

Mounting impact of attacks on TV advertising
The real world of public access starts in New York

Broadcasting May 1

The newsworthy of broadcasting and allied arts

Our 41st year 1972

NEWSPAPER

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*...the most respected call letters
in broadcasting*

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WGN Continental Productions Company,
WGN World Travel Services, Inc.
- **Duluth-Superior**: KDAL Radio and KDAL Television
- **Denver**: KWGN Television
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Profile of a winner.

“What’s My Line?”
wins its time period, with an
average 42% share of
audience, in 19 markets.

“What’s My Line?”
wins the prime 7 and 7:30 pm
time periods in 12 of its
19 first-place markets.

“What’s My Line?”
wins adult attention, with
a 78% average adult comp
between 7 and 8 pm.

**“What’s My Line?”
is scheduled in 13 more
crucial 7 and 7:30 pm time slots
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**“What’s My Line?”
is an established winner, in
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**“What’s My Line?”
is the first name in game
shows, from the winning team
of Goodson-Todman and
Viacom**

**“New
times
always!
Old
time
we
cannot
keep.”**

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The occasion is appropriate, and the impulse irresistible, to remark about the issue of **BROADCASTING** you hold in your hands. There is, obviously, something new about it. Quite a lot that is new, as you will discover in pursuing the news through its pages. A new look, certainly. A new *style*, in the broad sense of that term. A new, easier, more urgent readability, if our execution of these changes has lived up to our expectations for them. A new cover, as you will have noticed, and a new, broader definition of purpose—“The news-weekly of broadcasting and allied arts”—that may have escaped your first glance.

There is also quite a lot that is old about this week's **BROADCASTING**. A dedication to accuracy and comprehensiveness. A fierce caring about the editorial product that is our only claim to your time and attention. A perspective acquired in over 40 years of chronicling the fates and fortunes of the medium that is the most dynamic, the most exciting and the most promising yet to be delivered by the genius of technology into the command of communicators. A commitment firmly made to the medium and to its immense future.

Now, both the medium and the magazine are into their second generation. Both bear little resemblance to their beginnings. Neither has always been wise, but—we add with a sincere confidence—seldom has either been in conspicuous error. Both have prospered and both, we believe, have served a purpose. Each can claim, in its own way, to have pioneered where none had gone before.

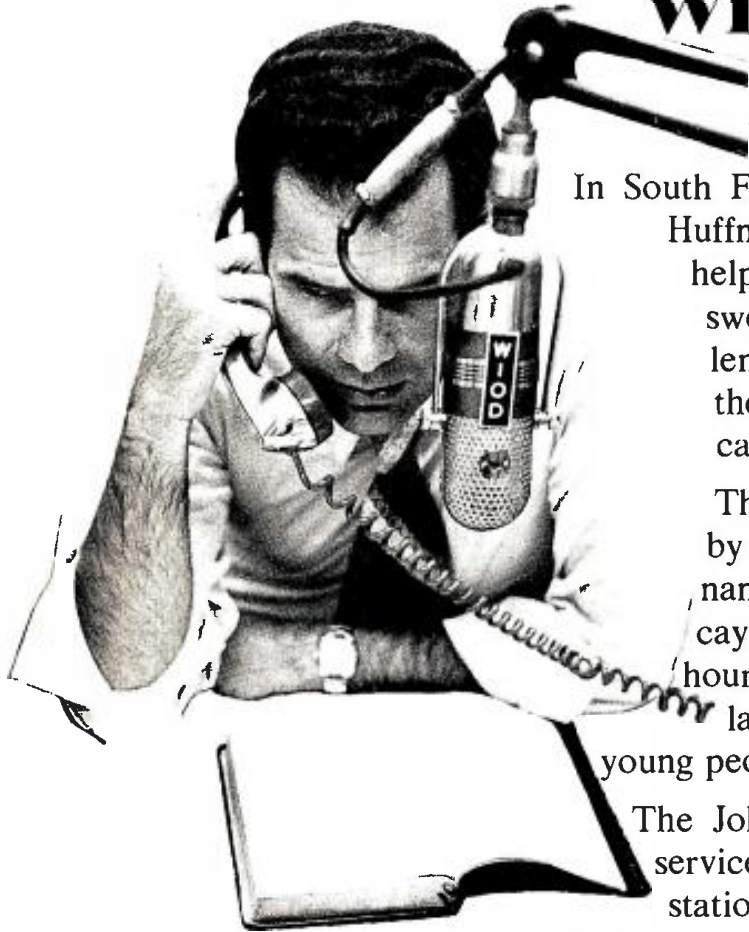
The medium is still at it, pioneering at an accelerated pace in an infinitely more complicated time. So, too, are we. That is what this issue is all about. “Traveller, there is no path,” says the proverb. “Paths are made by walking.” It is both our hope and intention that broadcasting, the medium, and **BROADCASTING**, the magazine, will continue to make new paths together into ever new times, always.


EDITOR

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When people are troubled, whom do they turn to?



In South Florida, people call WIOD's John Huffman. The aim of the broadcast is to help troubled people who need answers to personal and moral problems. And it succeeds, as shown by the flood of letters and telephone calls received by the station.

This open-phone program is hosted by the Reverend John Huffman, dynamic young pastor of the Key Biscayne Presbyterian Church. For three hours each week he handles an avalanche of questions ranging from young people's problems to divorce.

The John Huffman Program—a unique service from Florida's full service radio station. One of the reasons why WIOD is the Voice of Florida.

WIOD 610 RADIO
*Represented nationally by
CBS Radio Spot Sales*
The Voice of Florida



A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: WIOD AM, WAIA FM, Miami; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIIC-TV, Pittsburgh; KTVU, San Francisco-Oakland.

Closed Circuit®

First class rule

FCC machinery is finally getting ready to churn out rule that AM and FM licenses—particularly those in smaller markets—have been anxiously awaiting. It will relax present requirements for employing first-class operators at directional-antenna stations. Instead of being required to employ one for every shift, station will be able to get by with only one first-class operator on duty over eight-hour stretch; third-class operators can be used at other times. However, combo man will not satisfy requirements of first-class operator, under new rule; his "primary" responsibility will be to keep station in operation. Rule also applies to FM stations up to 50 kw.

Firm stand on prime time

FCC is preparing to reject MCA Inc.'s request that it initiate rulemaking aimed at weakening prime-time access rule in coming season. MCA proposed that syndicators be permitted to place—in prime-time period being freed of network programming—off-network series in which networks have no interest and 25% of whose episodes are new. Proposal was based on commission decision in February to permit Mutual of Omaha to syndicate off-network *Wild Kingdom* (BROADCASTING, Feb. 7), noting that 12 episodes in 52-week package were new.

FCC appears anxious to hold line and give new rule chance to work. Announcement of decision, taken last week, is being held up for written dissent by Chairman Dean Burch, expected to make its appearance shortly.

Stockholder fires banked

Despite Wall Street gossip, RCA's annual meeting tomorrow (May 2) at Burbank, Calif., isn't expected to generate kind of heat that would threaten incumbent management under Board Chairman Robert W. Sarnoff. While company has not prospered in all its divisions (Hertz is example) and has phased out of computer field, inside view is that prospects otherwise are bright. Entities like Coronet and Banquet Foods, which have become significant stockholders through RCA diversification program in past few years, are not pressing for immediate reorganization. If company makes expected showing in months ahead it's predicted crisis will be averted with second generation Sarnoff firmly at helm.

Next targets for Reyes

Mexican-American Antidefamation Committee's Domingo Nick Reyes is stepping up his activities in promoting citizens involvement in broadcast license-renewal process. Besides playing key role in dis-

cussions of Spanish-speaking groups in Washington who are considering challenging renewal applications of some or all of stations in nation's capital (BROADCASTING, April 24), he is planning talks to Spanish-surnamed groups in New York, Newark and Philadelphia. Purpose will be to generate interest in challenging renewals of stations in those states that groups feel are not serving their interests. Puerto Rican Resources and Research Center is providing forum for talks. New York and New Jersey licenses are due for renewal June 1; Pennsylvania, Aug. 1.

Presidential pals

Not generally known in trade is President Nixon's long-time friendship—antedating his election—with two active broadcasters. They are Ward L. Quaal, president of WGN Continental Broadcasting, and Charles H. Crutchfield, president of Jefferson Standard Broadcasting. Mr. Quaal is often unannounced visitor at San Clemente White House (he has home close by at Laguna Niguel) as well as formal events in Washington (as is Mr. Crutchfield).

When WBT Charlotte observed its 50th anniversary last month, President's daughter, Julie Eisenhower, was there to deliver presidential greetings. Later, in "Dear Charlie" letter, President said he was "staunch admirer of the integrity and responsibility that characterize your years in broadcasting."

Half a loaf

United Church of Christ apparently has not persuaded FCC to delay renewal of Massachusetts television stations to take look at their employment practices (BROADCASTING, March 27), but it appears to have forced commission to think through purposes for which it is asking broadcasters to file annual reports on minority-employment practices. Commission last week reportedly decided to deny church's request, which was based on review of first reports Massachusetts stations filed, last May. Commission is expected to note that stations' performance in minority employment has improved since reports were filed.

But beyond that, commission staff is to meet this week to draft policy letter that would synthesize views expressed by commissioners during debate touched off by church request. Deputy General Counsel Daniel Ohlbaum had been particularly critical of staff for not making any use of statistics filed last year. Thus letter may give idea of procedures commission will follow in connection with statistics—whether, for instance, they will trigger commission inquiry into station's employment practices and other matters under criticism.

Wasilewski opts in

For first time, Vincent T. Wasilewski, president of National Association of Broadcasters, will attend annual convention of National Cable Television Association (May 14-17 in Chicago). He'll be accompanied by William Carlisle, vice president for broadcast liaison, and Roy Elson, vice president for government affairs.

General Electric opts out

General Electric Co., which had tentatively reserved exhibit space for NCTA convention, has canceled. Explanation is that GE has decided not to enter CATV hardware market, following study of prospects by sales-marketing team. Decision to opt out is said to have nothing to do with current negotiations to sell part of broadcast equipment manufacturing division to Harris-Intertype Corp. (Gates Radio Co.), announced in March (BROADCASTING, March 13).

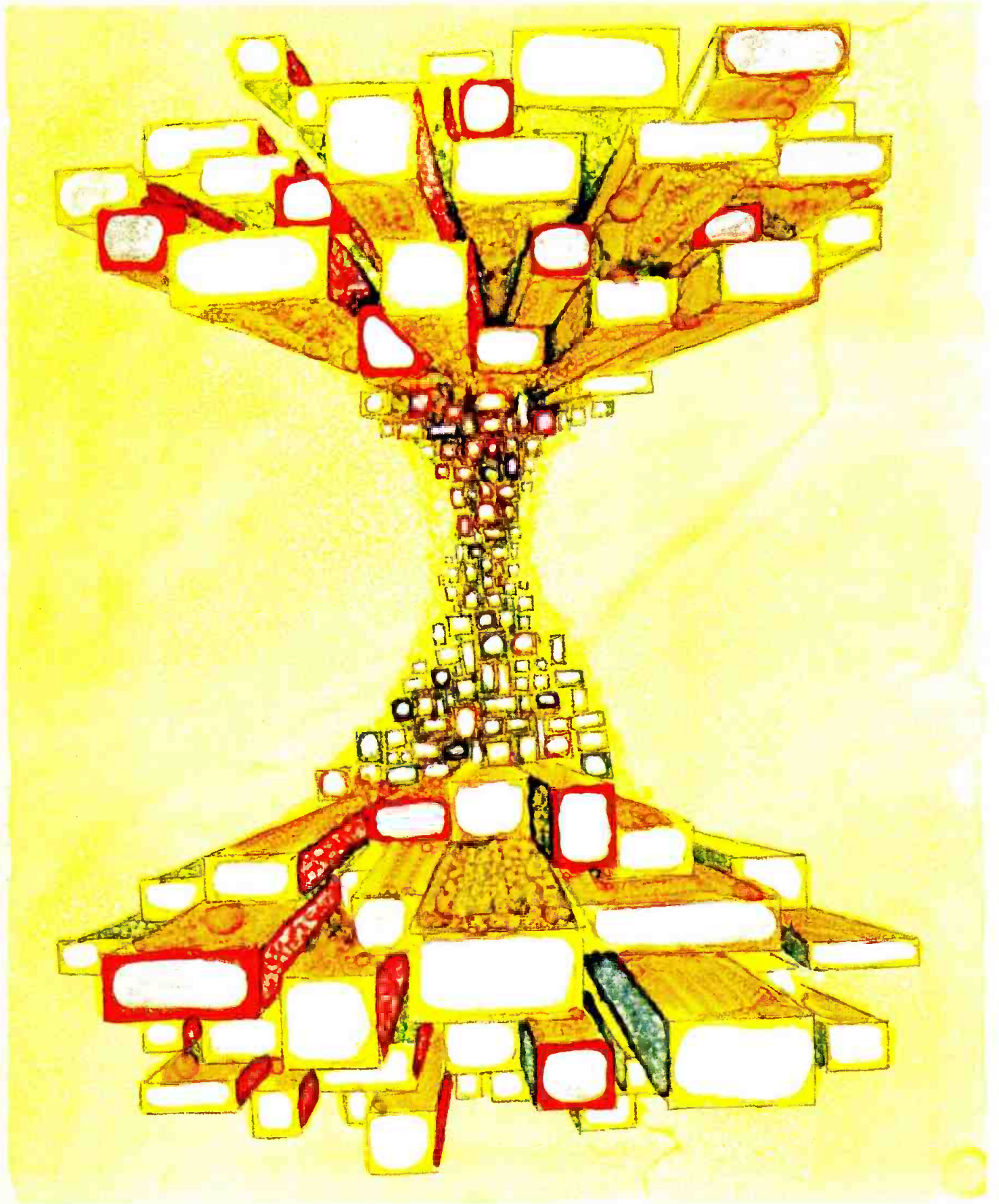
Last legs for Cavett

"Kiss of death" is consensus affiliate reaction to ABC-TV's announcement that *Dick Cavett Show* will be given three more months to prove itself, while replacement develops in wings (see "At Deadline"). Number noted Cavett would have been dropped immediately except that timing is not right for introduction of new show and that cooling-off period is needed in anticipation of "wave of wrath" expected from Cavett's loyal following and consumer press critics. "The network wants to get out of the Cavett thing without stirring up the pot too much and turning it into a public relations mess," said one affiliate. It also would appear that Cavett show may have trouble retaining station clearances it now has during "lame duck" period, probably stretching into July.

Professor Comstock

Paul B. Comstock, who leaves National Association of Broadcasters as its chief lobbyist this fall—winding up decade during which he served as its general counsel and executive vice president for government relations—is taking year's sabbatical to become full professor. He has accepted invitation of San Diego State as Distinguished Visiting Lecturer in Telecommunications. School has about 25,000 students, faculty of only 10 in Department of Telecommunications and Film.

Mr. Comstock, who calls Florida his home, underwent surgery April 18 for removal of gall bladder. Ailment—then undiagnosed—had caused his hospitalization six weeks earlier. Couple of months for recuperation is usual in such cases.



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To the giant megalopolis of over 5¼ million people that live and work in and in between Washington and Baltimore . . . to 1,618,000 homes.

People listen to us in Washington, D.C. and in Chevy Chase, McLean, Potomac, Alexandria, Columbia, College Park, Annapolis, Baltimore and on the Chesapeake Bay.

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WTOP Radio is sports as Warner Wolf comes on strong with on-the-nose reporting and irreverent commentary. When rain's in the making, our meteorologist consults the radar station at Broadcast House and reports conditions before they happen. Non-stop news is perceptive commentary, too. Our listeners regularly hear the opinions of respected political analysts like Carl Rowan and James J. Kilpatrick, Ed Diamond on Media, Dr. Pierre Rinfret on the economy and Davey Marlin-Jones on movies and theatre. We editorialize. We speak our mind on issues like the shameful treatment of the nation's coal miners by their own union, and the deceptive hiding of campaign money by some public office-holders.

We serve the Golden Corridor from the news capital of the world.

It's our home.

If you lived here, would you do any less?

non-stop news
WASHINGTON, D.C.
A Post-Newsweek Station

At Deadline

Brisk fall sales reported by ABC

\$130 million committed so far for prime time; Duffy tells delegates of challenges that face television

In continuation of upbeat reports to affiliates annual meeting in Los Angeles (see page 32), ABC-TV claimed largest share of "upfront" business for new prime-time season; substantially ahead of CBS and double business of NBC. Delivering this good news at sales seminar on closing day of meetings, Warren Boorum, vice president and national sales manager, said by end of first week in May, network will have some \$180 million in business on books (including Monday night NFL football and entertainment specials) for new season. As of affiliates meeting, network had \$130 million in business for new prime-time regular schedule alone. Year ago April, by comparison, Mr. Boorum pointed out, network had written \$88 million in business.

Mr. Boorum also announced that "Chevrolet has made biggest single programs buys of new program on ABC in last five years," half sponsorship of new prime time *The Men* trilogy.

New flexibility in NCAA college football telecasts was described Friday by Roone Arledge, president of ABC Sports.

In concluding statement, ABC-TV President James E. Duffy used upcoming celebration of 200th anniversary of American independence as framework to question whether today's dominant medium, television, can be as true to current events as print media was to founding of nation.

Disclaiming any defensiveness or apology, Mr. Duffy expressed hope that television "can always be open-minded," will "listen to criticism with some degree of objectivity," and will "hear the signals and feedback from our environment."

Cavett show gets 90 days to shape up

ABC-TV's *Dick Cavett Show*—said to be having difficulty in "broadening" audience and with level of audience down from fourth quarter of last year—will be given 90-day period to revitalize, ABC-TV told affiliates at annual meeting in Los Angeles (see page 32). If revitalization doesn't work, then network on Oct. 3 will introduce "important, new, top-level and top-budgeted late night series" to replace Cavett.

Announcement was made by Martin Starger, vice president in charge of programming, took pains to praise Mr. Cavett and assured that "every last recourse" would be "examined and exhausted" before final decision is made on show, which

has been extended three months until July 28. At that time it will be either renewed through end of year or go off air, with last play date of Sept. 29.

Recognizing that Cavett may be canceled, network is putting into final stages major program development aimed at providing number of late-night program possibilities for fall introduction. Programs being developed were not identified.

First with PTV managers: public-affairs programs

If Nixon administration expected local public-television managers to go along with its attacks on that medium's national public-affairs programming, it now has hard statistical evidence to contrary—from within Republican party.

Representative Clarence J. Brown (R-Ohio), who earlier this year proposed that such programs be banned from PTV, will issue this week results of questionnaire he sent to all local managers. One question asks managers to select, from list of categories, what kinds of programs should be receiving highest priority at national level. Their first choice: national public affairs.

Finding was duplicated at local level, where managers said they'd spend whatever additional funds they received on local public affairs above all other program categories.

Trailing public affairs at national level were, in order: cultural programs, children's programs, instructional shows not intended for classroom, local public affairs, classroom instruction, and national and local news.

Among other findings:

- Most stations said their first spending priority is facilities, especially color equipment and remote capability. On average, respondents said they could effectively use \$493,000 in federal money for that purpose in next year (they actually got average of \$87,000 in past year).

- Nearly all respondents—96%—said Corporation for Public Broadcasting should be agency responsible for distributing federal funds other than facilities grants.

- Half of the respondents said they would approve statutory formula for distribution of federal funds, as proposed by Nixon administration and opposed by CPB. However, response was clouded by way question was formulated; only other listed alternative was "distribution at the discretion of a federal agency and for purposes designated by the distributing agency," which was supported by 13%. A total of 31% wrote in proposal that wasn't listed—giving 30% of CPB funds direct to stations, with their advice and concurrence. That proposal is found in pending House funding bill and is sup-

ported by principal Washington organizations.

- 41% of respondents said they've been confronted with some kind of attempt to influence programming. Private corporations and private donors were most frequently cited. Managers were asked: "Does your station need additional federal assistance funds?" Nobody said no.

Rogan Jones dies at 76

Pioneer Washington station owner won Supreme Court case that paved way for radio's rise in journalism

Rogan Jones, 76, veteran broadcaster whose struggle in 1930's to break print monopoly on flow of news was instrumental in development of broadcast journalism, died last Thursday (April 27) of pneumonia at his home in Bellingham, Wash. Mrs. Jones founded kvos(AM) (now KGM1) Bellingham in 1929 and operated station for many years.

His decision in 1933 to report local news on kvos prompted number of lawsuits by print journalists, including one brought against station by AP. That suit culminated in benchmark Supreme Court decision in station's favor, which resulted in initiation of sale of news to radio stations by wire services.

Mr. Jones's campaign in favor of radio news was personified by kvos by-line, which stated: "That will be all until 9 o'clock tonight, when we will clean up the news of the day and make it unnecessary for you to read your morning newspaper."

Mr. Jones was also instrumental in the founding of International Good Music, one of the largest producers of prerecorded programming.

Hill exposure set for counterads

Emergence of public-interest creative firm, Stern Concern, as production source for radio-TV counteradvertising and other informational-type spots was formally announced in Washington news conference Friday (April 28).

Concern screened two television spots it has produced—one announcing General Motors recall of late-model Chevrolets and another countering advertising for number of analgesics products (see pages 21, 23)—and announced its efforts will get further exposure, on Capitol Hill.

Marvin Segelman, director of Los Angeles-based concern, said representatives of Concern, its affiliated Stern Community Law Firm, of Washington, have been invited to testify about public-service announcements at hearing of Senate Commerce Subcommittee on the Consumer, scheduled for mid-May. Also invited to

You let go with it.

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

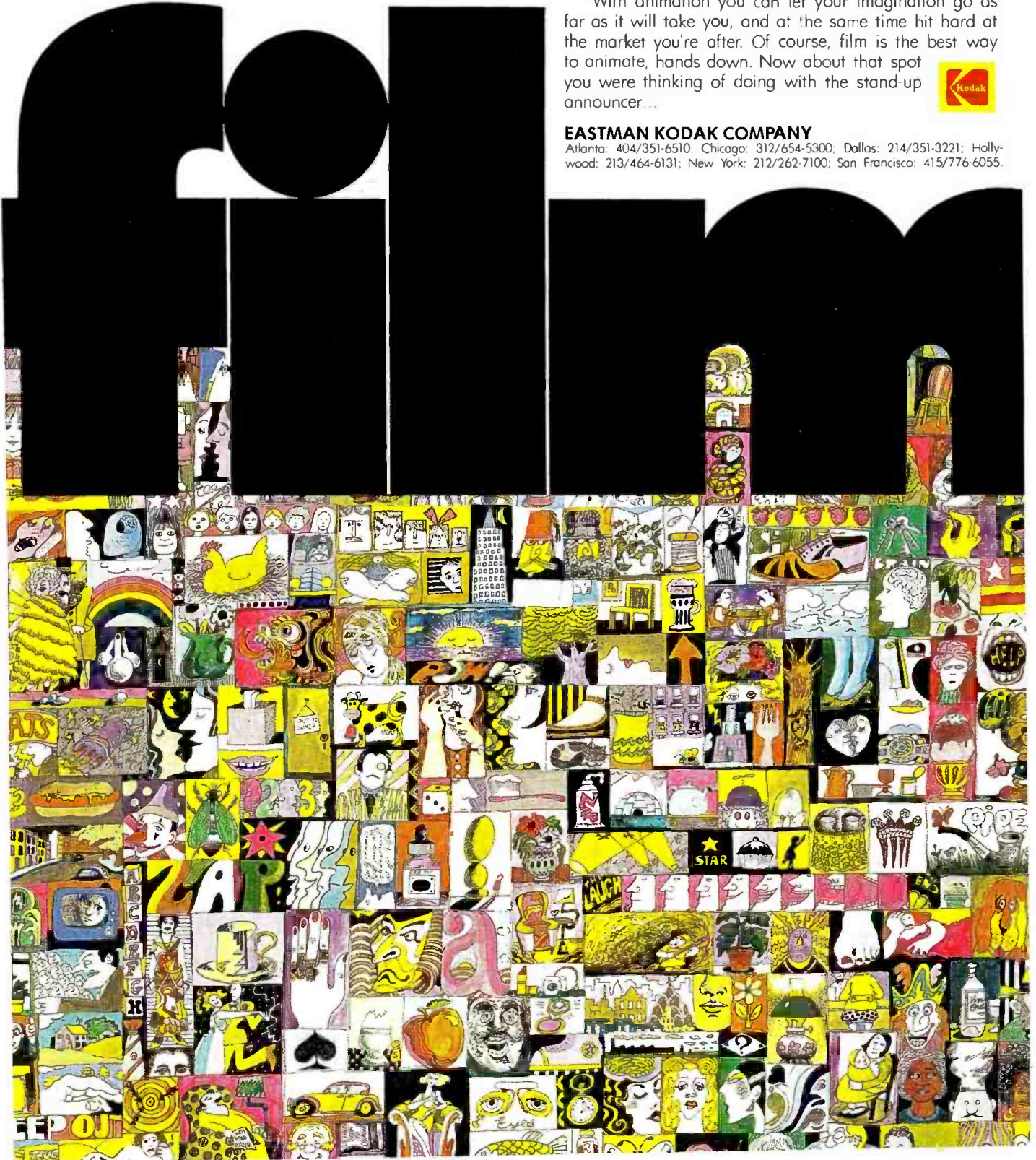
"But," you ask, "in these hard times of cost-conscious clients, isn't animation an expensive way to go?" The answer is "No!" Hard to believe, but an animated film spot costs less than an average spot using living, breathing people. That wasn't true a while back but it's true today.

With animation you can let your imagination go as far as it will take you, and at the same time hit hard at the market you're after. Of course, film is the best way to animate, hands down. Now about that spot you were thinking of doing with the stand-up announcer...



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**On March 31, the FCC
cable rules went into effect.**

**On May 14, the NCTA
convention begins.**

**If you manufacture or
sell cable equipment, your
time has come.**

By our best estimate, CATV has already been capitalized at 900 million dollars. Over 2.5 billion dollars will be spent in the next decade.

The buying begins at the NCTA convention. The competition will be fierce, with 125 firms represented in over 460 booths.

BROADCASTING will be there in force, with complete convention distribution. Make the most of your time, be there in BROADCASTING.

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HOLLYWOOD: Bill Merritt, Phone (213) 463-3148, 1680 North Vine Street, Hollywood, California 90028. CHICAGO: Bailey & Co., Phone (312) 381-3220, P.O. Box 562, Barrington, Illinois 60010. LONDON: Dudley D. Carroll, Jr., Phone 01-499-1661, c/o American Magazine Group, 27 Maddox Street, London, W1.

hearing were officials of groups sponsoring spots—Center for Auto Safety, for recall ads, and Medical Committee for Human Rights, for analgesics spot.

Hearing will be on two advertising-related bills sponsored by Senator Frank Moss (D-Utah), subcommittee chairman (BROADCASTING, April 17).

Dr. Quentin Young, chairman of Medical Committee, who attended news conference, hailed analgesics spot as ushering in "new era" of health education. He said worrisome problem of "irrational and unproven remedies" being pressed on not only public but physicians is serious and unsolved.

However, question of whether spots will be aired is another matter. Tracy Westen, of Stern Community Law Firm, said he will file complaint with FCC early this week as result of three networks' refusal to carry Chevrolet recall spots. He had asked that spots be carried "at frequent intervals over the next six-month period," both in day- and prime-time hours.

He will assert that networks have obligation to carry messages on public health and safety grounds. This was rationale commission used in applying fairness doctrine to cigarette advertising, he noted.

He will also make right-of-access argument; that broadcasters cannot discriminate arbitrarily in making time available for public-service spots. He contends that safety implications of recall spots make them as important as many now shown on networks.

He also said that if networks turn down analgesics spot, delivered to them Friday, he would file similar complaint; but it will probably cite fairness doctrine, as well as broadcasters' public-service obligations. Federal Trade Commission has already proposed that doctrine be extended to cover virtually all product commercials.

Thrust and importance of work he sees Concern doing was indicated by Philip M. Stern, whose family foundation funds Concern and Law firm. He cited final paragraph in statement issued to reporters, which said that if networks are allowed to reject "meticulously documented announcements concerning" adverse aspects of products which they serve as advertising medium, then television "will be not only one of the most potent but also one of the most one-sided educational media in history."

Thus far, Concern has no commitments from any stations to carry spots. Mr. Westen said Advertising Council, through which more establishment-type public service spots are produced and placed, will be approached, along with individual stations. Normally, sponsoring groups will seek placement.

Justice's Gray joins news media critics club

New administration critic of news media surfaced Friday (April 28). He is Assistant Attorney General and Deputy-Attorney-General-designate L. Patrick

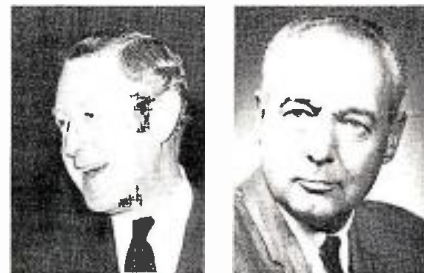
Gray III, who raises question as to whether news media are attempting to control public through controlling type of information it has doled out to it.

Mr. Gray, in Law Day speech to Orange County Bar Association, in Santa Ana, Calif., recited list of what he said were examples of "inaccurate, biased and grossly unfair" reporting, by press and TV, and said, "Today journalists are becoming too much a part of the culture of disparagement which threatens to destroy all respect for established institutions."

He wondered whether news media, instead of keeping public informed, are "stepping into a new role—that of controlling the electorate by controlling the information it receives. Instead of the public using the press as the source of its information, is the process now being reversed, so that the press will be using the public in the same way that a programmer uses a computer?"

However, he ended on somewhat hopeful note. He expressed belief that "the basic decency—the sense of fair play—in the hearts of Americans will bring a re-birth of journalistic standards in areas where they have now become only an empty shell."

Week's Headliners



Mr. Dille

Mr. Brines

John F. Dille Jr., president of Communicana Group of Indiana, elected chairman. **Paul C. Brines**, executive VP, elected president. Communicana owns WSJV(TV), WTRC(AM) and WFIM(FM) Elkhart-South Bend, Ind.; *Elkhart Truth*; WMEE(AM) and WMEF(FM) Fort Wayne, Ind., and one-third interest in Valley Cablevision Co., Elkhart-South Bend. **John F. Dille III**, VP of *Elkhart Truth*, elected executive VP, Truth Radio, Communicana subsidiary that operates WTRC and WFIM.

Dr. Peter Carl Goldmark, recently retired president and director of research, CBS Laboratories, Stamford, Conn., principal inventor of long-playing (LP) record and of CBS system of field sequential color TV, elected member of National Academy of Sciences last week. Dr. Goldmark is president of Goldmark Communications Inc., Stamford, owned by Warner Communications Inc.

For other industry developments see "Fates & Fortunes," page 62

NBC gets them together

TV affiliates meeting in L.A. to feature fall program plans, speech by Reagan

Representatives of all 217 NBC-affiliated TV stations are expected in Los Angeles this week for their annual convention, to be held Wednesday through Friday (May 3-5) at Century Plaza hotel.

Network officials said attendance would total about 500, including wives of many station executives. Luncheon address by California Governor Ronald Reagan on Thursday, reception and dinner with entertainment headlined by Bob Hope on Thursday evening and network's presentation, including fall program plans, on Friday morning are among highlights.

Convention opens Wednesday with closed meeting of affiliates at 2 p.m. That evening, NBC Chairman David C. Adams and President Julian Goodman will be hosts at reception for affiliates, guests and representatives of production companies associated with NBC-TV programs.

Thursday-morning business session, starting at 10 a.m., will feature news-sports presentation after welcoming remarks by Donald J. Mercer, NBC station relations vice president, and Mr. Goodman. Making presentation will be Reuven Frank, president of NBC News, and Richard Wald and Carl Lindemann, vice presidents of NBC News and NBC Sports, respectively.

Meeting of affiliates with NBC-TV executives is scheduled Thursday afternoon following luncheon and address by Governor Reagan. Doc Severinsen and his orchestra from the NBC *Tonight Show* and Ding-a-Ling sisters from *Dean Martin Show* will join Mr. Hope in entertainment line-up for annual dinner.

Convention site moves to Ahmanson Theater in Los Angeles Music Center on Friday morning for network's main presentation, to be made by NBC-TV President Don Durgin. Luncheon at center will make formal close of convention.

Roberts for Monroe on presidents' agenda

Bill Roberts, chief of Time-Life Broadcast's Washington bureau, will be featured luncheon speaker tomorrow (May 2) at state presidents' conference in Washington sponsored by National Association of Broadcasters. Mr. Roberts replaces Bill Monroe, NBC News' Washington *Today* editor, who had to cancel because of special primary-election assignment.

The two-day meeting of the heads of the various state broadcasting organizations begins today (May 1) with executive secretaries meeting at NAB. Tomorrow, presidents will hear Vincent T. Wasilewski, NAB president; John Pettit, FCC general counsel, and John Pennybacker, Louisiana State University who also is executive secretary of that state's broadcaster association. Also scheduled are workshops on political spending, government affairs, license renewals, radio regulations, and advertising taxes.

Conference ends Wednesday (May 3) with visits to Capitol Hill.

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This Week

April 30 - May 5—Semiannual technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Calvin H. Hotchkiss, Eastman Kodak Co., New York, is program chairman. Theme is "The New Film Maker—Changing Trends in Motion Picture and Television Production Methods." Hilton hotel, New York.

May 1-2—Oral argument before FCC on domestic communications-satellite issue. Washington.

May 1-3—Annual advertising seminar, *Association of Canadian Advertisers*. Royal York hotel, Toronto.

May 1-3—Annual conference, state association presidents and executive secretaries, sponsored by *National Association of Broadcasters*. Mayflower hotel, Washington.

May 2—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn, Pensacola, Fla.

May 2—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn downtown, Scranton, Pa.

May 2—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Ridpath hotel and motor inn, Spokane, Wash.

May 2—Luncheon meeting, *Hollywood Radio and Television Society*. Program chiefs of three TV networks—Martin Starger (ABC) Fred Silverman (CBS) and Mort Werner (NBC)—will answer questions. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

May 2-5—Annual spring meeting, *Audio Engineering Society*. Hilton hotel, Los Angeles.

May 3-5—Second annual conference, *National Friends of Public Broadcasting*, nonprofit organization formed to build citizen support for public broadcasting at local level. Royal Orleans hotel, New Orleans.

May 3-5—NBC-TV affiliates convention. Century Plaza hotel, Los Angeles.

May 4—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn north, Lancaster, Pa.

May 4—Annual meeting of *Cowles Communications Inc.* shareholders. Board room of Manufacturers Hanover Trust Co., 350 Park Avenue, New York.

May 4-5—Fourth annual Distinguished Lecture Series in Journalism sponsored by *Department of Journalism, University of Maryland*. Series, "The New Journalism," will feature CBS News correspondent Morley Safer and 10 other journalists. 9 a.m., Newman Center, University of Maryland campus, College Park.

May 4-7—Annual convention, *American Women in Radio and Television*. Featured speakers: Frank H. Bartholomew, UPI; Dr. Robert Rosenstone, California Institute of Technology; Maureen O'Connor, San Diego councilwoman; Edgar W. Holtz, Washington lawyer; Perry Lafferty, CBS; Louis Rowlett, Motivation Research Center, Austin, Tex.; Sonny and Cher, entertainers. Stardust hotel, Las Vegas.

May 4-7—25th anniversary conference, *Western States Advertising Agencies Association*. Hotel Del Coronado, Coronado, Calif.

May 5—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Gold Key inn, Orlando, Fla.

May 5—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn of Seattle-Tacoma, Tacoma, Wash.

May 5-6—Policy conference, sponsored by *New York Law Journal* and the *Cable Television Information Center*. Topic will be tapping the potential of CATV. Focus will be on new opportunities and problems for CATV in light of recent FCC regulations. Beverly Wilshire hotel, Los Angeles.

May 5-6—22d annual convention, *Kansas Association of Broadcasters*. Featured speakers will include CBS Vice Chairman Frank Stanton. Ramada inn, Topeka.

May 5-6—Second annual *National Educational Film Festival*. The competition recognizes excellence in educational film-making. Contact: NEFF, 5555 Ascot Drive, Oakland, Calif. 94611.

May 5-6—Region 5 and 6 conference, *Sigma Delta Chi*, combined with national awards presentation ceremonies and spring board meeting. Milwaukee.

May 5-7—Convention, *Illinois News Broadcasters Association*. Sheraton-Joliet motor inn, Joliet.

May 6—Convention, *Iowa Broadcast News Association*. Hotel Savery, Des Moines.

Also in May

May 8—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn east, Albuquerque, N.M.

May 9—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn of Moorhead, Moorhead, Minn.

May 9—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn south, Dayton, Ohio.

May 9—National Quadraphonic Radio Committee panel, sponsored by *Consumer Electronics Group, Electronics Industries Association*. Panel, first of series on quadraphonic sound, will be moderated by Norman Parker of Motorola Inc. and will examine various systems. EIA headquarters, Washington.

May 9—Annual meeting of *Metromedia Inc.* shareholders. 205 East 67th Street, New York.

May 9—Quarterly board meeting, *New Mexico Broadcasters Association*. KOB-AM-FM-TV Albuquerque.

May 9-10—CBS-TV affiliates convention. Century Plaza hotel, Los Angeles.

May 10—Semiannual meeting, *Radio Code Board of National Association of Broadcasters*. NAB building, Washington.

May 10-12—*Wilson Hicks International Conference on Visual Communications*. Program will cover aspects of broadcast, print and mixed media. Registration is \$75. Contact: PR office, University of Miami. Otto G. Richter Library, main campus, University of Miami.

May 10-11—Annual spring convention, *Illinois Broadcasters Association*. Principal speakers: James Hulbert, National Association of Broadcasters; Andrew M. Ockershausen, Evening Star Stations, chairman of radio board, NAB; Dr. James E. Corbally, University of Illinois; Roland S. Homet Jr., CATV consultant to Illinois Communications Commission; Jerome Lamet, Federal Trade Commission, and Anthony R. Martin-Trigona, public-interest advocate. Holiday inn east, Springfield.

May 11—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn of Colorado Springs.

May 11-12—Meeting, *Kentucky Associated Press Broadcasters Association*. Executive inn, Louisville.

May 12—Carbon Mike Awards luncheon, sponsored by *Pacific Pioneer Broadcasters*, honoring Ozzie and Harriet Nelson. Sportsmen's lodge, North Hollywood.

May 11-13—Annual management conference, *Iowa Broadcasters Association*. Roosevelt hotel, Cedar Rapids.

May 11-13—Annual spring conference, *Oregon Association of Broadcasters*. Speakers will include: FCC

Major meeting dates in 1972

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.

June 2-3—Second national meeting, *Associated Press Broadcasters Association*. Speakers include FCC Commissioner Richard Wiley, Dick Eimers, director, News Election Service, will report on plans for coverage of November national elections. Bill Small, VP and bureau chief, CBS News, Washington, will be keynote speaker. Sheraton-Blackstone, Chicago.

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.

Nov. 26-29—Annual meeting, *Association of National Advertisers*. Cerromar Beach, Puerto Rico.



CHARLIE COLOMBO, SR. V.P., LOS ANGELES, WEST COAST MANAGER

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The power of knowledge.

The contributions
it makes.
The sales it makes.
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structure. Power, frequency,
programming, rates,
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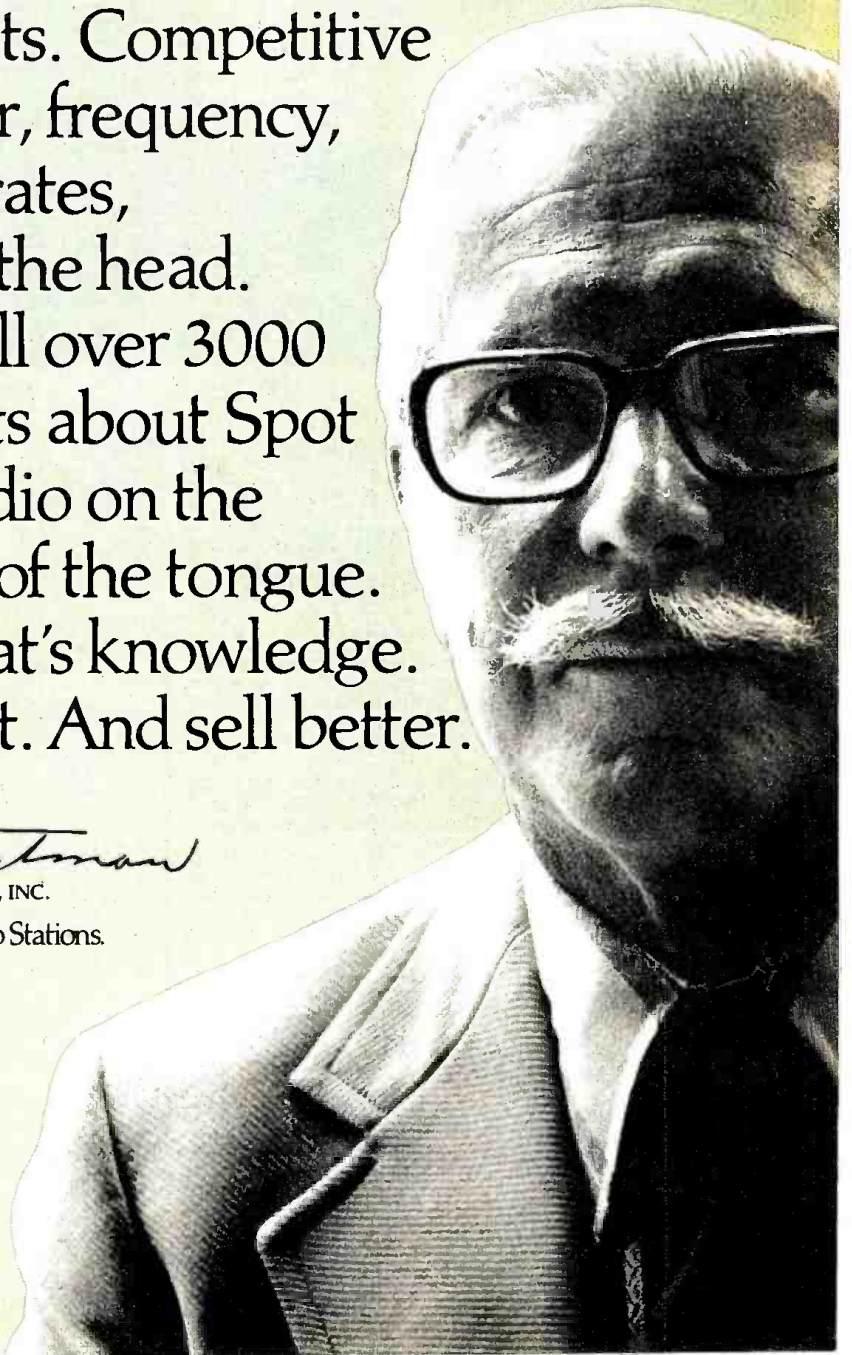
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Representing America's Leading Radio Stations.



THE FACTS OF COURTSHIP 1.

