on-air promotion productions. May become involved in program production. Bachelor's degree required—related experience preferred. Salary open. Send resume to: E. J. Podeszwa, Office of Personnel, West Virginia University, Morgantown, West Virginia 26506. An equal opportunity employer.

Radio-TV producer. Excellent professional opportunity at West Virginia University located in scenic mountain area 70 miles south of Pittsburgh, Pa. Job entails planning, directing, and participating in development of university news and features for radio and television release. Bachelor's degree in communication profession desirable and related work background. Experience and ability to edit motion picture film required. Starting salary based upon qualifications. Apply by resume to: E. J. Podeszwa, Office of Personnel, West Virginia University, Morgantown, West Virginia 26506.

TELEVISION

Situations Wanted Management

Qualified in management, sales, promotion, news. With solid midwest AM/FM/TV operation 14 years; 8 years other management, sales agency experience. Now returning to civilian life after recall to active military duty including key management assignments. Ready for general management opportunity. Excellent references. Available now for interviews. Box C-31, BROADCASTING.

Production manager or executive producer position desired by 29 year old producer/director. Nine years experience and master's degree. Currently in major market. Box C-90, BROADCASTING.

Do you need a station manager who can promote sales, budget operations, coordinate production, and direct engineering activities? Married, presently employed but desire to relocate. Box C-193, BROADCASTING.

Producer, with network, local station, and free lance experience seeks top ten market challenge as producer, executive producer, or assistant program director. Good references. Creative and practical, successful administrator. Write to Box C-206, BROADCASTING.

Experienced pro in sales, production, management and promotion is seeking management position. Degree, 10 years experience, try me . . . you'll love me. Box C-211, BROADCASTING.

Manager/operation/production/programing. 17 years experience. Solid background in administration station operation, commercial production. Top references. Box C-213, BROADCASTING.

Available immediately. National regional sales manager—16 years successful background, constant increase—1971 averaged 32 percent increase on one station and 48 percent on another. Contact: Pete McNee, P.O. Box 683, Tyler, Texas 75701. Call (214) 592-6280.

Technical

Conscientious first phone broadcast production engineer, striving perfectionist. Box B-247, BROADCASTING.

Television

Situations Wanted

Technical continued

Assistant chief looking for chief. Two years tech school, 12 years experience in installation, operation, maintenance and supervision of an all color-operation ETV considered. Box C-222, BROADCASTING.

First phone experienced TV transmitter final control reliable. Box C-225, BROADCASTING.

F.C.C. 1st class licensed technician available as TV maintenance, repair, or production trainee. Vincent F. Topazio, 135 Willow St., Yonkers, N.Y. 10701.

TV engineer seeks chief engineer or station managers position and or combo with 15 years of technical experience and degreed in two areas, business administration and engineering technology. Detailed information supplied to interested parties. David A. Colborn, 599 Wiltshire Road, Columbus, Ohio 43204 Telephone: 1 (614) 279-8581.

Situation Wanted News

Television network correspondent working in Europe wants to come home. Seeking permanent stateside position. Box C-8, BROADCASTING.

Solid news background. Experience qualifies for anchor or news director. Presently employed mid 50 market. Consider medium major. Box C-140, BROADCASTING.

Experienced broadcaster, author, world traveler, lecturer, catalytic interviewer, profound, dignified commentator. Box C-147, BROADCASTING.

Anchorman, 27, dedicated, very competent, \$15,000 plus in eastern 1/3 U.S. Box C-167, BROADCASTING.

Environmental meteorologist with TV experience seeks new opportunity. AMS professional. Box C-197, BROADCASTING.

Seeking position major sports, radio/television. Experienced play-by-play. 3 years big ten football, 2-15 minute sport shows daily. Have done play-by-play in baseball, basketball, golf, wrestling. Married. 31. Preferably midwest. Will relocate. Box C-220, BROADCASTING.

Programing, Production, Others

Successful TV announcer-talk show host. Radio TV pro including writing, directing, management, all phases airwork, presently in secure but routine P.D. job with 50 KW radio station. Want back in TV prefer northeast. Box C-71, BROADCASTING.