"The Courtship of Eddie's Father" ranked 2nd in audience appeal among all 28 network situation comedies.

Source: TVQ, Dec. '70

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General Motors' policies and progress,
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Commissioner Charlotte Reid; Vincent T. Wasilewski, National Association of Broadcasters; Fred E. Baker, N. W. Ayer/F. E. Baker Advertising, Seattle, chairman of the American Advertising Federation; Representative John Delebeck (D-Ore.), and Frank J. Dye, Fred Meyer Inc. Inn at Spanish Head, Lincoln City.

May 12-13—Third annual country radio seminar. King of the Road motor inn, Nashville.

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

May 14-17—Annual convention and public affairs conference, sponsored by *American Advertising Federation*. Two panels will discuss "Advertising and the Law" and "The Government at Work" in an attempt to explore the relationship between government and ad industry. Among featured speakers are Miles W. Kirkpatrick, Federal Trade Commission; John Elliott Jr., Ogilvy & Mather; Charles Yost, National Advertising Review Board; Esther Peterson, Giant Food Inc.; Tom Benham, Opinion Research Corp.; Senator Frank Moss (D-Utah); Dr. Yala Brozen, University of Chicago; Willie Mae Rogers, Good Housekeeping Institute, and Dr. Harland Randolph, Federal City College, Washington. Shoreham hotel, Washington.

May 15—Annual meeting, *Ogilvy & Mather International*. 3 p.m., 2 East 48th Street, New York.

May 15-20—General executive board meeting, *International Alliance of Theatrical Stage Employees*. Hollywood Roosevelt hotel, Hollywood.

May 16—Annual meeting, *International Radio and Television Society*. Waldorf-Astoria, New York.

May 16—Annual stockholders meeting, *ABC Inc.* 7 West 66th Street, New York.

May 16-18—*Public Radio Conference*. Washington Hilton hotel, Washington.

May 16, 18—*Senate Commerce Committee* hearing on Truth-in-Advertising Act (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753). 9:30 a.m., Room 5110, New Senate Office building, Washington.

May 17—Broadcast industry forum sponsored by Chicago chapter, *American Women in Radio and Television*. Speakers: Willard E. Welbridge, Capital Cities Broadcasting, Houston, past chairman, National Association of Broadcasters; Robert Wells, Harris stations and former FCC commissioner; Thomas Wall, Washington lawyer and president of Federal Communications Bar Association; Ward Quaal, WGN Continental Broadcasting, Marianne Campbell, AWRT president, moderator. Conrad Hilton hotel, Chicago.

May 17-19—Consumer Journalism conference, Graduate School of Journalism, Columbia University, New York.

May 18—Sixth annual Belding Awards competition sponsored by the *Advertising Club of Los Angeles*. Competition winners and scholarship students to be honored at a banquet. Beverly Wilshire hotel, Beverly Hills, Calif.

May 18-19—Annual spring meeting, *Washington State Association of Broadcasters*. Tye motor inn, Olympia.

May 18-19—Conference on "Electronics 1985" by *Electronic Industries Association* to explore economic, political and social environment and relationship to electronics industry. Conrad Hilton, Chicago.

May 19-21—Meeting, *Alaska Associated Press Broadcasters and Newspapers*. Nugget Inn, Nome.

May 20—Meeting, *California Associated Press Radio-Television Association*. Fairmont hotel, San Francisco.

May 21-24—Annual symposium on theater, TV and film lighting, sponsored by the *Illuminating Engineering Society*. Pick Congress hotel, Chicago.

May 21-25—Annual convention, *Pennsylvania Association of Broadcasters*. Xanadu, Grand Bahamas Island.

May 23-24—Semiannual meeting, *Television Code Review Board*, National Association of Broadcasters. NAB building, Washington.

May 24—*Cable TV and education conference*, sponsored by Michigan Department of Education. Contact: Dr. Charles S. Ruffing, instructional technological unit, Michigan Department of Education, Lansing 48902.

May 25—Spring managers meeting, *New Jersey Broadcasters Association*. Former FCC Chairman Rosel Hyde will be among speakers. Douglass College campus, Rutgers University, New Brunswick.

May 25—Annual membership meeting and "Broadcaster of the Year" award, *International Radio and Television Society*. Hotel Plaza, New York.

May 25-26—Spring convention, *Ohio Association of Broadcasters*. Hospitality motor inn, Toledo.

May 26-27—Meeting, *Florida Associated Press Broadcasters Association*. Holiday Inn, Jacksonville Beach.

May 31—*Senate Commerce Committee* on National Institute of Advertising, Marketing and Society Act (S. 1753). 9:30 a.m., Room 5110, New Senate Office building, Washington.

June

June 1-3—Annual convention, *Canadian Advertising and Sales Association*. Queen Elizabeth hotel, Montreal.

June 2-3—Second national meeting, *Associated Press Broadcasters Association*. Speakers include FCC Commissioner Richard Wiley, Dick Elmers, director, News Election Service, will report on plans for coverage of November national elections, Bill Small, VP and bureau chief, CBS News, Washington, will be keynote speaker. Sheraton-Blackstone, Chicago.

June 6-8—Annual convention, *Armed Forces Communications and Electronics Association*. Featured speakers: Irving K. Kessler, RCA; Dr. Eberhardt Rechtin, assistant secretary of defense for telecommunications. Sheraton Park hotel, Washington.

June 6—Meeting, *Tennessee Associated Press Broadcasters Association*. Holiday inn, Gatlinburg.

June 8-9—Policy conference, sponsored by *New York Law Journal* and the *Cable Television Information Center*. Topic will be tapping the potential of CATV. Focus will be on new opportunities and problems for CATV in light of recent FCC regulations. Gotham hotel, New York.

June 8-10—Annual spring meeting, *Missouri Broadcasters Association*. Rock Lane Lodge, Table Rock Lake, Branson.

June 8-13—Spring meeting, *North Carolina Association of Broadcasters*. Melia Castilla hotel, Madrid.

June 11-14—Sixth annual Consumer Electronics Show, sponsored by *Electronics Industries Association*. McCormick Place, Chicago.

June 11-14—Spring meeting, *Georgia Association of Broadcasters*. Principal speakers: Lee Loevinger, Washington lawyer and former FCC commissioner; Vincent T. Wasilewski, president of National Association of Broadcasters; John Gwin, Cox Cable Communications, chairman of National Cable Television Association; John Torbert, FCC, and Herbert G. Klein, White House director of communications. Callaway Gardens, Pine Mountain.

June 11-30—*National Institute for Religious Communications*, co-sponsored by Loyola University and the Institute for Religious Communications, Loyola University, New Orleans.

June 18-21—Annual conference, *Association of Industrial Advertisers*. Sheraton-Boston, Boston.

June 19-21—International conference on communications, jointly sponsored by the *Communications Society of the Institute of Electric and Electronic Engineers* and the Philadelphia section of IEEE. Marriott motor hotel, Philadelphia.

June 19-24—*19th International Advertising Film Festival*. Venice, Italy.

June 20-24—Sixth annual audio/recording seminar, sponsored by *Brigham Young University*. First session (classes) will be held at university, Provo, Utah; second session (actual recording) will be held in Los Angeles. Cost for first session is \$100; for both sessions \$200. Contact: Ted Davis, 131 MORC, Brigham Young University, Provo, Utah 84601.

June 23-25—Meeting, *Texas Associated Press Broadcasters Association*. Sheraton-Marina, Corpus Christi.

June 25-28—Convention, *National Association of Farm Broadcasters*. Walt Disney World, Bay Lake, Fla.

July

July 9-12—Annual convention, *Florida Association of Broadcasters*. Contemporary hotel, Walt Disney World, Bay Lake, Fla.

July 9-21—Annual seminar on marketing management and advertising, sponsored by *American Advertising Federation*. Harvard Business School, Cambridge, Mass.

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

July 12-25—Annual convention, *Colorado Broadcasters Association*. Wildwood inn, Snowmass-at-Aspen.

July 13-18—Institute on telecommunications and public policy, sponsored by *Harvard Summer School*, in cooperation with *Center for Research in Computing Technology*. Speakers include: Peter Goldmark, Goldmark Communications; Ralph Lee Smith, Mitre Corp.; Les Brown, *Variety*; Richard Burghelm, *Time-Life*; Nathaniel Feldman, Rand Corp.; Theodore S. Ledbetter Jr., Urban Communications Group, and Sol Schildhouse, FCC, Cambridge, Mass.

July 23-25—Summer convention, *South Carolina Broadcasters Association*. Mills Hyatt House, Charleston.

July 23-28—Annual meeting, *Association of Railroad Advertising Managers*. The Lodge, Vail, Colo.

August

Aug. 9-12—Annual convention, *Rocky Mountain Broadcasters Association*. Featured speakers: Dr. Frank Stanton, CBS; Dean Burch, FCC chairman; Vincent T. Wasilewski, National Association of Broadcasters; and Senators Mike Mansfield (D-Mont.), Frank Church (D-Idaho), Gale McGee (D-Wyo.) and Frank E. Moss (D-Utah). Moderating news panel will be Chet Huntley, former NBC newsmen. Sun Valley, Idaho.

Aug. 10-11—Semiannual convention, *Arkansas Broadcasters Association*. Arlington hotel, Hot Springs.

Reparation

EDITOR: Well, it was only a question of time before Congress would declare that excessive political spending on radio and TV might be hazardous to the public health. The lawmakers have also decided that the political claims would be less dangerous if candidates paid the broadcaster's absolute minimum rate.

Meanwhile, as in the case of cigarettes—which are less hazardous to health when purchased as a result of reading a newspaper, magazine or billboard ad—the manufacturer of political claims may invest 100% instead of 60% of his advertising budget in graphic media.

I am therefore asking my Congressmen to introduce a bill whereby broadcasters may receive a tax credit and other benefits as indemnification for billing lost on cut-rate political advertising. Let's call it the "time depletion allowance," congress, which has on many occasions derided the commercial clutter on radio and TV, has opened the gates for the worst traffic-time jam and prime-time crime in broadcasting history. This time around, the average candidate will be in a position to purchase from three to 10 times the number of commercials he received in 1968, for the same investment.

For the responsible broadcaster who refuses to clutter, the new law is particularly galling, since to accommodate political schedules he must either decline to sell advertising to legitimate sponsors who are willing to pay the standard rate or stack up an overwhelming number of make-goods for broadcast God knows when.

The time depletion allowance would compensate the broadcaster through a tax credit for advertising revenue lost on cut-rate political advertising and lost billing from legitimate sources. If, say, it costs a radio station \$5 per commercial minute under normal circumstances to meet its operating expenses, but it has to sell political minutes for \$2, the broadcaster should receive a tax credit on the difference for each political minute sold.

—*I. T. Cohen, president, KIZZ-AM-FM El Paso.*

Amplification

EDITOR: The April 3 "At Deadline" department directed two paragraphs to our 1971 study paper of the Ad Hoc National Consumer Organizations Advisory Committee to Mrs. Knauer, but missed the major thrust of our oral statement given to the FCC. The consumer organizations have suggested new alternatives to the dilemma that we are now in. Clearly, there is need for more consumer information, and yet the stations and networks have to live financially. We proposed some commercial alternatives for consumer information and education. In fair-

ness to the consumer position on the fairness doctrine, we ask that broadcasters listen to what representatives of over 30 consumer organizations have to say.

First we want to eliminate misleading advertising (as do broadcasters). Second, we want the networks to do something about providing time for consumer education and information. Several alternative paths are open, not just free time.

In addition to better use of existing public-service time, the broadcast advertising agencies should try to come up with consumer-information programs and even ads that can be sold to sponsors. Certainly, the farm programs on the air have been doing this for a long time using materials from farm organizations and others. Now Nationwide and Giant Food are starting to do it. There is a great deal of consumer information and program materials now available from federal, state, and local government, governmental, educational, and private voluntary organization sources, and offer a fertile field for imaginative programing.—*Blue A. Carstenson, National Farmers Union, Washington.*

Denial

EDITOR: I would, without commenting on the accuracy of the rest of the piece, like to clear up one factual error contained in the "Closed Circuit" item regarding the status of discussions between McGraw-Hill and the petitioners to deny its acquisition of the Time-Life stations (BROADCASTING, April 24). At no time were the petitioners requesting that they be given any part of any station as a "gift for themselves."—*Albert H. Kramer, executive director, Citizens Communication Center, Washington.*

Old grudge

EDITOR: Ever since my short life in television, which dates back to about 1952 [as part owner of WITI-TV Milwaukee], I have been adamantly opposed to any form of pay TV. To me it is one of the scourges on the communication horizon and every effort on everyone's part should be expended to prevent this from occurring.—*Jack Kahn, resident owner, Far Horizons, Sarasota, Fla.*

Missing station

EDITOR: Please put me back in the good graces of my staff at WPAZ(AM) Pottstown, Pa. WPAZ is the headquarters for the Great Scott stations. WPAZ was the first Great Scott station. It is the key Great Scott station. WPAZ was not listed as part of our group when you ran the very fine story regarding the purchase of WTRY-AM-FM Troy, N.Y. [BROADCASTING, April 10].—*Herbert Scott, president, Great Scott stations, Pottstown, Pa.*

Monday Memo

A broadcast advertising commentary from Ted Shields, California Milk Advisory Board

Operation bootstrap by California dairymen gets a radio-TV lift

It isn't often that 2,500 people can get together to solve a common problem, particularly when it involves that much misunderstood area of modern communications—advertising and promotion. But, it was done in California. The result is the highly successful campaign, "Every Body Needs Milk," backed and financed by the 2,500 class I or market-milk dairymen in the state.

For nearly a decade, per capita sales of milk had been on the decline, not only in California but across the nation. Fluid milk and fluid-milk product sales in California had dipped since the mid-sixties, and clearly something had to be done about it. With the changes in the structuring of the large dairy distributor operations from solely that of dairy sales to conglomerates involved in many other products (including non-food items), it became apparent that the individual dairy farmer had to build his own program of advertising and promotion if he were to remain in business. These, of course, would have to be non-brand advertising campaigns and promotions.

In 1969, California dairy leaders became involved in the development of a total program of advertising for milk. Producers were asked to establish the California Milk Advisory Board to handle all phases of advertising, merchandising, marketing and public relations. Each producer would be assessed one-half of one percent of total gross income to finance this program. Thus was born a massive effort to sell more milk in California.

The "Every Body Needs Milk" theme, franchised from the Twin Cities (Minnesota) Milk Producers, was established as the most effective campaign theme. It is still in use today.

Early campaign work in 1970 involved television and radio, some newspaper, plentiful billboards, and point-of-sale merchandising in about 1,800 supermarkets throughout the state. During the first months of the campaign, California dairymen witnessed a halt in the downward trend of fluid milk sales—the first since 1966.

Last year it was determined that the half-percent level of promotional assessment was not large enough to do the job fully. Dairy farmer approval was received for a 1% assessment of total gross sales, with promotional funds doubling to more than \$5 million.

Quickly this new high-level of advertising began to increase the impact of the "Every Body Needs Milk" messages. From a zero level of recall of our campaign theme in 1970, we have reached a high of slightly more than 85% recall



Ted Shields has been assistant manager and public relations director of the California Milk Advisory Board (formerly the American Dairy Association of California) since 1958. Previously he was in management and ownership of radio stations in California, Oregon, Wisconsin and Minnesota. Mr. Shields is a member of the San Francisco Press Club, Public Relations Society of America, California Newspaper Publishers Association and California Press Association. The California Milk Advisory Board has two offices in the state, one in Modesto; the other in Long Beach.

today. And now fluid milk sales are turning upward on the charts—and have been for several consecutive months.

To reach this level of awareness and to change the buying habits of Californians, the Milk Advisory Board, using the Cunningham & Walsh agency in San Francisco, brought into play some of the most interesting and effective television and radio commercials seen and heard in the state. Personal, unrehearsed, unwritten statements about milk are being delivered by leading national personalities. Such personalities as Vikki Carr, Pat Boone, Vida Blue, Phyllis Diller, Ray Bolger and Abigail Van Buren (from the "Dear Abby" syndicated newspaper column) express their belief in the goodness of milk in an off-the-cuff spontaneous way. These friendly testimonials provide the thrust in the continuing "Every Body Needs Milk" campaign.

While television and radio remain the big guns of our campaign, effective use is being made of billboards, with our now familiar "Bikini Girls" and the simple four-word message, "Every Body Needs Milk." The ingredients of what we believe to be a most successful campaign include the use of the easy-to-remember four-word slogan, and the

judicious use of all the major media available to us.

Our dairy farmers, who foot the bill, are tremendously excited about what is happening in California. Not only does our research tell us that we are on the right track, but the playback we get from many sources in the state, backs up our research. Unsolicited, we have gotten a tremendous amount of attention for milk and the "Every Body Needs Milk" slogan from other radio and TV personalities, including mentions on such programs as the *Flip Wilson Show* and *Dick Van Dyke Show*, among many others. Vikki Carr tells us that on her personal appearances she is called "The Milk Girl." Abigail Van Buren reports her volume of mail from California has grown tremendously, most of it requesting information about milk. Pat Boone says that wherever he goes now people ask him if it is true that he drinks milk and manages to stay so young-looking because he drinks milk. We have found a good theme, and the right people to carry the ball for us.

Needless to say, without the use of television and radio, we would not have been able to get off the ground nearly as strongly as we did. All media play an important role for us, but our research tells us that the dominant factor in our early successes has been the broadcast media. Naturally we plan to continue heavy investments in radio and TV.

Washington and Oregon dairymen also are now using the "Every Body Needs Milk" theme. We have worked out a plan with them to share creative and production costs. Such cooperation strengthens each program, while reducing individual unit costs. And in one of the rare happenings in the advertising world, three different advertising agencies, each representing a different state, are working hand-in-hand to achieve similar goals.

In California, we have a relatively small staff. There are 11 people handling advertising, merchandising, marketing and public relations. We have the use of more than \$5 million to build milk sales. As of now, more than 85% of Californians know of, can relate to, and are being motivated by our campaign.

We don't have all our problems licked yet. We have much to do, and many problem areas to overcome. There are still a great many consumer misconceptions about milk and diet to be set right. Fluid-milk sales nationally are still down.

Still our California experience tells us that the importance of milk is no longer taken for granted. Our California campaign is reaching people at a realistic cost-per-thousand. It is rebuilding milk-buying habits. It is solid indication to us that with a good campaign, sufficient funds, a thorough knowledge of the problems involved, negative sales factors can be reversed.

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TORONTO: John A. Porteous, *contributing editor*, 3077 Universal Drive, Mississauga, Ont., Canada. Phone: 416-271-2000.

LONDON: Dudley D. Carroll Jr., *advertising sales representative*, c/o American Magazine Group, 27 Maddox Street, London, W1. Phone: 01-499-1661.

BROADCASTING* magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television in 1961. Broadcasting-Telecasting* was introduced in 1946.

*Reg. U.S. Patent Office.

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THE FACTS OF COURTSHIP

2.

"The Courtship of Eddie's Father" drew 70% of its audience from women, teenagers, and children.

Source;NCA, 2nd Report, Feb.'72

Avg. audience estimates subject to qualifications available on request

How TV Profits Could Satisfy "Information Hunger"



TV is the prime news source for most Americans. Yet it provides a sparse diet. Find out why in:

IS TV TOO PROFITABLE? by Ron Powers and Jerrold Oppenheim
plus

- THE LESSONS OF L'AFFAIRE HUGHES — Gladwin Hill
- MUST THE MEDIA MISUSE POLLS? — Stephen Isaacs
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Ad controls: road to truth or invitation to disaster?

Kirkpatrick defends FTC's course, says it won't damage economic base of the media; broadcast spokesmen, armed with figures, see threat to their industry's existence

The debate over the Federal Trade Commission's move to obtain tighter controls over advertising raged on last week amid growing speculation that the fate of commercial broadcasting and perhaps of advertising itself hangs on the outcome.

Miles Kirkpatrick, FTC chairman, defended his agency's actions in a speech in New York, and Peter W. Allport, president of the Association of National Advertisers, castigated them—and asserted other governmental moves to curb advertising—in a speech in Dorado Beach, Puerto Rico. Meanwhile, back in Washington, the first examples of the FTC strategem most feared by broadcasters—the countercommercial—were being prepared for showing on Friday (April 28) to newsmen and subsequently, in the hope of their “sponsors,” The Stern Community Law Firm, to network audiences nationwide. And in a broader vein, the head of the American Advertising Federation, was preparing Saturday (April 29) to call for a general advertising information effort to counter onslaughts of all descriptions (see story page 26).

Some of the reasons broadcasters count the FTC's bid for countercommercials the biggest threat of all were also turned up in Washington last week: figures indicating that counteradvertising could turn television from a profitable undertaking into a multimillion-dollar loss operation, aside from imposing administrative and judgmental responsibilities so formidable to leave broadcasters virtually helpless.

Estimates by the Television Bureau of Advertising, in a brief filed earlier this year in the FCC's fairness doctrine proceeding, held that if counteradvertising had been required in 1970, at the same one-to-five ratio originally used in the cigarette/anticigarette situation, the television industry, instead of enjoying the \$453.8 million in pretax profits reported by the FCC for that year, would have shown an \$86.6-million loss. At that ratio (16.66%), TVB estimated, the industry's \$3,242.8 million in gross advertising revenues would have been reduced by about \$540.4 million.

Those figures, according to TVB's brief, assume that 16.66% of broadcasters' commercial time would have had to be used for free counteradvertising, but do not take into account losses from “the probable reduction” in rates that normally follows whenever a medium becomes less attractive to advertisers.

On a narrower focus, NBC's brief in the same case estimated that the three TV networks alone, even if counteradvertising were required only on a one-for-10 ratio, would have had a combined loss of \$69.4 million instead of a \$50.1 million profit in 1970, and would have run up losses totaling \$197.1 million over the 1966-70 period. On a one-for-five ratio, NBC estimated, the networks aggregate losses form the 1966-70 span would have been more than \$685 million—also assuming, “unrealistically,” no reduction in the value of commercial positions.

Nor do these estimates take into consideration the logical expectation that many advertisers, rather than put up with counteradvertising, would simply pack up and move out of broadcasting and into other media. As NBC's brief noted, this would be especially serious, “since some of the largest advertisers would be the first to face the countercommercial policy.”

What losses and defections of these magnitudes would do to broadcast programming has been the subject of much speculation by advertisers and agencies as well as broadcasters. It nets down to less news and special events, less public affairs, lower quality entertainment, shorter hours of operation in many cases, cessation of operations in others.

Moreover, said the TVB brief, “it would deter the establishment of new stations and thereby delay or prevent any expansion of the geographical coverage of broadcasting and any increase in the variety of broadcast sources of public opinion, culture and entertainment available to any given community. It would

force a significant number of stations to cease operations, reducing or eliminating broadcasting services in many communities.

“The small radio and television stations, in particular, would suffer the greatest injury. Those not forced to cease operations entirely would be required, as a condition of survival, to significantly reduce their live programming and increase their dead-air time. All this, in addition to disserving the interests of viewers, would have serious anticompetitive effects.”

FTC Chairman Kirkpatrick, however, in the New York speech on Thursday (April 27) before the International Radio and Television Society, emphasized that the FTC's proposal for counteradvertising—made in its comments filed with the FCC last February—are not aimed at driving advertisers from TV.

Focusing on the FTC suggestion that broadcasters provide free time for counter commercials to those unable to buy time, the FTC chairman noted that the proposal is not for back-to-back equal time, but advocates a single block of time on a regular basis.

He suggested 15 to 30 minutes weekly, which, he said, “might be a useful way of launching such a program without any threat to the economic basis of broadcasting.”

This type of treatment, he stressed, would not apply where an advertiser expressly argues one side of a controversial public issue. At that point, he implied, the FCC's fairness doctrine comes into play.

He also noted that counteradvertising proposals refer to product categories, not specific brand-name rebuttals. Therefore, he said, he does not think that an exodus of advertisers from TV would occur. He recalled that when broadcasters were forced to carry antismoking spots, cigarette makers did not leave TV until forced to by congressional fiat.

And, he added, it certainly would be an antitrust violation if all advertisers agreed to leave TV at once.

There are some responsibilities that broadcasters must assume, he said, in making sure that they do not air deceptive or unfair advertising. Among his suggestions (many already standard procedure by network continuity acceptance departments):

That networks require substantiation of certain types of factual claims, although he did not identify what he meant by this. In some cases, he added, the FTC has found documentation so frivolous “that its insufficiency will be quite clear to laymen as well as experts.”

A second action, he added, would be for broadcasters to confirm the bona

Thain prods pharmacists

The first governmental call for a counteradvertising campaign by an organized group was made last week by Gerald J. Thain, assistant director for national advertising, Federal Trade Commission's Bureau of Consumer Protection. Speaking to the Academy of General Practice of Pharmacy in Houston Thursday (April 27) Mr. Thain (whose speech was read by his associate, David Bickart) called on the pharmacists to educate not only their patients about over-the-counter drugs but “as a professional group to engage in counteradvertising through broadcast spots and other devices.”



Veteran film star Burt Lancaster is doing commercials these days, but not the kind his friends in Hollywood normally do. He is featured in what are probably the first spots ever produced by a public-interest creative firm for consumer-group sponsorship. In two, a 60- and a 30-second version, he advises owners of some 7-million late-model Chevrolets that General Motors has issued a recall order on



them because of a potentially defective engine mount. ("If you have one of these cars, I urge you—get it to a Chevrolet serviceman . . . slowly.") He also appears in a third, a 30-second counterad directed at seven well-known analgesics. The spots were produced by The Stern Concern, Los Angeles-based creative colleague to Washington's Stern law group. (See story page 24.)

fides of visual demonstrations used in TV advertising, A licensee should, he said, take steps to inquire how the demonstrations were conducted to make sure that the techniques used are not deceptive.

And finally, he said, broadcasters might consider a review by technical experts of advertising that includes claims dealing with health and safety.

He voiced his opposition to suggestions that have been made from time to time that broadcasters refuse to run commercials dealing with products that have been challenged by the FTC, or to have them insert a crawl across the commercial stating that fact. An FTC complaint, he emphasized, is nothing but an allegation and nothing should be done about the advertisement until it has been adjudicated.

He told the broadcasters that advertising needs to be informative so consumers can make rational choices in making purchases. He noted that two networks (ABC and CBS) recently agreed, on a one-year trial basis, to waive their ban on mention of competing brands at the request of the trade commission which felt the ban prevented consumers from receiving information that is relevant and useful. NBC never had this kind of prohibition.

Mr. Kirkpatrick also announced at the IRTS luncheon that his agency and the FCC had signed a liaison agreement that formalizes and expands their coordination in the advertising area. The agreement, issued jointly by the FTC and the FCC Thursday (April 27), provides that the FTC will continue to handle all matters dealing with unfair or deceptive advertising in all media, and that the FCC will continue to take into account in granting licenses or renewals "pertinent considerations" relating to the advertising practices of applicants. The agreement named, as official liaison officers, the gen-

eral counsels of each agency; John W. Pettit, for the FCC, and Ronald M. Dietrich, for the FTC.

A quiet, attentive audience of about 450, slightly below average for similar IRTS luncheons, was polite but generally unresponsive, save for one specific remark made by Mr. Kirkpatrick in his formal talk.

His reference to a suggestion that broadcasters perhaps ought to be required to flash a warning across the screen during the showing of a commercial for a product that is being questioned stirred the audience.

Mr. Kirkpatrick was aware of the sudden negative response he had elicited. But, continuing to read from his text, he added that he "personally" was opposed to such procedure, whereupon the audience broke out with its only applause during the entire address.

Later at a brief give-and-take session, in which he answered written questions, the FTC chairman again aroused the audience with his opinion that broadcasters could "set the qualifications" of counteradvertising "exactly as licensees now deal with the questions of fairness."

He treated a question of why the FTC had not pursued counterads also in print media by noting there is a "limitation of access in broadcast" that is not applicable to print.

Most questions seemingly were premised on the image of an FTC in hot pursuit of the advertiser and/or the broadcaster. Mr. Kirkpatrick made it plain that no, the FTC was not taking over the fairness determination from FCC's jurisdiction; that yes, he would be "delighted" if the NARB (National Advertising Review Board, voluntary regulating body set up by the advertising industry) would in effect "relieve" the FTC of processing many public complaints; no, the FTC was not "delegat-

ing" its statutory authority by its proposal to the FCC of counterads; that, no, the FTC did not believe it was "waging law enforcement" by publicity, and no, it was not out to "stifle and destroy the broadcast service" as now constituted.

ANA President Allport, in his defense of advertising, expressed fear that regulation was moving toward "a point where it will not permit advertising to be advocative." If that point is reached, he warned, "advertising will soon fade away, with all of the attendant economic and social loss."

He said he recognized that advertising "needs a degree of regulation" to provide "common rules of the game and an impartial referee." But at the same time, he added, "advertising, like business generally, must have elbow room to explore, to innovate and to be competitive if it is to make a contribution to the development of our economy and society."

Mr. Allport, addressing the annual meeting of the American Business Press at Dorado Beach on Wednesday (April 26), struck out not only at FTC's proposal that FCC require counteradvertising but also at FTC's own move to require "corrective advertising." He also termed an "unfairness doctrine" the FTC attack on advertising it considers unfair, even though truthful, and its demands for detailed substantiation of advertising claims ranging from those provided in the pending Moss bill to the pending case in which the FTC staff held that the Pfizer Co. made unfair claims for its Un-Burn sunburn treatment because it did no prior testing, even though the efficacy of Un-Burn's ingredients had been recognized for years.

Under the Moss bill, he said, "you might have to ship, on demand, the contents of an entire library and the writings of all scientists and technicians on a given subject, even if they were not

in your possession." Under the FTC staff's philosophy in the Un-Burn case, he said, advertisers would be required to conduct "new research to, in each instance, re-invent the wheel and thereby to protect the consumer by raising the price of the product."

Mr. Allport also criticized the FTC staff position that it is unfair for an advertiser to promote a benefit that is shared by other products. This, he said, "strikes at the heart of advertising and marketing" because "the essence of advertising creativity" is to "identify a consumer want or need which your product will satisfy, before competitors do, and then go out and advertise that benefit."

He struck especially at the pending "guarantees and warranties bill" (S 986 and HR 4809), which he said would give FTC power under which "it would no longer need to prove that a given course of conduct or business activity was unfair or deceptive; it could simply issue a rule saying it was, and find you guilty if you violated the rule. The burden of proof would be shifted in its entirety."

"Further, the commission could issue a rule on virtually anything which it wished to. It could, for example, say that a given advertising-to-sales ratio was unfair, or that advertising to certain markets—children, for example—was per se deceptive, or even go way outside of its present sphere of operations and issue rules involving labor-management practice and the like."

He also denounced the FTC's moves against analgesics advertisers (BROADCASTING, April 24) as a springing from an "if-you-can't-think-of-anything-else-to-do, jump-on-advertising" syndrome."

"If evidence linking drug advertising to drug abuse existed, there would be something to talk about," he said, "but the real experts on the drug problem, the psychologists who work with addicts and others, don't see it. Their solutions and their research proposals go in quite different directions."

As to countercommercials, a subject ANA has treated at some length in the past, Mr. Allport had relatively little to add in last week's speech. But what he said underscored the broadcasters' problem: "Advertisers, I suspect, by just staying out of the medium, could live through something like that. But television news coverage, television specials, the things you and I look to from that great medium, could not. Counteradvertising in our view would simply result in a great disservice to the American public."

The view that broadcasters would lose customers from counteradvertising was also advanced by James J. McCaffrey of McCaffrey & McCall, chairman of the American Association of Advertising Agencies. He said in an interview that counterads "could seriously hinder or inhibit advertiser use" of the media by imposing the risk of penalty whenever an advertiser had a schedule running in TV or radio.

The proposals, in his personal view, suggest a situation in which "lawyers in

Washington wander around in areas where there is no understanding of the realities of the situation."

Mr. McCaffrey also thought the same general miscomprehension was evident in the Justice Department's suit to force the TV networks out of production.

The corrective advertising that the FTC is seeking to impose, as well as the counteradvertising it proposes, he said, "would create chaos and pandemonium in the broadcast business." How, he asked, could the broadcaster judge the acceptability of a commercial if he had reason to think the same advertiser might, as a result, be required to run corrective advertising on his own or be subject to potshots in counteradvertising? More than that, he asked, who is to judge whether counteradvertising is justified and whether a counterad is not itself misleading?

Some of these questions and the difficulties they would impose are also pointed up in the briefs filed by broadcasters with the FCC. NBC's for instance, said an analysis of 100 consecutive network commercials found at least 63 that could be claimed to raise implicit controversial issues—one of the categories FTC wants made subject to counteradvertising. Also, NBC said at least 39 of the 100 relied in part on premises that might be said to be subjects of scientific controversy—another category for which FTC wants counterads. And none of the 100, of course, pointed up negative qualities of the advertised product—still another countered category in FTC's proposal. Worse yet, the NBC brief said, many of the commercials it analyzed would be liable to counteradvertising in more than one of FTC's four categories.

The fourth category for which FTC wants counteradvertising is commercials explicitly raising controversial issues of public importance—a category that seems likely to be less crowded than some of the others. But NBC's brief cited one actual commercial, for a cereal product, that it said might fall into this category and into the other three as well.

NBC, did not identify the cereal, but it was Kellogg's Product 19 and was still being seen on TV last week.

It pictures a former athlete (Tom Harmon) playing basketball with his son and has him saying: "... Sensible exercise like this helps me stay on the young side—along with sensible eating—like breakfast starting with (brand name), the high potency cereal, with all the officially established minimum daily adult requirements for vitamins and iron—and good taste. . . ."

What sort of trouble could that commercial create? NBC's brief put it this way:

"Under the FTC proposal, this 30-second commercial would generate a plethora of counteradvertisements. The commercial would fit the first [FTC] category because of the statement that 'all the officially established minimum daily adult requirements for vitamins and iron' might be considered as explicitly

raising the controversy concerning the nutritional value of cereals. It also could be claimed to raise issues on whether exercise or sensible eating helps an adult stay on the young side, whether high-potency cereal is an element in sensible eating and whether the product is a high-potency cereal.

"This commercial could be said to fit into the second [FTC] category because it implicitly raises the question as to whether or not eating this brand with its nutritional value and good taste is a part of the 'good life.' By explicitly urging the viewer to purchase the product, it implicitly argues or advocates the position that the product is nutritional.

"The advertisement could also be said to fit into the third category since the question whether cereals are nutritional has been the subject of differing views.

"Finally, the commercial could be said to fit into the fourth category because it does not mention the negative aspects of cereals or that other foods of equivalent nutritional value are in the market at lower prices. It fails to mention that the price may be inflated since the FTC has filed a complaint against four large cereal manufacturers dealing with just that problem.

"Thus this 30-second commercial could generate claims for five or 10 or 20 counter-commercials, and each claim would have to be evaluated and acted upon. And this is but one of between 300 and 400 commercials broadcast by a station in a day.

"If an on-going analysis were attempted along the lines of the FTC's four categories, a licensee would have to employ a staff to monitor commercials during the 18 hours of broadcasting each day, seven days a week, personnel to review and answer letters and telephone complaints and requests to present counter-positions and research assistants to investigate the complaints and determine which person or group should present the counter-position, and so on. Even with the additional personnel, the task would be unsurmountable, since many of the licensee's decisions are bound to be disputed. Then the FCC would be thrust into the controversy and the commission's already sizable burden on the fairness issue would rise to such enormous size as to be unmanageable. . . ."

TVB, in its FCC brief, looked at the problem from a somewhat different vantage point but found the prospect no less horrifying. If the FTC's guidelines were followed, TVB maintained, advertising in five product categories, representing more than 75% of all the network and spot-TV advertising in 75 leading markets monitored for TVB by Broadcast Advertisers Reports, would be subject to counterads. The five categories:

". . . Advertising of confectionery and soft drinks, because it may allegedly encourage poor nutritional habits; household equipment and supplies, because it may allegedly encourage mechanized dependence in preference to the simple life; beer and wine, because it may allegedly encourage intemperance; gasoline, lubri-

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cants and other fuels, because it may allegedly contribute to pollution and disserve the interests in health and safety; and sporting goods and toys, because it may allegedly encourage leisure in preference to the productive life. . . ."

All those categories, TVB asserted, may be argued to come within TVB's definition of controversial issues as including advertising that contains "central themes [that] convey general viewpoints and contribute to general attitudes which some persons or groups may consider to be contributing factors to social and economic problems of our times."

Moreover, TVB maintained, the list would not stop with those five categories. For instance, its brief said, counter-advertising could be required for "advertisements for products packaged in non-biodegradable containers, because they may allegedly contribute to pollution; that make appeals based on sex, because they may allegedly insult either sex; that show women in domestic contexts, because they may allegedly portray them in conditions of servitude; that urge investment in U.S. Savings Bonds, enlistment in the armed forces, contributions to local community chests or other charities, because these actions may allegedly be unwise, belligerent or partisan; that endorse economic growth, because a zero-growth rate may allegedly be preferable. . . ."

"Indeed, given the diversity of our national character, it would be surprising if any broadcast commercial message were not viewed, at least by 'some persons or groups,' as 'contributing factors to social and economic problems of our times.'"

Beyond that, TVB said, 65% of the national TV advertising in the 75 monitored markets is for products in categories that would be subject to counter-advertising for still another reason—because they often rely on premises that might be said to be subject to controversy within the scientific community.

In short, TVB said—as others have done—the situation would quickly get out of hand: "Anyone, with or without funds, willing or unwilling to pay, could demand and receive broadcasting time. A company could advertise a detergent shown by a woman; a women's liberation group respond; an antipollution group follow. A male conservative group might then reply to the women's group, an industrialist to the anti-pollution group and a front group organized by a competitor to the original advertiser. Each cycle of responses would breed others. Stripped of all discretion, the licensee would be unable to prevent this spiral of increasingly consuming requests for time."

Is there, then, no hope for the broadcaster and advertiser? To many, the most significant encouragement yet has come from FCC Chairman Dean Burch, when he said in a CBS-TV interview: "We—at the FCC—have a concern not only with the pure logic of whether there ought to be counteradvertising but whether this broadcasting industry can take the number of blows that are being administered to it by leaders of all stripes" (BROADCASTING, April 3).

Out of the courts, into the media with Stern's public-interest campaigning

But it may be back to the courts again if new commercials continue to be rejected, as they were last week, by the television networks

First it was the young lawyers, long-haired and filled with zeal for setting things right, who led the effort to open the broadcast media to public interest groups. Now it is the creative people, also long-haired and filled with zeal for setting things right, who are giving voice to the groups.

Last week, the Stern Community Law Firm, of Washington, and its creatively oriented Los Angeles affiliate, the Stern Concern, displayed three spot announcements the Concern has produced for public-interest groups for showing on the networks—spots that are probably the first ever fabricated by such an outfit for such sponsorship (see pictures page 21).

Two—one of 30 seconds, the other a minute—advise viewers of General Motors' recall of 6.7 million late-model Chevrolets for the installation of a safety device: the cars have potentially defective engine mounts that could, if they failed, cause partial or total loss of control of the vehicle. It was produced for the Center for Auto Safety, a Washington-based public-interest group.

The other spot is a 30-second counter-ad directed at analgesics. It advises viewers that Excedrin, Empirin, Anacin, Cope, Vanquish and Bufferin have been found by the American Medical Association to be "irrational, not recommended or unsound," and that, as for plain aspirin, there is no persuasive evidence that one brand—specifically, the heavily advertised Bayer—is more effective than another.

The spot was produced before the Federal Trade Commission announced its intention to file complaints challenging the advertising for a number of heavily advertised analgesics (BROADCASTING, April 24). The sponsoring group is the Medical Committee for Human Rights, a national doctors' organization.

All three were produced in color and with a professional flair at a total out-of-pocket cost of about \$800. The talent and the staff involved in the productions—including Burt Lancaster, who narrated—worked free.

Thus the Concern, which is directed by Marvin Segelman, former general manager of Pacifica Foundation's KPFK (FM) Los Angeles, who serves as producer, appears to be functioning as it was expected to when it was established last August (BROADCASTING, Sept. 6, 1971).

"There is a lot of talent out there who have wanted to do something in this

area but didn't know what to do," Mr. Westen said last week. The Concern offers them an opportunity to participate in public-interest work. And the number of volunteers—writers, actors, directors, cameramen—has thus far been greater than could be absorbed, he said.

Mr. Westen says a public-interest law firm, by itself, is limited in what it can do to effect change. He feels creative people are needed to create the messages to communicate with the public.

But he indicated the law firm still has its role. He said a complaint will be filed with the FCC against the three networks for refusing to accept the Chevrolet-recall spots as public-service announcements. The networks rejected them last week. And he indicated he would file a similar complaint if they refuse the analgesics ad, which was offered to them on Friday (April 28), again on a public-service basis.

He will argue, in connection with the Chevrolet-recall spot, that since the networks provided the medium for advertising the cars now found to be a potential hazard, they have a public-service obligation to advise the car owners they can have repairs made at no cost.

ABC and CBS, in their written responses, told Mr. Westen that they had covered the recall in their news programs. An NBC official informally notified Mr. Westen that the network policy is not to run PSA's that employ "scare tactics."

General Motors has notified the owners involved by registered mail. However, Mr. Westen, in his letter to the networks offering the spot, noted that studies of previous automobile recalls indicate that 30% of all defective cars are not brought in for repair.

The three spots shown last week are not the sum total of the Concern's work. They are themselves parts of general media campaigns, which include radio spots (again featuring Mr. Lancaster) and print ads. The print material will be offered—on a public-service basis—to a variety of national and local publications, from *Time* to community underground newspapers and college publications.

In addition, there are a number of other radio and television spots and print ads that have been prepared for various groups, and are ready to be offered to the media, that are designed to fill what Mr. Segelman and Mr. Westen see as a serious information gap. ("People don't know about the laws and regulations that are designed to help them," Mr. Segelman said.)

One radio spot now being prepared features Jack Palance and informs listeners that, under an 1899 Act, they can collect half the fine imposed on anyone convicted of polluting water on evidence they present. The National Resources Defense Council is the sponsor.

The American Civil Liberties Union will sponsor a radio spot advising young men of their rights under the draft law.

Grassroots Inc., a New York-based group that aids consumers who have telephone-company-related problems, is spon-

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soring a spot advising listeners that, if they are harassed on the telephone by debt-collection agencies, they can have the agencies' telephone service cut off.

Normally, the sponsoring group will attempt to place the ad or spot. But thus far, the Stern Concern has been talent in search of sponsors. It and the law firm have developed ideas for spots and then approached appropriate groups to put their names to them. (The Consumers Federation of America, which includes some 200 organizations, has expressed an interest in participating as a sponsor, assuming the development of the proper ad, Mr. Westen said). But he hopes that, once the program is better known, groups will approach Stern with requests for help in producing spots or ads.

In fact, getting better known, Mr. Westen conceded, is probably critical to the program's survival. Costs of producing an ad or a spot are passed on to the sponsoring group, if it can afford it. (The Medical Committee is paying the print costs for the analgesics ad.) Otherwise the Concern absorbs the costs. But the Concern and the law firm are operating on the thin edge now. They are financed out of a \$50,000 grant from the Philip M. Stern Family Fund.

"Whether we can afford to continue to do this," Mr. Westen said, "depends on whether we get broader foundation support. And that," he added, "depends on what exposure we get for the stuff we produce."

AAF battle plan: consolidation

Bell says admen need to bring Washington offices under one roof—his—to combat political trends, reduce duplication

Howard H. Bell, president of the American Advertising Federation, last week took a leaf from Benjamin Franklin and urged all elements of the advertising industry to hang together in defense against the onslaughts of government, consumerists and other attackers.

In a speech prepared for delivery to AAF's fourth district meeting in Orlando, Fla., Mr. Bell called for the formation of an advisory council on advertising and the consolidation of all Washington offices into one, under AAF's aegis.

The advisory council, he said, would be composed of the chairman and president of the American Association of Advertising Agencies, the "Association of National Advertisers and his own organization. It would concentrate on public issues affecting advertising, seeking common positions, providing insight and avoiding misunderstanding among disparate advertising groups.

He said this would lead to greater harmony and cooperation "in the development and articulation" of industry views on legislative and regulatory issues.

Centralization of the day-to-day liaison with government officials and the reporting of government issues would come



Mr. Bell

about, he said, through consolidation of the Washington offices of the three organizations, using the AAF as the secretariat. The 4-A's Washington office is run by William Colihan; the ANA's, by William Heimlich. Both the 4-A's and ANA are headquartered in New York. AAF's headquarters are in Washington.

Mr. Bell agreed that increased staff and financing would be required, but he said there could be a saving by avoiding duplication in three offices.

The plan, he stressed, would recognize the autonomy of the individual organizations and would not preclude them from continuing their own activities in Washington, when desirable.

Mr. Bell reported that the proposals have been presented to the other two organizations for their consideration. Presumably their responses have at least indicated interest; otherwise it is doubtful that Mr. Bell would have put himself publicly on record as favoring the moves.

And, repeating a recommendation he originally made at the AAF convention in Hawaii last year, Mr. Bell called again for the establishment of an advertising information office to collate and disseminate data and advertising information to opinion leaders throughout the country, including educators, consumer groups and government officials.

Such an advertising information office, he said, would not be a propaganda organ, but an active group commissioning its own research and instituting a continuous, long-range "sensitive and forward-looking," carefully planned information program. Among its activities, he listed such things as formation of a library, publication and dissemination of pamphlets and articles, preparation of speech material, establishment of a speakers bureau, and even the initiation of a direct advertising campaign.

Such a group should be housed within the AAF, he said, but would have its own staff, budget and advisory committee.

Mr. Bell and his organization were prime movers in the campaign that culminated last year in the establishment of the advertising self-regulation code, which operates through the Council of Better Business Bureaus, and the National Advertising Review Board.

Does self-regulation work?

FTC, which has already received some staff feedback on that question, now sets up task force to find out more

The Federal Trade Commission has established a special task force on industry self-regulation that will focus principally on product standards, certification and seals of approval.

The unit is under the leadership of Assistant General Counsel John R. Ferguson, and includes representatives of the agency's bureaus (competition, consumer protection and economics) and the office of the general counsel.

The task force was established on April 20 following a staff study of self-regulation that found that codes of conduct (presumably like the National Association of Broadcasters code and the new advertising industry's code of self-regulation) pose relatively few policy questions of significant dimensions. Of these, the FTC study comments: "Few analysts persuaded of their general efficacy in this regard and their potential for harm . . . appears to be equally limited."

The trade commission called on the task force to study particularly procedures by private standards-making bodies in developing, maintaining and administering product standards for producer and consumer goods, programs of product certification and seals of approval (especially in consumer goods), the FTC's role in the area of self-regulation.

And, it added, it wants the task force to consider product categories where additional information or its availability on a comparable basis would assist consumers in making "rational" choices among competing brands. It also asked it weigh the importance to consumers of certification and seals of approval.

Programing

Metamorphosis underway at TV studios

Changes at Screen Gems, Paramount seen as symptomatic of trend toward more business-oriented production executives

The basic organizational structure of the big television production studios in Hollywood is changing. The traditional studio creative production chief has become expendable. He's being replaced by a sort of business-oriented liaison man—often an attorney—based in Hollywood but reporting to New York. He knows where to draw the line on creative exuberance, yet he can understand and empathize with creative problems.

This process actually has been going on for some time. But two recent, remarkably similar, moves by major studios have given the business-oriented TV production structure added emphasis—in-



THE DISTRICT OF COLUMBIA

WASHINGTON, D. C. 20004

WALTER E. WASHINGTON
Mayor-Commissioner

WOOK APPRECIATION DAY

May 4, 1972

BY THE COMMISSIONER OF THE DISTRICT OF COLUMBIA

A PROCLAMATION

WHEREAS, it is fitting that we express appreciation to Radio Station WOOK for twenty-five years of outstanding public service to this city and the entire metropolitan area; and

WHEREAS, Radio Station WOOK has continuously provided information of importance to the community and worked to solve social problems in the community; and

WHEREAS, May 4, 1972, marks the Twenty-Fifth Anniversary of Radio Station WOOK's broadcasting in the City of Washington:

NOW, THEREFORE, I, THE COMMISSIONER OF THE DISTRICT OF COLUMBIA do hereby proclaim Thursday, May 4, 1972, as "WOOK APPRECIATION DAY" in Washington, D. C. and ask the citizens of our city to join with me in a salute to Radio Station WOOK for its many noteworthy accomplishments and to wish it continued success.



Walter E. Washington
COMMISSIONER OF THE DISTRICT
OF COLUMBIA

April 24, 1972



The Station that Cares . . . Dial 1340

WOOK—Proud to be part of life
in the Nation's Capital
Washington, D.C.

Another United Broadcasting Co., Inc., Station
Richard Eaton, President

deed, have made it a full-blown trend.

First, Screen Gems took Art Frankel, who was operating as vice president in charge of business affairs, and placed him in the newly created position of vice president in charge of studio affairs (BROADCASTING, April 24). On the heels of this announcement, Paramount Television named Emmet Lavery Jr., who was functioning as vice president, business affairs, as executive vice president in charge of the TV division. Messrs. Frankel and Lavery, both attorneys, were classmates at the University of California at Los Angeles. They are but the tip of iceberg-sized realignments of the television production structures at Screen Gems and Paramount Television.

The specifics of SG's reorganization:

- Art Frankel, based in Hollywood, reporting to SG President John H. Mitchell in New York, becomes chief coordinator and administrator of the West Coast studio operation.

- Henry Colman, coincidentally moving over from Paramount TV, takes charge of SG's current programming on the networks, working day-to-day with on-air programs to maximize potential.

- Responsibility for program development gets split, with Robert Lovenheim working to bring new ideas to dramatic and long-form programming, and Joseph Goodson developing product for comedy and short-form programming.

Paramount Television's changes:

- As executive vice president in charge of studio operations, Emmet Lavery will be based in Hollywood and report to Frank Yablans, president of both Paramount Pictures and Paramount TV.

- Bruce Lansbury, producer of Paramount TV's long-running *Mission: Impossible* series, has been appointed vice president, creative affairs, reporting directly to Mr. Lavery.

- Program development will be split into four areas of responsibility, with individual executives (yet to be announced) responsible for developing specifically for ABC-TV, CBS-TV, NBC-TV, and for the over-all category of films for TV.

The Screen Gems change was officially said to be designed to place more importance on individual creative talents aligned with the studio— independent producers working in association with SG, staff producers, creative staff executives— instead of having a single individual supervise both the creative and business activities of the studio. According to SG's John H. Mitchell, the organizational change "will effectively meet the demands of the current and future television marketplace and give creative talent the opportunity to function in as stimulating an atmosphere as possible."

Paramount TV's change was said to be designed "to redouble company efforts in programing development." It clearly sets up a specialist system, with each executive operating in a circumscribed field and a business-oriented top man coordinating their individual efforts.

The changes at both studios are symptomatic of what's been happening in television production over the last sev-

eral years and before that in motion picture production. The seed for the current Screen Gems reorganization, for instance, was planted as early as 1969. At that time, Robert M. Weitman, first vice president in charge of motion picture production for SG's sister company, Columbia Pictures, was ushered out of his job with the explanation that "because of the changing nature of motion picture production it's recognized that the creative independent producer is assuming more control over the making of pictures than in the past, and, correspondingly, the role of the studio production chief is becoming less pertinent."

There's no question but that a similar situation prevails in television today, particularly at Screen Gems, which has working agreements with such high-powered independent producers as Bill Castle, Doug Cramer and Bill Asher. In addition, David Gerber, responsible this season for *Cade's County*, in association with 20th Century-Fox TV, made the move to SG last week.

In line with the independent production deals the studio has been making, it was thought to be a propitious time to have a seasoned business executive to represent SG in dealing with the independent producers (as well as staff people) on creative affairs. "My purpose is to guide and serve rather than to execute," Art Frankel explains. "Even though I'm business-oriented, I've always been interested in the creative side of the business. I think I understand the creative problems. If I had no regard for creative people I wouldn't be very effective. I think I know how creative juices must be channeled and directed."

Reportedly Mr. Frankel's appointment as chief operational officer of the studio was cleared with the creative people at Screen Gems before it was made official. But then it doesn't necessarily follow that creative people want to have a creative man as their boss. Supposedly a principal reason why the businessman is replacing the creative man as head of TV production is that the creative studio chief sometimes has been abrasive in his relationships with other creative people.

"The creative head is sometimes in opposition to creative people instead of functioning as part of the team effort," contends Mr. Frankel. "He has been known to impose his own creative ideas on producers."

There would seem to be some evidence that studio bosses, with a creative bent, have been in a fever to try out their

own creative ideas. Again, to cite the motion picture field precedent, Mike Frankovich, for one, once production chief at Columbia Pictures, left the job to become one of that studio's independent producers. In television, Doug Cramer, until a year ago executive vice president in charge of production for Paramount Television, is now one of the most active members of the Screen Gems stable of independent producers. Similarly, Leonard Goldberg, whom Mr. Frankel replaces as SG's top TV studio executive, is now an independent producer working with Aaron Spelling in association with ABC-TV.

Beyond the growing importance of independent producers and the need of studios to deal tactfully and effectively with them, other changes in the TV industry seem to dictate a move to the business-oriented executive. The cost of production has become so steep, the deficit financing so consistent and overwhelming, the competition for air time so cutthroat (particularly since the advent of the prime-time network cutback) that the administration of the business of making product for TV programs apparently can't be left in other than expert hands—hands that more often have turned the pages of a business ledger than the pages of a poetry book. It used to be that TV production firms would look for a creative man with a solid business sense or instinct to head their studio operations. Now they look for a solid businessman with a feel for creative undertakings, an understanding of the creative psychology.

It's not a sudden trend. Perhaps it started in the motion picture field with United Artists, which doesn't own a studio and, thus, doesn't really need the traditional studio head. Instead UA always has concentrated on the business of financing and releasing the product of independent producers.

Today such a major motion picture studio as 20th Century-Fox is under the supervision of Gordon Stulberg, a lawyer who also once was chief studio administrative officer for Columbia Pictures. In television, there are numerous examples of the business executives taking over the business.

Herb Schlosser, the astute head of programing for NBC-TV on the West Coast, is an attorney and former program administrator for the network. Sid Sheinberg, the brilliant young president of Universal Television, is another lawyer who first entered the studio's executive ranks in business affairs. Chuck Fries, executive vice president in charge of the production division of Metromedia Producers Corp., started his career as production controller at Ziv Television Programs Inc., and later was head of the accounting and cost control divisions.

It may be, indeed, that the creative man as head of studio production is a victim of current shock. Says new-wave man Art Frankel: "The changes in the industry have led to the conclusion that it makes more sense to go with the business-oriented structure."

Buffalo's Bills roam

Radio coverage of the Buffalo Bills pro football team will switch this year to WKBW(AM) Buffalo under a new contract that offers the station renewal options for 1973 and 1974. WBEN(AM) Buffalo had originated Bills games for the last 12 seasons. Tom Cronk, WKBW vice president and general manager, said a regional network in upstate New York will be set up.

What made 'Bonanza' ride over to Tuesday

That night was pivot for NBC in lining up new prime time

When NBC-TV began last January to put together its prime-time program schedule for the 1972-73 season, basic decisions started with Tuesday night. Herbert S. Schlosser, NBC-TV's West Coast vice president for programs, told a meeting of the Hollywood chapter of the National Academy of Television Arts and Sciences that the Tuesday line-up was the weak link in the network's 1971-72 prime-time schedule and a major reclamation effort was needed. As a result *Bonanza* and *The Bold Ones* were moved over from Sunday, with the additional decision to turn the latter series into an all-doctor show.

Detailing network decisions and philosophy for the television academy meeting—the third in a succession of Tuesday-night sessions devoted to new schedule presentations by each of the networks (BROADCASTING, April 24)—Mr. Schlosser said that confidence in the audience pulling-power of David Hartman of "The New Doctors" segment of *The Bold Ones* was the principal reason "The Lawyers" segment of the series was dropped. "We believe we have a major star in David Hartman," Mr. Schlosser said.

The other basic decision made in completely revamping Tuesday nights, according to Mr. Schlosser, was to add the *NBC Reports*, hour programs devoted to investigative reporting and coverage of topical issues. "It will be the only such hour on any network," Mr. Schlosser claimed. He also said that within this *NBC Reports* time period Allistair Cooke's *America* series will be presented for 13 weeks. "This may garner an audience and surprise some people," Mr. Schlosser said. He indicated that the *America* mini-series would do for NBC-TV next season what *The Search for the Nile* did for the network this season. The television industry, he suggested, may be witnessing the use of a small number of episodes to tell a specific story and then go off the air.

Among other bits of information about next season gleaned at the meeting from Mr. Schlosser; Stanley Robertson, another NBC-TV programming vice president, and a panel of eight production executives involved with upcoming network prime-time presentations:

The Little People, Friday night situation comedy, will be filmed entirely in Hawaii because Brian Keith, the star of the series, wouldn't perform anywhere else.

Ghost Story, Friday night hour, is aimed directly at women, 18-49, and may change titles because it doesn't want to be limited to merely ghosts, but instead "to anything that goes bump in the night."

Richard Boone as *Hec Ramsey* has

been added to the Columbo-McMillan-McCloud's *Mystery Movie* trilogy because the network's audience research indicated that "there is a tremendous audience for Mr. Boone."

NBC Wednesday Mystery, a new rotating trilogy comprises elements titled "Banacek," "Cool Million" and "Madigan," with each "anchored by a major male star": George Peppard as a cool, urbane, sophisticated romantic charged with answering the expected audience question, "good lord, how did they pull that caper?"; Richard Widmark playing a tough-minded cop who "lives on the arm," but is essentially honest, and James Farrentino as a very exclusive investigator who, by putting to work what he learned as a CIA man can charge \$1 million for each of his assignments.

Probe, new Wednesday night hour is "entertainment for entertainment sake" because it comes on right before the 11 o'clock news and its brand of escapism is therapeutic.

Taken to task about the seeming irrelevancy of the upcoming prime-time schedule, Mr. Schlosser pointed out that issues don't have to be waved in front of an audience, that even apparently light programming can often educate, that the network always is aware it's serving a mass audience, that a referendum is in effect every time the audience touches the TV dial, and that finally, acknowledgment has to be made that there is a human need for escape programming.

Format change sparks further argument

Buyer of WGLN(FM) rebuts new challenge to its FCC-approved switch to MOR

The firm whose purchase of WGLN(FM) Sylvania, Ohio, resulted in a citizen-group challenge to the FCC—on grounds that the new owner planned to abandon the station's progressive-rock format (BROADCASTING, April 3)—last week called the citizens' allegations unwarranted.

Midwestern Broadcasting Co., whose acquisition of WGLN was approved by the FCC staff last February, opposed a petition for reconsideration of that action filed by the Citizens Committee to Keep Progressive Rock in a pleading submitted to the agency.

It claimed that if the commission grants the petitioners' requested relief—they have alleged that Midwestern's plan to substitute "middle of the road" music on WGLN would be contrary to the desires of a substantial portion of the community—it would be going against its own policy of allowing licensees to exercise discretion in programming.

Midwestern attempted to refute the citizen group's argument that the WGLN case falls under the doctrine established by the U.S. Court of Appeals in overturning an FCC dismissal of a citizen challenge to the sale of WGKA-AM-FM Atlanta. In that proceeding—spawned by the buyer's plan to eliminate the stations'

THE FACTS OF COURTSHIP 3.

"The Courtship of Eddie's Father" rated higher with women 18-34 than any other situation comedy on television.

Source: Nielsen Persons Audience Supplement, 2nd Report, Feb. '71

Avg. audience estimates subject to qualifications available on request

classical music format—the court directed the commission to determine whether Atlanta residents would be deprived of all classical programming under the buyer's proposal.

Midwestern claimed that this argument does not hold true in its case, since residents of WGLN's listening area can hear much of the same music formerly played on WGLN on two top-40 stations in neighboring Toledo, Ohio—WOHO(AM) (which is also owned by Midwestern) and WTTO(AM).

It claimed that the issue in this case is not whether a citizen group has the right to contest a change in the type of music played—as was the case in WGKA—but rather whether it can challenge a licensee decision as to who chooses the records aired. It noted that under a progressive format, the announcer has relative freedom to make music choices, while under the new WGLN format, most selections would be predetermined.

More prime-time waivers for sports on ABC-TV

Sports broadcasts are continuing to complicate FCC efforts to restrict network programming in prime time to the limits permitted by the prime-time access rule.

A week after it granted ABC a waiver of the rule to permit it to carry in full a National Basketball Association playoff game, on April 16, the commission granted the same network a waiver to assure its ability to carry to completion five weekend sports events.

But at the same time, it reminded ABC that the prime-time rule will be in full effect with the 1972-73 program season beginning next fall, and urged all three networks to "set up their schedules for sports events on a realistic basis, so that they will not run into prime time."

The rule prohibits top-50 market television stations from taking more than three hours of network programming between 7 and 11 p.m. Accordingly, if the rule were not waived, and a sports event that began in the afternoon ran over into prime time, a network would have the option of either ending program coverage or cutting back its entertainment programs.

In granting ABC the waiver three weeks ago, the commission warned that it would monitor the playoff game and that if it ran over the allotted time, even without overtime, "it will be questionable whether such waivers should or will be granted in the future" (BROADCASTING, April 17).

As it happened, the Milwaukee Bucks had little trouble in disposing of the Los Angeles Lakers in regulation time; the game ended at 6:50 p.m.

And the commission has said that it expects the events for which the new waiver was granted to end by 7 p.m. The events were the NBA playoff game on April 22; two golf tournaments, on April 23 and April 30, and the U.S. Open golf tournament to be held on June 17 and 18.

Sober moments at a happy event

Along with the chicken and peas, Peabody luncheon guests were served reminders of broadcasting's problems

The 32d annual George Foster Peabody awards were presented last Tuesday (April 25) at a New York luncheon sponsored by the Broadcast Pioneers. Medallions and award certificates were presented by Warren K. Agee, dean of the Henry W. Grady School of Journalism at the University of Georgia, and Dr. Harold Niven, vice president of the National Association of Broadcasters.

The ceremony opened with a pointed thrust against the Justice Department's antitrust suit filed against the television networks and concluded with a reminder that the freedom of broadcast journalism is "under constant pressure."

In introductory remarks, Dr. Niven read a statement prepared for the occasion by Paul A. Porter, Washington attorney and former FCC chairman. Mr. Porter, who was ill, had been scheduled to present the awards.

Mr. Porter's remarks noted his call at last year's award luncheon for a "Bill of Rights for broadcasters," in which he urged that broadcasters be "elevated to first-class citizenship with full First Amendment rights and privileges."

He said that his "noonday foray" of a year ago "to arouse the citizens was not as successful as Paul Revere's midnight ride two centuries ago. The freedoms of broadcasters are still being seriously eroded." Cited by Mr. Porter as "the latest chapter to unfold in this pernicious development [of siege and subtle intimidation] is the suits to make mere conduits of the networks as the impotent eunuchs of this great media."

Mr. Porter said that in his view "there is no sound reason of policy, law or public interest to justify these complaints which have been gathering dust and cobwebs in the Department of Justice for these many years."

He said that in his view, "the complaint has no merit. In fact, if I correctly interpret the reaction of the advertising agencies it is: 'Leroy don't want that ball!' In fact, it is a matter of public knowledge that the FCC was actively reconsidering rescinding the pre-emption of one-hour prime time and returning it to the media that has the resources and the expertise to produce and broadcast quality programs.

"This conflict of policy and procedure," Mr. Porter said, "reflects in my view a disorderly house of government."

In its citation to Dr. Frank Stanton, who received a special award, the Peabody awards committee said, in part: "The freedom of written journalism in a democratic society has been affirmed by law, but the similar right of the video journalist is still in jeopardy."

Dr. Stanton, in his acceptance, took note of the citation's language, agreeing that "the freedom of broadcast journal-

ism to perform the giant mission of which it is capable, is under constant pressure. Ironically, the better the journalism, the more severe become the threats to its independence."

But, Dr. Stanton said, the threats also were a "measure of its [journalism's] vitality," and while the threats have been a challenge the broadcast industry has lived with for many years, "we will have to live with them for many more to come. The maintenance of a free press in this country—or any other—has never been a bed of roses and never will be."

The special award to Dr. Stanton was for "a distinguished career in broadcasting, serving America as a gallant and courageous spokesman for the industry,"

Dr. Stanton, who is chairman of the Advisory Commission of the United States Information Agency, supplemented remarks made by awards winner, Kenneth Giddens, director of the Voice of America. Mr. Giddens had deplored a Senate committee's proposed cut in VOA's budget (see story page 40).

The award winners:

For broadcast news, NBC Radio's and NBC-TV's news correspondent, John Rich; radio education, WHA(AM) Madison, Wis., for *Wisconsin on the Move* (accepted by Jane Katims, writer of the series); radio youth or children's programs, WWVA(AM) Wheeling, W. Va., for *Junior Town Meeting of the Air* (accepted by Mr. Giddens); radio public programming).

For radio promotion of international understanding, Voice of America (accepted by Mr. Giddens); radio public service, NBC Radio's *Second Sunday* (accepted by NBC news correspondent Frank McGee); radio special awards, WCCO(AM) Minneapolis, for *The Heart of the Matter* (accepted by Jim Borman, director of community affairs) and Arthur Godfrey, CBS Radio.

For television entertainment, NBC-TV, for dramatic programming (accepted by William Storke, vice president, special programs, NBC-TV); CBS-TV, for *The American Revolution: 1770-1783, a Conversation with Lord North* (accepted by Peter Ustinov), and ABC-TV and William Blinn, for *Brian's Song* (accepted by Mrs. Brian (Joy) Piccolo, widow of the professional football star); television youth or children's programs, ABC-TV news, for *Make a Wish* (accepted by Lester Cooper, ABC-TV producer) TV education, WQED(TV) Pittsburgh, for *The Turned-On Crisis* (accepted by Lloyd Kaiser, president and general manager).

Special television education, Mississippi Authority for Educational Television and its executive director, William Smith; television promotion of international understanding, United Nations Television, for *United Nations Day Concert with Pablo Casals* (accepted by George Movshon, UN television producer); TV public service, NBC-TV, for *This Child is Rated X* (accepted by Martin Carr, NBC-TV producer); special TV award, George Heinemann (vice president, children's programs, NBC-TV), and special award, Dr. Stanton.



Dr. Stanton, CBS Inc.



Mr. Storke, NBC-TV



Mr. Heinemann, NBC-TV



Mr. Rich, NBC News



Mr. Giddens, VOA



Mrs. Piccolo, ABC-TV's "Brian's Song"



Mr. Carr, NBC-TV



Mr. McGee, NBC News



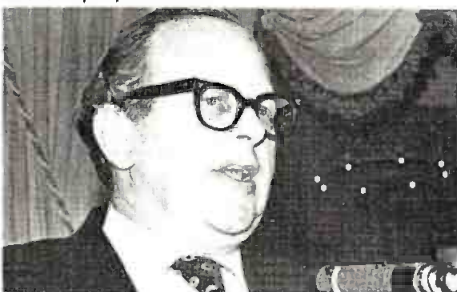
Mr. Cooper, ABC-TV



Mr. Borman, WCCO



Mr. Ustinov, Television Entertainment



Mr. Movshon, UN Television



Mr. Smith, Mississippi ETV



Mr. Britt, WWVA



Miss Katims, WHA



Mr. Kaiser, WQED



Mr. Godfrey, CBS Radio

ABC explains how and why show must go on

Affiliates meeting is happy occasion with rating reports and previews of hoped-for better things to come

If there were any clouds in Los Angeles last week they must have been outside—they certainly weren't inside the Century Plaza hotel where the ABC Television Network opened its annual meeting with its affiliates. Time and again the delegates attending the opening session of the three day convention (April 26-29), were told of growth, gains, attainment of parity, and a stretching for leadership. Hardly a discouraging word was heard. "Basking in the light of our mutual successes," is the way ABC-TV President James E. Duffy phrased it.

Keynote to what ABC-TV Vice President in Charge of Planning Fred Pierce termed the network's "never more promising" future, was a status report delivered by Marvin Antonowsky, vice president and associate director of planning, research and marketing services, that was just short of being ecstatic. Parity with the other networks, acclaimed Mr. Antonowsky, "is no longer a goal, but a practical and viable achievement." He cited audience growth in just about every area of programming, with the notable exception of late night where the *Dick Cavett Show* came on with its movies to replace *Merv Griffin*. "Obviously," pointed out Mr. Antonowsky, "we're going to devote more energies in coming months to reverse this trend." It was the only mention made of the possible fate of the Cavett show.

The president of the ABC television network, his chief of affiliate relations and the chairman of the affiliates' board of governors met for business as well as pleasure in Los Angeles last week. L to r: Robert K. King, executive vice president for television, Capital Cities Broadcasting (for the affiliates); James E. Duffy, ABC-TV president, and Richard L. Beesmyer, ABC-TV's affiliate liaison.



But on the over-all programming situation, Mr. Antonowsky proudly pointed out that since January only one national rating point separates the three TV networks in prime time. Further, he claimed, in Nielsen's 70-market survey ABC-TV actually leads CBS-TV by a fraction of a point and is two full rating points ahead of NBC-TV.

Backed by a smart, upbeat, multi-media presentation, key network executives spread the following other good words to back up Fred Pierce's contention that ABC-TV, since the last affiliates meeting, has compiled "the best growth record any network ever enjoyed in a single year":

■ Martin Starger, vice president in charge of programming, promised that "the beginning of the end" had come to second-grade summertime programming with the advent this season of full-blown prime-time quality programs in the summer, including two new half-hour taped comedies and an hour taped variety series.

■ Edwin T. Vane, vice president, nighttime program production, assured that these three new summer series, *The Super*, *The Corner Bar* and *Wow* "will make the summer of '72, a summer to remember."

■ Michael D. Eisner, vice president, daytime programming, introduced two 90-minute taped programs specifically designed for the female audience. *Honey-moon Suite* will be presented in mid-afternoon on July 26 and—similar to *Love, American Style*—will contain a number of vignettes about couples who, at various times, occupy a hotel's honeymoon suite. *Courtroom*, also to be presented in the daytime on a pre-emptive basis across several time periods, will concern an unwed mother's legal battle to reclaim her baby. Both daytime specials for ABC-TV will be produced by Douglas S. Cramcr in association with Screen Gems.

Mr. Eisner also announced the production of four so-called *ABC After School Specials*, with the first to be shown in October. The hour specials, which will be presented on the basis of one each first Wednesday of each month in the late afternoon, are "Last of the Curlews" (animation), "Follow the North Star" (live action), "Magical Mystery Trip" (animation), and "William" (previously announced).

Mr. Eisner further reported that four new children's series, including a monthly, hour entertainment special related to school work, will be introduced on ABC-TV's weekend schedule this fall (see page 34).

Marty Starger came back to announce a schedule of more than 100 hours of special programs for next season ("By far our most ambitious effort") including three Burt Bacharach specials; four original, live, 90-minute and two-hour dramas; at least two hour-long *Of Men and Women* specials produced by Fred Coe; and a series of hour *Biography* specials.



Mr. Rule

Rule attacks the attackers

Basic freedom of broadcasters may be at stake in Justice's antitrust suit, president of ABC Inc. tells affiliates

Is the issue of freedom, in its broadest sense, at the root of the Justice Department's recent antitrust suits against the three networks? Indicating that he did not wish to indulge in speculation, ABC Inc. President Elton H. Rule nevertheless implied that the government's action may be a calculated attack against broadcasting's basic freedoms.

Appearing as the luncheon speaker of the opening session of the ABC-TV Network affiliates meeting, Mr. Rule reminded his audience that at last year's gathering, freedom for expression and freedom for the electronic journalist were at issue. Now, he pointed out, "freedom in a broader sense," may be "the key issue."

Mr. Rule described the suit against ABC as "totally without merit" and assured that the network would defend against it to the Supreme Court if necessary. But he questioned whether it would be necessary "because the charges of program monopolization cited by the Justice Department are so extreme and unjustified—so inconsistent with present FCC policy—that it is difficult to imagine any federal court being swayed by their allegations."

The antitrust suits, together with the siphoning of programs by cable TV and the counter-commercial movement, are the most imminent of the many threats hovering over the industry, according to Mr. Rule. These threats, he described "as the assault on our system of broadcasting."

Mr. Rule stressed the need of action by the FCC on the question of cable TV's siphoning of programs and called it "the major unresolved regulatory issue." Said Mr. Rule: "We believe in full and open competition in the public interest. But is it in the public interest to require the public to pay for television service that is now freely available?"

On the subject of counter-commercials, Mr. Rule said that the effort, "if allowed to take root, could substantially diminish the effectiveness of all broadcast

advertising." He warned of "a mass exodus of advertisers from broadcasting" if counter-commercial proposals be enacted, and said that "this kind of economic masochism is not only ludicrous, it is untenable."

Mr. Rule called on affiliates "to stand together," as they have done in the past, "in opposition to any attempt to undermine the broadcasting system which has given this nation so valuable a service."

Unwrapping film package

In a surprise announcement that brought the greatest response from affiliates, ABC-TV at the affiliates convention in Los Angeles revealed what was claimed to be "beyond any question the strongest package of feature films" ever presented in a single time period. Blockbuster titles to be shown next season include "Goldfinger," "Dr. Doolittle," "Plaza Suite," "Lawrence of Arabia," "The Adventurers," "Z," "Paint Your Wagon," "The Odd Couple," "True Grit," "The Taming of the Shrew" and "The Out of Towners."

An uplift for prime time

A Colorado minister's syndicated show aims for spiritual touch in evenings

A syndicated television series developed by a Colorado minister to upgrade local programming under the FCC's prime-time access rule was the subject of a breakfast meeting on Capitol Hill last week attended by broadcasters, newsmen and key government figures.

The meeting, sponsored by Colorado Republican Senators Gordon Allott and Peter H. Dominick, featured Charles E. Blair, pastor of Calvary Temple, an interdenominational church located in Denver.

The program, *Charles Blair's Better World*, is described as an educational, documentary series. Mr. Blair said the program tries to "make people aware that progress and change for the better must begin with each individual."

The weekly half-hour color series is being shown on KBTU-TV Denver; KAVE-TV Carlsbad, N.M.; KERP-TV El Paso; KHOL-TV Kearney, Neb. (and its satellites KHPL-TV Hayes Center, KHQL-TV Albion and KHTL-TV Superior, all Nebraska); KKTU-TV Colorado Springs, and will start this fall on KCMO-TV Kansas City, Mo.

The series, which is being syndicated by Herman Rush Associates, New York and Los Angeles, is produced by Koplin+Grinker Production, New York. *Charles Blair's Better World* combines on-location shooting around the world with news footage from the producer's film archives and explores the achievements of famous people.

Mr. Blair, who showed a film sample of the program at the meeting, said about \$1.5 million in funding for the series has been provided by about 1,000 individuals in Colorado.

The price of the program is negotiable

and in part depends upon the station's card. Stations may sell the program (which must run in prime time or fringe prime time) but are prohibited from insinuating commercials for tobacco or alcoholic-beverage products.

Actors guild hits rerun policies

In an editorial in the April issue of its house organ, *Screen Actor*, the Screen Actors Guild calls for a nationwide campaign "to bring the TV networks to their senses" as regards their policy "of foisting on the public stale reruns of television programs—rather than creative new entertainment." In part, the SAG editorial says, "It is time for the public and public-spirited organizations to take a hand in this matter and bring pressure on the advertisers and the networks to curtail the number of repeat programs."

SAG charges in the editorial that TV networks insult public intelligence and waste time by their increasing reliance on "repeats and repeats of repeats." The guild asks for cooperation from outside organizations, particularly other motion-picture unions and guilds, to pressure against the practice of repeat programs. The TV networks' current policy, SAG contends, is a perfect example of "the public be damned."

New rental network for cartridge TV

Hilford, Watner head joint project of Columbia Pictures, Cartridge Television; 51 area distributorships planned at start

Cartridge tapes for home viewing of movies like "The Bridge on the River Kwai," "High Noon" and "Dr. Strangelove" will be on the market in June, according to plans announced last week. The distributor will be Cartridge Rental Network, a new company jointly owned by Cartridge Television Inc. and Columbia Pictures Industries Inc. Lawrence Hilford has resigned as vice president and general manager of Columbia Pictures Cassettes, a division of Columbia Pictures Industries, to become president of the new company. Jerry Watner, former director of cartridge distribution at Cartridge Television Inc., is executive vice president.

The network will set up 51 area distributorships throughout the U.S. (Announcement of their availability will be made this week in full-page ads in *The Wall Street Journal*.) These 51 distributors will either open up their own retail outlets to rent out the tapes or deal through local retailers (banks, department stores, record shops, theater lobbies, or even home-delivery services). The retailers will set the price for each cartridge, which at first are expected to run from \$3 to \$6.

Consumers will have to buy a TV set

THE FACTS OF COURTSHIP 4.

"The Courtship of Eddie's Father" was ABC's highest-rated Wednesday night program this Season

Source: NTI, Oct. '71-Feb '72

Avg. audience estimates subject to qualifications available on request

specially adapted to the Cartrivision system. So far, the system has been licensed for production by Admiral, Emerson, Teledyne Packard Bell and Warwick (Sears, Roebuck). Last week's announcement said the systems would be offered by retailers for delivery beginning in June. Each tape has a locked re-wind system that prevents the person renting it from getting more than one showing for his rental fee. The maximum running time for each tape is 112 minutes—longer movies will be issued in two-cartridge packages. There are a total of 200 titles in the first rental package (including a few X-rated pictures like "I Am Curious—Yellow" and "The History of the Blue Movie").

Summer stand-ins set by ABC-TV, CBS-TV

ABC-TV and CBS-TV have announced a group of summer-replacement series.

ABC-TV said it will introduce two half-hour taped comedy series on June 21, with *The Super* and *The Corner Bar* scheduled at Wednesday, 8-8:30 p.m. and 8:30-9 p.m., respectively. On July 15, *The Ken Berry Show* will be placed in ABC-TV's Saturday, 10-11 p.m. spot.

CBS-TV reported that four one-hour variety series will be carried for five weeks this summer. Replacing the *Carol Burnett Show* (Wednesday, 8-9 p.m.) will be the *Melba Moore-Clifton Davis Show* for part of the summer and the *David Steinberg Show* for the remainder. Taking over the *Glen Campbell Show* period (Tuesday, 7:30-8:30 p.m.) will be the *Jerry Reed Show* and the *John Byner Show*.

The *Melba Moore* show is Viacom's first network sale, for five weeks with CBS holding an option to schedule the show as a replacement next January.

Cartridge firm gets NTA movie package.

National Telefilm Associates Inc., Los Angeles-based film distributor, has licensed 70 feature films from its library to Cartridge Television Inc., New York, for use on the soon-to-be-introduced Cartrivision color video-tape home entertainment system in the U.S. The agreement calls for Cartridge TV to convert NTA's feature films to the cartridge format and to then make the cartridges available to home viewers on a rental basis for about \$3 per showing.

According to NTA, its features, converted to cartridges, will be playable on Cartrivision equipment offered under brand names to be sold by Sears, Roebuck & Co., Admiral, Emerson, DuMont, TeleDyne Packard-Bell and Montgomery Ward. Included among the titles in the NTA film package licensed to CTI (on a nonexclusive basis and for the U.S. only) are "High Noon," "The Quiet Man," "Body and Soul" and the Orson Welles version of "Macbeth."

Networks refurbish Saturday morning

ABC-TV plans at least four new shows in its quest for the young audience; Peabody winner 'Make a Wish' stays

A series of one-hour original animated films for children, *The ABC Saturday Superstar Movie*, and three other new programs will be among the features of ABC-TV's 1972-73 weekend line-up for young people, which opens in September.

Officials, announcing the new schedule last week, said the other new shows, all in animation, a half-hour in length and scheduled for Saturdays, are *The Brady Kids*, an adaptation of the prime-time *Brady Bunch* (to be seen 10:30-11 a.m. NYT); *The Osmonds*, featuring the music of the Osmond Brothers group (9-9:30); and *Kid Power*, comedy concerned with neighborhood children of varying ethnic backgrounds (11:30-12).

Superstar Movie, plans for which were announced several months ago, will range across comedy, adventure and science fiction, featuring names and characters famous in children's entertainment. Episodes currently in production were said to include a two-part movie based on Dickens's "Oliver Twist," one called "Noah's Ark" featuring 40 animal characters such as Yogi Bear, and others based on baseball's Willie Mays, the Frankenstein monster, Lassie and Gidget. The series will be presented Saturdays at 9:30-10:30 a.m.

Shows returning to the ABC schedule include *Make a Wish*, which picked up a Peabody award last week (story page 30), to be shown in its current Sunday 11:30-12 noon period; *Curiosity Shop*, moving from Saturday to Sunday (10:30-11:30); *Bullwinkle*, in a new Sunday period (10-10:30); and the following, all scheduled Saturdays: *Jackson Five* (8:30-9); *Bewitched* (11-11:30); *Funky Phantom* (12-1 p.m.) and *American Bandstand* in a 30-minute version (1:30-2).

In addition, ABC is adding *H. R. Pufnstuf*, formerly on NBC, at 8-8:30 on Saturdays, and *The Monkees*, currently on CBS, 1-1:30 p.m., also Saturdays.

Officials also noted that ABC-TV children's programming will include the previously announced monthly one-hour *ABC After School Special*, starting in October, and series of three-minute scholastic rock films, *Multiplication Is*, to be rotated five or six times each weekend beginning in January.

ABC weekend shows not returning next fall are *Jerry Lewis*, *Road Runner*, *Johnny Quest*, *Lancelot Link*, *Reluctant Dragon* and *Mr. Toad* and *Here Come the Double-Deckers*.

Star of PTV's 'Electric Company' and new cartoon join CBS-TV's new schedule for Saturday

Two new series, including one starring comedian Bill Cosby, will be in CBS-TV's Saturday schedule for young people in the 1972-73 season.

Four current entertainment programs

and the *In the News* series of two-and-a-half-minute reports on current events will return to the schedule, which was announced last week.

The Cosby series, *Fat Albert* and the *Cosby Kids*, was said to be an outgrowth of the comedian's commitment to using TV as an instructional medium (he is also a regular member of the Children's Television Workshop's *The Electric Company* on public television). Officials said his CBS-TV series would attempt to deal with issues related to values and value judgments, interpersonal relationships and the solutions of problems faced by children, rather than focus on traditional curricular content. A panel of educators has been named to assist in developing themes and objectives and to review the content of each program as it is written. The series is scheduled for showing at 12:30-1 p.m. NYT.

Another new program in the schedule, which begins Sept. 9, will be *The Amazing Chan and the Chan Clan*, an animated series combining comedy and music with adventure and mystery (9-9:30 a.m.). In addition, the current *Scooby Doo* will expand from a half-hour to an hour and become *The New Scooby-Doo Comedy Movies*, with a guest star or group also to be featured on each (10-11 a.m.); the *Josie and the Pussycats* cartoon series gets a new setting and becomes *Josie and the Pussycats in Outer Space* (9:30-10), and *Pebbles and Bamm-Bamm* expands to an hour of comedy, variety and music under the new title *The Flintstones Comedy Hour*, with additional elements including new *Flintstones* stories (11-12 noon). Returning series are the one-hour *CBS Children's Film Festival* (1-2 p.m.), *Bugs Bunny Show* (8-8:30), *Sabrina, the Teen-age Witch* (8:30-9) and *The Archies* (12-12:30 p.m.).

Current shows being dropped are *You Are There*, *The Monkees Help*, *It's the Hair Bear Bunch*, and *Harlem Globetrotters*.

Winchell and Mahoney, four cartoons, redone 'Giant Step,' three returners are new schedule for NBC-TV

NBC-TV came out with its 1972-73 Saturday-morning line-up last week: six new programs, three returning shows and a new, half-hour version of this season's *Take a Giant Step*.

Don Durgin, NBC-TV president, called it "the most diverse and balanced" Saturday-morning schedule for children ever offered on NBC-TV. He said it represented "the latest step in the continuing process of revision and experimentation" to upgrade children's programming.

The six new programs had been announced earlier, but not their slots in the schedule. The returning shows are *Underdog*, animated adventures of "a super canine hero," which had been on NBC-TV in 1969-70; *The Jetsons*, carrying over from the current season, and *The Pink Panther*, back for its fourth season

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but this time with a live host as master of ceremonies. These programs are scheduled at 8, 8:30 and 9 a.m. (NYT), respectively.

Five of the six new series will follow: *The Houndcats*, animated comedy-adventure (9:30-10); *Roman Holidays*, animated situation comedy set in Rome (10-10:30); *The Barkleys*, animated comedy about a dogmatic dog (10:30-11); *Sealab 2020*, animated adventure-ecology series (11-11:30), and *Run-around*, game show for children with ventriloquist Paul Winchell and his wooden partner Jerry Mahoney as hosts (11:30-12 noon).

Talking With a Giant, which NBC said would combine the most successful elements of this season's *Take a Giant Step* with new features, will be scheduled at 12 noon to 12:30. George Heinemann, NBC-TV vice president for children's programs, who received a special Peabody Award last week for contributions that included *Giant Step* (see page 30), said the half-hour length would give the program "a better pace" and that the new version would concentrate on viewers in the 10-14 age group. The program will continue to carry the endorsement of the National Education Association.

A new program, *Around the World in 80 Days*, an animated version of the Jules Verne classic, will close the Saturday line-up at 12:30-1 p.m.

Mr. Heinemann also reported that NBC's contracts with suppliers of these programs cover only one season instead of the usual two, in order to "give us the flexibility to change our entire schedule for the fall of 1973 if we so desire."

Current shows being dropped for 1972-73 are *Dr. Doolittle*, *Deputy Dawg*, *Woody Woodpecker*, *Barrier Reef*, *Mr. Wizard* and *The Bugaloos*.

Rona on radio

The hot stuff from Hollywood is in a one-minute syndicated version

Rona Barrett last week began looking at Hollywood on behalf of some 50 radio stations across the country. Miss Barrett, the first regular broadcast Hollywood gossip reporter since the days of Hedda Hopper, Louella Parsons and Jimmie Fidler, went into radio syndication delivering a series of one-minute vignettes of entertainment happenings and personality goings-on.