Experienced TV artist looking for more responsible and challenging TV art position. (Markets 1-60). 5 years in present position. Box C-180, BROADCASTING.

M.S. in TV production; need 1st break, take anything; 24, male, single, steady, can relocate easily; Ed Steinmann, 1441 Orchard, Des Plaines, Ill. 60018, (312) 824-0625.

Wanted To Buy Equipment

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Have immediate need for: plate transformer for RCA BTA-5H AM transmitter, or will buy entire transmitter in any condition; parts for Raytheon RA-1000 or RA-5000, or buy entire transmitter; 1 KW AM transmitter in repairable condition. Bill Goodson, WMJM, Cordele, Georgia.

Would anyone happen to have an old, Presto RC-7 portable tape recorder, in the junk pile? Condition not important. Jim Phillips, WONW, Defiance, Ohio 43512.

For Sale Equipment

Heliast-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

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.

Three year old Collins 212 M-1 console, six mixers, dual switches. \$1,350.00 or make offer. Box C-56, BROADCASTING.

For Sale Equipment continued

Complete broadcast mobile unit with 2—RCA TK-30 cameras, zoom lens, 2 sync gen., audio, etc. Ready to roll. (312) 738-1022.

For Rent: 1—Spotmaster model 400A and 2—Spotmaster model 405A units at \$44.00 per month. Address inquiries to: Channing Leasing Co., Inc., P. O. Box 447, Natick, Mass. 01760 Tel. No. 617-655-5360.

Iso-coupler 10 KW in mint condition. Will tune to your frequency and pressure test. Reasonably priced at \$650.00. Contact James Mitchell, Chief Engineer, Communications Fund, Inc., 314-961-1320.

Gates automation, 3 Scully decks, Criterion rec/play, used less than one year, excellent condition. All stereo. Box C-93, BROADCASTING.

For sale, 7 high voltage rectifier tubes, type B57-B, most with less than 5,000 hours. Contact R. B. Niekamp, Chief engineer, Radio Station KXEN, P.O. Box 28, St. Louis, Mo. 63166 or call 314-436-6550.

Sony color videotape set-up including camera, recorder, monitor for sale. Near new; hardly used. Sacrifice. (213) 271-6263.

Capstan idlers for Ampex 300, 350, 440 series. self aligning with replaceable ball bearings. \$22.50 net. VIF International, Box 1555, Mtn. View, Cal. 94040. (408) 739-9740.

Broadcast tape cartridges. New empties; load yourself and save! Sold in lots of 25 only. 25/\$1.20 each; 50 or 75/\$1.10 each; 100/\$1.00 each. Enclose payment with order, shipping collect. Redding Radio, Box 344, Fairfield, Connecticut 06430.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Notice! Anyone knowing the whereabouts of Richard S. Harrington—also known as "Rick Harrington" please notify the following. Box B-92, BROADCASTING.

Commercials with humor sell. Order our book of 101 of them, 32 client categories for \$19.95. Brain Bag, Box 875, Lubbock, Texas 79408.

Go public. Also private placements and other creative financing for your business. Box C-120, BROADCASTING.

Graphic art exclusively for TV transmission, sales promotions, special effects, animation, etc. Box C-153, BROADCASTING.

"Programing techniques and how to use them."—New 8 chapter book on Radio Programing—a must for every broadcaster. Reserve your copy today. Send \$6.95 cash, check or money order. Morgan Publishing, P.O. Box 2575, Mesa, Arizona 85204. Money back guarantee.

Audition tapes—the nation's greatest jocks—reasonable!!! Send 10¢ for catalogue to: Cooper Services, P.O. Box 612, Shawnee Mission, Kansas 66201.

\$1,000 a week comedy writer for \$15 a month! Exclusive! One client per market! Rush \$15 to Box B-172, BROADCASTING.

1000 45-rpm records dating monthly from '63-'68. \$600 or best offer. Box C-208, BROADCASTING.