The syndicated program is being produced at Harry O'Connor Productions, Hollywood, and is distributed by Miss Rona Enterprises Inc., Los Angeles, Miss Barrett's own company. The minimum buy for radio stations is 26 weeks of a total of 20 to 25 one-minute reports per week. The week's production is being distributed on a single reel and made available on a weekly basis.

This is Miss Barrett's second crack at radio syndication. She was unsuccessful with a previous radio syndication attempt about 11 years ago because, as she said, "I really didn't have a name." Miss Barrett continues in television syndication,

distributed by Metromedia Television and carried by the Metromedia-owned stations as well as in about 50 other markets. She's been in TV syndication for the last four years.

"The radio broadcasts will not be like my television broadcasts," Miss Barrett said, "because I'm going to concentrate more on recording artists and television than on motion picture people." She reports acceptances from a number of top-40 music stations in addition to middle-of-the-road stations.

SAG's fiscal picture

The Screen Actors Guild, in its latest financial statement, lists \$1,780,132 in assets and \$400,401 in liabilities as of the end of the fiscal year ended October 31, 1971. The guild's accumulated excess of income over expense at the end of the fiscal year amounted to \$1,379,731. Biggest income item is member dues, which accounted for \$903,299. Entrance and other fees from members totaled \$468,308. Heftiest expense category was salaries with a total of \$704,091 paid out—\$142,946 of it to executives.

Program briefs

Comedy Team for MPC. Metromedia Producers Corp., Hollywood, has signed writing team of Rob Reiner and Phil Mishkin to exclusive long-term contract. Pair will develop comedy properties for prime-time network TV programming. Both are also performers. Mr. Reiner is in regular cast of *All in the Family*. Mr. Mishkin will appear in new ABC-TV summer series. *The Super*.

For small fry. *Around the World in 80 Days*. New half-hour animated series based on Jules Verne's novel, will be shown this fall on NBC-TV's Saturday-morning children's lineup. Air Programs International will produce show, and writer is Chet Stover, whose previous work includes animated *King Leonardo*, *Underdog*, and *Tennessee Tuxedo*. Exact time slot is still to be announced.

Insights on attitudes. Syndicated column, *Business Beattitudes* is available for radio syndication for five-minute daily programs. Show features Bill Beattie's thoughts on attitudes of people in business of living. Mr. Beattie, president of company that attempts to mold employee attitudes, is author of "Business Beattitudes." *Attimedia Inc., P.O. Box 8042, Dallas 75205*.

Return of Hoppy. KTLA(TV) Los Angeles, which first programed "Hopalong Cassidy" features in October 1949, is reprising same old movies on Sunday afternoons. Expectation is that Western hero will have appeal for whole new generation of young viewers. Programming also is in keeping with KTLA's celebrating its 25th anniversary as commercial TV station.

Fourth audio-bio. Diamond P Enterprises, Hollywood, has scheduled singer

Glen Campbell as subject of so-called "audio-biography" series for radio syndication. Mr. Campbell's life and music will be profiled in eight separate programs. Diamond P followed same format with audio-biographies of Burt Bacharach, Jerry Lee Lewis and Paul Anka, all currently in syndication.

Changing formats—The following modifications in program schedules and formats have been reported: KMPX(FM) San Francisco—National Science Network changes station's format from middle-of-the-road to underground music. KMPX broadcasts in stereo on 106.9 mhz with 40 kw and an antenna 1,120 feet above average terrain. ■ WWQS(FM) Orlando, Fla.—American Home Stations changes its religious-good music format to 100% religious programming. In so doing, station will duplicate sister WVCQ(AM) Windermere, Fla., for AM's entire broadcast day. WVCQ broadcasts on 1480 khz with 1 kw day. WWQS broadcasts on 105.1 mhz with 90 kw and an antenna 350 feet above average terrain. ■ WLUX(AM) Baton Rouge—Capital Cities Communications adds four hours daily of religious programming to station's format. Remainder is composed of beautiful music. WLUX broadcasts on 1550 khz with 5 kw day. ■ WDRQ(FM) Detroit—Bartell Broadcasting of Michigan changes station's all-news and information format to contemporary popular music. WDRQ broadcasts on 93.1 mhz with 20 kw and an antenna 500 feet above average terrain. ■ WFAS-FM White Plains, N.Y.—Courtland Broadcasting Corp., ceases station's duplication of sister AM and institutes its own good-music format. WFAS-FM broadcasts in stereo on 103.9 mhz with 500 w and an antenna 670 feet above average terrain. ■ WRFD(AM) Columbus, Ohio—Nationwide Communications Inc. reduces its predominantly country-and-western format to 90% contemporary music and 10% country and western and folk. WRFD broadcasts on 880 khz with 5 kw day. ■ WBBR(AM) Travelers Rest, S.C.—Piedmont Broadcasting Co. changes station's format emphasis from 62% country-and-western to 62% gospel programming. WBBR broadcasts on 1580 khz with 1 kw day. ■ WKPT-FM Kingsport, Tenn.—Holston Valley Broadcasting Corp. modifies station's format from predominantly rock music to middle-of-the-road programming consisting of rock (20%), country-and-western (22%), jazz (10%), standard pops (31%) and classical music (2%). WKPT-FM broadcasts in stereo on 98.5 mhz with 45 kw and an antenna 960 feet above average terrain. ■ KHFI-FM Austin, Tex.—Southwest Republic Corp. changes station's format from contemporary rock to beautiful good music. KHFI-FM broadcasts in stereo on 98.3 mhz with 1.3 kw and an antenna 420 feet above average terrain. ■ KLEF(FM) Houston—Entertainment Communications Inc. modifies station's format from classical music and fine-arts programming to predominantly classical music. KLEF broadcasts on 94.5 mhz with 100 kw and an antenna 610 feet above average terrain.



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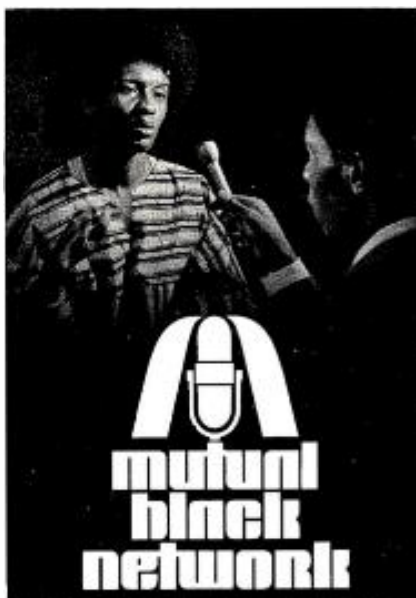
On May 1, Mutual Black Network began to reach black Americans on a national basis with *network radio*—over local, black-oriented radio stations, 100 times a week, with five-minute programs of news and

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You can *sell* Black America through Mutual Black Network's all-encompassing schedule of news and sports programs utilizing the world-wide news-gathering facilities of the Mutual Broadcasting System. Because it is written, produced and broadcast by blacks, Mutual Black Network is unique in its access to and interpretation of news from the perspective of black Americans.

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A service of Mutual Reports, Inc., a subsidiary of the Mutual Broadcasting System, Inc.

You could be next, Whitehead tells newspaper chiefs

OTP director, in appearance before ANPA, backs newspaper ownership in cable, declares government oppression of news media and calls fairness a 'runaway theory that could trample you next'

Clay T. Whitehead, director of the Office of Telecommunications Policy, journeyed to New York last week to tell the nation's newspaper publishers that he favors their ownership of CATV systems—and to request their support in opposing what he sees as a trend in government to stifle the freedom the existing news media now enjoy.

Mr. Whitehead has been outspoken in the past in his criticism of the courts' expansion of the FCC's fairness doctrine to cover some product advertising, and of the Federal Trade Commission's proposal that the FCC require broadcasters to make time available for counter-advertising. But his concern was usually expressed in terms of broadcasters alone.

Now he was warning that newspapers could be subjected to the same obligations—including the latest one added by the courts, one holding that broadcasters cannot refuse to sell time for the presentation of controversial material.

The fairness doctrine "is a runaway theory that may trample you next," he said in a speech to the convention of the American Newspaper Publishers Association. And the justification for the decision forbidding broadcasters to refuse to sell time for political comment—that a broadcaster is "public trustee" by virtue of his importance as a medium for the communication of ideas and the high degree of government involvement in his activities—could be applied to newspapers.

"The signs indicate that we have taken the first steps down a road which is long, difficult to retrace, and extremely dark at the end," he said, and added:

"The point of these last comments is to urge your support in recalling our citizens to a proper understanding of what the relationship between the government and the mass communications media should be in a free society." He said he could not recall reading "many blistering editorials" concerning those "first steps."

His defense of an editor's right to exercise his unfettered judgment was as strong as any that the members of his audience might make. Those who say that the fairness doctrine and a requirement of access are congenial to a free society because they give the widest possible circulation to all opinions miss the point of the First Amendment, he said.

"The reason our Constitution prohibits censorship of the press is not because all ideas are equally worthy of being ex-

pressed," he said. "Some are quite obviously not worth a nickel. . . . The purpose of the Constitution is not to dispense with the exercise of this editorial judgment and responsibility—for that would mean not only social chaos but also a genuine diminution rather than an increase of personal freedom.

"What if the British could have compelled Tom Paine to devote half of each of his pamphlets to 'the other side' about the Revolution? Or if the anti-Federalists could have compelled Madison and Hamilton to give equal time to the opposing view in their Federalist Papers? Such compulsory inclusion would be as tyrannical as the more traditional, exclusory form of censorship—and at least as foolish."

He conceded that the commission must make some evaluation of journalistic responsibility of broadcasters, since it must determine "who among competing applicants is the best qualified to broadcast." But he is concerned that this involvement is regarded not as "a necessary evil" but "has come to be regarded as a positive good which should be extended to all segments of our mass communications media."

But if Mr. Whitehead can do little more than speak out on such issues as the direction in which the fairness doctrine and public access are evolving, he has leverage for affecting events in connection with the second matter he discussed in his speech—newspaper ownership of CATV systems.

He is chairman of a high-level administration committee drafting proposals for long-range cable policy for the President. And he left no doubt that opposes the commission's proposal to ban newspaper-CATV crossownership in the same market, just as he does the present rule prohibiting crossownership of television stations and CATV systems. He also feels the question of newspaper ownership of broadcast stations should be dealt with on a case-by-case basis.

Publishers, he said, should regard cable not only as a means of improving the process of printing and distributing their newspapers—he was referring to facsimile reproduction—but as a new field for the application of their talents.

"Good newspapermen have always been experts on the subject of local needs and interests," he said. "You can use that experience to assure that the new medium achieves its full potential for diversity and for community service. You can use it, that is, if you are permitted to do so."

He said that a crossownership ban would be "a great mistake," that "there are means of structuring cable ownership and development so as to avoid its necessity, even in the eyes of the most zealous opponent of 'media concentration.'" He did not elaborate, but he said the President's committee is considering the issue, and is "seeking to develop options which will enable you to share the benefits of this new technology—and the public to enjoy the fruits of your participation."

FCC authorizes three-network Mutual system

The competitor that once tried to block ABC's four-network operation now adds black, Spanish services to its list

The Mutual Broadcasting System has become the second national radio network to initiate multinet network service, following an FCC authorization last week that will permit the company to add two new networks—one geared especially toward blacks and one oriented to the Spanish-American population—to its present conventional service.

The commission's action was in response to a Mutual request for a ruling that the proposed three-network system would not violate the agency's chain-broadcasting rules, or in the alternative for a waiver of those rules. The chain broadcasting provisions prohibit a single company from maintaining two or more networks, except in cases where the networks are not operated simultaneously or do not cover substantial portions of the same geographical area.

The commission said that Mutual's request is not applicable to this restriction as long as none of the broadcasts emanating from the three networks are aired simultaneously in the same market. To ensure that this does not happen, the commission stipulated that Mutual may have only one AM affiliate in markets with fewer than five stations, and no more than two in markets of five stations or more.

There is a note of irony in the present Mutual undertaking. The company has been a consistent foe of ABC's four-network system ever since that service commenced several years ago. It vehemently opposed the ABC system when it was first proposed and has persisted in that opposition in numerous pleadings to the FCC since then—the latest of which it submitted only last January (BROADCASTING, Jan. 31). In that brief, Mutual accused its competitor of trying to establish a radio "monopoly" and submitted that ABC's four-network system "raises the very serious question" of whether ABC is "operating properly under the antitrust laws."

Under the proposed method of operation submitted by Mutual to the commission, the company will transmit hourly programming on each of the three networks from 6 a.m. to 11 p.m. In order to emphasize to its affiliates the importance of carrying each feed at a specific time, Mutual said it was adding a clause to its affiliation contracts requiring live carriage of the network programming unless specific permission is given for a delayed broadcast. Affiliates will be given the right to refuse any particular program, however.

Mutual also said the three networks will be sold separately. No advertiser will be given a discount for buying time on more than one service.

The new black network will reportedly

feature some 100 five-minute newscasts and sports presentations per week. It will also provide coverage of special events and will include certain features of particular relevance to the black community. Material featured over the Spanish-American service will be in the Spanish language and will relate specifically to matters of interest to the Spanish-speaking population.

Black network gets rolling

WNJR(AM) Newark, N.J., covering the New York metropolitan area, will be the key station of the Mutual Black Network, which is to begin operations today (May 1) (BROADCASTING, April 24).

A spokesman said that 18 stations have signed with MBS's new network, which will provide approximately 100 five-minute news and sports programs per week. Latest stations to sign include KCOH(AM) Houston; WABQ(AM) Cleveland; WIGO(AM) Atlanta; KWOK(AM) St. Louis; KPRS-AM-FM Kansas City, Mo.; WERD(AM) Jacksonville, Fla.; WVVO(AM) Columbus, Ohio; WBRD(AM) and WCKO(FM) Pompano Beach, Fla.; KJET(AM) Beaumont, Tex.; KOKY(AM) Little Rock, Ark., and WWIL-FM Wilmington, N.C. An additional 12 stations have agreed verbally to sign with the Mutual Black Network, the spokesman said.

Unity loan 'exaggerated'

Bank of America official has denied published reports saying the bank had made a loan of close to \$750,000 to Unity Broadcasting Network, which plans to establish a national black network. He declined to reveal the size of loan on the grounds such information is kept confidential, but did say that published reports "were greatly exaggerated." Eugene D. Jackson, president of Unity, said later that his company is capitalized for \$1.5 million and that Bank of America and several other financial institutions had made loans with provisions that the financing could go as high as \$1.5 million, depending on the progress achieved by the network.

Kramer firm lands \$400,000

Citizens Communications Center, with help of Ford grant, plans expanded activity

The Ford Foundation has announced a \$400,000 grant to the Citizens Communications Center, a public-interest law group in Washington.

The center represents citizen groups to "assure that broadcasters fulfill their public-service obligations," as a foundation spokesman put it. Its mandate covers issues involving alleged discriminatory broadcasting, denial of access to the airwaves, unresponsive programming, and fairness. Among its significant victories: participation in the Business Executives Move for Peace court case that drastically widened the concept of "access"

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- Television:** Fred Rogers, Station WQED, Pittsburgh, Pa., for a children's program on vision presented as a part of the "Mister Rogers' Neighborhood" series on March 23, 1971.
- Radio:** Fred Williams, Station WCAU, Philadelphia, Pa., for a program entitled, "I Just Didn't See" presented March 5, 1971.
- Newspaper:** Franklynn Peterson, Brooklyn, N.Y., for a syndicated newspaper feature article entitled, "Eyeing the Eyeglass Problem."
- Magazine:** Phyllis and Arthur S. Harris, Schenectady, N.Y., for an article entitled, "Why Johnny Can't Read Now: He May Be Word Blind," published by FAMILY HEALTH Magazine February 7, 1971.
- Jack Runniger, O.D., Rome, Ga., for four articles written by a health care professional published by POPULAR SCIENCE (August, 1970), MODERN MATURITY (April-May, 1971), GOLF (March, 1971) and WORLD TENNIS (March, 1971) Magazines.

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to the air; and representation of minority groups that extracted prograding concessions worth over \$1 million from Capital Cities Broadcasting Corp. when it purchased the Triangle Broadcasting television stations.

The center has been receiving its support from a number of smaller foundations, including the Rockefeller Brothers Fund, the Midas International Foundation, and the Stern Family Fund. The Ford grant will cover the salaries of the executive director and three attorneys, administration and office expenses, and litigation costs for two years. Funds will also support an information program.

The center is governed by a 10-man board of directors headed by Sidney Sachs, a former president of the District of Columbia Bar Association. Its executive director is Albert H. Kramer.

USIA funds cut back

Struggle with Fulbright will result in 30% reduction for VOA

The dispute between Senator J. William Fulbright (D-Ark.) and the U.S. Information Agency reached an apparent climax last week when the Foreign Relations Committee voted to slash the agency's \$200-million 1973 budget by more than \$45 million.

The move came after USIA had been authorized by President Nixon to invoke "executive privilege" and not make certain program documents, requested by the Fulbright committee, available for inspection.

The senator had charged that the agency's refusal to produce the documents was "inconsistent" with the President's new policy of fuller disclosure, announced in March. Senator Fulbright also claimed that access to the agency's field papers was necessary to ascertain USIA's role as a propaganda agency or "heir apparent to the old cold war."

The USIA-Fulbright controversy heated up last month when Bruce Herschensohn, director of the agency's motion picture and television service, assailed the senator's foreign policy attitudes as "naive and stupid," on a program hosted by Senator James L. Buckley (Republican-conservative-N.Y.) and televised to constituents over 12 New York stations (BROADCASTING, April 10). On the same show a USIA film on the Soviet invasion of Czechoslovakia—intended for foreign audiences only—was presented. Mr. Fulbright's efforts to block the film's presentation failed.

Fearing that his comments and actions could be used as grounds for a budgetary cut or curtailment of certain USIA activities, Mr. Herschensohn resigned his post. His resignation apparently had no conciliatory effect on the senator.

The USIA budget cut and a stipulation that USIA director Frank Shakespeare not rotate remaining funds from program to program, would effectively cut activities of the Voice of America by 30% and would shut down USIA operations in 30 countries.

For Fairchild: caution and clout

A newcomer to station ownerships explains the how and why of its diversification move, and its aim for big stakes in broadcasting

To a corporation that grossed some \$258 million last year, a diversification project aimed at fostering new, albeit alien sources of income must be approached with caution. Such was the premise from which Fairchild Industries proceeded in its entry into the communications business.

The relative simplicity of this philosophy of caution could be misleading. While caution is and has been the guiding force behind Fairchild's expansion into broadcasting and the communications-satellite field, that process has entailed a continuing system of pains taking scrutiny, research and self-analysis. The results thus far have been impressive.

Traditionally a successful and respected aerospace entity, the Germantown, Md.-based firm first set its sights on the communications industry back in 1965, when it became involved in the satellite market. Its first major achievement toward this end came in 1970, when it landed the principal National Aeronautics and Space Administration contract for the (ATS)-F&G communications satellite. Its decision to go into the retail end of communications was an offshoot of that five-year competitive proceeding. Fairchild made its initial move in that direction last year, when it purchased the McLendon Corp.'s KLIF(AM) Dallas for \$10.5 million—one of the largest selling prices ever for a single radio station. It followed shortly with the announcement of its proposed \$1.5-million acquisition of WPRC-AM-FM, in the Twin Cities suburb of Ritchfield, Minn., which is now awaiting FCC approval.

The significance of those two transactions is verified when it is considered that the combined purchase price is nearly double the \$6,609,780 Fairchild registered in net income last year. What's more, Fairchild has made what amounts to a long-term commitment to make both satellites—it is presently one of eight applicants before the FCC to construct a domestic communications-satellite system—and broadcasting a major part of its business enterprise. It is actively seeking other radio properties and is taking stock of its potential in television and, to a lesser degree, cable as well.

Such activity brings about an obvious question: Why would a firm so thoroughly entrenched in one specific—and eminently profitable—mode of operation gamble a venture into territory it knows relatively little about? John F. Dealy, Fairchild's vice president and general counsel—and an instrumental force in that expansion process—provided amplification on this issue in an interview with BROADCASTING last week.

"Beginning as early as 1967 when I came with Fairchild," Mr. Dealy recalls, "there was a general feeling throughout the company... that we should reduce our

large dependence on what I call monopolistic customers. By that I mean NASA, the Defense Department, people whose buying power is tied to a single appropriation or tied to a program where you could be in good shape one day and the next day, with the termination of a program, you can be out of business in that particular area. And the defense business, if you look at it, has been fairly cyclical—it comes up and does down. One period of time there'll be more business than anyone can handle; then, five years later, everybody will be scrambling."

Mr. Dealy stressed that Fairchild has no intention of getting out of this type of business; in fact, "we want to become a stronger factor in it," he said. "But in order to do so we had to come up with lines of business that enable us to get over these cyclical ups and downs and to build kind of a solid consumer, population, affluence-of-the-nation oriented line of business that at least bore some relationship to the types of technology we had developed in aerospace." Hence the move into communications, among other things (Fairchild is now also engaged in real estate and automotive safety.)

The problems Fairchild experienced in embarking on satellite technology, while not of little consequence, were minimized by the firm's fairly similar endeavors in aeronautics. This did not hold true in the broadcasting end of the spectrum.

"The point that we looked at," Mr. Dealy said, referring to Fairchild's initial speculations about broadcasting, "was that we should be in this business but we didn't have any background in the retail end."

It was this fact that prompted Fairchild to conclude that the wisest way to enter the broadcasting business was to find a property with a proven track record, offer a good price and essentially rely on the station's existing management to continue the profitability. With that in mind, Mr. Dealy, occasionally aided by a fellow executive and a small, in-house staff, conducted a year-long search for the property, culminating with the KLIF purchase.

The first step involved the weeding-out of cable TV as a potential buy. While cable "intrigued us initially," Mr. Dealy said, the accompanying problems—lack of management experience, unsureness of return on a long-term investment, the regulatory stigma that surrounded cable at the time, and the foggy technological stratum of that industry—all combined to rule out that possibility.

Like reasoning prompted Fairchild's decision not to go into television at this time, Mr. Dealy said. "We didn't have that good a grasp on the potential technological changes that might affect network TV—the coming of satellites, the growth of cable . . . We didn't know what its future would be in the next 10 years to make that multiple an investment in prime markets" (and here he

was referring to a figure between \$25 million and \$35 million).

Thus, the choice was narrowed to radio. Several studies, both existing and ones commissioned by Fairchild, were used to survey the field of potential acquisitions. Some 50 to 60 stations were examined, Mr. Dealy noted. This screening-out process involved "everything from just a look at the station and the marketplace and an automatic rejection to, in a couple of cases, detailed negotiations including examination of financial statements, analysis of the ability of the operating people, review of the price vs. what we thought should be paid for the station, analysis of the market area and what we thought were the entrenched interests and what the probability was of improving the position of the station, the area of the country itself."

Mr. Dealy claims that "in any acquisition process, sometimes you instinctively know it's not the one when they first mention it. Other times you go all the way through almost to the point of signing a contract, and then for some reason you just decide it's not your cup of tea. We ran the gamut of that type of exploration."

The eventual decision to go with KLIF was inspired by a number of factors. Fairchild was searching for a flagship type of station, and KLIF had been the headquarters of the McLendon chain for a number of years. The firm was also looking for solidarity and leadership in the market. KLIF, which had been a laboratory of sorts for Gordon McLendon's innovations in top-40 programming, was perennially ranked number one in the Dallas market. And the company was also desirous of making its first broadcast venture in a growth market. Dallas filled the bill here.

But "more important than any of those" factors, Mr. Dealy said, "it had good, solid long-term management." With Fairchild's lack of internal broadcast experience, Mr. Dealy felt a dependable operations staff would be invaluable. While the company made various appraisals of KLIF's equipment, demographics and reputation, Mr. Dealy credits his discussions with the existing KLIF management as the most instrumental factor in Fairchild's decision to buy the station. It was only with the "businessman's assurance" of those people that they would stay with Fairchild on a long-term basis "that we were prepared to go forward," he noted.

The situation surrounding the WPBC transaction was somewhat different. While KLIF's programming catered to a predominantly youthful audience, the WPBC stations were billed as offering "adult entertainment," consisting primarily of popular standards. Nor were WPBC-AM-FM among the top-rated facilities in the Minneapolis-St. Paul market. And those stations are being bought for \$9 million less than the Dallas outlet. But Fairchild was apparently unconcerned with these differences. "We just thought this was the type of station

where we could put together some of the management skills we acquired with KLIF and where we could find a profitable position in a major expanding market," Mr. Dealy contended. He emphasized that Fairchild "is not looking for any particular format . . . WPBC may not be as prominent a station as the giants out there but it has its own niche that it has created over a period of time in adult music and it is known for that type of music . . . So you're buying some reputation of sound contribution to the community."

Mr. Dealy is understandably hesitant to go into specifics in terms of future broadcast acquisitions beyond mentioning that "we're actively examining additional prospects in radio right now." Although Fairchild intends to become "deeply involved in the communications field," through further expansions in broadcasting and a "counterbalanced" involvement in satellites, he said, "we have no specific timetable. We might make another purchase next week and we might not make another one for a year. We want to take some time to see how these two work out." (At the present time, however, Mr. Dealy indicated that Fairchild is interested in acquiring about five major-market stations or 11 outlets in smaller markets.) And although Fairchild's penetration into television and cable has yet to go beyond the investigative stage, Mr. Dealy emphasizes that "if certain things happen and certain opportunities came our way, we might move shortly. We've done a lot of homework in these areas. We know the type of things that would intrigue us; we just don't have any on the table at the moment."

But however uncertain the future may be, Fairchild has made its intentions clear. It sees a "communications explosion" continuing in this country, and it intends to be in on it.

Minorities get office at the NAB

Black from Community Film Workshop will function as general liaison

The National Association of Broadcasters has hired its first black executive. His job will be to work with minority groups both in and outside broadcasting, with legislators and with broadcasters.

Elbert Sampson, 26, formerly project director of the Community Film Workshop, New York, joins NAB today (May 1), reporting jointly to Grover C. Cobb, government relations chief, and to James H. Hulbert, public relations chief.

For the time being, Mr. Sampson said last week, "I'm going to sit at my desk and learn all I can about the NAB and the problems facing broadcasters." He declined comment about any of the minority issues facing NAB or broadcasters.

In his work at the Community Film Workshop, Mr. Sampson helped in the training and placement of minority in-



Mr. Sampson

dividuals as TV news cameramen. He also was responsible for developing contacts with TV and film organizations.

A native of Chicago, Mr. Sampson attended the University of Illinois and the University of Southern California. He taught at Long Beach (Calif.) State College and at one time was field secretary for the Student Nonviolent Coordinating Committee. He also was a customer engineer and programmer for IBM in Glendale, Calif., and a systems analyst for Programming Sciences Corp., New York. He also was associated with the Institute for the Advancement of Urban Education in New York.

During the 1970 NAB fall conferences, Mr. Sampson was a member of the panel on minority hiring.

For more than a year, the NAB has had a special consultant on black issues; he is Fred Weaver, Public Relations Enterprises, New York.

Radio code board gets new chairman

William Hansen, WJOL-AM-FM Joliet, Ill., has been picked to be the new chairman of the radio code board of the National Association of Broadcasters, which is scheduled to meet in Washington May 10.

Mr. Hansen, currently a member, will succeed Ray Johnson, KMED-AM-FM-TV Medford, Ore., who was elected to the TV board of the NAB at the annual convention in Chicago last month (BROADCASTING, April 17).

Other changes in the radio code board: James M. Ward, WLAC-AM-FM Nashville,

to fill Mr. Johnson's remaining term, which runs to 1974; Robert H. Harter, WHO-AM-FM Des Moines, Iowa, to succeed Tom Harrell, WSTP-AM-FM Salisbury, N.C., who was elected to the radio board in March, whose term runs through next year.

The radio code board changes were recommended last week to the radio board by Vincent T. Wasilewski, NAB president. Approval is considered assured.

FCC concedes to women

Commissioners agree to have N.Y. and N.J. stations include forms on equal-employment with renewals

A half-dozen representatives of women's groups last week conferred with FCC Chairman Dean Burch and four of his colleagues in what one of the women later described as a "consciousness-raising" session. But the two-hour conference turned out to provide the commissioners with more than a reprise of complaints about alleged antiwoman bias in broadcast employment. The women focused on what they said was the commission's failure to enforce its own rules designed to prohibit such bias—and they got some results.

At issue was the rule requiring broadcasters to file with the commission the equal-employment opportunity program they have adopted with respect to women. The rule, which amends one dealing with blacks, Orientals, American Indians and Spanish-surnamed Americans, was proposed by the National Organization for Women. It was adopted by the commission in December, and become effective on February 4, 1972.

But the national FCC task force co-ordinator for NOW, Whitney Adams, who attended last week's meeting at the commission, discovered earlier this month that New York and New Jersey broadcasters, whose license-renewal applications were filed on March 1, had not been required to include women in their

equal-employment opportunity programs. The women—who represented Federally Employed Women and the Women's Equity Action League, as well as NOW—wanted assurance from the commission that it would require the licensees of the 387 AM, FM and TV stations in the two state to comply with the new rule. They received none during the meeting on Tuesday; the best they got was an assurance that the next batch of renewal applications—due May 1, from Pennsylvania and Delaware—would be expected to comply with the rule.

But after mulling the matter over during their regular meeting the next day, the commissioners decided to honor the women's request. They instructed the staff to write all New York and New Jersey renewal applicants, to remind them that the new rule applies to them and to direct them to review the equal-employment programs they submitted to make sure they apply to women as well as to minority groups. If their programs do not apply to women, the licensees will be told, they are to file an appropriate amendment within 20 days.

Officials indicated that a mechanical and bureaucratic problem was behind the failure to make the rule's application to the New York and New Jersey renewal applications explicit. The new commission form on which broadcasters could report the affirmative equal-employment opportunity programs they have adopted for women were not ready for distribution until early March, after the New York and New Jersey applications were to have been filed.

Commission officials say that some 20% of the applications did refer to programs aimed at assuring women equal-employment opportunities. As a result, about 80% of the licensees will presumably be required to file amendments.

The meeting, which was held at the suggestion of Wilma Scott Heidi, national president of NOW and a leading figure in a number of other women's groups, ranged over a number of other broadcast-related matters of concern to women—the "sexist" role assigned to women in programming and what they consider the demeaning manner in which women are

portrayed in many forms of advertising.

By the end of the session, according to one commission official who was present, "a warm and cooperative" attitude had developed. Chairman Burch and Commissioner Johnson were urging the women to involve themselves and the local chapters of their groups in helping broadcasters to determine community needs and to find women qualified to work in broadcasting. The women felt they are qualified to act as consultants on both scores.

And the women felt they had sensitized the male commissioners. (Commissioner Charlotte Reid, through whose office the meeting was arranged, sat in with Commissioners H. Rex Lee and Richard E. Wiley, as well as Chairman Burch and Commissioner Johnson.) When Commissioner Johnson talked of a woman getting a job as a "soundman", Mrs. Heidi suggested he was discussing, at best, a biological improbability.

Both sides agreed another meeting would be helpful. It will be held in the fall and, according to a commission official, will probably deal, among other things, with the FCC's record in employing and promoting women.

Sears tries to solve Chicago reception problem

Will spend \$7 million for changes in its new 110-story headquarters, if FAA okays antennas on roof

Sears, Roebuck & Co. is making a major attempt to end the dispute over whether its new 110-story Chicago headquarters will hinder television reception. Sears said last week that it will reinforce the tower to permit the installation of antennas on top—if the Federal Aviation Administration approves.

Because the new building already reaches the legal limit on construction height—Sears calls it the world's tallest—and the antennas would account for another 350 feet, special authorization for the antennas would be required. Sears last week asked the FAA for that authorization.

Two television stations—WLS-TV and WCIU-TV—have joined in the petition and would move to the Sears building if it's approved. The others are already situated atop the John Hancock building—which will be second only to the Sears headquarters in height—but they too could be accommodated in the Sears facilities if necessary.

Sears had already decided to coat its upper 43 floors with a special material called Avram and use special window designs to eliminate ghosting. That was considered satisfactory for VHF but of questionable help to UHF (BROADCASTING, Feb. 28).

If its petition to FAA is approved, Sears will pay a total of \$7 million, including research costs, to wipe out its possible troubles over television interference—\$5 million for renovation of the upper floors and \$2 million for the reinforcement.

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From academe, a new AWRT president

She's Rose Blyth Kemp of California, a college administrator whose background embraces noncommercial television, films

A dynamic educator who has been involved in educational TV and films in Southern California for almost 20 years takes over as president of American Women in Radio and Television this week at the annual AWRT convention in Las Vegas May 4-7.

She is Rose Blyth Kemp, vice president of the 19-year-old Columbia College, Hollywood, a four-year, nonprofit liberal arts school that specializes in TV, radio and film instruction.

(The AWRT convention, in the Stardust hotel, will hear Clay T. Whitehead, director of the Office of Telecommunications Policy. Also scheduled are panels on the teen-age vote and on changing lifestyles.)

Before assuming the Columbia College post in 1970, Mrs. Kemp for 15 years was director of TV, radio and films at California Institute of Technology in Pasadena, Calif.

A native of Salem, Ohio, she attended schools in California and in Washington,



Mrs. Kemp

then the University of Southern California in Los Angeles, majoring in journalism. She was a feature and society writer for a number of Southern California community newspapers before joining Caltech in 1955 as assistant to the director of the news bureau-public relations. Two years later she became involved in TV, radio and film activities, producing Caltech's first TV series, 27 half-hour programs, "The Next Hundred Years, on KNBC(TV) Los Angeles. She followed this as associate producer of a Caltech-NBC network, hour-long color special, *The Innense Design*.

From 1962 to 1965, while on leave from Caltech, Mrs. Kemp was associated with the founding and the operation of noncommercial KCET(TV) (ch. 28) Los Angeles, serving as executive secretary of the licensee and later as director of community development. In March 1965 she rejoined Caltech.

She is married to M. Bradley Kemp, vice president of Trans-American Video Inc., Hollywood, a TV video-tape production and processing firm that leases mobile units. She is the mother of eight children and has seven grandchildren.

Tables turned on KLAJ

AM in Lakewood, Colo., trying to block sale of KBTR(AM) Denver is now liable for fine as result of countercharge

When a broadcaster enlists the aid of the FCC in settling a dispute with a competitor, the result is occasionally somewhat less than he expected. Such is the case with KLAJ(AM) Lakewood, Colo.

KLAJ last October urged the commission to deny the proposed sale of KBTR(AM), in nearby Denver, to Mission Broadcasting Co., charging that Mission's planned termination of the station's all-news format in favor of country music would be a disservice to both the greater Denver audience and itself (BROADCASTING, Oct. 25, 1971). KLAJ is also a country operation. For its effort, the FCC informed KLAJ last week that it is apparently liable for a \$2,000 fine.

The FCC action was the result of a pleading by Mission in answer to the charges launched against it by KLAJ. Besides disputing KLAJ's allegations, Mission had asked the commission to investigate what it termed a policy by the station to identify itself over the air and in promotional material with Denver, rather than suburban Lakewood, the city to which it is licensed. To substantiate that charge, Mission supplied the commission with logs of KLAJ's programming it compiled during a week-long monitoring session. Among other things, those documents showed that roughly 50% of the time, KLAJ used the phrase "KLAJ serving greater Denver from Lakewood" in its half-hourly station identifications. This, coupled with KLAJ's numerous references to Denver in giving time and weather announcements, the almost total

absence of any mention of Lakewood in such announcements, and KLAJ's use of Denver as its mailing address in commercials broadcast over the air, Mission submitted, implied that the station was attempting to mislead its audience into thinking that it was, indeed, a Denver station.

The commission agreed. It noted that its rules require that no licensee may, through the use of station identification or promotional announcement, lead listeners to believe that it has been authorized to officially identify itself with cities other than that to which it is licensed.

The commission disagreed with Mission, however, on the issue of whether KLAJ had, through its news broadcasts, public service announcements and attained revenues—most of which, Mission had argued, pertained to Denver—failed to meet the needs of its licensed city, a violation punishable by license revocation. The commission concluded that a week of monitoring KLAJ's signal could not provide sufficient evidence to establish that offense. It cautioned KLAJ, however, against neglecting its primary obligation to Lakewood in fulfilling its commitment to its entire service area.

In addition, KLAJ was advised that its use of a Denver mailing address on rate cards, letterheads and other station correspondence could mislead advertisers.

While KLAJ might have suffered an interim defeat, its chances of success in its initial goal—to block Mission's acquisition of KBTR—are still intact. Its petition to deny that station's transfer from principals of Mullins Broadcasting Co. is still pending at the commission, and has been joined by a like pleading from a local citizens group making similar allegations.

What's in a challenge?

Parties to WOIC sale say transfers, unlike renewals, should be exempt

The right of citizen groups to challenge pending transfers of broadcast station ownership was questioned last week by the licensee of WOIC(AM) Charleston, S.C., and the firm to which it proposes to sell the station.

The pleading before the FCC two weeks ago by Woic Inc. and Quadrant Radio Inc., the proposed buyer, was in opposition to a petition to deny the woic sale filed three weeks ago by Columbia Citizens Committee Concerned with Improved Broadcasting (BROADCASTING, April 17). The petitioner had charged that Quadrant's proposals for the operation of the station did not reflect the needs of the city's blacks.

In their argument the firms stressed that petitioners have "no legally protected interest" in the WOIC sale and would suffer "no injury which is direct and substantial" as result of it.

They claimed that the 1966 U.S. Court of Appeals decision extending the United Church of Christ's right to challenge the renewal of WLBT(TV) Jackson, Miss.—a decision which opened the door to the current tide of citizen-group activities in FCC proceedings—"does not cover the factual patterns to be dealt with here." They noted that the WLBT decision dealt with the right of citizens to challenge renewal applications, not transfers, and emphasized the difference between the two.

In WLBT, they argued, petitioners had a "relatively valid base" for contention—namely the station's past programming. But in the case of the transfer, they claimed,

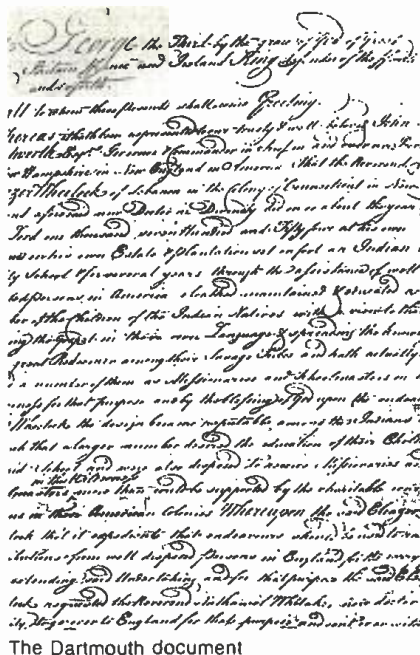
all the challengers have to go on is "prospective illustrative programing" outlined by the buyer in the FCC sale application. In this immediate case, the companies asserted, the petitioner has attacked Quadrant's programing idea as if it reflected "total representations already aired."

In reference to allegations made by woiic petitioners, the companies claimed that the citizen group had not taken into consideration amendments to the sale application subsequently filed by Quadrant, and thus the group does not have a proper perspective on the firm's proposals. They also argued that the petition was not filed on time and contained "inaccurate and speculative" allegations.

An Anglo-American angle

Dartmouth tells FCC of charter—by George Americans, it seems, are never going to get King George III off their backs. When Dartmouth College applied to the FCC last month for a new FM in Hanover, N.H., one of its supporting documents was a copy of the charter granted to Dartmouth in 1769 by the king against whom the colonies later revolted.

For all its antiquity, the copy was filed in conformity with a commission regulation requiring the college to demonstrate that the purposes for which it was incorporated cover the operation of a radio station.



The Dartmouth document

And there is little doubt the document will serve that purpose. An earlier copy was filed with the commission in March 1956, when the college was applying for an AM, granted for WDCR, in 1957.

Along with its earlier application, the

college forwarded a letter from a Manchester, N.H., attorney expressing the legal opinion that the King George III charter did indeed authorize Dartmouth to operate a radio station.

The attorney, John L. McLane, noted that the college was established to provide for "the education and instruction of youth of the Indian tribes . . . and also of English youth and any others" and that to accomplish that function was given broad powers to do whatever could be done by "a natural person or other body politick or corporate."

FCC sets line-up for May 4-5 argument

Commission starts effort to define 'superior performance' in radio-TV

Twenty-five parties will present their views to the FCC during oral argument on the commission's "superior performance" inquiry, aimed at constructing a new comparative-hearing policy for broadcast renewal applicants. The commission has set aside May 4 and 5 for presentations.

Participants, in order of appearance:

Florida Association of Broadcasters and others, Alianza Federal de Pueblos Libres, Dempsey & Koplovitz, CBS, Plough Broadcasting Co., The Evening News Association and others, Institute for Broadcasting Financial Management, Cornhusker Television Corp., Corinthian Stations and others, Storer Broadcasting Co., Black Efforts for Soul in Television, Colby & Tarrant, Forum Communications Inc., National Religious Broadcasters Inc., NBC, Fidelity Television Inc. and others, Westinghouse Broadcasting Co., National Citizens Committee for Broadcasters, National Association of Broadcasters, McClatchy Newspaper, WPXI Inc., ABC, American Newspaper Publishers Association, KGUN Inc. and others, and Department of Radio and Television of Diocese of Cleveland.


Changing Hands

Announced

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

■ **KMEN(AM)** San Bernardino, Calif.: Sold by Valjon Inc. to Fanfare Corp. for approximately \$500,000. Walter Richey is president of Valjon. Fanfare, a publicly owned corporation, is primarily engaged in theatrical film distribution and production, and leisure-time activities. It is making its first broadcast venture. Joe Solomon is president of the Hollywood-based firm. **KMEN** operates fulltime on 1290 khz with 5 kw.

■ **WELM(AM)** Elmira, N.Y.: Sold by John S. Riggs and others to Charles P. LeMieux Jr. for \$448,925. Mr. Riggs formerly owned **WHAM-AM-FM** Rochester, and **WOLF(AM)** Syracuse, both New York; **KVOR(AM)** Colorado Springs,



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and WAIR(AM) Winston-Salem, N.C. He will have no broadcast holdings following sale of WELM. Mr. LeMieux owns Ten-nex Sports Co., Norwalk, Conn., manu-facturer and distributor of games. He was formerly sales manager of WINS(AM) New York. WELM operates on 1410 khz with 1 kw day. Broker: Chapman Asso-ciates.

▪ KMLB-AM-FM Monroe, La.: Sold by R. L. Vanderpool Jr. to Robert E. Powell for \$350,000. Mr. Powell was formerly vice president, sales, KNOE-TV Monroe. KMLB(AM) operates on 1440 khz with 5 kw day and 1 kw night. KMLB-FM is on 104.1 mhz with 17 kw and an antenna 175 feet above average terrain.