Considering moving to unfamiliar TV market? \$10 buys professionally researched history of audience performance—all stations—plus other pertinent station/market information. Compiled by broadcasting executive. Specify market desired. Career Development Institute, Box 163, Fanwood, N.J. 07023.

Did you take something in trade you can't use? Trade it to us for something you can use. International Promotional Consultants, Inc., 915 W. Sunrise Boulevard, Ft. Lauderdale, Florida. Phone (305) 764-6424.

Automation broadcasters! Looking for some "off-beat" anti-frantic specialized tape for automation? CnB Studios, 3415 Beresford Avenue, Belmont, California 94002.

Good music stations: \$3.00 use my quality voice and delivery on your spots. For details and voice, dial 513-254-3019.

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 Dallas***, 2603 Inwood Rd. 357-4001.

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

Elkins in Houston***, 351B Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

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

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

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

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

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

Elkins in Memphis***, 1362 Union Ave.

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

Elkins in El Paso*, 6801 Viscount.

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

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs*, 323 South Nevada Ave.

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 April 12, June 28. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin April 17, May 22 and June 26. 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. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or 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, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st phone in 6 weeks. Money back guarantee. Cost \$370. Announcer/disc-jockey training classes start every month. Graduates Nationwide. National Institute of Communications, 11516 Oxnard St., North Hollywood, Calif. 91606. (213) 980-5212.

First phone in 5 weeks. Guaranteed. Tuition \$250. Rooms \$9.00 weekly. Academy of Radio and Television, 1120 State Street, Bettendorf, Ia. 52722. (319) 355-1165.

Instructions

continued

Complete home study course for 1st phone. \$75.00 total. It works! Guaranteed. Academy of Radio and Television, 1120 State Street, Bettendorf, Ia., 52722. (319) 355-1165.

Need 1st phone fast? Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin April 10, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

FCC first phone classes will begin April 3rd at United Broadcasting College, 3217 Atlantic Blvd., Jacksonville, Florida. Phone (904) 396-1667.

Radio Help Wanted

NEW MEXICO IS A GOOD PLACE TO LIVE

Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements. New Mexico Broadcasters Association, 120 Amherst NE, Albuquerque, N. Mex. 87106

Management

MARKETING MANAGER

BROADCAST EQUIPMENT

Marketing Manager for major manufacturer of AM and FM transmitters. Must know industry, people and be technically sharp and up-to-date. Must know how to plan and implement marketing programs. Will require extensive nationwide traveling for contact with customers and reps. To discuss in detail this salaried position submit resume to

BOX C-142, BROADCASTING
An Equal Opportunity Employer

SALES MANAGER

We are looking for that special guy who wants to be Sales Manager for an established well-known MOR station located in approximately the 50th market. Our facility is a top rated, extremely well equipped and promoted 100kw class C FM with excellent coverage, programmed by the top MOR programmer in the business and the distinction of an internationally-known personality on our staff. We are interested in you . . . but, only, if you are willing to work and have a proven track record. Our company is open minded and expansion minded. The right man will receive benefits along with the opportunity to grow with us. In the same market we also own an AM. A resume, references and current picture will insure a reply. An interview can be held in Chicago at the NAFMB/NAB. We are an equal opportunity employer.

BOX C-203, BROADCASTING

Sales

SALES MANAGER — \$40,000

Excellent opportunity. Must have minimum last 3 years as radio sales manager. Be dynamic. A teacher, leader. Minority group applicants welcomed. Resume, references, current picture to

BOX B-237, BROADCASTING

Announcers

TALK SHOW HOST F/M

East Coast major market news and information station needs light, learned and listenable open-form hostess/host with head and voice to handle issue-oriented two-way talk. Must be experienced, attractive and personable with ability to entertain as well as inform.

Golden opportunity with prestige employer. Rush detailed resume and tape,

BOX C-233, BROADCASTING

Programing, Production, Others

PROGRAM DIRECTOR

WLW, Cincinnati, Ohio (50,000 watts NBC) up-tempo, MOR with sports and top personalities, seeking fully qualified program director. Candidates should have had successful administrative and programing experience. Top compensation package available to the person selected. Send a complete confidential resumé to Charles K. Murdock, Vice President and General Manager, Radio Station WLW, Cincinnati, Ohio 45202.