Approved

The following transfers of station owner-ship were approved by the FCC last week (for other FCC activities see "For the Record," page 64).

▪ WGMF(AM) Watkins Glen and WXXY-FM) Montour Falls, both New York: Sold by Guy S. Erway and Duane Cor-nett to Louis G. and Paul F. Timolat and David F. Ward for \$126,000. Louis Timolat is employed on contract as a helicopter traffic reporter for WCBS(AM) New York. Paul Timolat is a student at Franklin and Marshall College, Lan-caster, Pa. Mr. Ward is a professor at Oklahoma College of Liberal Arts, Chickasha. WGMF is a daytimer on 1500 khz with 500 w. WXXY is on 104.9 mhz with 1 kw.

Walk-out at Denver FM ends with walk back in

Employees left after dispute with boss; now they're reinstated and he's gone

A two-week walk-out by employes of progressive rock station KFML-FM Den-ver over personnel changes by a newly appointed general manager has ended with the ouster of the general manager and the reinstatement of the entire staff.

The insurgent group included on-air, production, and other personnel who walked out on April 9 after Les Carter, general manager at KFML for five weeks, replaced two on-air employes with former associates from KPCC-FM Pasadena, Calif., where he had been program direc-tor until last fall. Strikers also alleged that Mr. Carter had usurped the pro-gramming functions, as well.

When demands for the re-hiring of the disk jockeys were turned down, the in-surgents asked to be fired "for unemploy-ment reasons", a spokesman said.

Reacting to audience response and the loss of several advertising accounts, the spokesman said, station owner and presi-dent Joseph McGoey met with the strik-ers. Mr. McGoey had no comment on this statement. After several meetings, Mr. McGoey released Mr. Carter and his KPCC-FM personnel from the staff and re-hired the insurgents, taking on the managerial duties himself. He has no plans to hire a new general manager.

"We thought it best rather than work-

ing through general managers, that I work directly with the employes," Mr. McGoey said last week. Mr. Carter could not be reached for comment.

In the past, similar walk-outs, i.e., for reasons of policy rather than monetary or working conditions, have taken place at KMPX-FM and KSAN-FM, both rock sta-tions in San Francisco. A spokesman for the strikers claimed that this walk-out was the first that had been successful in getting management to overturn newly instituted policies.

AM-FM called on carpet

The renewal applications of WCRM-AM-FM Clare, Mich., have been designated for hearing by the FCC to determine, among other things, whether control of Bi-County Broadcasting Corp., stations' licensee, was transferred without com-mission authorization.

The FCC also said a hearing was nec-essary to determine whether WCRM Gen-eral Manager James A. Sanzone, who is seeking to acquire control of Bi-County, deliberately falsified the stations' logs, and whether the licensee made misrep-resentations in its FCC application to trans-fer control to Mr. Sanzone. The commis-sion said the hearing should examine the over-all question of whether Bi-County is

qualified to continue as a licensee.

It was also stipulated that if the case hearing examiner then finds denial too harsh a penalty, he can recommend a \$10,000 fine.

Media briefs

NBC adds. WSJM(AM) St. Joseph, Mich., joins NBC Radio May 8.

One more for ABC. KCBC-AM Des Moines, Iowa, has joined ABC's Ameri-can Information Network.

Cable conference. *New York Law Jour-nal* and Cable Television Information Center will sponsor "practical policy con-ference" this spring on cable's oppor-tunities and problems under new FCC rules. "Faculty" includes Monroe Rifkin, American Television and Communica-tions Corp., Denver; Sol Schildhouse, of FCC's Cable Television Bureau; W. Bow-man Cutter, Cable Television Informa-tion Center; James Ragan, Athena Com-munications; Gary L. Christensen, Hogan & Hartson; Morris Tarshes, City of New York, and others. Separate meetings will be held May 5-6 in Los Angeles, at Bever-ly Wilshire hotel, and June 8-9 in New York, at Gotham hotel. *Law Journal Seminars, New York Law Journal Build-ing, 2:58 Broadway, New York 10007.*

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Open access: What happens?

Almost anything, according to experience on special cable channels in Manhattan, but the nagging question still unanswered is whether anybody out there is tuning in

New Yorkers whose TV sets are wired for cable could recently have stumbled on a tape of two young men stripping off their clothes and embracing, a show produced by a government-employees' local union featuring a member who found a negotiable check for \$1,650,000 in the street and, instead of skipping to South America, returned it to the authorities, and a half-hour tirade by a woman who claims that "homosexual plastic surgeons" botched her face-lift.

Up to 200 hours a week of tapes like these—ranging from self-indulgent fantasy to wildly hortatory special pleading—are now visible day and night on the four public-access channels that serve Manhattan residents who are linked to cable television. Public access is now 10 months old in New York, and individuals eager to translate their private obsessions into cablecastable half-inch tapes are beginning to take advantage of it. (As recently as last September only about 40 hours a week were being programed on the four channels.) The Teleprompter Corp., which is wiring the upper half of Manhattan, makes available a studio, a camera and a couple of technicians free of charge to people in the community seeking access, and Sterling Manhattan Cable Television Inc., which holds the franchise for the lower half of the island, is about to put \$10,000 worth of equipment into the Alternate Media Center at New York University for the same purpose.

The Alternate Media Center is almost messianic in spreading its gospel of the advent of the common man in the televi-

sion that's soon to be upon us, and it derives a good deal of this fervid elan from Red Burns, a feisty, energetic woman who, along with the center's supervisor, Professor George Stoney, and six full-time "producers," seems less interested in producing tapes than in showing people from various community groups how to use the portable equipment (a Sony Videorecorder II camera attached to a Porta-Pak tape deck: total weight, 21 pounds) and then letting the groups shoot their own tapes. So far, the center has had its best results, not in Manhattan, but in Reading, Pa. (on a cable system run by the American Television & Communications Corp.), and in Cape May, N.J. (on a Teleprompter-owned system), because these are relatively small, cohesive communities.

"We've developed an excellent partnership with ATC in Reading," says Red Burns. "They put up \$6,000 in Porta-Paks and gave us free office space and telephones. We sent one of our staff, Phyllis Johnson, to hold informal classes on how to work the equipment. An article in the local paper stirred curiosity in the community, and pretty soon we had a video workshop going, with weekly meetings to discuss the tapes that had been made.

"One tape, for instance, featured community people in a rural mountain area worried about a local developer who was planning on putting up housing that would destroy some of the natural beauty of the area. This tape was put on the air in prime time and we got a very lively response to it."

"Public access is bound to work much better in small communities," says John Sanfratello, the program manager for Sterling Manhattan, "because people of-

ten deal on a personal basis with the mayor, the chief of police, the principal of the local high school. And everybody knows what his neighbor is doing; the community involvement is there to begin with. In New York, people live behind locked doors; the average New Yorker barely has a nodding acquaintance with the guy who lives next door to him."

Mr. Sanfratello makes the further point that the people who could most benefit from public access—the poor, the minority groups, those who rely heavily on city services like welfare—would probably think twice before saddling themselves with the \$6-a-month cable charge. Sterling, cognizant of CATV's being a luxury item to certain classes of New Yorkers, started laying its cable on the affluent East Side and is slowly working its way across town into the slummiest sections of its franchise area, where subscribers are expected to be much harder to come by.

And the New York City Housing Authority has so far refused to let Teleprompter or Sterling put cable into any of its public-housing projects, thus effectively keeping in the dark a potential Manhattan audience of 170,000 people. "We're in the process of adjusting all of our tenants' rents in line with the recent rent increase," said Marcus Levy, the general manager of the city's Housing Authority. "We just can't tack on an additional \$6-a-month cable charge for people in these low-income brackets."

But Charlotte Schiff Jones, the director of community programing at Teleprompter, thinks the reason goes deeper. "The Housing Authority," she says, "doesn't want to get caught in the middle of a controversy over whether cable TV is a necessity or a luxury. Back in the fifties, welfare caseworkers regarded a TV set as a luxury—and they'd take the welfare benefits away from any client who had the gall to own a set. The added expense of cable will probably start this whole business all over again."

These are two off-the-tube shots of TV programing on New York's public-access cable channels. At left: a street scene taped by Open Channel, one of the most active of that city's producers. At right:

Phyllis Johnson, a producer for New York University's Alternate Media Center, talking to a man from the Washington Heights community about the burdens of his rate increase.



No real effort has been made yet to spread the word about public access, even to those who do have cable. Sterling includes a perfunctory note in the back of its monthly program guide, but the only separate listing it provides of the access shows is a print-out of that day's schedule, which revolves in endless cycles on the access channel not in use at the time. Teleprompter doesn't even furnish a print-out, so it's catch-as-catch-can when a Teleprompter subscriber tunes in on public access. Neither Teleprompter nor Sterling would be averse to setting out detailed listings of public access in its program guides, but such a plan isn't feasible because often tapes arrive late at the system and are scheduled on short notice, occasionally as little as 24 hours, whereas the guides are printed as long as five to six weeks in advance.

The technical problem of sending half-inch tape over a cable system that is designed for one-inch and two-inch tape is still bugging the systems. And half-inch tape is just about the only kind turned out by the Porta-Pak-equipped access producers, the Alternate Media Center (supported by the John and Mary R. Markle Foundation) and the Raindance Corp. and Open Channel (both funded by the New York State Council on the Arts).

Ira Schneider of Raindance has little patience with the systems' problems. He says he found Teleprompter's transmissions "atrocious" and stopped sending his stuff uptown.

Mrs. Burns of the Alternate Media Center has not yet despaired. "We call them up and complain every time the picture gets really bad," she explains, "just so they'll know somebody cares."

If not for Mrs. Burns's calls, there would be times that the cable operators could legitimately wonder whether anybody was out there to care, one way or another. On a recent afternoon James Lee, the young man who monitors the public-access channels of the Teleprompter system, which originates its access service from a housing project in Washington Heights, discovered that he had fed an Open Channel tape without sound. The program, featuring a narrator in extended explanations of the Picassos on exhibit at the Museum of Modern Art, had provoked not a single call inquiring about the absence of words to go with the narrator's lip movements. With a shrug, Mr. Lee rewound the tape and fed it into the system again, this time with audio.

Sterling gets higher marks from the access producers. Its transmissions of the half-inch tapes were criticized at first, but, as Mr. Schneider says, "their engineers worked on the problem and really improved the picture." Raindance tries to deliver at least two new half-hour tapes a month to Sterling. The subjects may range from a somewhat abstruse interview with R. Buckminster Fuller in a hotel room to a disorienting beach frolic full of editing tricks and deliberate image distortions.

There are strong indications that cable



Theodora Sklover



Red Burns

subscribers in New York are less than bowled over by the video-tape experiments of groups like Raindance. "There's been no feedback at all on anything of mine that's gone out," says Mr. Schneider. Many of the other tapes are geared to the most specialized of audiences—for example, the NYU Deafness Research and Training Center's sign-language tapes that explore the problems oppressing deaf people in the metropolitan area; or the programs put on by a group called the Irish Rebel Theater, combining agitprop for civil rights in Northern Ireland with ethnic activities like Hibernian folk singing; or the tapes of the various militant demonstrations recently set in motion by the Gay Activists Alliance.

One of the drawbacks of this necessarily limited audience appeal is that headline-seeking politicians and radical groups, who might stimulate some much-needed publicity for the public-access channels, have been breaking down no doors to get on the cable. "It's not worth their while," says John Barrington, the vice president of public relations at Teleprompter. "They don't want to bother with such small audiences."

Teleprompter and Sterling are still too leery of legal liabilities to try to hypo public-access ratings by putting on a couple of the pornographic tapes that have been submitted. "We'd like to make a test case out of an esthetically valid pornographic tape—maybe one of those how-to demonstrations, with all the various positions," says Mr. Sanfratello. "But the tapes sent in so far have been sleazy and amateurish. I rejected them on the grounds of bad taste."

The future of public access in New York may rest on a provision in Sterling's and Teleprompter's contracts with the city of New York calling on the two companies to decentralize their franchise areas into at least 10 subdistricts by the end of 1974. Each of these subdistricts would theoretically be fully equipped to originate programs that might be of interest only to a select group of people in a given neighborhood.

"It's true we've got this provision down on paper in the city charter, but whether

it becomes a reality will depend on our success in making these neighborhoods aware of this fantastic free-access tool," says Theodora Sklover, the articulate, tough-minded executive director of Open Channel. Miss Sklover has put together a pool of about 80 TV professionals—directors, cameramen, soundmen, editors—who volunteer their time to organizations seeking to do their thing on the access channels, organizations as varied as the Museum of Modern Art, the Boy Scouts, the Puerto Rican Dance Theater and the *Inwood Advocate* (a Washington Heights community newspaper). Although these groups often let the volunteer professionals do their filming and editing for them, Miss Sklover insists on giving the groups final say on what goes out over the cable. "And of course ideally these groups should be making their own tapes," she says. "But I don't believe in just handing them a Port-Pak and telling them to go out and shoot. The result would probably be a crude piece of tape that nobody would watch."

(A Harlem storefront studio that Teleprompter will offer for use by neighborhood people to churn out tapes is to open for business June 1. "We hope community people will discuss their problems on camera," says Teleprompter's Charlotte Jones. "But it doesn't all have to be serious—we'll broadcast a group of kids improvising on their guitars.")

Decentralization of video origination has already begun.

An example of how the People's Video Theater (PVT), an independent group, worked with Greenwich Village residents is laid out in Michael Shamberg's book, "Guerrilla Television." Mr. Shamberg calls the PVT's method "video mediation," which "means taping one side in a conflict and showing it to the other, then taping their response and showing it to the first group." Mr. Shamberg explains: "PVT first did this in Washington Square Park in New York. The park had been under reconstruction for over a year and a tense situation had developed between park police and local residents.

"PVT first made a 50-minute documentary of the situation in the park by



Foster takes over. For the first time in almost a year, the National Cable Television Association has a president in its Washington offices. David H. Foster settled into the job last Monday (April 24)—with two weeks of vacation behind him and a lot of work, including the NCTA convention, lying ahead. About an hour after he set foot in the building, Mr. Foster held an informal meeting with his staff (shown above) and promptly got a graphic reminder that filling key staff vacancies will be his first major task (the secretaries outnumbered the professionals in the room). Undaunted, the NCTA president offered about 10 minutes' worth of relaxed introductory remarks, and appeared to solidify a favorable first impression.

talking to everyone who used it: blacks, students, pensioners, etc. From the tape it became apparent that people were very upset because construction, already past deadline for completion, limited available space.

"PVT then made a six-minute tape of the park police talking about the documentary, and a six-minute tape of local residents responding to that feedback. The resulting 12-minute tape was shown to city officials, local residents, and city planners. They responded to the questions posed, and the final tape, documentary with feedback, was then shown in the park."

Mr. Shamberg and Ira Schneider, his successor at Raindance, have evolved, in Mr. Shamberg's words, "a whole genre of video tape made simply by people standing on the street with a Porta-Pak and picking-up on what's going on."

Here, in Mr. Shamberg's words, are examples of Raindance tapes that have been played on the New York cables:

"A street rap on sex by a Berkeley [Calif.] street person.

"Three elderly people on New York's upper West Side telling us how much dirtier and worse the city is now, compared to the old days.

"A girl on St. Marks Place giving an honest, rugged account of her experience with STP [a drug].

"A monologue by a Cuban drunk interspersed with his pleas for money to buy a drink."

Is there an audience for unstructured tapes like these? Miss Sklover is convinced that public access will die in the womb unless it starts pulling an audience. "The viewing public is used to the slick,

polished stuff they're being fed on commercial TV," she says, "so we've got to give them those same professional standards on the access channels. Otherwise, they'll just regard public access as a lot of playing around with television by a bunch of freaks. The worst thing that could happen to public access would be for it to fall into the hands of the counterculture and the media freaks."

But other public-access enthusiasts are just as convinced that there is an audience for off-beat tapes. As Leonard Ross, a law teacher at Columbia University and a consultant to the Sloan Commission in its recent report, "On the Cable: The Television of Abundance," puts it: "The older generation of TV malcontents has a vision of 'good television' far removed from contemporary enthusiasms. The usual demand has been for intelligent melodrama, a revival of *Studio One* and *Playhouse 90* or an imitation of BBC's *Masterpiece Theater*. But if a younger generation of 'media freaks' is willing to watch experimental programming, in spite or because of its lack of conventional polish, cable may indeed portend a revolution."

Action for Vikoa cable

Vikoa Inc., Hoboken, N.J., has announced a series of expansion moves in its CATV operation.

The company said it had acquired the Bluewell (Va.) TV Cable Co. which has about 1,100 subscribers and which will be incorporated into the firm's adjacent system in Bluefield, W. Va., which has 6,300 subscribers. In addition Vikoa re-

ported it now has 100% interest in General CATV, Willingboro, N.J., having purchased a 13% minority interest. The system has approximately 4,900 subscribers.

Vikoa added it has been granted a franchise for Dublin, Va., and has entered into agreements in principle to buy two cable set-ups: Dresden TV Cable Co., which has systems in Dresden, Frazeyburg and New Concord, all Ohio, serving about 1,200 subscribers, and General Communications Inc., which operates systems and has franchises in Kansas and Missouri having about 11,000 subscribers.

Have times changed on crossownership?

Local programming is no longer issue, says NAB in second bid to have ban lifted on TV-CATV combinations

The National Association of Broadcasters last week renewed its attack on the FCC's prohibition of crossownership between co-located television and CATV facilities.

In a brief designed to supplement a petition for reconsideration of the crossownership rule it filed in August 1970, NAB claimed that "intervening events" between the time the original petition was filed and the present time "have demolished the very rationale that was used for the adoption of the rules in the first place." That "rationale" was the commission's belief that TV licensees should not be allowed to own cable systems in the same market as their stations because of a potential concentration of control of locally originated programming.

But the intentions of the commission, NAB argued, were not followed through in the new cable rules, which the association claimed place greater emphasis on access and leased channels than on program origination by the CATV operator himself. At the same time, NAB said, the U.S. Court of Appeals in Washington has struck down the commission's mandate of compulsory local origination on cable systems having more than 3,500 subscribers. While noting that the court decision is currently being appealed to the Supreme Court, NAB said that regardless of the outcome of the appeal, "it is clear" that CATV's common-carrier function of providing access channels will "clearly predominate in the future over the limited amount of programming originated by the cable system itself."

Another result of the new cable rules that effects the crossownership issue, NAB asserted, is the fact that the television signals a cable system must and must not carry "are now more pre-determined than ever." Thus, "so far as TV signals are concerned, the cable operator is no more than a conduit, unable through signal selection either to favor his own local station or to disadvantage a local competitor," NAB said.

NAB further noted that, in its original petition for reconsideration, it had argued that a prohibition on TV-CATV cross-

ownership was "premature" in the absence of "definitive or meaningful information on the availability of competing media in various parts of the country." Such information now exists, it said, referring to a four-volume study by M. H. Seiden & Associates, *Mass Communications in the United States*. NAB claimed that this study "proves that there is a very large diversity of media available to the public . . . in virtually every market, regardless of size." With this "evidence" in hand, NAB said, the commission would not have found it necessary to advance the crossownership prohibition.

A walk on the quiet side for NCTA

With regulation a fait accompli, convention focuses on business

Last year, the hope of better things to come in cable regulation overshadowed all else. Now, with the FCC rules in effect, and no other single pressing hope or fear to occupy their minds, the nation's cable operators will be able to focus on a wide range of hard business topics at this month's convention of the National Cable Television Association in Chicago.

The two principal speakers are a wide range all by themselves: FCC Chairman Dean Burch and consumer advocate Ralph Nader. Management sessions will explore such topics as the problems of construction in major markets, legal implications of the new rules, and how cable's future looks from Wall Street.

Additionally, the theme—"CATV: The New Communicator"—suggests the emphasis that will be placed upon questions of public access to cable.

The technical sessions will range from the futuristic ("Satellite/Cable System Engineering") to the very down-to-earth ("Lightning Protection"). In between is a session whose title could easily have been the convention's theme—"From Blue Sky to Cash Flow." That gathering will feature Hubert Schlafly, president of Teleprompter Corp., and Dr. Peter Goldmark, former head of CBS Laboratories and now president of his own firm, Goldmark Communications Corp.

Many of the names and topics will be familiar ones, but the man of the hour at this convention was unknown to cablemen last year—David H. Foster, the new NCTA president. Mr. Foster will be making his first appearance before the industry in his new role.

The lack of a clear danger to cable's future—and the absence of a full NCTA staff to prepare for the convention—has led some to speculate that this may be among the more "bland" NCTA gatherings. But if "bland" means the relative absence of political uncertainties, and the freedom to get down to questions of business, it may be remembered as a welcome change.

An undercut of cable policy?

FCC hopes Supreme Court will restore origination order; Justice White offers parallel of commission jurisdiction over network affiliates, CATV's programs

Trying to read a judge's mind from the questions he asks during an oral argument is a risky business. More often than not, his questions are designed to develop facts, not reveal a point of view. Nevertheless, the game of trying to divine the feeling behind a judge's questions is one that never ceases to intrigue court observers.

Supreme Court Justice Byron White provided a good example of the kind of questions that keep the game interesting during the Washington argument on the government's appeal of the Eighth Circuit Court of Appeals ruling overturning the FCC order requiring CATV systems with more than 3,500 subscribers to originate programming.

Harry Plotkin, counsel for Midwest Video Corp., which had successfully challenged the rule in the appeals court, had been arguing that the commission lacked the statutory authority to force CATV system operators into "an entirely new business activity." CATV system operators are part of the television-reception process, he said. They should not be forced to undertake an activity that would impose on them the regulatory, legal and creative problems broadcasters face.

But, said Justice White, what about a broadcaster who prefers to "just be a transmitter, network 100%? Doesn't the commission have the power to tell him he has to put on the air a certain amount of local program and originate some programming?"

Mr. Plotkin said broadcasters are licensed to operate in the public interest.

Justice White suggested that fact did not affect his analogy. He noted that the commission is seeking to require CATV systems to originate—to provide additional service—as a condition for permitting them to continue relaying television signals.

"What's the difference between the two situations?" he asked.

The colloquy was interrupted by the luncheon recess. And when he returned to the court, Mr. Plotkin sought to answer Justice White by contending that CATV systems are not "parasitic" in their relationship to the stations whose signals they carry.

Rather, he said, CATV systems are part of a "symbiotic relationship," in which they are part of a reception process without which the signals would be worthless. What the commission is seeking to accomplish, he said, is like "telling the manufacturer of television sets that since he is making use of signals, he ought to open a broadcast station."

Those who play the mind-reading game saw in Chief Justice Warren E.

Burger's questions some concern over the Midwest Video's main argument. "Has there been any [statutory] amendment in this area since cable television emerged?" he asked Lawrence G. Wallace, the solicitor general's office, who was arguing the case for the government.

"Not at all," Mr. Wallace replied. But he added that there was "some significance" in the close scrutiny that Congress has been giving to the development of the commission's CATV rule-making proceedings.

The commission considers the case a critical one in the construction of its CATV policy. It feels that if the Supreme Court upholds the lower court's decision, it may lack the authority to adopt many of the rules included in the new CATV package that became effective March 31—rules, for instance, that require CATV operators to build systems with at least 20 channels and to make channels available to the public and local governmental authorities on a lease or free-access basis.

The Supreme Court is expected to rule on the case before it adjourns in late June.

State regulation of cable urged

Law professor says cities and counties aren't organized right to do the job

Although the FCC's new CATV rules are now in effect, the job of creating a regulatory framework for cable television is far from completed, in the view of University of California law professor Stephen R. Barnett. He feels that state and local governments must move in to fill gaps that the commission has left in the regulatory structure. And in this, he places major stress on the states.

Professor Barnett, writing in the April issue of the *Notre Dame Lawyer*, bases his conclusions on a lengthy analysis of the commission's new rules, the history of local regulation and the relative capabilities of state and local governments for regulating CATV, as well as on various major proposals for state and local regulation that have been advanced.

Professor Barnett feels that local governments have been failures in attempting to regulate cable television, and attributes those failures to institutional weaknesses that can be expected to persist. For one thing, he says local governments are not likely to correct what he sees as defects in the 5,000 franchises they have already issued cable TV companies. States, he feels could remedy the defects.

He describes the commission's rules generally as "well conceived" but weak in their requirements for franchising procedures and their limits on franchise duration, and "misguided" in pre-empting any role for state and local governments in regulating the use of cable systems' access channels.

However, he notes that the rules leave large areas of regulation to state and

local governments. And while Professor Barnett clearly favors a state presence, he says "there is a compelling interest in preserving a voice for the local community . . . that should be respected."

One possibility he suggests is "a 'mixed' scheme." Local governments would select franchisees and decide what the franchises should include; but state governments would specify the procedures to be followed in the franchising process, limit the duration of franchises, and establish standards for cable service and performance in a number of areas.

He also suggested that a state might go further, and establish a "dual system, in which it participates with the local government on the franchising process. He noted that Massachusetts has gone a step in that direction with its new CATV statute, which provides for a right to appeal a local franchising decision to a state commission.

If that system were combined with one in which the state participated—perhaps through the staff of a public commission—in the local franchise process, the advantages of local decision-making in the franchising of cable systems might be preserved, and its alleged deficiencies "minimized," according to Professor Barnett.

One small step for cable regulation in Illinois meets giant court rebuff

It rules 1921 public-utilities law can't meet current cable needs

One of the most important and controversial assertions of state authority over cable television has failed its initial test in court.

The Illinois Commerce Commission was told by Judge Charles Parker that it does not have clear authority to regulate cable under existing Illinois law. The McHenry county circuit judge said the question must be resolved by the state legislature.

After extensive hearings, the Illinois commission last year asserted jurisdiction over cable and promptly set up what amounted to a freeze on new construction (BROADCASTING, Sept. 13, 1971). Its principal justification was that cable messages are now technically similar to those of telephone and telegraph companies, and that under Illinois law they should be considered identical and regulated accordingly.

In its challenge to the commission's ruling, the Illinois-Indiana Cable Television Association noted that cable was undreamed-of when the present law was written in 1921. It said the legislature needs to formulate a fresh definition of cable's status under state law. The judge agreed.

The Illinois commission will argue this week for a stay of the ruling, which would permit it to continue the current freeze while conducting a rulemaking proceeding on cable. It also plans to appeal the case to the state supreme court.

Inside New York cable

Rockefeller regulatory bill would treat CATV as public utility, prohibit system involvement in programing

Passage of legislation proposed by New York Governor Nelson Rockefeller calling for the regulation of cable television in New York state was recommended last week by the New York chapter of Americans for Democratic Action and the City Club of New York.

The governor's bill would create a cable-television council made up of the state's five public-service commissioners plus eight public members and would lay down specific guidelines to assure general access—but not necessarily free access—to CATV by all elements of the public. CATV systems would be regulated as public utilities by the public service commission and would be prohibited from engaging in or controlling CATV programing.

Another pending bill, introduced by Assemblyman Robert Kelly, would create a CATV regulatory authority outside the public-service commission. Both the ADA group and the City Club felt the Kelly bill was too vague and permissive.

A one-year moratorium on awarding new franchises was ordered by the New York legislature last year but expires next month. In addition to the Rockefeller and Kelly bills, another pending measure would extend the moratorium.

CATV operators in New York state generally oppose the Rockefeller measure, specifically because it would put them under the PSC but, more broadly, on grounds that state regulation should await more definitive word on the question of federal, state and local relationships on cable, to be considered by a commission provided for in the FCC's CATV rules.

Protection for broadcasting, not the broadcaster

Burch says special relief from cable rules may be granted—but not just to protect individual broadcasters' profits

The FCC doesn't think its cable rules pose a "serious risk of adverse impact on broadcast television," and would modify them if it found otherwise, Chairman Dean Burch said last week.

In a letter to Senator Howard Baker (R-Tenn.), the chairman said that relief would not be given to a broadcaster simply because he was adversely affected by cable. But if an entire market were to be deprived of broadcast service—or if the broadcast system itself appeared to be weakened—the commission would have to act, he said.

"In a field that is generally controlled by open competition," Chairman Burch said, "clearly the mere reduction in the percentage of profits or the cessation of

unprofitable or unproductive operations cannot be considered definitive." But "if there is substantial indication that broadcasters will not be able to serve as effective outlets for local expression—the statutory goal—the commission must act," he said.

Chairman Burch said the commission is watching carefully for evidence of the effects of its rules, and will be prepared to take whatever remedial action is necessary "long before cable has reached the penetration that could result in adverse effect on the public." He said action in specific regions or markets will probably be necessary, but not general overhaul of the rules.

If special relief were found to be necessary, Mr. Burch said, these courses of action might be taken: restricting distant signals to specific areas in a community; extending exclusivity protection in markets below the top 50; extending the market zone beyond 35 miles; or, in extreme situations, to withdraw distant-signal authorization entirely.

During FCC oversight hearings earlier this year, Senator Baker had asked for additional information on how the commission would deal with "adverse impact" that cable might have on broadcast television (BROADCASTING, Feb. 7).

Cable regulation: Rebuild the pyramid

All three levels of rulemakers need education, says Teleprompter's Shafer

With the FCC's cable rules now a reality, what is the biggest task confronting that industry? According to Raymond P. Shafer, chairman and chief executive of Teleprompter Corp., it's to "educate and persuade our public officials at all levels"—federal, state and local—so that cable can live with the three different kinds of regulation that are part of its existence.

In his first appearance before an industry group since taking over at Teleprompter, Mr. Shafer told the New York State CATV Association that "few if any issues have inspired such a dichotomy of self-interest "as cable regulation at the local, state and federal levels. He urged the industry to unite in working for rules that are "constructive rather than repressive."

And he went out of his way to include state regulation, which has been the most controversial and unsettled of the three. "Some form of state participation in cable-TV regulation is virtually inevitable," he said.

The former governor of Pennsylvania said the inability of earlier technologies, such as telephony and broadcasting, to do all that was expected of them can actually work in cable's favor now. At comparable stages in those industries' development, Mr. Shafer said, "much was promised. Much was expected. But not enough was achieved. . . . [Cable] can benefit from the disappointment and disillusionment associated with these other media."

Viacom, Columbia Cable merger is stayed by network antitrust suit

It's 'wait-and-see' as Viacom examines alternatives, among them a counterclaim

The projected \$37.5-million stock deal in which Viacom International Inc. was to acquire Columbia Cable Systems is off, victim of the Justice Department's civil antitrust suit against the TV networks and Viacom ("Closed Circuit," April 24).

The two companies issued a one-sentence announcement that the planned merger had been terminated by Columbia Cable "in view of the recent antitrust action." Officials indicated that Columbia Cable management felt the pendency of the suit raised questions that made the merger undesirable.

The questions were said to relate to the suit's possible effect on Viacom's borrowing power and to whether Viacom's indemnification agreement with CBS, from which it was spun off last year, would cover whatever costs or damages that might result from the suit. Viacom maintained that the company's borrowing power should not be affected and said legal counsel had advised them that the indemnification agreement should apply.

Viacom attorneys also were reported unofficially to be examining legal precedents to see whether there might be grounds for a claim against the government if the antitrust suit is settled favorably to Viacom. There was considerable speculation, however, that a favorable disposition of the suit would be followed by resumption of the merger plan.

Viacom, which has cable-TV systems serving about 180,000 subscribers, would have become the third largest CATV operator in the country through the acquisition of Columbia Cable, whose systems serve approximately 71,000 (BROADCASTING, March 13). In addition, Robert M. Rosencrans, president of Columbia Cable, would have assumed responsibility for all of Viacom's CATV operations, and he and David M. Strassler, chairman of Columbia Cable, would have become members of Viacom's board of directors.

Pole rents and Phase II

Telephone and utility companies' rates for pole attachment contracts with cable systems are not exempt from current Economic Stabilization Regulations, the Internal Revenue Service has ruled.

IRS said that such agreements are licenses, not leases, and therefore confer no right of possession. The rates are fees for the service of issuing licenses to property, IRS said, and therefore are subject to Phase II controls.

The decision apparently throws a block in the path of some companies that have proposed substantial rate increases—some as much as 100%. It was issued in response to requests from two multiple-system owners, Communications Properties Inc. and American Television and Communications Corp.

Broadcast Advertising

The grab is on for campaign bucks

Bureau of Advertising prods newspapers to push harder in this election year; uses survey to downgrade radio-TV

The rallying cry at the annual meeting of the Bureau of Advertising in New York last week was let's beat the TV boys to it and get a bigger share of the political money in an election year.

To ease the way, the bureau came up with a plan that would have it act as a conduit for its newspaper members. The bureau will set up a depository in New York to receive national political advertising monies and the certifications now necessary under the Federal Election Campaign Act. Provisions of that act limit campaign spending and require detailed certificates for each ad, or commercial, placed on behalf of federal-office candidates. Legislation was signed by President Nixon in February and the law went into effect April 7 (BROADCASTING, Feb. 14).

The bureau said The November Group, the agency created by the committee to re-elect the President, had requested a simplified procedure. The bureau applied for, and received, permission from the U.S. General Accounting Office to set up the depository. Newspapers will not be charged for the service.

In effect, as noted at the meeting, newspapers will be available as a "national medium" for the national committees of both the Republican and Democratic candidates. In the past, said Jack Kauffman, the bureau's president, the campaign committees considered newspapers as a local medium and consequently newspapers received "very little national money."

Under the plan, the bureau will obtain a certificate and a check from the agency for all ads in any given week. Time permitting, orders will be sent directly to newspapers by the agency; if not, the bureau will advise the papers. Agencies will remit to the bureau at the newspa-

per's general rate, minus allowable cash discount, and the bureau will pay the newspaper for all ads run in the preceding month by the 10th of the month following. (Agency rebates, if earned, will be handled by the newspapers directly.)

To hammer its message home, the bureau circulated an "idea" pamphlet, which, among other things, quoted various surveys to depict newspaper readership as the highest among those income groups which constituted the bigger percentage of voters in the 1968 presidential election; to show that "the more politically active people are, the less they watch TV"; that newspapers are turned to "as the best way to find out about news and editorial items," and that "people rate newspaper advertising more trustworthy" than TV or radio advertising.

The latter assertion, according to the bureau's pamphlet, was based on a finding of Audits & Surveys Co., New York, which had asked people which medium in their opinion "carries advertising that can be trusted." Newspapers, it was said, were named by 58%, TV by 41% and radio by 40%.

In a promotional statement, the bureau in its pamphlet hit mail and outdoor advertising, but most of the attack was devoted to TV and radio. Among the assertions: Political ads in broadcast are generally resented as an intrusion on entertainment; political broadcasts get audience ratings "far below" the commercial shows they pre-empt, and broadcast "messages" concentrate on heavy viewers and listeners, thus "the people who are less likely to be interested in campaign issues, therefore less likely to vote."

Three claim problems buying campaign time

Political candidates are at the mercy of broadcasters when making their campaign time buys, according to three political consultants.

Speaking at a dinner meeting April 20 of Washington professional chapter of Sigma Delta Chi were Robert Squier, recently resigned TV director for Senator Edmund Muskie's (D-Me.) campaign;

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D. J. Leary, media director for Senator Hubert Humphrey's (D-Minn.) campaign, and Robert Goodman, consultant to various Republican candidates.

There has been criticism of campaign spots, Mr. Squier said, "but it's difficult to buy anything else and until broadcasters open up the time, we can't do anything else."

Mr. Leary, also citing difficulties that candidates confront in buying time, declared: "TV doesn't want us. . . . They spend the summer promoting their fall programing and along come the candidates. They don't want our business because we disrupt their programing."

According to Mr. Goodman, five-minute programs are frequently not available from stations and half-hours are too expensive. What is wrong with 30-second spots or even 10-second spots? he asked.

Coming: MMT Sales Inc.

A new entry in the TV-station representation business, MMT Sales Inc., is reportedly being formed in New York. The company at the outset, it was said unofficially, will represent the five television stations of the Meredith Corp. broadcasting division.

Principals in the new company are Fred L. Nettek, formerly president of ABC Television Spot Sales, who will be president of MTT Sales, and Gary Scollard, formerly a salesman for Blair Television, who will serve as executive vice president.

Though it could not be confirmed, the company was reported to be planning to limit the number of stations it will represent to 15 or less, including the five Meredith stations. The Meredith outlets are KCMO-TV Kansas City, Mo.; KPHO-TV Phoenix; WOW-TV Omaha; WHEN-TV Syracuse, N.Y., and WNEM-TV Bay City-Saginaw, Mich. (Meredith's corporate offices are in Des Moines, Iowa, but its broadcasting division headquarters is in New York).

Muskie money woes grow by \$45,000 law suit

Nonpayment demands for campaign ads hit candidate who announces he'll withdraw from primaries

A San Francisco motion-picture production company is suing Senator Edmund Muskie's (D-Me.) presidential campaign committee for \$45,000 it says is the balance due on TV material produced for the senator's campaign.

At a news conference in Washington, Herbert Decker, president of Medion Inc., said the suit was filed April 20 in Washington Superior Court and—because money was likely to be funneled into last week's Pennsylvania primary—also in the Pennsylvania Court of Common Pleas for Philadelphia county. Medion has also attached the Muskie campaign's bank account in Washington, he said.

Mr. Decker said the company entered into a verbal agreement with the campaign committee early this year to produce 12 spots and one five-minute film for \$105,000. A written contract was submitted but never signed by the campaign committee, he said.

Medion fulfilled its obligation, Mr. Decker said, and even produced eight additional spots at no cost.

He said the committee paid a total of \$60,000 in January and February, but that the payment schedule agreed upon has not been met and \$45,000 is due.

When both parties met to discuss the matter, some members of the Muskie committee claimed the spots were of insufficient quality, Mr. Decker said. "We are experienced film makers and . . . do not accept that contention," he added. He noted that the material was subject to continuing review by Senator Muskie's staff and that it was accepted and used on the air. A proposal by Medion to bring in a third party to judge the quality of the material was turned down, he added.

"We deeply regret this action," Mr. Decker said, "but we are a small company and these funds are essential to our continuing operation."

A spokesman for the Muskie campaign committee said that the quality of the material produced by Medion does not merit full payment.

The Washington court last week denied a motion to quash filed by the Muskie committee, but there has been no final disposition of the case.

Meanwhile, Senator Muskie last Thursday (April 27) announced his withdrawal from the remaining primaries (although his name will remain on the ballot in several of the remaining contests and he is keeping himself available as a candidate for the nomination). "I do not have the money to continue," he said.

It's up to the sponsor

A statement issued by the Television Bureau of Advertising's board of directors urging that the advertiser be held "ultimately responsible for payment for advertising delivered" in television, drew immediate concurrence last week from the Institute of Broadcasting Financial Management's executive officers.

Warren Middleton, IBFM's executive director, in announcing his organization's support of dual liability in contracts for TV time and talent, noted that IBFM's project of a proposed broadcast credit association calls for investigation of the feasibility of revising contract forms. It also proposes further development of standardized paper work, as begun by TVB and the American Association of Advertising Agencies with the standard invoice form. The same application, he said, is planned for radio. The credit association now awaits industry funding.

TVB said copies of the board's position were sent to AAAA and to the Association of National Advertisers. The board stressed the responsibility of the advertiser "because the advertiser's product benefits from television advertising." It said it recognized that the "vast majority" of payments were prompt but urged, nonetheless, that the advertiser "maintain even closer financial contact with his advertising agency."

TVB's move follows increased broadcaster concern over media payments, particularly bills unpaid by financially-troubled advertising agencies or buying services. In recent months, the bankruptcy of Lennen & Newell (BROADCASTING, April 17) and the bankruptcy proceeding involving U.S. Media International, pioneer independent buying service, have forced the long-simmering issue to surface. Network authorities have recently pointed to the existence of network contracts which they maintain include dual liability of client and agent, and ABC and CBS have indicated they intend to collect bills in default by going directly to clients—in the courts in the case of ABC ("Closed Circuit," March 6).

BAR reports: television-network sales as of April 16

CBS \$193,395,700 (37%); NBC \$176,293,100 (33%); ABC \$160,082,100 (30%)*

Day parts	Total minutes week ended April 16	Total dollars week ended April 16	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	75	\$ 433,700	1,019	\$ 6,422,600	\$ 6,448,000
Monday-Friday 10 a.m.-6 p.m.	1,009	6,927,700	13,939	102,670,500	95,086,300
Saturday-Sunday Sign-on-6 p.m.	358	3,440,200	4,708	65,989,200	52,017,600
Monday-Saturday 6 p.m.-7:30 p.m.	92	1,677,200	1,353	27,637,300	23,471,800
Sunday 6 p.m.-7:30 p.m.	22	440,100	212	5,293,600	9,242,600
Monday-Sunday 7:30 p.m.-11 p.m.	398	19,817,400	5,944	296,138,100	290,873,300
Monday-Sunday 11 p.m.-Sign-off	155	3,000,200	2,014	25,619,600	17,956,900
Total	2,109	\$35,736,500	29,189	\$529,770,900	\$495,870,500

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

More election ad drop-outs

Two more Meredith Broadcasting radio stations—KPHO(AM) Phoenix and WHEN(AM) Syracuse, N.Y.—have announced they will not accept political advertising for the primary and general elections.

Meredith's KCMO(AM)-KFMU(FM) Kansas City, Mo., adopted that policy several weeks ago (BROADCASTING, April 10).

According to James Conley, corporate vice president and general manager of Meredith Broadcasting, the stations will develop a program series for candidates to express their views on key issues. The political-advertising ban does not apply to Meredith's WOW(AM)-KFMX(FM) Omaha, or to its TV stations.

New way to get the women?

Radio Advertising Representatives, which represents seven Group W stations, has used computers to help re-evaluate spot-radio buys in light of the growing number of women entering the work force. Their findings were unveiled at a news conference held last Wednesday (April 26) in New York.

The data revealed that half of the women with school-age children work outside the home, and two of every five work fulltime, a trend which increased 14% in the past 10 years.

In light of the statistics, RAR thinks advertisers who buy only in "housewife time" (10 a.m. to 3 p.m.) should re-evaluate their scheduling. Tests showed that better alternatives would be to schedule buys in morning drive time as well as midday or to use schedules running from 6 a.m. through midnight. Both schedules achieved 100% success in attaining the desired reach at lower costs than "housewife time" scheduling (68 cents on the dollar and 62 cents on the dollar, respectively).

Radio spots scheduled between 10 a.m. and 3 p.m. make sense for those who are not employed, the RAR study concluded. However, it said, the working woman is not likely to be listening to radio during those hours and will be reached with spots scheduled on morning drive, afternoon drive, evening and weekend time periods.

Linkletter, Harvey ads for insurance under fire

The Bankers Life & Casualty Co., Chicago, and the National Home Life Assurance Co., Valley Forge, Pa., both mail-order health insurance firms, have been ordered to stop using television personalities to endorse their advertising in the state of Washington.

The Washington state insurance commissioner's office wants the insurance companies to have Art Linkletter and Paul Harvey licensed as insurance agents in the state or else disclose that they are being paid for their endorsements. Otherwise, it was indicated, the insurance companies are open to complaints of engaging

in deceptive and misleading advertising.

According to the insurance commissioner's office, National Home Life has used an endorsement from Mr. Linkletter and Bankers Life & Casualty a letter from Mr. Harvey in a way that is "contrary" to the state's insurance code and "lacks good faith, honesty and equity."

Business briefs

Seattle story. Client and agency groups in New York (April 18), Chicago, Minneapolis, Los Angeles and San Francisco shown movie short, "And Now the Good News from Seattle," produced by King Broadcasting (KING-AM-FM-TV Seattle) with assist from Central Association of Seattle. Features interviews with local business and community leaders with camera shots depicting growth of markets: attempts to counter national impressions of "It's 1931 All Over Again in Seattle."

New location. Katz Television's Detroit office is moving to larger quarters in Troy, Mich., at 1650 West Beaver Road. Phone: (313) 643-4722. Katz Radio's sales office remains in Detroit.

Drug PSA's. Young & Rubicam-created television and radio spots warning youngsters against drug abuse were released to stations in New York area last week. Agency donated its services to mayor's Narcotics Control Council and worked with the Addiction Services Agency on mixed-media campaign. Three television spots, seven radio announcements, as well as print campaign, were prepared using the theme: "Don't join the living dead." Some of radio and print announcements were prepared in Spanish as well as English.

JWT's new service. J. Walter Thompson Co. has announced syndicated media-product survey system called Target Group Index. System, similar to that provided advertisers in Great Britain for last three years, will be administered by Thompson subsidiary, American Market Research Bureau. TGI reports, scheduled for issue early in 1973, will be available by subscription to agencies, media owners and advertisers. Dr. Timothy Joyce will head operation.

Hidden camera commercials. Potlow Productions has been formed by Lary Potlow, formerly of Ogilvy & Mather and *Candid Camera* TV series, to produce TV commercials and industrial films using hidden-camera technique 179 West 79th Street, New York.

Agency appointments. McCormick & Co., Baltimore, has appointed W. B. Doner & Co., that city, to handle grocery products advertising and Clinton E. Frank/West (Gross, Pera & Rockey Division) to handle its Schilling Division's advertising. ■ Chock Full O'Nuts Corp., New York, has appointed J. M. Korn & Son, Philadelphia, to handle its advertising and marketing. ■ Ferrero U.S.A., Toronto, subsidiary of Ferrero & Co., Alba, Italy, has appointed Chalek and

MOR... where McCartney meets Mantovani.

MOR is the mixed bag of the music world; the meeting place of father and son, rock and classical, the thirties and the seventies.

Its roots are diverse and its sound is consistent. It is a blend of styles and tastes, ages and attitudes. It's really everybody's radio.

How wide is the middle of the radio road? Broadcasting will answer that question June 12, in the first of a series of special reports designed to dissect major sections of today's radio-music universe.

It will talk about the stations who've mastered the middle. It will talk about the program sources that contribute importantly to the mix. It will talk about the music that makes MOR and that MOR has made.

This will be the story of that part of radio that is at once the largest and the least known. If the middle is your market, you'll want to tell your story too.

In Broadcasting, June 12.

Broadcasting



Dreyer, New York, to handle U.S. advertising for Tic Tac candy mint. Television campaign using 10- and 30-second spots is currently in works with launch date set for late May or early June in New York, New Jersey and Connecticut. There was no former agency. ■ Houston Lighting & Power appointed Ogilvy & Mather Houston office, effective May 15, and will use TV and radio in addition to newspapers as primary advertising media. With that account, O&M says Houston office went over \$1-million mark in new business acquired since October. ■ P. Balantine & Sons, Newark, N.J., has appointed Needham, Harper & Steers, New York, to handle its \$2-million Ballantine beer and ale accounts, effective today (May 1). Former agency was Dancer-Fitzgerald-Sample, New York.

Rep appointments. WKSN(AM) and WHUG(FM) Jamestown, N.Y.; Meeker Radio, New York. ■ WOIO(AM) Canton, Ohio; Grant Webb & Co., New York. ■ WKCI(FM) New Haven, Conn., and WGEM-AM-FM Quincy, Ill.; Avery Knodel, New York.

Buy for Mische'ob. Anheuser-Busch Inc., through D'Arcy-MacManus International, both St. Louis, has purchased its first advertising schedule for Michelob beer on ABC Radio's Information and Entertainment services from May through September.

High on newspaper. *The Cleveland Plain Dealer* has struck on two new advertising approaches. Through Meldrum & Fewsmith there, paper makes extensive use of radio and TV spot. In each 30-second radio spot, commercial message is introduced in foreign language—German, Croatian, Hungarian, Polish, French, Spanish and Italian—to attract various ethnic groups, then continues in English. Newspaper's 30-second TV spots picture animated *Plain Dealer* flying high above Cleveland skyline, playing on theme: "One newspaper. All the newspaper you need all day long."

Takes Burrud again. Kal Kan Foods Inc., Los Angeles, through Honig-Cooper & Harrington, same city, has renewed *Animal World* wildlife adventure series for sixth consecutive year. Series is pro-

duced by Bill Burrud Productions Inc., Hollywood. Mr. Burrud has been renewed as advertiser's on-air commercial spokesman. Series is on CBS-TV Sunday afternoons.

B&B up. Benton & Bowles reported \$36 million billings (\$4 million increase) in first quarter, and noted 1971 billing was up because of \$15.4-million gain in international billing (to \$95.4 million). Domestic billing last year held steady at \$141 million but net profit was up by about 45%, book value of common stock (privately held) grew about 30%, according to agency reports at its annual meeting held April 24 in New York.

Silence is golden. Barickman Advertising, Minneapolis, has taken quiet approach for local bank's TV ad campaign. Technique employs signing—hand language of deaf—with minimal vocal accompaniment. Subtitles also translate message. As result of 30-second spot, local broadcast stations are considering possibility of regularly scheduled silent news pieces.

Prodigal client returns. Bissell Inc., through Norman, Navan, Moore & Baird, both Grand Rapids, Mich., is returning to New York radio via ABC's American Entertainment and Information network services, after 10-year absence. Campaign, for its line of floor-care products, will run on newscasts from September through November.

Sports sponsor. B. F. Goodrich Co., Akron, Ohio, through Griswold-Eshleman, Cleveland, has purchased half-sponsorship of CBS Radio's new morning series, *Sports World Roundup* for its American Lifesaver radial tires for 26 weeks. Series, aired Monday-through-Saturday (6:53-6:59 a.m. EDT) will be anchored, on alternating basis, by Win Elliot and Andy Musser. Remainder of commercial time is being sold in participations.

New partners. Gumpertz, Bentley & Dolan, Los Angeles-based agency that places about 30% of its estimated \$6.5 million in annual billings in broadcast, has changed name to Gumpertz/Bentley/Fried/Scott. New name reflects promotion of Richard Fried and Stephen C.

Scott, both vice presidents, to agency partnerships. Other partners are Gordon M. Gumpertz, president, and Philip A. Bentley, executive vice president.

Jared's first. New outdoor TV series, *Fishing Bums* will be first venture of Jared Productions Ltd., new company that will also finance plays and movies. President of Jared is Mrs. Jerry Miller, wealthy sportswoman who will also appear as hostess on TV series' 13 segments. Vice presidents of Jared are Edward Mann and Jose Quintero, who co-founded Circle in the Square Theater in New York.

Broadcast Journalism

White House ending news conferences?

Chancellor traces decline in number; Israel also addresses Missouri gathering, hitting at governmental over-regulation

Regulation by government can cripple broadcast journalism's freedom; inaccessibility of top government officials can make that freedom less meaningful. Those separate, but not entirely unrelated problems were the topics of two principal speeches last week at the University of Missouri.

John Chancellor, principal reporter on *NBC Nightly News*, said presidential news conferences are in danger of disappearing because Presidents are less and less willing to face them. And Larry Israel, chairman and chief executive of Post-Newsweek Stations Inc., said the entire practice of broadcast journalism is made more difficult by the "impossible and dangerous" attempt to scrutinize its "fairness" in detail.

Both men were to receive Missouri honor awards for distinguished service in journalism during the University of Missouri's 63d annual journalism week (BROADCASTING, April 3). Also among the award recipients was Wilbur Schramm, director of Stanford University's Institute for Communications Research.

In remarks prepared for delivery Friday (April 28), Mr. Chancellor traced part of what he called "a growing degree of mistrust of government politics and politicians" among many Americans to their inability to "get a chance to see the single nationally elected official, their President, in anything but carefully contrived situations."

Mr. Chancellor noted that Presidents in the past two decades have relied on news conferences less and less. Where President Truman held 322 and Presidents Eisenhower 193, Kennedy 64 (in 34 months) and Johnson 126, he said, Mr. Nixon has held 23 in 39 months and has not had a "full-dress televised" one in 11 months.

Since Mr. Nixon handles such sessions "better than most," he asserted, "one is driven to the reluctant conclusion that he is deliberately abandoning the institution of the press conference, drawing back behind curtains of protocol and

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privilege, deigning to appear only when it suits him, and only in situations where he is in absolute control. If that is true, we will have lost the only means we have for questioning the man who is President of us all, and who holds in his hands, and uses, power of the greatest magnitude of any leader in the world."

Mr. Chancellor said he would not ask for a full-dress televised session every week, but only for "systematic and regular access to the President, in formal sessions announced in advance, whether on television or not, open to the full White House press."

In broader remarks delivered Thursday (April 27), Mr. Israel said the government should get out of the day-to-day regulation of broadcast journalism and consider licensees accountable at renewal time for their over-all record.

Government regulation, he said, may be tolerable in "the setting of freight rates or the fixing of standards for meat, but it is deleterious to the practice of broadcast journalism." In fact, Mr. Israel said, "the nation will much easier survive as a free nation with inept broadcasters than it will survive with government watchdogs of journalism on radio and TV."

The same choice between private and governmental judgments is central to a proper disposition of the access issue, he said. To remove from broadcasters the right to decide who should be allowed on the air, and when, would be "to turn radio and television into common carriers," he said.

"The great costs and risks of a national news service cannot be underwritten by a weakened, badgered and harassed industry," Mr. Israel said. "We cannot have China and Moscow by satellite, and moon shots and pro football and political conventions, without the institutions to provide them—healthy local stations and national networks."

Stations refuse outtake requests

Three TV's in nation's capital, one in Baltimore buck court order for full films of campus disturbance

Three Washington TV stations last week refused to fully comply with a Prince Georges County (Md.) Circuit Court order to produce all film—including outtakes—on a disturbance at the University of Maryland campus.

The order was issued April 20 to WMAL-TV, WRC-TV and WTTG(TV), all Washington, and to WMAR-TV Baltimore. It was sought by State's Attorney Arthur A. Marshall Jr. to gain information on three persons charged with the attempted burning of the Reserve Officers Training Corps building on the university campus two weeks ago.

The Washington stations provided film that had been broadcast, but refused to show outtakes to Maryland state police

and to an investigator from the state's attorney's office.

John Goldsmith, news correspondent-anchor of WTTG, said the station does not keep outtakes, but would have refused to show them even if they had been available.

WMAL-TV had outtakes but refused to show them as a matter of station policy, according to Len Deibert, news and public affairs manager. That was also the case at WRC-TV, said Thomas Houghton, news manager of the station. (Robert Cochran, assistant general manager of WMAR-TV, said the station had not received the order and does not keep outtakes. Even if it did keep them, he said, the station would show only film that had been aired.)

Mr. Marshall indicated that he believed that the state police and the investigator from his office had seen all available film on the incident from WTTG and WMAL-TV and that only WRC-TV refused the outtakes. He added he would not press for production of any withheld outtakes because the film that was viewed proved of no informational value.

Another space odyssey for the TV networks

Coming up to splashdown last Thursday (April 27), the three TV networks had devoted more than 31 hours to special coverage of the Apollo 16 moon flight since its blast-off from Earth on April 16. The networks provided extensive live and taped color coverage of highlights of the three moon walks/rides taken by the astronauts between April 21 and 23. As John Young and Charles Duke carried out their assignments, a color-TV camera mounted on the front of the moon rover beamed back clear pictures



CBS News photos of moon, space walks.

of their activities. The blast-off of the lunar lander to rejoin the orbiting space vehicle also was seen, with the moon-based camera manipulated by remote control from space headquarters in Houston. And on Tuesday, Lieutenant Commander Thomas K. Mattingly's walk in space was televised back to Earth in pictures that showed him floating upside down as he moved gingerly from hand-rail to hand-rail.

Through Wednesday night, the network-by-network breakdown for special moon-flight TV coverage was reported as follows: NBC-TV, 14 hours 15 minutes; CBS-TV, 11 hours and ABC-TV, 6 hours 22 minutes. In addition, the radio networks of ABC, CBS, Mutual, NBC and UPI Audio and the radio service of AP provided extensive coverage throughout the mission, with individual totals ranging from about four hours to 10 or more.

PTV'ers against Whitehead

Downgrading or eliminating news and public affairs is the surest possible way to "enfeeble" noncommercial television, the National Programming Council for Public Television said last week.

In a policy statement, the council took "strong exception" to attacks on the medium by Clay T. Whitehead, director of the Office of Telecommunications Policy. It also questioned his opposition to long-term funding proposals in this Congress.

The council was formed three years ago as an "independent" group concerned with public policy relating to noncommercial television. Its members include both public broadcasters and leaders in other fields.

Freedom isn't for press alone

Ervin decries moves to stifle radio-TV, reminds editors that broadcasters are not stepchildren under First Amendment

The Senate's most vocal proponent of freedom of the press, Sam J. Ervin Jr. (D-N.C.), has said it again: The First Amendment should apply to broadcasting the same way it does to print media.

The senator appeared on a panel on "Press Rights vs. Press Responsibilities" at the American Society of Newspaper Editors convention held in Washington on April 19. Senator Ervin said "indirect assaults by government, through subtle harassment and intimidation or from increased regulation, can chill" the freedoms of speech and press "and put them into cold storage just as effectively as direct assaults. . . ."

Citing the government's expanding regulation and control of broadcasting, he said that "many well-meaning government officials assert the need for sweeping government supervision over the organization, the programming, and advertising in broadcasting which would

be immediately rejected as in violation of the First Amendment were they proposed for the print media." Broadcasting, he said, "is merely another media serving the same fundamental purposes as the printed press. . . ."

The senator made that point last year, at the outset of hearings on freedom of the press by his Constitutional Rights Subcommittee (BROADCASTING, Oct. 4, 1971).

Heat over the high rent

CBS and NBC say they won't pay for Miami Beach convention hall between DNC and RNC meetings

Network news sources charged Thursday (April 27) that Miami Beach officials are trying to get them to, in effect, "subsidize" the city's \$1.2-million bid to secure the Republican national convention in August.

Spokesmen at CBS and NBC said flatly that they would not pay to cover a public event. ABC officials could not be reached immediately. At a meeting in the office of Dr. Frank Stanton, vice chairman of CBS (which was also attended by Julian Goodman, NBC president, and ABC News President Elmer Lower), a Miami Beach public relations man, Hank Meyer, said the networks should pay the city for tying up its convention hall with their bulky equipment during the five weeks between July 16, when the Democratic convention ends, and August 21, when the Republicans begin theirs.

Some network sources said no specific figures for the convention-hall rentals had been mentioned at the meeting, but others insisted each network was being asked for about \$500,000.

"We're not going to subsidize anybody's political convention," said an NBC spokesman. "We'll pull our equipment out of the hall after the Democrats leave and store it elsewhere, but we'll cover the Republican convention whenever they hold it."

"What they're trying to do," said a CBS source, "is to make us pay for covering a public event. We've never paid to cover a convention before and we're not going to start now."

Reporters' group backs WBAI's Edwin Goodman

The Reporters Committee for Freedom of the Press—an organization of working print and broadcast newsmen—has filed a friend-of-court brief that urges quashing of a trial subpoena and contempt citation against Edwin A. Goodman, general manager of WBAI(FM) New York.

The committee said that compliance with the subpoena is an "unconstitutional impingement" on the First Amendment and would have "an unconstitutional chilling effect" on the traditional freedom and independence of the press.

The committee was formed two years ago to present the views of working newsmen (as distinct from publishers and broadcast owners) on free-press issues.

The subpoena demands tapes of all news broadcasts on WBAI involving an October 1970 riot in the Tombs prison in New York. Mr. Goodman refused to provide the tapes and spent two days in jail on contempt charges before he was released pending his appeal (BROADCASTING, March 6 et seq.).

Briefs have been filed by attorneys for Mr. Goodman and the New York district attorney's office with the first department, appellate division, New York State Supreme Court. Oral argument is expected to begin in mid-May.

Nader wants clearinghouse for journalistic policy

Center would tackle problems, complaints and review media's performance

Consumer-advocate Ralph Nader has suggested formation of an independent Center for Journalistic Policy to perform what he called "the neglected functions" of the news media.

Speaking before the fourth annual Robert F. Kennedy Awards luncheon in Washington April 18, Mr. Nader contended "there is need to explore why the press is so caught up in reacting to styles and fortuities as dominant stimulants to coverage."

The center could be run by Washington journalists and staffed by journalists,

lawyers and others whose skills are deemed necessary, he said.

As envisioned by Mr. Nader, the center would use complaints from the press about government secrecy, and investigative findings, as the basis for litigation under the Freedom of Information Act. "It is tragic how little the press has used this law, since it went into effect about five years ago," he said.

The center could also receive information about press behavior and review the state of the press in reports, articles and other forms of communications. "This function could include an unofficial ombudsman role for complaints and an errata sheet monitor for inaccuracies," Mr. Nader said.

He said other duties of the center could be to analyze the economics and technology of the press against its service to the public; to study current news standards with a view toward creating "a climate of greater incisiveness and know-how."

RFK's to two documentaries

Two perspectives on problems of the minority population were the winning broadcast entries in the fourth annual Robert F. Kennedy Journalism Awards, presented a fortnight ago at the John F. Kennedy Center in Washington. Judged best entry in the area of radio coverage was *The Business of Being Black*, a five-part series on various economic issues within the black community of Oklahoma City produced by Doug Fox of KTOG(AM) there. In television, the winner was *The Suburban Wall*, an hour-long documentary by Group W Productions' urban America unit on the impediments met by low-income and minority families in moving to the suburbs. The awards, administered by a special committee under the auspices of the Robert F. Kennedy Memorial, were presented to six entries in newspaper, broadcast and magazine journalism.

Music

The background on payola columns

Jack Anderson's investigator reports three witnesses are ready to testify about music payoffs in money, drugs

Les Whitten, the 44-year-old chief investigator for columnist Jack Anderson and author of the two stories that appeared in the "Washington Merry-Go-Round" column alleging a reappearance of payola in radio music, said in an interview with BROADCASTING last week that uncovering the payola story was an accident.

While investigating a story on the infiltration of legitimate businesses by organized crime, "we came across rumors that the Mafia was into the record industry," Mr. Whitten said. Although he was



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Everyone who heard it said:

- "It's the most exciting, most unusual, most complete, most sales oriented new music format today."
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unable to find anything concrete on that issue, he ran into a "member of the recording industry," who has been his prime source of information for the payola stories.

"We knew we had a damn good story," he said, "but our source was very reluctant to talk about anything except what he knew about personally. He didn't want to tell us where to go next. So I started talking to people I knew, who sent me to other people, and the thing gradually pyramided." The first steps of the investigation took place in early March, Mr. Whitten said.

"After writing the first one," he continued, "we got a flood of stuff. It was like popping a boil. I don't know how many calls and letters we got. We took the best letters, because there we had a written statement, and followed up on those. We had enough actually to write a third column on the non-narcotic allegations. But we decided that since the narcotic's stuff was the newest, and because it was, in a way, the most heinous, we concentrated on that." The second column, concerning the exchange of drugs for airplay, appeared on April 21.

Mr. Whitten said he had lined up three witnesses to testify, in court, before the FCC hearings, or before the House Commerce Committee (which has neither formally approached the Anderson office nor announced any hearings, though Mr. Whitten replied: "Tentatively, I would say have been 'sniffing around'"). All three witnesses have "named names and are first-hand witnesses willing to testify about the people involved," he added. He would not reveal their identities.

Asked whether his investigation had revealed that payola was widespread, Mr. Whitten replied: "tentatively, I would say it is a widespread practice but only by a limited number of companies. In some companies, there may be a promotion man here or there [involved in payola], but in others, it is an accepted practice, although it's my guess that the heads of those companies may not know about it. There are also some independent promotion men who are paid by companies and use that money for drugs without their knowledge. But I don't think it's an industrywide practice."

Mr. Whitten said he knew very little about radio or the record industry before this investigation started: "It's been a very exotic investigation for me. I have to admit I don't particularly understand what makes this music so appealing. Well, some rock and roll is fresh, some of it's great. But some of it is just pure noise. I can see why you'd have to pay someone to get some of that stuff played."

"I guess it really is impossible to buy a hit, like so many people have told me, but you can buy yourself into consideration. It's like, you may not be able to buy the race, but you can buy the second and third heats."

"Jack and I were really appalled that we had to be the ones to break this story. We were told that the music trades had knowledge of it, yet had not done anything about it." Mr. Whitten was refer-

ring to a section of a letter written to industry executives by Stan Gortikov, president of the Recording Industry Association of America, and stating that an unidentified trade journalist was in possession of facts pertaining to payola. The letter was quoted in the April 21 column. (BROADCASTING, April 24).

Mr. Whitten was unable to say when the next column on payola would appear. He has put the investigation aside for a while to concentrate on other matters for Jack Anderson. The next column, he said, will center either on payola in general or will name names in the drug story.

New hit in sight for American radio

Lightning strikes in strange places in the novelty song genre; would you believe a Scots army bagpipe band playing 'Amazing Grace'?

Who was the man who first said the "Purple People-Eater" was going to be a hit? What possessed the company that released "Gimme Dat Ding"? What prevented the program director who first went on "They're Coming to Take Me Away, Ha Ha" from throwing that promotion man out of his office? And who wants to bet that the next novelty hit in American radio won't be a bagpipe band from Scotland playing a 200-year-old hymn?

The number is "Amazing Grace," recorded a year ago by the Royal Scots Dragoon Guard's Band for an album to commemorate the combining of two old units, the Carabiniers and the Scot Greys,

Pipe Major Tony Crease and the Royal Scots Dragoon Guards, whose performance of 'Amazing Grace' looks like a comer.



to create the Guard. It comes from an album first released by RCA in hopes there might be enough Scots or bagpipe devotees to allow the project to break even.

Then a single was released in England at the behest of several nighttime disk jockeys who picked up on the cut. Because the first responses were so strong, the single made British airways in the beginning of April. At the end of the first week it was 33 on the British charts, then jumped to three and then to number one. The single was scheduled for release in this country for the first week in May, but was rushed into release last Monday (April 24) after the record was broken on WFIL(AM) Philadelphia.

"We're generally a pretty conservative station," explained Jay Cooke, program director at WFIL. "But when the promotion man from RCA, Nate Chacker, play it for us, we thought it was worth being tested." WFIL considered the ranking top-40 station in town, is not one to put unproved songs on its air very often, "but when I played it again for myself, the entire office filled up with people," said Mr. Cooke. "Everybody in the building was so excited that we gave it a shot." On Wednesday (April 19) the song was played three times and three times again on Thursday. "The phone response was overwhelming; I'd say something like seven-to-one in favor. And even the negative calls were not violently opposed," Mr. Cooke added.

Reports from a source responsible for keeping record stores in Philadelphia stocked with movable RCA products said there were orders for 10,000 copies from Philadelphia and 5,000 from the Baltimore-Washington area on the basis of four days of air play.

RCA officials feel the song could be an international hit. The single also broke in Australia last week, with orders running to 10,000 copies (equivalent to 200,000 in America, RCA says). International hits like "I Want to Hold Your Hand" and "Sugar, Sugar" have been known to sell more than four million copies.

Jay Cooke simply said, "Picking these kinds of things is very tricky, but I'd say it's got to be some degree of a hit."

Staying loose, and moving up, at WMMR

Free-form FM may not be everybody's bag, but it's making both waves and money in Philadelphia; case history of a station that's sticking, and winning, with a format that many have forsaken

Jerry Stevens, like so many of those radio-music specialists now making headway in progressive rock radio, is a fugitive from top 40. He worked as an AM disk jockey in several of the largest cities in the country for 17 years, but like Tom Donahue, programing wizard

at KMPX-FM San Francisco, or Hy Lit, a top-rated DJ now general manager at WDAS-FM Philadelphia, or Scott Muni, program director at WNEW-FM New York, Jerry Stevens saw a gaping void in radio programming that left an untapped audience of rock listeners and an even larger untapped body of rock music confined to home record players.

Metromedia hired Mr. Stevens in the fall of 1969 to program WMMR, the FM companion to that company's lucrative WIP(AM) Philadelphia. Back on familiar turf—he had spent seven years on the air at WIBG(AM) Philadelphia—he was given the task of turning the automated middle-of-the-road station into an FM rocker against the already entrenched competition of WDAS-FM. In a year and a half WDAS-FM had dropped out of the contest and turned to a black progressive sound. (WDAS-FM was the first station in the country to take that route, and won the Gavin FM Station-of-the-Year Award last year for its effort). Harvey Holiday, program director at WDAS-FM, freely admits that the competition was just too much. Today Philadelphia is the only top-10 market with a single FM rocker.

And, as have many FM's in other markets, WMMR has begun to break the ratings grip that top-40's have had on the demographic everyone seems to hanker for—18 to 34. It's rated number two in that demographic for men and number two for women 18 to 24. In several day-parts, it is number one, out-ranking even the formidable WFIL(AM).

WMMR posted a 59% quarter-hour average jump in 18-to-34 audience in the last rating books. And, for the first time, it beat WFIL(AM) in men in that demographic category for the number-one spot 6 a.m. to 10 and 7 p.m. to midnight. It was also number one for women 18 to 24 during midday. It is estimated that more than half a million people listen to the station every week. Joel Samuelsohn, general manager, will not reveal the total revenues for the station last year, but other sources in Metromedia's executive offices estimate that they were somewhere near three-quarters of a million dollars.

WMMR is programmed as a "free form" station; on-the-air personnel, not the management, make the musical selections. Mr. Stevens has felt from the beginning of his tenure at WMMR that the range of musical product and effective presentation of that product needed to reach the mass audience can only be facilitated by giving disk jockeys that freedom. "It's the only way to achieve the spontaneity that's needed," he says. "But," he adds quickly, "the price of freedom is competency."

(Many more have tried free-form than have stayed with it. Perhaps most notably, the seven ABC-owned FM stations abandoned the style in favor of a tighter progressive sound last year [BROADCASTING, March 13], after finding their audience high in loyalty but low in numbers.)

The following is from a memo Mr. Stevens issued to the staff, which he says

explains the station's music theory most succinctly: "Appeal to 'our' mass audience. Let your audience feel that you're there to provide company, help, entertainment. Don't restrict your presentation to a sophisticated progressive rock appeal. In trying to reach an aware, thoughtful and informed audience, we'll play any meaningful music with excitement of rhythm, color, melody and tone, and we will do it with taste." To that statement, Mr. Stevens adds one thing: typed at the bottom of another memo in capital letters is "THE MUSIC SPEAKS FOR ITSELF."

Outside the WMMR studios is Rittenhouse Square, gathering place on better days for the street people in that city. They congregate to play music, talk, hear free concerts in the summer, or just eat lunch. Walnut Street runs adjacent to the square and students from the University of Pennsylvania hitch-hike back and forth on it from the campus to downtown. The kids can be seen gathered at almost any window. In the area WMMR's signal covers there are about a quarter of a million college students. In 1970, WMMR commissioned a Pulse college survey. Two-thirds of those surveyed said they listened to WMMR more than any other station.

Integrally involved with the business aspects as well as programming, Mr. Stevens depends heavily on production and promotion to keep the station in the public eye. He has created more than 50 original ID's for the station, as well as 120 hours of special programs, ranging from antidrug and ecology specials (running anywhere from five to ten minutes) to a full-day April Fool's show this year when the station took on the identity of an old-line Hollywood radio station, much to the delight of an audience that likes things out of the ordinary, he said. A weekly show called *Re-Vision*, about a different view on American history, is used in the curriculum of the Philadelphia school system.

One of the ways he keeps the sound of the station personal, he says, is to hire young people without a great deal of experience. "I stay away from hiring guys who've been around a long time because they have preconceived notions about the way things ought to be run. And too many of them are just 'voices' anyway and really can't handle the freedom they have around here." The on-air staff is made up of five regular DJ's during the week and four for week-end duty.

The type of control Jerry Stevens exerts over his on-air staff is not readily evident. "Illusory" is the way he characterizes it. He has been able to guide the staff to a free-flowing sound that is full, yet not excessive. He warns against self-imposed structuring, though ("It's very easy in this situation to become self-indulgent, or just lazy," he says), and pushes them toward the unexpected. "That is what makes for exciting radio," he emphasizes. "It shouldn't hit like a juke box; the sound has got to live and breathe."

Rocking with the Rockettes

Radio City Music Hall, long the bastion of "family entertainment," has opened its doors to rock music. WCBS-FM New York is supplying the talent for and promoting a benefit at Radio City on May 8, all proceeds to go to the Environmental Policy Center, a Washington ecological organization. The line-up for the concert includes Billy Preston, Chase, Todd Rundgren and McKendree Spring. The music and consumer press have been advocating the use of Radio City for concerts for as long as two years now, and after much negotiation, it has come about. Sources at WCBS-FM have said that if the concert is sold out, it will be broadcast live.

Tribute time in Toronto

BMI Canada Ltd. honored 28 Canadian song writers last Tuesday (April 25) at an awards banquet in Toronto. Highlight of the presentation was a special citation of achievement to Gene McLellan, writer of *Snow Bird*, cited as "North America's most frequently performed composition of 1971." Secretary of State Gerard Pelletier addressed the more than 300 publishers and writers in attendance, and presented a plaque to Pierre Juneau, head of the Canadian Radio Television Commission, and George Davidson, president of the Canadian Broadcasting Corp., for contributions to Canadian music.

Herald Moon, head of BMI Canada, noted that country's music industry now amounts to \$50 million annually.

Focus on Finance

ABC lives up to its promises

Record first three months double last year's profits; gains are attributed to performance of TV network

ABC Inc. has reported first-quarter net earnings from operations totaled \$6,407,000, the highest for any quarter in the company's history and more than twice the \$2,485,000 registered in the first quarter of 1971.

Revenues for the quarter were put at \$207,325,000, up 12% from the 1971 first quarter's \$185 million.

Per-share earnings were 85 cents as compared with 35 cents in the comparable quarter a year ago, based on the average number of shares outstanding, which was greater this year than last. Earnings, including capital and nonrecurring transactions, totaled \$6,512,000 or 86 cents a share as against \$2,776,000 or 39 cents per share a year ago.

"While the record level of operating earnings reflected improvement in both our broadcasting and nonbroadcasting operations," the company reported, "the improvement was principally due to the continued strong performance of the television network that began in the fourth quarter of 1971. The outlook for our

company is very good and, as we previously reported, we expect substantial earnings improvement for the full year."

The first-quarter results bore out the predictions of ABC Chairman Leonard Goldenson, made to a group of security analysts last month, that operating earnings would more than double those of the first quarter of last year to reach an all-time high (BROADCASTING, April 10).

PKL off American exchange

PKL Co's., New York, advertising agency owner which has been diversifying into other fields, intends to trade its stock over the counter and expects to proceed with its proposed merger into PKL of Macrodata Co. and Diacomp Inc. PKL had been listed on the American Stock Exchange but the ASE suspended trading in PKL common and said it would apply to Securities and Exchange Commission to withdraw the PKL issue from listing and registration. The exchange's action came under its delisting rule that applies to company whose net tangible assets are less than \$3 million (ASE said PKL's, as of Nov. 30, 1971, were \$846,933) and that it had reported losses in three of its last four fiscal years. PKL's agency, PKL Advertising, billed \$5.25 million in 1971, with about \$3.5 million of it in broadcast.

Production firm charged with SEC violations

Comedian Jackie Mason, associates said to have misled public on TV series

The New York regional office of the Securities and Exchange Commission has filed suit against comedian Jackie Mason and two other defendants, accusing them of disclosure violations in connection with the public offering of stock in a company designed to produce and sell a TV series starring Mr. Mason.

The suit, filed in U.S. Southern District Court in New York, charged that the company, Jama Productions, issued a prospectus on Dec. 24, 1970, containing "false and misleading information." The SEC said the offering raised \$415,000 net to Jama.

The commission asked the court to enjoin the defendants from committing similar securities law violations in the future and to order the defendants to be prepared to return with interest the purchase price of the shares to investors who bought the stock within 90 days after its offering.

Named as defendants were Mr. Mason, Jama Productions and Leon H. Charney, an attorney and formerly secretary and treasurer of Jama.

Kevin T. Duffy, SEC regional administrator, charged there were three specific disclosure violations in the Jama prospectus. The SEC alleged that the prospectus "falsely represented" that Atwood Richards Inc., an advertising agency, had agreed, for a 15% interest in Jama, to finance the pilot filming of the series

starring Mr. Mason, and to sell and distribute the program. The SEC said that Atwood Richards had agreed only to finance the filming of the pilot, for which it would receive the 15% interest.

The commission also said that the prospectus alleged that "based upon customary trade usage," Jama expected the average revenue from each TV station that scheduled the 26-show series would be about \$3,000. The SEC claimed this estimate was arbitrary and "not until March 25, 1971, three months after the effective offering, was there any basis for an accurate estimate."

Third, the SEC charged that Jama did not disclose in its prospectus that it had executed in favor of Atwood Richards a \$300,000 "confession of judgment," or admission of debt. The SEC said the judgment confession was guaranteed by Mr. Mason, who offered his Jama stock as collateral.

Inmarco to be switched

Agreement in principle has been reached for the acquisition by Planning Research Corp., Los Angeles, of Inmarco Inc., Los Angeles, international marketing research subsidiary of Columbia Pictures Industries Inc.

The agreement calls for the issuance of shares of Planning Research common stock sufficient to provide Columbia with approximately \$5 million, according to a CPI spokesman. Columbia also will receive a percentage interest, limited in time and amount, in the profits of certain Inmarco divisions. The agreement is subject to approval by the boards of directors of both companies.

Inmarco operates through two principal subsidiaries: ASI/Comlab Inc., which pretests commercials, TV programs, motion pictures and print advertising, and Appel Haley Fouriez Inc., which provides custom market research for consumer product companies in the U.S. and abroad. Pierre Marquis will continue as president of Inmarco.

First-quarter sales, profit up at Cox Cable

Cox Cable Communications Inc, Atlanta, has reported a 30% increase in revenues and a 66% increase in net income before extraordinary items for the first three months of the year.

These increases were due, said Henry W. Harris, president of Cox Cable, to "inclusion of the operations of the Santa Barbara [Calif.] system acquired in June 1971," which accounted for "20% of the gain in revenues." And "internal growth" accounted for remaining 10%. "While the heavy marketing expenses incurred in 1970 and 1971 served to reduce last year's first-quarter earnings," continued Mr. Harris, "the results of these marketing campaigns are now being reflected in solid increases in revenues and earnings in 1972."

For the three months ended March 31:

	1972	1971
Earned per share	\$ 0.11	\$ 0.06
Revenues	3,815,160	2,930,936
Net income	377,080	196,693

Company reports

Storer Broadcasting Co., Miami Beach, Fla., reported last week that gross revenues from broadcast operations rose 18% and pretax income jumped 65% for the first quarter.

The company also declared a dividend of 12½ cents per common share, payable June 9 to stockholders of record May 19.

For three months ended March 31:

	1972	1971
Earned per share	\$ 0.46	\$ 0.19
Gross broadcasting revenues	17,028,300	14,406,000
Pretax broadcasting income	4,486,500	2,715,100
Net income	1,935,600	806,300

Meredith Corp., Des Moines, Iowa, reported 40% boost in earnings and 16.5% hike in revenues for first nine months of current fiscal year. First-quarter revenues and profits showed "moderate improvement" in company's radio and television operations, report said. For nine months ended March 31:

	1972	1971
Earned per share	\$ 1.22	\$ 0.88
Revenues	119,060,329	102,997,534
Net income	3,397,478	2,427,354

J. Walter Thompson Co., New York, reported billings and profit down in first quarter of 1972. World-wide billings declined 4%. Per-share earnings fell 14 cents for quarter.

JWT said domestic billings were down because new business recently acquired had not yet shown on the books and that overseas results were unfavorable because of some slowdown in billing and other problems. JWT's non-advertising operations (insurance, leasing, travel incentive and promotion) showed 46% growth in profits during quarter, contributing \$471,000 compared with \$322,000 in last year's first quarter.

For three months ended March 31:

	1972	1971*
Earned per share	\$ 0.31	\$ 0.45
Billings	170,000,000	177,000,000
Commissions, fees	25,496,000	26,488,000
Net income	831,000	1,257,000
Shares outstanding	2,705,650	2,764,275

* Restated to reflect poolings of interests of leading companies acquired December 1971.

Metro-Goldwyn-Mayer Inc., Culver City, Calif., reported increased revenues and 10% gain in net income for 28 weeks ended March 11:

	1972	1971
Earned per share	\$ 0.88	\$ 0.80
Revenues	95,437,000	92,192,000
Net income	5,204,000	4,705,000

NOTES: 1972 net earnings and earned per share do not include an extraordinary gain of \$836,000, or 14 cents per share, compared with an extraordinary gain of \$236,000, or 4 cents per share, for the same period in 1971.

Communications Satellite Corp. reported increased revenues but a decline in net income for three months ended March 31:

	1972	1971
Earned per share	\$ 0.65	\$ 0.67
Revenues	25,240,000	21,934,000
Net income	6,496,000	6,691,000

Cablecom-General Inc. announced 15% hike in revenues and a 32% jump in net income for the first quarter of 1972 fiscal year. Total number of company's cable-television subscribers reached 157,262, increase of 25%. Company now owns 50 cable-TV systems and 141 movie theaters.

For three months ended Feb. 29:

	1972	1971
Earned per share	\$ 1.60	\$ 1.44
Revenues	4,170,633	3,642,130
Net income	95,828	72,389

Harris-Intertype Corp. reported decreases in sales and net income for nine months ended March 31:

	1972	1971
Earned per share	\$ 1.61	\$ 1.89
Sales	245,645,000	252,506,000
Net income	10,228,000	11,918,000

Foote, Cone & Belding Communications, New York, reported across-the-board increases for first quarter of 1972. Gross billings were up 21.4% over period.

	1972	1971
Earned per share	\$ 0.08	\$ (0.12)
Gross billings	61,798,000	50,918,000
Net income	184,000	(254,000)
Shares outstanding	2,176,000	2,193,000

Marvin Josephson Associates Inc. reported "sharply higher" net income on higher revenues in both its three-month and nine-month fiscal reporting periods.

Josephson reported earnings for the third fiscal quarter, ended March 31, at \$477,500, up 99% from the comparable period of 1971. Revenues for the quarter were put at \$3,063,600, up 22%.

Company's International Famous Agency division will represent nine of next season's TV series: *The Doris Day Show*, *The Sandy Duncan Show*, *Mannix*, *Mission: Impossible* and *The Homecoming*, all on CBS; *The Flip Wilson Show* and *McMillan and Wife* on NBC; *Love, American Style* on ABC; and the syndicated series *The David Frost Review*.

For nine months ended March 31:

	1972	1971
Earned per share	\$ 1.00	\$ 0.78
Revenues	8,225,200	7,591,000
Net income	1,030,200	653,700

Time Inc. reported increased earnings and revenues for first quarter of 1972 compared to corresponding period year ago.

Time reported extraordinary items of \$1,188,000, or 16 cents a share, consisting mainly of net capital gain of about \$3 million after taxes from sale of its KLZ-AM-FM Denver and WOOD-AM-FM Grand Rapids, Mich. Time is selling all of its broadcast stations. Time also announced plans to publish monthly magazine on personal and family finance, called *Money*, with first issue to appear this September.

For first quarter ended March 31:

	1972	1971
Earned per share	\$ 0.58	\$ 0.38
Revenues	142,382,000	135,653,000
Net income	4,232,000	2,742,000

Gross Telecasting Inc., Lansing, Mich., reported record first-quarter revenues for calendar 1972 and forecast "continuing step-up in activity" for second quarter, partly because of increased revenues expected from May 16 presidential primary.

For first quarter ended March 31:

	1972	1971
Earned per share	\$ 0.26	\$ 0.23
Revenues	1,238,845	1,098,463
Net income	208,351	184,795

Broadcasting Stock Index

A weekly summary of market activity in the shares of 112 companies associated with broadcasting.