An Equal Opportunity Employer M/F

The person we are seeking is interested in a solid future in broadcasting on the management level . . . not in the normal sense . . . but with a unique "Management Team" concept. He is a "Pro" voice, heavy production, program oriented, capable of an air shift and other functional duties while training for management. Must possess intelligence, maturity, integrity, creativity, and vision. Willing to be measured on performance and to maintain high professional standards with an enterprise in the initial growth stage, offering a "no limit" future for the right person. If you can't see your future beyond the control room, call us and we'll arrange an interview with the management team at our expense, for the right person. (803) 583-4395 . . . just say you're calling in regard to our ad. Salary open. We are an equal opportunity employer.

Programing, Production, Others

continued

LEO BURNETT NEEDS A BROADCAST SERVICE SUPERVISOR

We need a bright individual with agency or station experience in broadcast business and traffic. Working knowledge of talent unions, local and network station operation is desirable.

Knowledge in Program and commercial production is a plus.

Interested?

We're interested in hearing from you. Write or phone:

JIM CARLSON
Leo Burnett Company, Inc.
Prudential Plaza
Chicago, Illinois 60601
Phone: (312) 236-5959

An Equal Opportunity Employer (M/F)

Technical

CHIEF ENGINEER

AM-FM-TV in U.S. possession. Travel, house and car furnished. Must be experienced on TV transmitters and all standard TV terminal equipment. Must be good troubleshooter. Send resume to:

Pacific Broadcasting Corp.
P.O. Box 4288
Burlingame, Calif. 94010

Situation Wanted, Management

"84 PERCENT INCREASE IN REVENUE"

In just 3 years with major radio station in Miami, Florida. 43-year-old professional broadcaster with documented track record in management and sales seeks new challenge.

BOX C-164, BROADCASTING

MANAGEMENT

Broadcast pro-radio, television, single station or group operation. Specialist in sales, program, finance, overall administration. Top experience with proven success record. Looking for tough, new challenge. Let's talk at the NAB.

BOX C-187, BROADCASTING

TOP TALENT AVAILABLE

DJ's All Formats
TV Newsmen-Anchormen

Sales Managers
Managers

BROADCAST SERVICES DIVISION

Media Management Corporation

710 Tower Bldg., Seattle, Wash. 98101 (206) 682-8897

Announcers

ATTENTION EMPLOYERS!

Are you looking for a talented announcer? Try an Andrews graduate. Tapes and resumes available at the new

Andrews Institute of Broadcasting, 618 Swissvale Avenue, Pittsburgh, Pa. 15221. (412) 731-2000.

TELEVISION

Help Wanted Management

ADVERTISING & PROMOTION MGR. — TV

Leading independent TV station in midwest requires strong promotion manager to lead department of 3—good budget. Great opportunity for individual strong in graphics, copy, sales, promotion, and general creativity. Write

BOX C-174, BROADCASTING
An Equal Opportunity Employer

CATV

Prominent systems firm in suburbs of Washington, D.C., has attractive growth-opportunities for management-oriented CATV engineers. Will develop/implement and analyze CATV systems in relationship to community services.

Company requires manager to \$28,000 and Senior Engineers to \$20,000. For further details, call Mr. Cooke, (301) 424-3524. or submit resume in confidence to:

AIDEN ASSOCIATES, INC.
414 Hungerford Drive
Rockville, Maryland 20850

Programing, Production, Others

ADV. & PROMOTION MANAGER

As a result of a promotion, a large group broadcaster, headquartered in the Midwest, has an outstanding new position available at the corporation level. Candidates must have station promotion experience preferably at the manager level and should be highly qualified to effectively handle sales promotion, audience promotion and advertising. For the qualified candidate, company is prepared to offer a good starting salary and benefit program. Please send resume including present and past earnings to:

BOX C-232, BROADCASTING
Equal Opportunity Employer

EXECUTIVE DIRECTOR (Madison, Wisconsin)