Stock symbol	Exch.	Closing April 26	Closing April 19	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N 67 1/4	67 7/8	- 5/8	- .92	76 1/4	51 1/4	7,095	477,138
ASI COMMUNICATIONS	ASIC	O	2 1/2			5	2 1/8	1,815	4,537
CAPITAL CITIES	CCB	N 56	59 1/2	- 3 1/2	- 5.88	64 1/4	48	6,236	349,216
CBS	CBS	N 51 5/8	53	- 1 3/8	- 2.59	57 1/2	45 1/2	27,829	1,436,672
COX	COX	N 41 5/8	43 1/2	- 1 7/8	- 4.31	49 3/4	36 1/4	5,827	242,548
GROSS TELECASTING	GGG	A 19 1/8	19 1/2	- 3/8	- 1.92	23 7/8	12 1/4	800	15,300
LIN	LINB	O 18	20	- 2	- 10.00	22 3/8	15 1/2	2,294	41,292
MOONEY	MOON	O 10	10 1/4	- 1/4	- 2.43	10 1/4	4	250	2,500
PACIFIC & SOUTHERN	PSOU	O 15 7/8	17	- 1 1/8	- 6.61	18 1/4	10 3/8	1,930	30,638
RAHALL COMMUNICATIONS	RAHL	O 11 3/4	9	+ 2 3/4	+ 30.55	29	8	1,037	12,184
SCRIPPS-HOWARD	SCRP	O 23 1/2	23 1/2			27	18	2,589	60,841
SONDERLING	SDB	A 22 5/8	23 1/4	- 5/8	- 2.68	30 3/4	20 3/4	997	22,557
STARR	SBG	M 27 7/8	28 1/4	- 3/8	- 1.32	28 1/4	15 1/2	732	20,404
TAFT	TFB	N 48 1/4	49 5/8	- 1 3/8	- 2.77	57 1/4	41 3/4	3,707	178,862
TOTAL								63,138	2,894,689
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 5 1/4	6	- 3/4	- 12.50	8 3/4	5 1/4	1,250	6,562
AVCO	AV	N 17	17 1/4	- 1/4	- 1.44	20 7/8	15 7/8	11,489	195,313
BARTELL MEDIA	BMC	A 5 1/8	5 1/4	- 1/8	- 2.38	7 1/8	4 1/2	2,254	11,551
BOSTON HERALD-TRAVELER	BHLD	O 15	13	+ 2	+ 15.38	30	11	589	8,835
CHRIS-CRAFT	CCN	N 7 5/8	8 1/8	- 1/2	- 6.15	8 3/4	5 5/8	3,980	30,347
COMBINED COMMUNICATIONS	CCA	A 36 1/2	40 1/4	- 3 3/4	- 9.31	42 1/2	30 1/8	2,534	92,491
COWLES COMMUNICATIONS	CWL	N 10	11 1/8	- 1 1/8	- 10.11	12 1/2	10	3,969	39,690
DUN & BRADSTREET	DNB	N 72 3/4	73	- 1/4	- .34	76 1/2	63	12,867	936,074
FUQUA	FQA	N 25 5/8	26 1/8	- 1/2	- 1.91	27 3/4	20 7/8	8,120	208,075
GABLE INDUSTRIES	GBI	N 28 1/2	29 1/2	- 1	- 3.38	32 1/4	24	1,872	53,352
GENERAL TIRE & RUBBER	GY	N 29 3/8	29 1/4	+ 1/8	+ .42	32 5/8	24 5/8	19,483	572,313
ISC INDUSTRIES	ISC	A 8 1/4	8	+ 1/4	+ 3.12	9 1/8	6	1,646	13,579
KANSAS STATE NETWORK	KSN	O 6 3/4	6 5/8	+ 1/8	+ 1.88	7 1/2	6 1/2	1,621	10,941
LAMB COMMUNICATIONS	L	D 3 1/2	3 1/2			4 7/8	2	475	1,662
LEE ENTERPRISES	LNT	A 27 1/4	27	+ 1/4	+ .92	30	17 1/2	3,289	89,625
LIBERTY CORP.	LC	N 20 7/8	20 3/4	+ 1/8	+ .60	21 1/4	17 1/2	6,753	140,968
MEREDITH CORP.	MDP	N 24 1/2	26 1/2	- 2	- 7.54	30 3/4	23 1/4	2,772	67,914
METROMEDIA	MET	N 32 7/8	33 3/4	- 7/8	- 2.59	38 7/8	27 1/4	5,995	197,085
MULTIMEDIA INC.	D	43	44	- 1	- 2.27	44	14	2,408	103,544
OUTLET CO.	OTU	N 17 1/8	18	- 7/8	- 4.86	19 3/8	14 3/4	1,334	22,844
POST CORP.	POST	O 25 1/2	27 3/4	- 2 1/4	- 8.10	30	9	912	23,256
PUBLISHERS BROADCASTING CORP.	PUBB	O 2 1/8	2 1/8			4 7/8	1 5/8	919	1,952
REEVES TELECOM	RBT	A 3 1/2	4 1/8	- 5/8	- 15.15	4 1/4	2 3/8	2,292	8,022
RIDDER PUBLICATIONS	RPI	N 31 1/2	33 3/4	- 2 1/4	- 6.66	34 1/2	26	9,146	288,099
ROLLINS	ROL	N 35	34 1/2	+ 1/2	+ 1.44	35 7/8	33	12,241	428,435
RUST CRAFT	RUS	A 34 1/8	35 1/8	- 1	- 2.84	35 1/8	24	2,318	79,101
SCHERING-PLOUGH	SGP	N 95 1/8	97	- 1 7/8	- 1.93	98 1/4	82 5/8	25,174	2,394,676
STORER	SBK	N 38	37	+ 1	+ 2.70	43 1/4	31	4,223	160,474
TIME INC.	TL	N 55 1/4	57 3/4	- 2 1/2	- 4.32	64 3/4	53 1/2	7,278	402,109
TURNER COMMUNICATIONS	O	5 1/4	5 1/4			5 5/8	2	1,328	6,972
WASHINGTON POST CO.	WPO	A 35	34 1/4	+ 3/4	+ 2.18	35	23 1/2	4,753	166,355
WOMETCO	WOM	N 23 5/8	24 7/8	- 1 1/4	- 5.02	25 7/8	18 1/2	5,815	137,379
TOTAL								171,099	6,899,595

	Stock symbol	Exch.	Closing April 26	Closing April 19	Net change in week	% change in week	High	1972 Low	Approx. shares out (000)	Total market capitali- zation (000)	
CATV											
AMECO	ACO	O	3 3/8	3 1/8	+ 1/4	+ 8.00	12 3/4	1 1/2	1,200	4,050	
AMERICAN ELECTRONIC LABS	AELBA	O	6 5/8	6	+ 5/8	+ 10.41	9 3/4	3	1,670	11,063	
AMERICAN TV & COMMUNICATIONS	AMTV	O	39 1/8	41 1/8	- 2	- 4.86	43 1/2	17 1/4	2,434	95,230	
BURNUP & SIMS	BSIM	O	40	42 3/4	- 2 3/4	- 6.43	44	11 1/2	3,061	122,440	
CABLECOM-GENERAL	CCG	A	13	14 1/8	- 1 1/8	- 7.96	18 1/4	13	2,395	31,135	
CABLE INFORMATION SYSTEMS		O	3 1/2	4	- 1/2	- 12.50	4 3/4	1 3/4	955	3,342	
CITIZENS FINANCIAL CORP.	CPN	A	12 1/4	13 7/8	- 1 5/8	- 11.71	15 1/4	12 1/4	2,385	29,216	
COLUMBIA CABLE	CCAB	O	19 1/2	23	- 3 1/2	- 15.21	29	18 3/4	900	17,550	
COMMUNICATIONS PROPERTIES	COMU	D	14 3/4	17 1/4	- 2 1/2	- 14.49	27 3/8	11 1/8	1,906	28,113	
COX CABLE COMMUNICATIONS	CXC	A	29 5/8	31	- 1 3/8	- 4.43	33 7/8	23 1/4	3,555	105,316	
CYPRESS COMMUNICATIONS	CYPR	O	16 3/8	17 1/8	- 3/4	- 4.37	18 3/8	7	2,707	44,327	
ENTRON	ENT	A	6 1/8	6 5/8	- 1/2	- 7.54	9 1/4	3 3/4	1,320	8,085	
GENERAL INSTRUMENT CORP.	GRI	N	23 1/2	24 3/4	- 1 1/4	- 5.05	29 1/4	20 3/4	6,371	149,718	
LVO CABLE INC.	LVOC	O	14 1/2	15 3/4	- 1 1/4	- 7.93	16 1/2	6 3/4	1,466	21,257	
STERLING COMMUNICATIONS	STER	O	6 1/4	6 1/2	- 1/4	- 3.84	7 3/4	3 1/2	2,162	13,512	
TELE-COMMUNICATIONS	TCOM	O	29 5/8	30	- 3/8	- 1.25	30 3/8	15 1/2	2,856	84,609	
TELEPROMPTER	TP	A	32 1/2	33 3/4	- 1 1/4	- 3.70	37 1/2	28 1/8	13,236	430,170	
VIACOM	VIA	N	22 1/4	23 5/8	- 1 3/8	- 5.82	28 1/2	15 1/2	3,791	84,349	
VIKOA	VIK	A	15 1/4	16 1/4	- 1	- 6.15	19 3/4	8	2,344	35,746	
									TOTAL	56,714	1,319,228
Programming											
COLUMBIA PICTURES	CPS	N	13 3/8	13 3/8			14 7/8	9 1/8	6,342	84,824	
DISNEY	DIS	N	163 1/4	169	- 5 3/4	- 3.40	174 7/8	132 3/4	13,223	2,158,654	
FILMWAYS	FWY	A	6 3/8	6 3/8		.00	8	5 3/4	1,832	11,679	
GULF & WESTERN	GW	N	40 3/4	42	- 1 1/4	- 2.97	44 3/4	28	15,816	644,502	
MCA	MCA	N	29 3/4	33	- 3 1/4	- 9.84	35 7/8	25 5/8	8,165	242,908	
MGM	MGM	N	19 7/8	20 1/2	- 5/8	- 3.04	21 1/2	17 1/4	5,895	117,163	
MUSIC MAKERS	MUSC	O	3 3/4	3	+ 3/4	+ 25.00	3 3/4	1 1/8	534	2,002	
TELE-TAPE PRODUCTIONS		U		1 1/8			2 7/8	1	2,190	2,463	
TRANSAMERICA	TA	N	21 3/4	22 3/4	- 1	- 4.39	23 1/2	18 1/8	64,418	1,401,091	
20TH CENTURY-FOX	TF	N	13 3/4	14 1/4	- 1/2	- 3.50	17	11 3/8	8,562	117,727	
WALTER READE ORGANIZATION	WALT	O	2 1/8	2	+ 1/8	+ 6.25	4 1/8	1 3/8	2,414	5,129	
WARNER COMMUNICATIONS INC.	WCI	N	43 5/8	44	- 3/8	- .85	47 5/8	31 1/4	16,221	707,641	
WRATHER CORP.	WCO	A	13 1/8	13 3/8	- 1/4	- 1.86	17 7/8	9 7/8	2,164	28,402	
									TOTAL	147,776	5,524,185
Service											
JOHN RLAIR	8J	N	21	20 1/8	+ 7/8	+ 4.34	21 7/8	16 3/4	2,600	54,600	
COMSAT	CO	N	62 3/8	62 1/2	- 1/8	- .20	75 3/8	56 5/8	10,000	623,750	
CREATIVE MANAGEMENT	CMA	A	14	15	- 1	- 6.66	15 1/2	9 3/8	969	13,566	
DOYLE DANE BERNBACH	DOYL	O	27 3/8	27	+ 3/8	+ 1.38	28 1/2	24	1,872	51,246	
ELKINS INSTITUTE	ELKN	O	3	3			16 3/8	3	1,664	4,992	
FOOTE, CONE & BELDING	FCB	N	11 3/4	11 1/4	+ 1/2	+ 4.44	12 1/8	10 5/8	2,181	25,626	
GREY ADVERTISING	GREY	O	16	15 1/2	+ 1/2	+ 3.22	18	9 1/4	1,209	19,344	
INTERPUBLIC GROUP	IPG	N	25 1/2	24 3/4	+ 3/4	+ 3.03	28 3/4	23 1/2	1,673	42,661	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	17 3/8	17 3/4	- 3/8	- 2.11	17 3/4	5 7/8	825	14,334	
MCCAFFREY & MCCALL		D		14			16 1/2	7	585	8,190	
MOVIELAB	MOV	A	2 1/2	2 5/8	- 1/8	- 4.76	3 1/8	1 5/8	1,407	3,517	
MPO VIDEOTRONICS	MPO	A	5 1/4	5 3/8	- 1/8	- 2.32	7 1/8	3 1/8	547	2,871	
A. C. NIELSEN	NIELB	O	46 5/8	49 1/8	- 2 1/2	- 5.08	50	37 5/8	5,299	247,065	
OGILVY & MATHER	OGIL	U	57	55	+ 2	+ 3.63	57	24	1,096	62,472	
PKL CO.	PKL	O	2 5/8	6 5/8	- 4	- 60.37	9 1/2	2 5/8	778	2,042	
J. WALTER THOMPSON	JWT	N	43 5/8	44 1/4	- 5/8	- 1.41	46	40 1/4	2,707	118,092	
WELLS, RICH, GREENE	WRG	N	21 1/4	22 1/8	- 7/8	- 3.95	27 7/8	19 5/8	1,618	34,382	
									TOTAL	37,030	1,328,750
Manufacturing											
AOMIRAL	ADL	N	22 3/4	22 3/4			27	17 1/8	5,163	117,458	
AMPEX	APX	N	8	8 5/8	- 5/8	- 7.24	15 1/8	7	10,873	86,984	
CARTRIDGE TELEVISION INC.		O	38 1/8	38 1/4	- 1/8	- .32	43 1/2	16 1/2	2,083	79,414	
CCA ELECTRONICS	CCAEE	D	5 1/2	6	- 1/2	- 8.33	6 1/4	2 1/4	881	4,845	
COLLINS RADIO	CRI	N	17 3/4	19 1/2	- 1 3/4	- 8.97	19 7/8	13 3/8	2,968	52,682	
COMPUTER EQUIPMENT	CEC	A	3 1/2	3 3/8	+ 1/8	+ 3.70	4 5/8	3	2,404	8,414	
CONRAC	CAX	N	36 1/8	36 1/4	- 1/8	- .34	39 3/8	27 1/8	1,259	45,481	
GENERAL ELECTRIC	GE	N	66 5/8	68 3/4	- 2 1/8	- 3.09	70 7/8	58 1/4	182,128	2,134,278	
HARRIS-INTERTYPE	HI	N	52	52 1/2	- 1/2	- .95	59	48 1/4	6,344	329,888	
MAGNAVOX	MAG	N	37 5/8	40	- 2 3/8	- 5.93	52 1/4	37 5/8	17,476	657,534	
3M	MMM	N	141	146 7/8	- 5 7/8	- 4.00	149 5/8	129 1/4	56,281	7,935,621	
MOTOROLA	MOT	N	98 3/4	97 3/8	+ 1 3/8	+ 1.41	104 7/8	80	13,411	1,324,336	
RCA	RCA	N	38	38 1/4	- 1/4	- .65	45	36 3/4	74,352	2,825,376	
RSC INDUSTRIES	RSC	A	4	3 5/8	+ 3/8	+ 10.34	4 3/8	2 7/8	3,458	13,832	
TELEMIATION	TIMT	O		9 1/4			13 3/4	6	1,050	9,712	
WESTINGHOUSE	WX	N	52	53	- 1	- 1.88	54 7/8	43	86,927	4,520,204	
ZENITH	ZE	N	46	47	- 1	- 2.12	50 1/2	41 3/8	19,025	875,150	
									TOTAL	486,083	1,021,209
									GRAND TOTAL	961,840	18,987,656

Quotations for Rollins reflect 3-for-2 stock split.

Standard & Poor Industrial Average 119.23 121.89 - 2.66

A-American Stock Exchange
M-Midwest Stock Exchange

N-New York Stock Exchange
O-Over the counter (bid price shown)

A blank in closing price columns
indicates no trading in stock.

Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

Fates & Fortunes®

Broadcast Advertising

Walter S. McLean, executive VP and general manager, Campbell-Ewald, Detroit, named president of agency's Varicom subsidiary which provides products and services in variety of audio-visual formats, including Video Magnetic Production Center, motion pictures, business meetings and educational and training programs. **Martin J. Reddy**, agency's VP for administration, appointed Varicom general manager. **John H. Long**, agency's director of industrial shows, named VP and associate general manager, with responsibility for Varicom's video magnetics, film and meeting functions. **David M. Greene**, agency's broadcast production department, appointed Varicom's production supervisor. **Charles S. Brandt**, with sales staff, Universal Pictures Corp., New York-based film producer, joins Varicom as supervisor of marketing and sales.

Dr. Timothy Joyce, VP, market and media research, J. Walter Thompson Co., New York, named president, American Market Research Bureau, JWT independent research subsidiary there.

Robert Levenson, creative director, Doyle Dane Bernbach, New York, elected executive VP.

Betsy M. Welch, VP, Yancy & McGee Advertising, San Antonio, Tex., named executive VP.

R. K. (Bob) Larr, sales manager, WTHI-TV Terre Haute, Ind., named to additional responsibilities as VP, WTHI-AM-FM-TV.

Seth David, account executive, Tinker, Dodge & Delano, New York, elected VP and account supervisor.

George G. Thompson, executive VP, Harris D. McKinney, Cleveland agency, named president of Affiliated Advertising Agencies International. **Earl Littman**, president of Goodwin, Dannenbaum, Littman & Wingfield, Houston, named president-elect.

Arnold M. Miller, director of client services, Young & Rubicam International's direct communications group, New York, elected VP.

Frank J. Hajek, former associate media director, Lennen & Newell, New York, joins Dancer-Fitzgerald-Sample there in similar capacity. **Gary Kirk Benz**, D-F-S assistant account executive, appointed account executive on Hanes hosiery.

David Geyer and **Peter C. Hanley**, account supervisors, Dancer-Fitzgerald-Sample, New York, elected VP's.

Nate Rind, manager of Lever Bros. spot buying pool at J. Walter Thompson Co., New York, joins S. J. Reiner Co., New Hyde Park, N.Y., as associate manager of media buying. **Jack Dougherty**,

media supervisor and assistant VP at Ted Bates & Co., New York, appointed broadcast account executive at Reiner.

Arthur Selkowitz, account supervisor, Benton & Bowles, New York, elected VP.

Lois Geraci Ernst, **Robert Kroll** and **Don Pojednic**, VP's and associate creative directors, Foote, Cone & Belding, New York, appointed creative directors.

Don Murray, account copy head, Thibaud-Lintas, Paris, joins Stephenson Advertising, Tulsa, Okla., as VP and creative director.

Jonathan Hayes, former sales manager, KDKA-TV Pittsburgh, appointed general sales manager, WJZ-TV Baltimore.

Donald Wexler, account executive, Dancer-Fitzgerald-Sample, New York, joins Gaynor & Ducas there in similar capacity.

Mike Durand, TV sales manager, Avco Radio Television Sales, Dallas office, appointed West Coast sales manager, Los Angeles. He is succeeded in Dallas by **Ed Outland**, with sales staff, WOAI-TV San Antonio, Tex.

James Healy, resident adviser, University of Pennsylvania, Philadelphia, joins N.W. Ayer & Son there as media planner.

Frances G. Smith, assistant advertising manager for broadcast, Joseph Horne Co., retail store, Pittsburgh, appointed to newly created position of retail services director. KQV(AM) there.

William H. Aaron, salesman, Katz Radio, Chicago, appointed sales manager, Atlanta office.

Gannett chief heads AP

Paul Miller, chairman of Gannett Co., newspaper publisher and owner of WHEC-TV Rochester, N.Y., was elected chairman of the board of the AP, a new title for that organization, last week after serving as its president since 1963. **Wes Gallagher**, general manager, was given the additional title of president.

Newbold Noyes Jr. of *Washington Star* (WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va.; WCIV-TV Charleston, S.C.) was elected to AP board. Among those re-elected to board were **Martin Hayden** of *Detroit News* (WWJ-AM-FM-TV Detroit) and **John Cowles Jr.** of *Minnesota Star and Tribune*, which has ownership links with WCCO-AM-FM-RV Minneapolis-St. Paul; KTVH(TV) Hutchinson, Kan., and KRNT-AM-FM-TV Des Moines, Iowa.

In realignment of AP executive titles, **Robert Eunson**, assistant general manager for broadcast, and **Keith Fuller** were made vice presidents and assistant secretaries.

Michael J. Austin, broadcast business manager, Rumrill-Hoyt, New York, joins Needham, Harper & Steers, New York, in similar capacity.

Joseph P. Rousseau, media buyer/planner, J. Walter Thompson, Chicago, joins D'Arcy-MacManus International, St. Louis office, as media planner. **Stephen P. Phelps**, media supervisor, Leo Burnett, Chicago, joins D'Arcy-MacManus International there as media supervisor. **Kathleen Lawson**, with Georg Savan Advertising, St. Louis, joins D'Arcy's St. Louis office as timebuyer.

William J. Lemorande, former broadcast producer, Klau-Van-Pietersom-Dunlap Advertising, Milwaukee, joins Page/Schwessinger Advertising there as broadcast writer-producer and manager of broadcast creative/production division, responsible for local, regional and national radio and TV commercials.

Phil Bash, president, Clinton E. Frank, Chicago, resigns effective June 1. He will continue as board member and as consultant to agency. He is leaving to enter small business and "explore opportunities for employment in areas of social service."

The Media

Harry T. Goss, VP and secretary, Combined Communications Corp., Phoenix, diversified company with broadcast interests, named executive VP. **Murray H. Topham**, VP and controller, named VP-finance.

John D. Furman Jr., coordinator of broadcast standards and promotion for Cox Broadcasting, Atlanta, and **Keith Nicholson**, advertising and promotion manager, KOGO-TV, San Diego, appointed to board of Broadcasters Promotion Association succeeding **John Lantry**, King stations, Seattle, and **Michael Byrne**, Meredith stations, Omaha.

Robert F. Russell, VP and general manager, KEWI(AM)-KSWT-FM Topeka, Kan., elected executive VP of licensee, Midland Broadcasters. He is in charge of broadcast division of Midland, communications company that owns KUSN-AM-FM St. Joseph, Mo., and several CATV systems in addition to KEWI and KSWT-FM.

Craig Lawrence, operations manager, KSOO-TV Sioux Falls, S.D., appointed general manager.

William A. Clarke Jr., former station KCKT-TV Great Bend, Kan., as station manager.

Dave W. Elmore, coordinator of sales development in New York, Kaiser Broadcasting Corp., appointed director of press relations, WJZ-TV Baltimore.

Charles L. Unger Jr., with local sales staff, KWTV(TV) Oklahoma City, ap-

pointed community affairs and promotion director.

Edward H. Sheaffer, former director of standards and practices, Triangle Stations, Philadelphia, joins broadcast division, Donrey Media Group, Fort Smith, Ark., in similar capacity.

William N. Clark, assistant secretary of Tribune Co. and all of its subsidiaries and secretary of WGN Continental, elected secretary of all of subsidiaries—except KDAL-AM-TV Duluth, Minn., and KWGN-TV Denver—of WGN Continental Broadcasting, Chicago. **John J. Brennan**, national sales manager, WGN-TV Chicago, **Joseph J. Lutzke**, Western sales manager, WGN Continental Sales Co., and **Richard S. Calender**, West Coast manager-radio sales for WGN-AM and KDAL-AM, elected VP's, WGN Continental Sales.

Jack G. Carnegie, VP-general manager, WSAI-AM-FM Cincinnati, expands his responsibilities to include management of KKDJ(FM) Los Angeles. Mr. Carnegie will be based in Cincinnati but divide his time among stations, all owned and operated by Pacific and Southern Broadcasting. **Buddy Wissler**, KKDJ sales manager, will act in his absence.

Michael Robinson, commercial manager, WTKO(AM) Ithaca, N.Y., named VP of Ivy Broadcasting Co., station's licensee.

Wally Tucker, general sales manager, WFBL(AM) Syracuse, N.Y., appointed manager.

Fannie Young, promotion director for Hirschman-Northern Film Productions, Hollywood, joins XPRS(AM) Rosarita Beach, Mexico, as director of promotion and publicity.

Lyn Muzzy, program director, KOTE(FM) Lancaster, Calif., to general manager.

Programing

Richard Reisberg, director of entertainment programing talent and program administration department, NBC-TV, New York, joins Viacom Enterprises, Los Angeles, as VP for West Coast business affairs, with primary emphasis on program development and projects involving series by independent producers. **Todd Gaultocher**, VP and general sales manager, Avco Radio-Television Sales, New York, joins Viacom, New York, as director of domestic syndication.

Peter Robinson, program executive at NBC-TV, named VP for program development, West Coast, responsible for all entertainment programing originating on West Coast, including selection and implementation of story concepts, scripts, writers and producers.

Dale M. Juhlin, executive producer, Wgn Productions Co., Chicago, which produces commercials, syndicated and networks programs and sports features, elected VP.

Allen Epstein, director of ABC-TV's *Movie of the Week* series, named VP in charge of development and production for TV operations of Lorimar Productions, Hollywood.

Broadcasters cop kudos

Eight industry leaders were named "Broadcast Preceptors," honorary designation by San Francisco State College, for notable achievement in broadcasting. Awards were presented at ceremonies in San Francisco on April 19, as part of school's three-day Broadcast Industry Conference (April 20-22). Honorees were: **Larry H. Israel**, chief executive officer, Post-Newsweek Stations; **Lee Mendelsohn**, president, Mendelsohn Productions; **Bryson Rash**, chief of editorial services, WRC-TV Washington; **Stirling Silliphant**, TV writer-producer; **Dr. Frank Stanton**, vice chairman, CBS Inc.; **Marie Torre**, broadcast journalist, KDKA-TV Pittsburgh; **Thomas E. Gibbens**, president and general manager, WAFB-TV Baton Rouge, La.; **Mark Damen**, program director, WUFT(TV) Gainesville, Fla. Also presented were total of 37 "Broadcast Media" awards for excellence in local radio and television programing. Additionally five awards were given in new category, community antenna television, for extraordinary accomplishments in this new service medium.

Broadcast journalism

Glen Hanson, anchorman, KMBC-TV Kansas City, joins WKRC-TV Cincinnati in similar capacity.

Larry Howe, producer of *The Advocates* debate series for noncommercial KCET(TV) Los Angeles, named director of news and public affairs.

Don Blair, correspondent, Mutual Radio Network, named anchorman for WCBS(AM) New York.

Jay J. Levine, former news and sports reporter, WHCU-AM-FM Ithaca, N.Y., joins WCAU-AM-FM Philadelphia as newsman.

Don Hickman, with news staff, KSTP-TV Minneapolis, joins WICS(TV) Springfield, Ill., as anchorman. **Tom Hecht**, with WISN-TV Milwaukee, joins WICS as newsman.

Bob Jenkins, news director, WAKE-AM-FM Valparaiso, Ind., joins WIRE(AM) Indianapolis as evening anchorman.

Hal Gray, with WTEV-TV New Bedford, Mass., joins WIOD(AM) Miami as reporter and anchorman. **Lou Creekmur**, former offensive lineman, Detroit Lions football club, joins WIOD as sportscaster.

Cable

Jerry Buford, in managerial position with brokerage, consulting and management departments, Daniels & Associates, Denver-based CATV firm, named executive VP.

Duane Crist, manager of special projects, Kaiser CATV, now Theta-Com CATV division, Los Angeles, appointed acting sales manager.

Equipment & Engineering

Norman E. Hadad, controller, AEL Systems Inc. of Stamford, Conn., named director of finance for Goldmark Communications Corp there.

Marvin Kronenberg, branch manager for camera and equipment development in electronic systems department, CBS Laboratories, Stamford, Conn., appointed director of engineering, professional products.

Everett H. Frost, general marketing manager, Electric Tube Division, GTE Sylvania, Seneca Falls, N.Y., appointed general sales manager Electronic Components Group, GTE Sylvania, Waltham, Mass.

Warren Gregoire, engineer, KSFX(FM) San Francisco, appointed chief engineer.

Deaths

Bertram Lebharr Jr., 65, general manager of WHN(AM) New York, (formerly WJMG) from the late 1930's until mid-1950's, died April 20 in West Palm Beach, Fla., after lengthy illness. Under name of Bert Lee, Mr. Lebharr also was sportscaster on WHN. Subsequently he became part owner and general manager of WEAT-AM-TV West Palm Beach, Fla. and owner of WXVI(AM) Riviera Beach, Fla. He is survived by five children.

Charles G. Bole, 43, VP in charge of business affairs for 20th Century-Fox Film Studios, Los Angeles, died there April 22 of unknown causes. Mr. Bole, with Fox Studios since 1964, was former VP of Four Star Television. He is survived by his wife, Jonnie, and two sons and one daughter from previous marriage.

Amos T. Baron, 60, Western division sales director for United Artists Television, Los Angeles, died in Beverly Hills, Calif., on April 14 after lengthy illness. Mr. Baron, veteran broadcast executive, worked for such organizations as ABC Radio Network and KCOP(TV) Los Angeles. He is survived by his wife, Marilyn, and one daughter.

Charles W. Ratliff, 67, news director emeritus, KCBF-TV Lubbock, Tex., died April 11 there after brief illness. Mr. Ratliff had been news reporter in Lubbock for more than 47 years. In 1961 he became news director of then KCBF-AM-TV (ownership of KCBF[AM] was transferred in June 1971), post which he held until his semi-retirement last January. Mr. Ratliff is survived by his wife, Marge, and four sons.

Gene Widhoff, 65, NBC TV network staff artist for past 18 years, died April 20 in Los Angeles of cancer. Mr. Widhoff was best known for his courtroom sketches. Mr. Widhoff is survived by his wife, Kathy.

Hayes L. Gier, 53, engineer, WWJ-TV Detroit, died April 11 at St. John's hospital, Oxford, Mich., after lengthy illness. Mr. Gier joined station in 1947. He is survived by his wife, Ann, and two sons.

For the Record®

As compiled by BROADCASTING, April 18 through April 25, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—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

Final actions

■ Panama City, Fla.—Panhandle Broadcasting Co. Broadcast Bureau granted UHF ch. 13 (210-216 mhz); ERP 3 kw vis., 62 kw aur. HAAT 1427 ft.; ant. height above ground 1460 ft. P.O. address: Box 519, Panama City 32401. Estimated construction cost \$579,503; first-year operating cost \$300,000; revenue \$889,003. Geographic coordinates 30° 22' 05" north lat. 85° 12' 24" west long. Type trans. RCA TT-25DH. 12' ant. RCA TBF-8AH. Legal counsel Smith & Pepper, Washington. Consulting engineers Lohnes & Culver, Washington. Principals: Denver T. Brannen (40%), Loyd Charles Hilton Jr. (25%), Luther Edwin Thomas (25%) and Ralph Julian Bennett (10%). Mr. Brannen is president and 45% owner of KMH-TV Houma, La. He is also president, director and 81.25% owner of WDLP(AM) Panama City and he is also president and 81.25% owner of WPAP-FM Panama City. Mr. Hilton is partner in law firm. He also has interests in road construction, land development, motels and investments. Mr. Thomas is sole owner of automobile dealership in Panama City. Mr. Bennett is partner in law firm. He also has interests in banking and motels. Action April 5.

■ Fredericksburg, Va.—FCC authorized assignment of TV ch. 69 to Fredericksburg as first commercial assignment (Doc. 19404). Action April 19.

Other action

■ Review board in Boston TV proceeding dismissed request by Community Broadcasting of Boston Inc. one of applicants in comparative proceeding for ch. 7 Boston, to incorporate its petitions to enlarge issues. Action April 21.

Existing TV stations

Final actions

■ FCC granted application by Chicago Educational Television Association for CP to make changes in facilities of WXXW(TV) ch. 20 Chicago, and request for waiver of rules. Action April 19.

■ FCC granted Mississippi Authority for Educational Television (WMAA ch. 29 Jackson; WMAB ch. 2 State College; WMAH ch. 19 Biloxi; WMAU ch. 17 Bude; and WMAW ch. 14 Meridian, all Mississippi) six-month extension to Oct. 19 for waiver of station identification requirements to permit use of single visual slide identifying all of stations at same time. Action April 19.

■ *KLVX-TV Las Vegas—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 5718 Maple Street, Las Vegas. Action April 18.

■ *WNVT(TV) Goldvein, Va.—Broadcast Bureau granted license covering new station; specify studio location as 8325 Little River Turnpike, Annandale, Va. Action April 6.

Actions on motions

■ Chief, Office of Opinion and Review, in Daytona Beach, Fla. (Cowles Florida Broadcasters Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, granted motion by Central Florida and extended through April 7 time to file pleadings responsive to petition for reconsideration of redesignation order (Docs. 19168-70). Action April 6.

■ Chief, Office of Opinions and Review, in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted by chief. Broadcast Bureau and extended to April 18 time to file pleadings responsive to petition for rescission or modification of redesignation order, a petition for reconsideration or, in alternative clarification and request for waiver of rules and regulations (Docs. 18759-61). Action April 11.

■ Chief, Broadcast Bureau, on request of Midwestern Broadcasting Co. (WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan), extended through April 25, time to file opposition to petition for rule making in matter of amendment of TV table of assignments (Cheboygan, Sault Ste. Marie, and Traverse City, all Michigan). Action April 17.

■ Chief, Office of Opinions and Review, in matter of revocation of license of United Television Co. of New Hampshire for WMUR(TV) Manchester, N.H., granted petition by ABC and extended through April 21 time to file responsive pleadings to supplement to petition for reconsideration (Doc. 19336-8). Action April 6.

■ Chief, Office of Opinion and Review, in Ponce, Puerto Rico (Ponce Television Corp. [WRIK-TV]), TV proceeding, granted petition by applicant and extended through May 10 time to file petition for reconsideration (Doc. 19459). Action April 10.

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, on request of Furniture City rescheduled conference for April 13 (Docs. 18906-7). Action April 10.

■ Hearing Examiner Isadore A. Honig in Montgomery, Ala. (Alabama Educational Television Commission), for renewal of licenses for *WAIQ(TV), et al., granted petition by William D. Wright to intervene insofar as it seeks intervention by him as representative for Black Efforts for Soul in Television and is otherwise denied; and made Mr.

Wright party to proceeding in his representative capacity only (Docs. 19422-30). Action April 19.

■ Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV] and George T. Herrreich [KAIT-TV]), TV proceeding, granted motion by George T. Herrreich and extended to April 21, time to respond to motion for production of documents and interrogatories (Docs. 19291-2). Action April 6.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WAGM-TV Presque Isle, Me. (Aroostook Broadcasting Corp.)—Agreement dated March 10 to replace one dated March 9, as amended, effective March 1 through March 1, 1974. Network station rate \$169; compensation paid at 30% prime time.

■ KAVE-TV Carlsbad, N.M. (Tri-Cities Broadcasters)—Agreement dated Sept. 13, 1971 to replace one dated March 10, 1969 effective July 1, 1971 through July 1, 1973. First call right. No network station rate; compensation paid at 30% prime time.

■ KELP-TV El Paso (John B. Walton db as KELP-TV)—Agreement dated Sept. 13, 1971 to replace one dated April 30, 1969 effective July 1, 1971 through July 1, 1973. First call right. Network station rate \$291; compensation paid at 30% prime time.

■ KGWS-TV Laredo, Tex. (Western Communications Inc.)—Agreement dated Jan. 26 to replace one dated Aug. 12 effective July 1, 1971 through July 1, 1973. No network station rate; compensation paid at 30% prime time.

New AM stations

Actions on motions

■ Chief, Broadcast Bureau, in Vinita, Okla., AM proceeding, granted Green Country Broadcasting Co. temporary operating authority, granted waiver of provisions of note 2 (interim criteria to govern acceptance of its application to operate on 1470 khz, 500 w-D, at Vinita (former facilities of KVIN Vinita). In same action, Green Country was granted temporary authority to operate facilities for period not to exceed 90 days. Action April 20.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates, Inc.), AM proceeding, granted motion by Home Service Broadcasting Corp. and corrected transcript (Docs. 18640-1). Action April 20.

■ Chief Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spotswood), AM proceeding, postponed hearing presently scheduled for April 10 to May 15 (Doc. 19290). Action April 6.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, on request of applicant extended to May 8, time for filing replies to proposed findings of fact and conclusions of law (Doc. 18852). Action April 20.

■ Hearing Examiner Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), AM and FM proceeding, granted motion by Friendly for acceptance of opposition to Broadcast Bureau's amendment to motion for production of documents and motion for protective order and accepted said opposition and motion; by separate action granted motion by applicant and extended to April 11 time to reply to Broadcast Bureau's opposition to motion for production of documents and things for inspection and copying; by separate action granted motion by applicant and accepted opposition to Broadcast Bureau's amendment to interrogatories and motion for protective order. Actions April 11. By separate action granted nunc pro tunc motion by applicant and extended to April 14 time to initiate discovery in this proceeding (Doc. 19412). Action April 12.

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Summary of broadcasting

Compiled by FCC April 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,343	3	18	4,364	57	4,421 ¹
Commercial FM	2,278	1	49	2,328 ²	14	2,442
Commercial TV-VHF	503	2	6	511 ³	14	525 ²
Commercial TV-UHF	181	0	7	188 ³	66	254 ³
Total commercial TV	684	2	13	699	80	779
Educational FM	482	1	17	500	78	587
Educational TV-VHF	86	3	0	89	2	91
Educational TV-UHF	115	0	8	123	11	134
Total educational TV	201	3	8	212	13	225

* 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.

Designated for hearing

■ Clifton Forge, Va.—FCC set for hearing mutually exclusive applications of James R. Reese Jr. and Jane M. Reese (Clifton Forge Radio) and Alleghany-Highlands Radio Inc. for former facilities of WCFV Clifton Forge and dismissed their applications for interim authority to operate facilities. Both applicants request operation on 1230 khz, with power of 250 w, 1 kw-LS, unlimited time. Action April 19.

Existing AM Stations

Final actions

■ KFVY Arroyo Grande, Calif.—Broadcast Bureau granted main studio location changed to 101 West Branch Street, Arroyo Grande, Calif.; remote control permitted from main studio location. Action April 11.

■ KNX Los Angeles—FCC granted request by CBS for reconsideration of March 26, 1971, ruling by Broadcast Bureau that network had failed to comply with fairness doctrine in its handling of editorial broadcast in October 1969, over KNX and reversed ruling. Action April 19.

■ Mount Dora, Fla.—FCC denied joint petition of Cherry Hill Broadcasters Inc., former licensee of WYYD Mount Dora, and Good News Broadcasting Co., prospective assignee of deleted license, for reconsideration of Jan. 5 commission action which denied Cherry Hill's request to remain silent, cancelled license and deleted station's call letters. Action April 19.

■ WSBG and WXRT (FM), both Chicago—FCC denied informal objections by Latin American Task Force for Community Broadcasting against license renewal applications of stations and renewed licenses until Dec. 1, 1973. Action April 19.

■ WSLM Salem, Ind.—Broadcast Bureau granted license covering aux. trans. Action April 18.

■ WATO Oak Ridge, Tenn.—Broadcast Bureau granted CP to make changes in D-DA pattern; condition. Action April 6.

■ WJTO Bath, Me.—Broadcast Bureau granted permission to operate trans. by remote control from 20 York Street (upstairs) Studio B, Bath (second remote control point). Action April 11.

■ WRSJ Bayamon, Puerto Rico—FCC announced that denial of application of Radio San Juan Inc. (WRSJ) for change in city of assignment to San Juan and increase in nighttime power to 5 kw directionalized, proposed in initial decision released Feb. 25, became effective April 17 in accordance with rules (Doc. 17574). Action April 21.

Actions on motions

■ Chief, Office of Opinions and Review, in Cleveland Heights, Ohio (Friendly Broadcasting Co.) for renewal of license for WJMO and WLYT (FM), granted motion by Friendly Broadcasting and extended through April 10 time to file reply to Broadcast Bureau's opposition to petition for reconsideration (Doc. 19412). Action April 10.

■ Hearing Examiner Chester F. Naumowicz Jr. in Greenville, Farmville, Washington and Clayton, all North Carolina (Curtis & Associates Inc. (WPXY), et al.), AM proceeding, granted motion by Farmville Broadcasting Co.; set certain procedural dates; and continued hearing to June 21 (Docs. 19362-5). Action April 20.

Fine

■ WPUV-AM-FM Pulaski, Va.—FCC notified Pulaski Broadcasting Corp. (WPUV-AM-FM), that it has incurred apparent liability in amount of \$750 for wilful violation of rules by failing to log results

of required transmission inspections. Action April 19.

Designated for hearing

■ WCRM-AM-FM Clare, Mich.—FCC designated for hearing applications by Bi-County Broadcasting Corp. for renewal of licenses for WCRM-AM-FM. Action April 19.

New FM stations

Applications

■ *Ruston, La.—Louisiana Tech University. Seeks 89.1 mhz, 10 w. HAAT 140 ft. P.O. address 5358 Tech Station, Ruston 71270. Estimated construction cost \$2,798.41; first-year operating cost \$10,000; revenue none. Principals: Dr. F. Jay Taylor, Dr. Virgil Carr, et al. Dr. Taylor is president of university. Dr. Carr is dean of academic affairs at university. Ann. April 3.

■ Clinton, Miss.—Leader Broadcasting Co. Seeks 93.5 mhz, 3 kw. HAAT 173 ft. P.O. address Box 2154, Jackson, Miss. 39205. Estimated construction cost \$10,100; first-year operating cost \$24,000; revenue \$38,500. Principals: J. Boyd Ingram (33½%), D. H. Warnock (33½%) and L. B. Richardson (33½%). Mr. Ingram is chief engineer for WWUN (AM) Jackson. He is also chief engineer for WKXI (AM) Jackson, and sole owner of Broadcast Service Co., contract radio and TV maintenance service in Jackson. Mr. Warnock does public relations for Mississippi Authority for ETV in Jackson. Dr. Richardson is dentist in Clifton. Ann. April 14.

■ Rolla, Mo.—Phelps County Broadcasting Inc. Seeks 105.3 mhz, 28.742 kw. HAAT 154.41 ft. P.O. address Box 727, Rolla 65401. Estimated construction cost \$52,110.05; first-year operating cost \$16,860; revenue \$30,000. Principals: Robert M. McKune (22.5%), Dale McCoy Jr. (10%), et al. Mr. McKune is vice president of Garvin County Broadcasting Inc. (owned by Phelps), licensee of KVLH (AM) Pauls Valley, Okla. Mr. McCoy is director of Garvin County Broadcasting Inc. He is also president and 40% owner of Neosho County Broadcasting Inc. (KKOY-AM-FM Chanute, and KBTO-AM-FM El Dorado, both Kansas). Ann. April 11.

■ *Cincinnati—Northwest Local School District. Seeks 90.1 mhz. HAAT 53.8 ft. P.O. address 4850 Poole Road, Cincinnati 45239. Estimated construction cost \$7,140; first-year operating cost \$900; revenue none. Principals: James H. Benedict, Robert W. Goetz, et al. Mr. Benedict is president, board of directors. Mr. Goetz is vice president, board of directors. Ann. April 3.

■ Delphos, Ohio—Tri-County Broadcasting Inc. Seeks 107.1 mhz, 3 kw. HAAT 300 ft. P.O. address 332 South Franklin Street, Van Wert, Ohio 45891. Estimated construction cost \$34,019; first-year operating cost \$14,580; revenue \$48,000. Principals: Raymond A. Tanner (25%), David P. Roach (25%), Vernon P. Hopkins (12½%), William T. Jones (12½%) and Joseph Gary Parson (25%). Mr. Tanner is chief engineer WERT-AM-FM Van Wert. He is also owner of Ray's Electronic Service in Van Wert. Mr. Roach is bookkeeper. Mr. Hopkins is executive vice president of The Middle Point Banking Co. in Middle Point, Ohio. Mr. Parson is employed by WCBA (AM) Corning, N.Y. Mr. Jones is general manager of WMVR-AM-FM Sidney, Ohio. Ann. April 6.

■ Manning, S.C.—Clarendon County Broadcasting Co. Seeks 92.1 mhz, 3 kw, HAAT 99.3 ft. P.O. address Box 400, Manning 29102. Estimated construction cost \$24,137; first-year operating cost \$7,210; revenue \$12,500. Principals: Betty Roper (100%). Mrs. Roper is sole owner of WYMB (AM) Manning. Ann. April 6.

■ Atlanta, Tex.—KALT-FM Inc. Seeks 99.3 mhz, 3 kw. HAAT 195.75 ft. P.O. address Box 289, Atlanta 75551. Estimated construction cost \$29,807; first-year operating cost \$10,000; revenue \$39,807. Principals: David A. Wommack (21%), David A. Wommack Jr. (15%), Mrs. Thelma Jeane Wright (15%) and Herman H. Wommack Jr. (49%). David Wommack senior is manager and part owner of KALT (AM) Atlanta. David Wommack junior is sales manager of KALT. Mrs. Wright is employed by KALT. Herman Wommack is owner of Wommack's Inc., investments and banking firm in Texarkana, Tex. He is also 63% owner of KALT. Ann. April 6.

Final actions

■ FCC amended FM table of assignments with assignment of ch. 280A to Fort Wayne, ch. 288A to Auburn, both Indiana, and ch. 245 to Seward, Neb. Assignment of ch. 300 to Charleston, S.C., was denied and petition of Family Stations Inc., for change in channel assignment at Carson City, Nev., was dismissed (Doc. 19264). Action April 19.