Wisconsin educational communications board seeks chief administrative officer to direct statewide educational radio network and complete construction of TV network. Person selected will have responsibilities for maintaining close liaison with educational institutions of the state; administering and preparing budgets; selecting and supervising personnel; administering policies of the board, and carry out responsibilities designated by statute. Salary open. Excellent state benefits, written application by April 3. Write

Tony Moe, Chairman
Educational Communications Board
732 North Midvale Blvd.
Madison, Wisconsin 53705

Sales

TV SALESMAN

Make \$18,000 first year; \$25,000 second year; over \$35,000 third year. If you are over 24 years of age with a limited but successful sales record, this is an excellent opportunity to make broad industry contacts with President and owners of major Broadcast groups. Limited travel. Call Carl Young, (312) 693-6173.

DIRECTOR OF SALES

Prominent TV group needs outstanding executive to coordinate sales activities. Must have highly successful selling and sales executive experience with stations, networks, reps or groups. General management background a plus. Job requires thorough familiarity with current selling practices and willingness to spend significant share of time on front line selling activity. Excellent opportunity to grow into broader executive responsibilities. All replies treated in complete confidence.

BOX C-236, BROADCASTING

Technical

BROADCAST ENGINEERING TECHNICIAN 4

Educational Communications Board, Madison, Wisconsin. Supervise contractors and trades in the construction of high power television and FM radio installations. Need six years of TV operation, maintenance or TV station construction experience, two years of which were at the level of a senior TV operating engineer, or senior TV maintenance engineer. 1st class FCC Radio/Telephone License required. Start between \$893 and \$1013 a month; raises to \$1162. Apply by April 6 to:

State Bureau of Personnel
1 West Wilson Street
Madison, Wisconsin 53702
Phone (608) 266-1731

An Equal Opportunity Employer

Television Situations Wanted

News

TV NEWS ANALYST

Presently employed at network-owned station in major market. Seeking expanded opportunity.

BOX C-194, BROADCASTING

Business Opportunity

FRANCHISE DISTRIBUTORSHIPS FOR SEEBURG BACKGROUND MUSIC

We are expanding our distributor territories, and offer to those who qualify franchises for background music, with phone lines, FM Multiplex, or on-premise systems.

For complete details visit the Seeburg Hospitality Suite 822-823 at the Conrad Hilton Hotel, Chicago during the N.A.B. Convention, or contact

Joseph F. Hards, Vice Pres.
SEEBURG MUSIC LIBRARY, INC.
1590 North Dayton Street
Chicago, Illinois 60622

Instructions

BASIC RADIO ADVERTISING SALES SCHOOL

Classes start the second Sunday of every month and end the following Friday. Licensed by State of Oklahoma Board of Private Schools. Bonded. Contact . . .

A Ω THE ALPHA OMEGA COMPANY
Post Office Box 18
Sapulpa, Oklahoma 74066
918-224-7455

For Sale Stations Continued

FOR SALE

Midwest daytimer in 3 station market of 150,000. Class A FM available—\$300,000 with liberal terms available—principles only—unlimited potential.

BOX C-98, BROADCASTING

FOR SALE

A one thousand (1,000) watt, day-time AM station with PSA Authority and a Class A—FM station, licensed in Cheyenne, Wyoming, to be sold at public auction on June 1, 1972. For information, contact

John R. Smyth, Attorney
Suite 604, Cheyenne National Bank Tower
Cheyenne, Wyoming 82001

Fla.	Small	Day	\$ 80M	Cash	MW	Small	AM-FM	\$125M	25%
MW	Small	AM-FM	550M	29%	E	Small	Day	265M	Nego
E	Medium	Day	150M	Nego	SE	Medium	Day	125M	29%
SW	Medium	AM-FM	350M	Sold	W	Metro	FM	65M	Cash
SE	Metro	Day	275M	29%	MW	Major	Fulltime	630M	Cash



• ATLANTA • CHICAGO • DETROIT • ELMIRA, NEW YORK •
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

For Sale Stations continued

STATIONS FOR SALE

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Post-Convention Issue,
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Barrington, Illinois
312-381-3220

Willard Block has always had a love of music and a taste for business. He studied classical piano for eight years as a youngster and gave numerous concerts; later, he worked his way through Columbia College with various selling jobs. The combination of interests led him to seek a career in television and, coupled with his own persistence, contributed to a steady climb in that field. Last month, Willard Block was elected president of Viacom Enterprises, the program production and distribution arm of Viacom International Inc.

"I've always been fascinated by show business," he says. "I was drawn mainly to the business side as I grew older, particularly sales, perhaps because my father was a traveling salesman." The penchant for business had been evident for years, however; at Columbia, for example, he was business manager of the college dramatic group in addition to holding sales jobs.

After military service—he was a counterintelligence agent in the New York area during the Korean War—he worked briefly for a premium-advertising company. But his goal was television sales. "I heard of the NBC executive-training program in early 1955 and applied," Mr. Block recalls. "There were more than 700 applicants, and I was fortunate to be accepted in a group of eight. Among the others in the program were Herb Strauss, now a vice president of Doyle Dane Bernbach; Bill Brazzil, vice president of WTVJ(TV) Miami; Ed Maisel of CBS-TV network sales and producer Chuck Barris."

Mr. Block was assigned by NBC to network sales in 1956 after completing the year's training program. And he was to learn in short order the vagaries of life in television.

"I was with NBC for about nine months when I landed my first big order, \$2-million worth of business from Ronson," Mr. Block recounted. "I was thrilled and overjoyed when I returned to the office to tell my supervisor about my big sale. He congratulated me and then said, 'Willard, I'm sorry to have to tell you that you've just been fired.' NBC was going through a cost-cutting period at the time and I was one of the victims."

Undeterred, Mr. Block made the rounds of television organizations for about a month, called repeatedly at CBS Films and was hired by Tom Moore, then vice president and general manager of that company and later president of ABC-TV.

Mr. Block is a medium-sized man of trim build whose hallmark is persistence. A close associate said Mr. Block is a tireless worker "who can be very determined about what he wants to accomplish and invariably gets what he wants."

His climb at CBS Films (which evolved into CBS Enterprises and into Viacom last year after a spin-off from CBS) began when he rose from domestic sales executive in 1957 to international sales manager in 1960; vice president, international sales in 1967 and

The man who directs Viacom's programing effort

vice president and general manager of Viacom Enterprises last year before his advancement to president last month.

During his 11-year association with the international side of program distribution, he has visited all corners of the globe and remembers affectionately the

Week's Profile



Willard Block—president, Viacom Enterprises, division of Viacom International Inc.; b. March 18, 1930, Brooklyn, N.Y.; B.A. in history and Russian literature, Columbia College, 1951; attended Columbia Law School, 1951-52; special agent, Counter Intelligence Corps, U.S. Army, 1952-54; premium advertising and specialty work in New York, 1954-55; management training program, NBC, 1955-56; salesman, NBC-TV, 1956-57; domestic sales executive, CBS Films, 1957-60; international sales manager, international sales director, CBS Films, 1960-67; VP, international sales, CBS Enterprises, 1967-71; VP and general manager, Viacom Enterprises, 1971-72; president, Viacom, Enterprises since Feb. 9, 1972; m. Roberta Messner of Newark, N.J., 1955; children—Debbie, 15; Leslie, 13, and Andrew, 8; hobbies—skiing, tennis, music, travel and theater going.

friendships he has forged with persons of varied cultures and background. "In a way I'm back where I started," Mr. Block says. "When I began in overseas sales in 1960, it was a new field. There were no established rules. We made them as we went along. It's the same with Viacom—it's a new company and we will have to learn as we go along. I feel I'm being a pioneer all over again."

He pointed out that his main goal is to insure a continuity of product flow for Viacom, now that the severance from CBS precludes an automatic supply from the network. To achieve this objective, Viacom has expanded its staff in recent months to include Irv Wilson, vice president, programs (for new-series development); Art Zeiger, vice president, development and business affairs (for product acquisition and development); Merrill Grant, vice president, national sales (network business), and Elliott Abrams, vice president (feature-films acquisition).

"We are not going to be merely a distributor of off-network properties, we are going to be involved in developing and producing and co-producing and selling programs to networks and stations, as well as making our first concerted effort in the feature-film area," he said.

Mr. Block believes that Viacom Enterprises has a development budget "second only to the TV networks." In the feature-film sector Viacom is in negotiations with dozens of producers on financing projects that would result in the securing of television-distribution rights for the company. "We hope to acquire 40 to 50 features a year, both theatrical and made-for-television movies," he said. "We already have made a few deals which we will announce soon."

One area of Viacom Enterprises' activity that is "growing and healthy but relatively unpublicized," according to Mr. Block, is its educational-film unit. It distributes educational programs to schools and other organizations and is particularly active abroad where TV stations are clients.

Mr. Block reported that Viacom sales were at a record high in 1971, but conceded that profits lagged behind 1970, "primarily because of start-up costs associated with the spin-off." He is optimistic over prospects for 1972 but believes "1973 will be the year for Viacom when network sales will be a factor."

Mr. Block estimates that he works about 10 hours a day and sometimes on weekends, but is pleased that his present assignment gives him the opportunity to spend more time with his family.

"We like to do things as a family," Mr. Block remarks. "We've traveled together to various points of interest in the U.S. and abroad. We have our own tennis courts on our property in Hewlett, N.Y. And the five of us recently returned from a skiing vacation in New England."

An extra risk

There may be the makings of a basic test case in the confrontation between the New York district attorney and Edwin A. Goodman, general manager of the noncommercial WBAI(FM) New York. The prosecutor has subpoenaed material related to broadcasts originating during prison riots in 1970. Mr. Goodman is resisting in the belief that the request violates the freedom of the broadcast press. Before being released on a writ of habeas corpus, Mr. Goodman spent two days in jail for contempt of court. He could spend more if his defense fails under the test of further court proceedings.

The nature of the district attorney's request is subject to some dispute. Attorneys for the station say it encompasses all kinds of material associated with interviews and news accounts of the 1970 riots. If, as they assert, the prosecutor is seeking assistance that goes beyond the mere supplying of a record of what actually was broadcast, Mr. Goodman and his lawyers are engaged in a cause that deserves the support of the whole apparatus of broadcast journalism. Such a request would involve the same principle that was at stake in last year's showdown between Frank Stanton, then president of CBS, and Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, over outtakes of *The Selling of the Pentagon*.

In the hearing that preceded Mr. Goodman's citation for contempt, the prosecution argued that it wanted only material that had been broadcast and had therefore lost its confidentiality. If that description turns out to be accurate under the sharper scrutiny of appellate argument, an interesting question will be raised.

The WBAI broadcasts contained voices of prisoners who, upon identification, might be chargeable with criminal acts. Voiceprints, like fingerprints, are now admissible in prosecutions. Does this mean that the broadcast journalist betrays a confidence if he uses his informant's voice in a broadcast, even though concealing other identification?

That question has already been raised in support of Mr. Goodman's decision to withhold all records, including those of broadcasts. As we say, it's interesting, but not very useful.

It seems to us that it serves no purpose for any medium to refuse to produce a record of what it has already made public. True, the recent development of voiceprints imposes on the broadcast journalist a problem that does not confront his colleague who works in print and who can quote anonymous informants without risking their disclosure. But that is no reason to argue that confidentiality can be restored to a report that has been broadcast any more than to yesterday's editions of the *New York Times*.

One-man rule?

For the past several weeks we have reported the sad state of affairs surrounding continued underwriting of Radio Free Europe and Radio Liberty, the U.S.-operated radio-broadcast services programming into the Eastern European nations under Soviet domination and to the USSR itself.

Now a temporary accommodation has been reached to continue these vital services for three months. Senator James W. Fulbright (D-Ark.), who wields enormous power as chairman of the Foreign Relations Committee, has stubbornly argued that these medium and shortwave broadcasts are "relics" of the cold war. We disagree.

To discontinue these stations would silence truthful and

respected voices that are now penetrating the Iron Curtain with authentic news of the outside world. They monitor the Communist news media to counter the anti-American propaganda, and do this in the native languages of the five Eastern European satellite nations, reaching 31 million—more than half of their population over 14—regularly. Radio Liberty's native-tongue transmissions into the Soviet Union likewise have been a thorn in the Soviet's side.

President Nixon, backed by a solid House majority and a seeming majority of the Senate, wanted financing through June 30, 1973. The compromise forced by Senator Fulbright leaves just one ray of hope—agreement to consider a bill that would provide funds for the fiscal year beginning July 1. The administration bill carried an appropriation of about \$35 million for the two services, as a direct fund supplanting money heretofore provided secretly through the Central Intelligence Agency and some public contributions.

If Chairman Fulbright persists in his stand in defiance of overwhelming congressional and administration views, it is bound to stir more opposition to an archaic system that invests autocratic power in committee chairmen who achieve exalted status through seniority alone.

Texas style

This week KPRC-TV (along with its AM affiliate) moves to new quarters—third since the channel-2 facility signed on 23 years ago. This may set TV's precedent.

As depicted in our photo layout last week, the first station was a quonset hut with a single 30-by-40-foot studio. Four years later KPRC's then-modern facility covered 41,000 square feet. Tomorrow (Tuesday) the new \$3.2-million broadcast center, with double that space, will be dedicated.

The new KPRC was on the drawing board less than three years ago. Despite unsettled economics, license-renewal anarchy and multiple-ownership threats, the Hobby-family-owned *Houston Post*, in consonance with the recommendations of KPRC Inc. President Jack Harris, followed through when other ownerships might have favored a more conservative course. It is that kind of leadership that has made many station ownerships great.



Drawn for BROADCASTING by Sidney Harris

"If we run liquor commercials, Alcoholics Anonymous is going to demand equal time."

How a city rallied to help a boy and how a radio station brought them together.

Greg Stead was 16 years old, a sophomore at Edison High School in Miami, Florida. One of nine children, Greg was a good student, a popular classmate and a starting linebacker for the varsity football team. Making a tackle on the first play of his first game, Greg broke his neck. Greg Stead was paralyzed from the neck down.

There was another football game just two months later. It was called the Greg Stead Bowl and it marked the culmination of a remarkable effort by the people of Miami.

Much had been done to help Greg after his injury. High school students raised money for medical expenses with car washes and food sales. Individuals sent donations. Boys clubs held fund raising events.

But mounting medical costs and the need for special treatment meant that a major city-wide fund raising effort would be needed. A high school football game in the Orange Bowl was chosen as the ideal event and the people of Miami responded enthusiastically. And the power of radio brought it all together.

Station WIOD offered to broadcast the game free. The station also called on its

family of advertisers to make donations to the Greg Stead Fund instead of placing advertising in the broadcast. Sixty advertisers responded.

The WIOD-Miami Dolphins broadcast team donated its services to describe the game and the day of the game was designated "Greg Stead Day" on WIOD.

At 8:00 P.M., on the night of December 2, 1971, Greg heard the opening kickoff of "his" football game from his bed at the Texas Institute of Research and Rehabilitation in Houston over a special phone hookup provided by WIOD. He and thousands of Miami radio listeners heard cheering fans roar their approval of the event and its cause.

Over \$62,000 was raised through the game and related efforts, including \$4,372 turned over to the Fund by WIOD from its advertisers.

WIOD was honored to have played its part in that cause and to have had the opportunity to serve its community.

WIOD 610 RADIO
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WSYR reaches more women 6:00 to 10:00 a.m. than any other station reaches in an entire week.

Hard to believe? Check the October-November 1971 Syracuse ARB.

Research derived from October-November 1971 Syracuse, N. Y. ARB. Data quoted or derived from audience surveys are estimates, subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details. Get the full story on Syracuse from Henry I. Christal Co., Inc.

WSYR

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