■ St. Petersburg, Fla.—FCC dismissed applications of Southern Keswick Inc., (WGNB(FM)), for new FM in St. Petersburg and for assignment of license of WGNB to Semit Corp., and Keswick's application for minor changes in WGNB was returned as unacceptable for filing. Action April 19.

■ Bowling Green, Kentucky—Daily News Broadcasting Inc. Broadcast Bureau granted 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address 804½ College Street, Bowling Green 42101. Estimated construction cost \$57,735; first-year operating cost \$30,000; revenue \$35,000. Principals: J. R. Gaines (40.2%), John B. Gaines (40.2%), et al. Messrs. Gaines are partners in ownership of Park City Daily News in Bowling Green. They also are partners in ownership of WKCT (AM) Bowling Green. Action March 29.

■ Pineville, Ky.—FCC waived mileage separation requirements of rules, and an amendment to application of John O. McPherson for new FM in Pineville to specify operation on newly assigned ch. 292 has been accepted by commission. Action April 19.

Other action

■ Review board in Troy, Ala., FM proceeding, granted petition by Pike Broadcasting Inc. applicant for CP for new FM at Troy, for extension of time through April 21 to file oppositions to petition to enlarge hearing issues by Troy Radio Inc., competing FM applicant (Docs. 19407-8). Action April 18.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Waseca, Minn. (Melvin Pulley and KOWO Inc.), FM proceeding, granted joint request of applicants filed March 15 as supplemented April 10 for approval of agreement looking toward dismissal of application of Melvin Pulley and subsequent reimbursement of his out-of-pocket expenses incurred in filing and prosecuting his application; approved agreement; dismissed with prejudice application of Melvin Pulley (Doc. 19420); granted application of KOWO Inc. (Doc. 19421); and terminated proceeding (Docs. 19420-1). Action April 20.

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, scheduled conference for April 12 (Docs. 19018-9). Action April 7.

■ Hearing Examiner Lenore G. Ehrig in Corpus Christi, Tex., Colorado Springs and Boulder, both Colorado (A. V. Bamford and Brocade Broadcasting Co.), FM and AM proceeding, set certain procedural dates (Docs. 19089, 19158-9). Action April 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Bloomsburg and Selingsgrove, both Pennsylvania (Bloomsburg State College and The Susquehanna University of the Evangelical Lutheran Church), FM proceeding, designated Hearing Examiner Forest L. McClerning to serve as presiding officer and scheduled prehearing conference for May 26 and hearing for June 26 (Docs. 19485-6). Action April 7.

■ Hearing Examiner David I. Kraushaar in Picaayune, Miss. (Tung Broadcasting Co. and Andres Calandria), FM proceeding, granted motion by Calandria to extent that record be kept in open status and all previous deadlines are cancelled; set certain procedural dates and scheduled further hearing for April 26 (Docs. 19345-6). Action April 11.

■ Hearing Examiner Isadore H. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, denied request by Broadcast Bureau that existing issues be construed to encompass charges filed against Curtis W. R. Harrell by insurance commissioner of state of Florida on Jan. 31 (Docs. 18975-6). Action April 6.

■ Hearing Examiner Isadore A. Honig in Laurel and Ellisville, both Mississippi (Southland Inc. and

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South Jones Broadcasters Inc.), FM proceeding, granted petition by South Jones Broadcasters Inc. for leave to amend its application in certain financial respects; and by separate action dismissed response by South Jones Broadcasters Inc. to comments by Southland Inc. on petition by South Jones for leave to amend (Docs. 19415-6). Action April 7.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Publishing Co., et al). FM proceeding, granted request by "What the Bible Says Inc." and extended to April 20 time to file proposed findings of fact and conclusions and to May 4 time to file replies (Docs. 18674-6). Action April 10.

■ Hearing Examiner Forest L. McClenning in Wilmington, Ohio (5 KW Inc. and Clinton County Broadcasting Corp.), FM proceeding, set certain procedural dates and scheduled hearing for May 4 (Docs. 19218-9). Action April 6.

■ Hearing Examiner Chester F. Naumowicz Jr. in Troy, Ala. (Troy Radio Inc. and Pike Broadcasting Inc.), FM proceeding, continued hearing now scheduled for April 25 pending further order (Docs. 19407-8). Action April 20.

■ Hearing Examiner James F. Tierney in Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Co. of Searcy Inc.), FM proceeding, scheduled prehearing conference for April 28 (Docs. 18989-90). Action April 20.

Rulemaking action

■ FCC proposed class A FM channel assignment at Front Royal, Va., and Class B FM channel assignment at Morro Bay, Calif., and Vieques, Puerto Rico, as amendments to FM table of assignments. Action April 19.

Existing FM stations

Final actions

■ KBOS(FM) Tulare, Calif.—Broadcast Bureau granted license covering changes; ERP 770 w; ant. height 2,650 ft. Action April 17.

■ WBUS-FM Miami Beach—FCC denied application by Community Service Broadcasters Inc. (WBUS-FM), to change its trans. site and facilities has been returned to applicant and its request for waiver of rules (stations at spacings below minimum separation). Action April 19.

■ WWRH(FM) Columbus, Ga.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 21 ft. Action April 18.

■ WDUN-FM Gainesville, Fla.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 540 ft. Action April 18.

■ WMTM-FM Moultrie, Ga.—Broadcast Bureau granted mod. of license covering change in name of licensee and SCA to Douglas J. Turner db as Colquitt Broadcasting Co. Action April 19.

■ WJWP(FM) Joliet, Ill.—Broadcast Bureau granted CP to install new trans.; new ant.; make changes in ant. system; ERP 3 kw; ant. height 260 ft.; remote control permitted; condition. Action April 11.

■ WFRX-FM West Frankfort, Ill.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 165 ft. Action April 19.

■ WCAK(FM) Catlettsburg, Ky.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action April 19.

■ WUMF-FM Farmington, Me.—Broadcast Bureau granted license covering new educational FM. Action April 19.

■ *WFSB(FM) Framingham, Mass.—Broadcast Bureau granted license covering new educational FM. Action April 19.

■ WYON(FM) Grand Rapids, Mich.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 420 ft. Action April 18.

■ WALT(FM) Meridian, Miss.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 300 ft. Action April 18.

■ KUSN-FM St. Joseph, Mo.—Broadcast Bureau granted license covering changes; ERP 3.9 kw; ant. height 225 ft. Action April 18.

■ KLYO-FM Hamilton, Mont.—Broadcast Bureau granted CP to change trans. location to Canyon Creek Road, 2.2 miles west of Hamilton; install new ant.; make changes in ant. system; ant. height minus 790 ft.; ERP 2 kw; remote control permitted. Action April 20.

■ WKXL-FM Concord, N.H.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 285 ft. Action April 19.

■ *WVNO(FM) New Orleans—Broadcast Bureau granted license covering new educational FM; ERP 11.5 kw; ant. height 600 ft. Action April 19.

■ WATH-FM Athens, Ohio—Broadcast Bureau granted license covering changes; trans. location re-described as County Road 16, near Athens; ERP 3 kw; ant. height 290 ft. (horiz.) and 270 ft. (vert.). Action April 18.

■ WDVE(FM) Pittsburgh—Broadcast Bureau granted license covering changes; ERP 55 kw; ant. height 820 ft. Action April 18.

■ WBRO(FM) Cidra, Puerto Rico—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action April 19.

■ WPRO-FM Providence, R.I.—Broadcast Bureau granted CP to install new trans. and new ant.; make changes in ant. system; ERP 39 kw; ant. height 550 ft. Action April 20.

■ WCLE-FM Cleveland, Tenn.—Broadcast Bureau granted CP to change trans. location to 0.6 mile off U.S. 11-E on Weeks Road, Cleveland; operate trans. by remote control from studio location: 67 Ocoee Street, N.W., Cleveland; make change in ant. system; ERP 50 kw; ant. height 360 ft.; remote control permitted. Action April 20.

■ KGTTN-FM Georgetown, Tex.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 295 ft. Action April 19.

■ KQXT(FM) San Antonio, Tex.—Broadcast Bureau granted license covering aux. trans.; trans. location: Tower of the Americans; ERP 55 kw; ant. height 360 ft. Action April 18.

■ WMOD(FM) Washington—Broadcast Bureau granted CP to install former main trans. as aux. trans. and aux. ant.; at main trans. location, to be operated on ch. 254 (98.7 mhz); ERP 8.7 kw; ant. height 410 ft.; remote control permitted. Action April 5.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxiliaries SCA's where appropriate: KBPS(AM) Portland, Ore.; KDHL(AM) Fairbault, Minn.; KERR(FM) Salinas, Calif.; KRAZ(FM) Farmington, N.M.; KUDE(AM) Oceanside, KRON(AM) Napa, both California; WJAB(AM) Westbrook, Me.; WKND(AM) Windsor, WNH(AM) New Haven, WOWW(AM) Naugatuck, all Connecticut; *WUNH(FM) Durham, N.H. Action April 19.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries and SCA where appropriate: KBER(AM) San Antonio, Tex.; KFBC-AM-FM Cheyenne, Wyo.; KIKK-AM-FM Pasadena, Tex.; KIXI-FM Seattle; KKGf(AM) Great Falls, Mont.; KR5B(FM) Roseburg, KSWB(AM) Seaside, both Oregon; KWG(AM) Stockton, Calif.; WADK(AM) Newport, R.I.; WCDC(TV) Adams, Mass.; WDLP(AM) Panama City, Fla.; WERI-AM-FM Westerly, R.I.; WRYM(AM) New Britain, Conn.; WSPR(AM) Springfield, Mass. Action April 14.

Other actions, all services

■ FCC ruled affiliates of ABC may carry National Basketball Association playoff game of Saturday April 22, two Sunday golf tournaments on April 23 and April 30 and U.S. Open golf tournament on June 17 and 18 to completion (but not any post-game material), with none of time counting toward permissible three hours of prime-time network programming on those evenings. Action April 19.

■ FCC denied requests by Democratic National Committee (DNC), asking that CBS be directed to provide comparable free prime time to respond to one-hour, prime-time television interview by correspondent Dan Rather with President Nixon, broadcast Jan. 2 and that NBC be directed to provide free prime time to answer one-hour prime-time television program in which correspondent John Chancellor narrated day in life of President broadcast Dec. 21, 1971. Action April 19.

■ FCC adopted amendments of part 2 of rules, concerning methods of determining necessary bandwidth and occupied bandwidth for FM microwave radio relay systems carrying frequency division multiplex (FDM) speech channels. Action April 19.

■ FCC has scheduled twenty-five groups to participate in oral argument before commission in proceeding on formulation of policies relating to broadcast renewal applicant stemming from comparative hearing process (Doc. 19154). Action April 19.

Translator actions

■ K08EK Blue Mountain, rural area east of Cathedral, Rangely/Goeder and Artesia/Dinosaur, all Colorado—Broadcast Bureau granted CP to change type trans. of VHF translator; change primary TV to KOA-TV ch. 4 Denver via BPTI-2389, ch. 60 Meeker and Rangely, including White River rural area, all Colorado. Action April 11.

■ K09FE Meeker, Wilson Oil Camp, rural area west of Meeker and rural area south of Meeker, all Colorado—Broadcast Bureau granted CP to change type trans.; change primary TV to KOA-TV ch. 4 Denver, via BPTI-2389, ch. 60 Meeker and

Rangely, including White River rural area, all Colorado. Action April 11.

■ Meeker, Colo.—Broadcast Bureau granted CP for new UHF translator to serve Meeker and Rangely, including White River Rural Area, operating on ch. 60 by rebroadcasting programs of KOA-TV ch. 4 Denver. Action April 11.

■ W49AA Springfield, Ill.—Broadcast Bureau granted CP to change type trans. of UHF translator; increase output power to 1000 w. Action April 12.

■ St. Francis, Kan.—Broadcast Bureau granted CP for new VHF translator to serve St. Francis operating on ch. 4 by rebroadcasting programs of KOMC ch. 8 Oberlin, Kan. Action April 18.

■ Harrisburg, Pa.—FCC denied petition by Perfect TV Inc., owner and operator of CATV in Harrisburg, for reconsideration of commission action granting applications of Tele-Visual Corp. to make changes in facilities of three UHF translators. Action April 19.

Modification of CP's, all stations

■ KMLA(FM) Ashdown, Ark.—Broadcast Bureau granted mod. of CP to change trans. and change ant. Action April 13.

■ KPAY-FM Chico, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to Cohasset Road, .05 miles south of Mud Creek Road, Chico; change trans.; change ant.; make changes in ant. system; ERP 6.2 kw; ant. height 1,160 ft.; remote control permitted. Action April 11.

■ KPAY-FM Chico, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 6. Action April 11.

■ *KUSP(FM) Santa Cruz, Calif.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ant. height 38 ft. Action April 12.

■ *WUFT-TV Gainesville, Fla.—Broadcast Bureau granted mod. of CP to change ERP to vis. 100 kw; aur. 20 kw; make changes in trans. equipment; change type ant.; ant. height 860 ft.; conditions. Action April 20.

■ WPAP-FM Panama City, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 20. Action April 20.

■ WHSI(FM) Savannah, Ga.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 19. Action April 20.

■ KIPA Hilo, Hawaii—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 20. Action April 18.

■ W73AT Baltimore—Broadcast Bureau granted mod. of CP to change type trans. of UHF translator and to make changes in ant. system. Action April 19.

■ KBHP(FM) Bemidji, Minn.—Broadcast Bureau granted mod. of CP to change trans. location to 6 miles south, 1 mile west of 71 Bemidji, Minn.; make changes in ant. system; ERP 58 kw; ant. height 350 ft.; remote control permitted. Action April 11.

■ W62AA New York—Broadcast Bureau granted mod. of CP to change type trans. of UHF translator and make changes in ant. system. Action April 19.

■ WOTT Watertown, N.Y.—Broadcast Bureau granted mod. of CP to extend time to Oct. 14. Action April 14.

■ WEZC(FM) Charlotte, N.C.—Broadcast Bureau granted mod. of CP to change studio location to 516 Fenton Place, Charlotte; operate trans. by remote control from proposed new studio site; change ant.; ERP 100 kw (horiz.) 99 kw (vert.). Action April 20.

■ WXBB(FM) Warrenton, Va.—Broadcast Bureau granted mod. of CP to extend completion date to June 29. Action April 6.

Ownership changes

Applications

■ WTBY(AM) Waterbury, Conn.—Seeks assignment of license from Radio Trend Inc. to Waterbury Radio Inc. for \$200,000. Sellers: Lowell Paxson, president, et al. Buyer: Benjamin J. Friedland (100%). Mr. Friedland is vice president and half-owner of WTHU(AM) Thurmont, Md. He is also relief engineer for WVNJ-AM-FM Newark, N.J. Ann. April 5.

■ KYAY-TV West Monroe, La.—Seeks assignment of license from Herschel A. Gentry, receiver in bankruptcy, to Monroe Television Inc. for \$2,000. Seller: Herschel A. Gentry, trustee. Buyers: Dick Lindman (10.35%), et al. Mr. Lindman is 50% owner of L & N Construction in Springfield, Mo. He is also 50% owner of Central City Construction in Springfield and 33% owner of Central City

(Continued on page 74)

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Radio Help Wanted Management

Assistant manager in small market. Must be strong on sales—some announcing—some programing—some local news. Number two man now—possibility of becoming number one man later. Box D-239, BROADCASTING.

Young family man for operations manager of FM stereo in midwest small market. Must have good sales record, top quality announcing and production ability and preferably experience with automation equipment. Send tape, photograph and complete resume. Box E-33, BROADCASTING.

Looking for a pro interested in improving himself with station in fastest growing county in New York State. Need resume and sales record. Box E-64, BROADCASTING.

Wanted—sales oriented, repeat, sales oriented general manager for established, in-the-black, fulltime Christian, 50,000 watt FM radio station. Excellent opportunity—entire run-of-the-market. Resume and references to WVAF, Box 4318, Charleston, W. Va. 25304.

Sales

Salesman: Sell small competitive Georgia market . . . announce only if necessary. Idea man with experience only. Write Box E-20, BROADCASTING.

Salesman needed in growing Florida market. Must have small-medium market experience. Aggressive self-starter. Write or call WEZY, P.O. Box 2029 or 305-636-4411. Cocoa, Florida.

Sales manager needed for modern C&W to replace present one moving up after five years. Present accounts list plus hard work should earn you \$15,000 first year. References will be checked. Call or write WHIT Radio, New Bern, N.C. 919-637-4450.

The new "rock" of Harrisburg needs several young and aggressive heavy-hitters. If you've reached your potential in a smaller market in or around central Pennsylvania and want bigger and better horizons, join our contemporary group operation. Call or send resume to: Robert J. Abernethy, General Sales Manager, WKBO, 31 N. 2nd St., Harrisburg, Pa. 16801. (717) 233-6571.

Opening for advertising salesman approximately June 15. Must have car. Typing necessary. Previous experience essential. Drawing account plus commission. Apply by letter with references. Personal interview necessary. WGHQ, 82 John Street, Kingston, New York 12401.

Excellent opportunity—established AM and FM station. Salary, bonus. Need resume, sales record. WLBC, Muncie, Ind. 47302 or phone Jack Craig, 317-288-4403.

Four more hard working salesmen needed at WGRY Radio, Grayling, Michigan. Graduates of BRASS preferred. Contact Jim Sylvester, President & General Manager, at 517-348-6181.

Announcers

Clear channel midwestern station—#1 in market—has immediate and excellent opening for good announcer/salesman. Protected account list will assure you maximum opportunity for good combined salary/commission. Send audition tape and all particulars to Box D-194, BROADCASTING. We repeat—this is an excellent opportunity for the right man.

Modern country jock thoroughly experienced and knowledgeable in both country music and good radio. Prefer light southern or southwestern accent. Major market. Send tape, resume to Box E-47, BROADCASTING.

AM TV in small city mid Atlantic state looking for a versatile experienced 1st phone announcer. 3-hour MOR board shift plus TV weather and or sports opportunity. Need immediately. Send air check, pix, resume and salary requirements. Box E-67, BROADCASTING. Equal opportunity employer.

Christian programed station needs experienced announcer-program director. Must have strong background in production. Must be mature self-starter interested in keeping sound of station fresh and alive. Contact: Dick Bott, KCCV #43 Blue Ridge Center, Kansas City, Mo. 64133.

Announcers continued

First phone, C&W, big voice, production. Auburn-Opelika, Alabama. WAOA, Box 2329.

Country DJ-sales . . . great opportunity for country music pro with ability to sell on and off air. Top potential for ambitious, knowledgeable personality. Send tape, resume, photo to Carl Brenner, WBMD, Baltimore, Maryland 21206 or call (301) 485-2400.

Immediate opening for experienced MOR DJ with first phone for leading station. Tape and resume to WBSM, New Bedford, Mass. 02740.

Night rock jock—7—mid-medium market—first phone only. Resume, tape, salary requirement to Chuck Harris, WCLS, Columbus, Georgia 31902.

Radio announcer air personality with production ability for leading MOR station in Walt Disney World area. Great opportunity in dynamic area. Send air check, including production spots and resume to: Bill Taylor, Program Director, WDBO, P.O. Box 1833, Orlando, Florida 32802.

Classical music announcer. WFMT, Chicago seeks person who knows and can announce fine arts programming, straight forward commercials, and news, with dexterity to handle board. Equal opportunity employment. Starting salary in excess of \$10,000. Send non-returnable tape and resume by May 10 to Norman Pellegrini, WFMT, 500 N. Michigan Ave., Chicago, Ill. 60611.

Coastal S.C. station is taking applications for announcers in expanding operation. Send tape and resume to Ted Fogel, WINH AM/FM, P.O. Drawer W, Georgetown, S.C. 29440.

If you're looking for an opportunity to entertain your audience, and work in the beautiful north country, call or write Mark Lee, WOTT, Watertown, New York. First preferred.

If you think it's time to move up to larger market, can handle a #1 rated airshift, can do a top notch commercial, know mod-country music . . . you're the man we're looking for. Send tape, resume to WXCL, Peoria, Illinois 61604.

Top 40 DJ with large market experience. First phone desired but not required. Not MOR—top 40; not scream top 40 but a warm moving blend in between. Call Tom Bell, 703-534-9625.

Wanted immediately . . . announcer-salesman-1st for No. 2 man at a very good operation. Above average salary & commission. Call Mgr. 314-586-8577. No collect.

Technical

Chief engineer for stable directional. Very fine equipment and pleasant family living conditions. No shift, combination or sales work. Please send salary requirements and resume to Box D-283, BROADCASTING.

Chief engineer—Wanted by progressive AM. Preferably, a combo man who can handle small announce shift and take full responsibility for maintenance of studio and transmitter. Excellent working conditions. Good compensation and fringe benefits. Wonderful area in which to live. If you're the man, call or write immediately. WHUT, P.O. Box 151, Anderson, Indiana 46015.

First ticket engineer for maintenance and production work. No announcing. Call Ed Buterbaugh, 703-538-6937.

Chief engineer for growing medium market. Good voice for limited production helpful. Opportunity to grow with us. Include tape, resume, and minimal salary requirements. Send to Manager, P.O. Box 2090, Casper, Wyoming 82601.

News

If you are energetic, capable and can follow direction maybe you can fill our news director slot. Send tape, salary requirements and references (which will be checked). Gas, life, hospital, dental ins. furnished. We welcome replies from minority groups. Box D-157, BROADCASTING.

News continued

Chicago area heavy news station seeks several experienced newsmen. Emphasis on reporting. Send tape and resume. Salary commensurate with ability. Box E-55, BROADCASTING.

Wanted: News director for better station in smaller market. Must be able to rewrite wire service copy, conduct interviews, and prepare local actualities. Send tapes and resume immediately to Buddy Deane, KOTN Broadcast House, 920 Commerce Road, Pine Bluff, Arkansas 71601.

Want seasoned news director for central Illinois metro area. Sincere, hard working full time, experienced only. You must be willing to make this news department the best in an eight station market and become a part of this great community. Good voice and presentation with ability to ad-lib when necessary a must. Adult 5000 watt station. WSIV, 28 S. 4th St., Pekin, Ill. 309-346-2134.

Newsman-AM rock station. For future expansion. No beginners. Good in studio editor, plus street experience. Send tape and resume to: News Director, WYSL, Buffalo, N.Y. An equal opportunity employer W/F.

Newsman for large market R & R Station. Heavy on public affairs and contact with top public officials in nation's Capital. Call Joe Salvo, 703-533-3237.

Programing, Production, Others

Your copy sells! You turn it out quickly, allowing more time for creative production. You organize well and make deadlines. You're underpaid! We want you! Up to \$650 starting. Medium market, Midwest. Send sample copy, production tape, resume first reply. Box D-242, BROADCASTING.

P.D./production for Mod C&W. Only professionals need apply as the responsibility is great . . . but so are the benefits. Send resume, air check, production to Box E-4, BROADCASTING.

Major market rock station looking for good voiced production coordinator. Writing ability a must. If you're an intelligent pro, send a tape and resume to Box E-32, BROADCASTING.

Program director for MOR station in Florida. Experience necessary. 1st class ticket. Must know music and promotions. Box E-52, BROADCASTING.

Christian programed station needs experienced announcer-program director. Must have strong background in production. Must be mature self-starter interested in keeping sound of station fresh and alive. Contact: Dick Bott, KCCV #43 Blue Ridge Center, Kansas City, Mo. 64133.

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.

Growing department of Mass Communications needs additional faculty member with specialty in Journalism Production. Would also be able to teach beginning communication theory courses. Required: M.A. completion, several years field experience, some teaching background. Candidates with some strength in broadcasting will be favored. Salary expected to be \$11,000 by September 1, 1972. Chico State College is an affirmative action employer that encourages ethnic, minority, and women candidates. Contact: George Rogers, Mass Communications Department, Chico State College, Chico, California 95926, (916) 345-6355.

Situations Wanted, Management

General manager. All the ingredients of sales, programing, promotion and planning skills to build ratings and revenue. 20 years practical broadcast experience, medium and larger markets. Last 10 in key management. Consider stock purchase and/or option plan. Top industry and character references. Box D-187, BROADCASTING.

Gold mine running out? You may have the wrong map! Let me provide a new one! Box D-225, BROADCASTING.

Management continued

Young professional broadcaster seeks management position in southwestern U.S. Solid experience in all phases with heavy emphasis on sales. Worker with excellent references. Box E-7, BROADCASTING.

Experienced professional seeks station earmarked for improvement. Expert in sales motivation, programming, efficiency. 305-733-0314. Box E-14, BROADCASTING.

Successful young FM manager presently employed looking for long term sales/management opportunity. \$15,000 first year. Box E-21, BROADCASTING.

Experienced (manager, announcer, news, FCC renewals), MA in broadcasting, looking to settle. Box E-26, BROADCASTING.

Manager, experienced pro, emphasis sales. Can flat make your station pay plus build top audience. Top references, great track record, no kid but young ideas, energy. Southeast only. Box E-34, BROADCASTING.

GM/SM, creative, innovative. Great management record, AM/FM, major and suburban markets. "Pro" who can make sick stations well, healthy stations healthier. Sales-maker oriented. Communications grad, family man. Employed, station being sold. Box E-38, BROADCASTING.

Talent, ability, experience. first phone. Box E-68, BROADCASTING.

Trainee: Young veteran; 3rd endorsed; degree; relocate; 312-282-0621.

Sales

Versatile broadcaster, strong emphasis on "Street" sales . . . 14 years radio/TV experience in "getting the job done," sales, programming, engineering. 12 "Street" years tangible/specialty sales. Knowledgeable, loyal, no problems. Family man, first ticket, wear several hats, prefer sales. Good references instead of phony track records and gimmicked resumes. Write Box E-18, BROADCASTING.

Attention Florida broadcasters: Rep salesman wants out. Background in sales research agencies. Can increase your business too. Willing to invest. Box E-42, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box D-176, BROADCASTING.

Experienced Black announcer, production man and program dir. + news. Looking for lucrative position, knowledgeable all formats. 9 yrs. experience, looking for chance to work without hassles. Interested in gen/mkt or TV stations preferably. Contact R.J.C., Box D-189, BROADCASTING.

Experienced first phone professional. Rock, up tempo mid road, country. Box D-196, BROADCASTING.

Competent, young, married male. B.S. degree RT-journalism. 4 years experience, 3rd, seeks announcing/news. Available mid-June, will relocate. Box D-197, BROADCASTING.

Will pick oranges—Californian desperate to return. Radio television announcer, newsmen, sales. Fifteen years, third. Box D-251, BROADCASTING.

Miami and surrounding areas, full time announcer newsmen. 6½ years MOR—net announcing—local news. Want to settle in Fla. with station that likes to be friendly to its employees. Box D-269, BROADCASTING.

First phone MOR announcer/newsmen, 26, three years experience. Prefer south Florida. Box D-270, BROADCASTING.

Announcer, 24, from N.Y. suburban radio, looking for permanent home in New England. Experienced in MOR, contemporary, remotes, interviews, telephone talk, production, P.D., 3rd endorsement, married, one child. Box D-272, BROADCASTING.

Play by play hockey announcer available. Seven years experience. Tapes available. Will relocate. Box D-279, BROADCASTING.

Currently number one rated morning man, small market in N.E. 3rd. Married. Ready for change of scene—move upward. Prefer northeast. Consider all. Announcer, news, production. Reply Box E-1, BROADCASTING.

Black DJ, experienced proven marketing results, 3rd, sales, family, relocate immediately! Box E-6, BROADCASTING.

Fill your vacancy with some good old fashion talent! Box E-8, BROADCASTING.

Announcers continued

Young, dynamic DJ, newsmen needs work. Third phone, tight board, creative, responsible, aggressive salesman, thankful for all replies. Box E-10, BROADCASTING.

Announcer/newsmen at #1 station in top 35 markets wants to relocate to the west, southwest or west coast. Any size market. All replies will be answered. Box E-15, BROADCASTING.

Attention Florida stations. Experienced radio man seeks change. Four years at present station, at present operations director. Experienced in music direction, jock, sales, news, automation. Prefer S.E. coast. Will consider all. Box E-16, BROADCASTING.

MOR announcer. Relaxed, conversational. 26, married, 3rd. Will relocate anywhere. \$125 weekly. Box E-27, BROADCASTING.

Beautiful musical Gross \$600 weekly. Guaranteed. Big bands, show tunes, artistic vocalists. Quality. Mid-night till dawn showcase. First phone. Pro. 49. \$130 plus 10% of program sales. All markets. This project sells. Box E-31, BROADCASTING.

Young, aggressive, and talented! Brit Fletcher, near graduate at major broadcast school. Seeking job as disc jockey, preferably on the East coast. If interested please write Box E-36, BROADCASTING.

Attention soul and contemporary stations tired of looking for a dependable DJ as I am for a dependable station. Then let's talk. 3rd, 5 years experience. \$150 week. Box E-39, BROADCASTING.

Los Angeles personality—(MOR—C&W) top ratings (Pulse) good pipes, humor, wit (first phone). Box E-41, BROADCASTING.

Have worked top 10, medium, and small market radio as jock and news. Now want to settle in southern N.J., southeast Pa. Area with growing station or group. Box E-44, BROADCASTING.

Major market jock . . . pro . . . rock . . . first phone. Dedicated, hard-working, sincere, stable, married, strong deep voice. 8 years experience. Currently P.M. drive top 10 markets. Box E-45, BROADCASTING.

Don't have good voice . . . but do have good personality. . . . That's what I'm selling—personality. Three years experience MOR/first phone. No small markets. Box E-46, BROADCASTING.

Attention: greater northeast experienced chief announcer seeking a new position, announcing/news sales my cup of tea. Presently has 3rd endorsed. Studying for 1st phone. Box E-48, BROADCASTING.

Chicago, South Bend area, attention! Five year pro, first, married, military complete, available August first. Box E-58, BROADCASTING.

Radio veteran: 16 years local radio experience. 1st phone. Good references. Older but versatile, dependable. Announcer, assistant engineer or P.D. capabilities. No sales. Late 40's—small happy family. Prefer pleasant, friendly, operation. Central to southeast. Moderate salary. Smith 305-686-1441 or Box E-59, BROADCASTING.

Summer relief—New Yorker. Will work around the clock in metropolitan area. Vet, first phone, R-TV degree, experience (212) 567-4572 or Box E-60, BROADCASTING.

Talent, ability, experience, first phone. Box E-69, BROADCASTING.

1st phone, bright, experienced. Happy-sounding, 24, single. (anywhere). Sonny Stevens, 1-513-825-2430.

Vampires, werewolves and dwellers of the night: enthusiastic, experienced jock is available for graveyard shift. Will drag body and 1st out into sunlight even. . . . let me put the bite on your audience. 216-371-0987.

3rd phone with endorsement—stable and versatile—seeks Pacific N.W. or Western states/up tempo MOR with good voice. Call, cable or write: Kenneth "Skip" Robinson, 12011 Pennsylvania Avenue, South Gate, California 90280. Phone: (213) 633-4615.

Looking for summer replacement? I have 3rd endorsed, 2 years experience college radio in rock and MOR. Available mid/May, contact Rich Thomson, 1339 Fairmount, Wichita, Kansas 67208 (316) 685-8738 (PM's).

Attention Summer replacement! Announcer, first phone. Experience—WNUR Radio, News reporter/anchorman; WBBM-TV, CBS Chicago, Production Dept.; WSNS-TV Chicago, news writer/editor, Pa. Pro-trained voice. Will relocate. Wally Jones, 2335 Sheridan Road, Evanston, Ill. 60201. (312) 866-6857. **Summer replacement announcer.**

Announcers continued

College grad. Experienced. Specializes in progressive —has done and will do top 40, MOR, talk—mellow voice—good production—3rd ticket/write Matt Siegel, 244 Chestnut St., Oneonta, New York 13820.

First phone, three years experience, interested in progressive MOR, top forty or mod C&W in small to medium market in middle Atlantic area, prefer all night air trick, Harvey Apatoff, 4006 Fallstaff Road, Baltimore, Maryland 21215, (301) 764-1496.

1st phone—1 year's experience—C&W, easy listening. 40, single, wants fulltime, non-drinker will relocate. Rick Sands, c/o R. Schweitzer, 2310 Stewart Ave., S.W., Box 67, Atlanta, Ga. 30315. 404-766-8426. Week-ends only.

Recent broadcasting school graduate, 19 years old. Tight board, mature voice. Presently occupying regular time slot on community radio. Telephone requests, P.S.A.'s. Own car, will relocate, accepting anything. Call, write anytime (203) 929-0821, Jeff Williams, 96 Waverly Road, Huntington, Connecticut 06484.

Joc with 3 years experience ready for competitive market—top 40, R&B, progressive folk, MOR, jazz or easy listening. Call 313-761-5596. Have 1st ticket. Sid Clemons.

First phone: sage wit, great voice and seven years' contemporary broadcasting experience. Call after noon, central 405-794-8456.

Professional. Seventeen years. Finest background. Present employer best reference. Veteran with college. Strong news background. Third ticket. Phone 217-429-0414.

Career Academy graduate with 3rd phone looking for start. Available immediately. Midwest preferred. Phone 605-724-2230. Ronnie Carda, Armour, South Dakota.

Third endorsed available after June 15th, active duty complete with Air Force as radio operator, young broadcast school graduate, mid Atlantic area. Country music, tape, resume on request, Mike Harwelik, 2192 Communications Sq/Dn Box 1271 Loring AFB, Maine 04750 (207-999-6230).

First class license, limited experience, prefer country-western. Don Bach, 3325 Hubbell, Lot 98 Des Moines, Iowa 50317, Phone 515-262-8065.

June University graduate—2 years sports director, 4 years play-by-play, copywriting, top 40 experience, 3rd endorsed, will relocate anywhere—Ray Regal, 1206 N. Roosevelt, Bloomington, Illinois 61701.

Professional blind deaf has first, B.A., commercial/American forces experience and enjoys country music: 4389 W. 189 St. Cleveland 44135, (216) 671-5148.

Need a 1st phone contemporary announcer? Mature, 27, versatile, married, dependable! 500 hours of board simulation. Have everything but experience. Guarantee 1 year. Let me start off right with your station. Gary Hamilton (213) 796-7471, 69 N. Michigan #1 Pasadena, California 91106.

Sincerely love radio . . . have ability, need opportunity to develop . . . third endorsed . . . 17½ years experience weekends, small market, modern country . . . desire contemporary MOR, modern country . . . south, southwest, west . . . excellent references . . . hardworking, dependable, dedicated . . . college graduate . . . married . . . veteran . . . Danny Church, 3709 Jean Place, Apt. B. Metairie, Louisiana 70002. 504-282-6729, Monday-Friday, 8AM-5PM only.

First phone, 4 years experience, rock or MOR. Want medium market. Call Stephen Foster at 614-948-2470 collect.

Technical

Chief engineer available immediately. I love broadcasting and small towns. Box E-23, BROADCASTING.

Experienced chief or transmitter engineer available immediately. George Donahue, 17 Dixon Ave., DuBois, Pa. 15801.

Bright young college student with 1st class license looking for summer employment, but may relocate after a year. Contact: Larry Friedman, 50-07 203 Street, Bayside, N.Y. 11364.

First phone, age 45, presently working N.Y.C. AM-FM as studio/transmitter engineer, seeks to supplement income part-time, per diem, vacation, temporary or contractual basis. New York City or vicinity. (212) 646-1171.

News

Life is worth reporting—experienced newsmen with B.J. radio-TV degree seeking new heights in major market area. Versatile—sports experience with PBP. Box D-144, BROADCASTING.

News continued

Sportdirector, PBP, talk show, college graduate . . . available now. 8 years experience. Box D-273, BROADCASTING.

Objectivity is a bore. Major market pro grows nauseous feeding objective claptrap to nonlisteners. Must speak his mind, wallow in muckraking. Intelligent, honest, angry. Timid management need not reply. Back no with freedom, courage, lots and lots of money and they will listen. Box D-278, Broadcasting.

Experienced (manager, announcer, news, FCC renewals), MA in broadcasting, looking to settle. Box E-62, BROADCASTING.

Interested in radio and TV combo work in news/sales/talent in New England. Recent grad will relocate and dedicate one year, to my first job. Cable or write, Gene Vito, 118 Dawson St., Kane, Penna. 16735.

Sportsminded professionally trained broadcaster wants position anywhere in U.S. Avid fan of all sports with great background and knowledge of all. BBA degree, 3rd phone, broadcast school student. Willard L. Blackman, Jr., 6818 Mayo Court, Springfield, Va. 22150.

June grad anxious to work for you in news/sports. Two years experience. For tape, resume, writing samples: Bill Oakes, 11-2 Ross-Ade, West Lafayette, Indiana 47906.

Programing, Production, Others

Programer—automation specialist. Major market experience. Looking for medium to major chain opportunity. If you are willing to consider automation as a tool for better quality programing rather than a substitute for it, contact Box D-221, BROADCASTING.

Successful programer now personality/music director in top twenty-five market looking for program directorship in medium or major market or management in smaller market. Preferably in southeast. Rock or tempo MOR. Box D-257, BROADCASTING.

Major market programing experience. Eager to find rock or modern-MOR that's run on a totally professional basis. I have the ideas and the ability to handle people. First ticket with thorough broadcast experience. Box E-5, BROADCASTING.

East coast program-sports director, talkmaster wants similar position midwest or west. Twenty year major college/pro sports and programing background. Excellent personal and professional references. Box E-53, BROADCASTING.

Directors position wanted. Six years experience production, direction, filming. Box E-57, BROADCASTING.

Experienced (manager, announcer, news, FCC renewals), MA in broadcasting, looking to settle. Box E-63, BROADCASTING.

Talent, ability, experience, first phone. Box E-70, BROADCASTING.

Black programer looking. 919-483-6530.

Television Help Wanted

Management

Assistant Commercial manager with proven ability for VHF in beautiful growing Gulf Coast city. Box D-226, BROADCASTING.

Commercial manager with administrative ability and good track record for VHF in good southwest market. Box D-227, BROADCASTING.

TV sales manager. Management ability more important than experience. Exceptional opportunity for young, aggressive salesman ready to move up. Major market. \$24,000. Salary, plus excellent incentive. Send confidential resume to our management consultant. Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, Illinois 60631.

Sales

VHF network affiliate, southeastern market, looking for strong, experienced account executive. Salary, commission, active account list and exceptional company benefits for the right man. Please send complete resume immediately. An equal opportunity employer. Box D-220, BROADCASTING.

Technical

Chief engineer with excellent technical qualifications and broad experience for Texas VHF. Box D-228, BROADCASTING.

Technical continued

South Texas station needs experienced transmitter engineer, and one trainee with first class license. Box D-229, BROADCASTING.

Chief engineer. Independent station. Top ten market. Box E-35, BROADCASTING.

TV engineers, strong maintenance background on VTR's cameras, etc. Also transmitter engineer for G.E. UHF transmitter, 1st class FCC license required. Send resume to Chief Engineer, 1018 West Peachtree St., N.W., Atlanta, Georgia 30309.

News

Wanted combination anchorman news director for a California market. Experienced in administrating news staff, shooting and editing film, writing and compiling newscast. Send complete resume—references and at least five-minute low band tape to Box D-178, BROADCASTING.

Major midwest CBS affiliate seeks experienced newsman as reporter with back up anchorman potential. Must have strong news air personality and enthusiasm for reporting. Video tape and resume to Box E-66, BROADCASTING.

We need one young, experienced, energetic, and hard working news woman to write and deliver television newscasts. Send VTR and resume to Mark Pierce, WKEF-TV, 1731 Soldiers Home Road, Dayton, Ohio 45418.

Television anchorman . . . northern Michigan . . . small university town. Beautiful hunting, fishing, skiing, outdoor area on Lake Superior. Previous radio or TV required. Must be able to write and handle field assignments as well. Present anchorman promoted within corporation chain. Contact Don Ryan, WLUC TV, P.O. Box 460, Marquette, Michigan 49855. (906) 475-4161. A Post station.

Programing, Production, Others

Florida major market network affiliate needs experienced traffic assistant/TWX operator and an experienced billing supervisor. Come work with us in exciting area as a part of a dynamic station. An equal opportunity employer. Box E-43, BROADCASTING.

TELEVISION

Situations Wanted, Management

General manager, station manager. 19 years in TV, 9 years management. Consider any size market. Solid family man, currently self employed but not happy. Wish to return to TV. Box D-274, BROADCASTING.

Profit and cost conscious general manager of West coast affiliate seeks new challenge. Box E-65, 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.

Sales

Attention: Idaho, Montana, Utah, Wyoming, Colorado, Nevada. Television, radio owners or executive media corporations. Would like to be your No. 1 man. Am aggressive, knowledgeable, sales and program oriented. Financially stable with good character references. Am 42, with 21 years in all phases of radio, television, and agency management. Desire challenge, opportunity, in any market in the intermountain west. Prefer TV including local cable operations. Would like to move within next few months. Write Box D-216, BROADCASTING.

Sales, sales-manager in south. Excellent record. Professional, TvB, community-active. Successfully employed. Credentials on request. Box D-259, BROADCASTING.

Announcers

Talent, ability, experience, first phone. Box E-71, BROADCASTING.

Technical

Experienced switcher, audio, VTR—1st phone. Prefer switching. Box D-164, BROADCASTING.

Engineering manager. Experienced, available. Box D-206, BROADCASTING.

Chief—experienced AM-FM some TV. \$225.00 weekly minimum. Box D-214, BROADCASTING.

Technical continued

Total professional engineer chief - assistant chief. TV-CATV-microwave. Box E-9, BROADCASTING.

Experienced: Mountain top TV transmitter preferred. Box E-11, BROADCASTING.

VTR maintenance man or technical director available immediately. Box E-24, BROADCASTING.

First phone highly skilled production engineer, broadcast/CATV. Box E-29, BROADCASTING.

Experienced engineer, 11 years in broadcasting. Build, operate or maintain your system. Any location. Ken Knecht, Box 39, Clintondale, N.Y. 12515.

Situations Wanted News

Returning veteran with five years radio and television announcing experience. Proven news, special events, and public relations. Broadcast specialist in military. Box D-210, BROADCASTING.

Experienced anchorman. Authoritative delivery, knowledgeable ability to deliver network and local news. Reliable, mature, cooperative, willing worker. Radio and TV background. Highest, professional, personal references. Prefer southeast. Box D-217, BROADCASTING.

Rare bird for sale—TV/radio newsman, currently anchorman in top ten market, where I've doubled TV ratings in a year. Experienced, all phases radio and most TV, including news, PR, promotion, documentary production, writing, filming, editing, published magazine/newspaper writer, college grad with finest references, solid record of accomplishment on air plus radio-TV news director, program director, seeking challenging, well-paying position with broadcaster who demands excellence and results, and rewards them. Reply to Box D-232, BROADCASTING.

TV anchorman—extraordinary broadcast journalist with impeccable credentials seeks an opportunity to move from network radio into local television. Box D-256, BROADCASTING.

Meteorologist—AMS professional. MS degree. Strong college background in TV. Box D-262, BROADCASTING.

A popular weather show with a distinct difference. Writing and staff announcing, too. And over ten years success in children's programing. Solid experience in each area. Currently working, but wish change. Box E-2, BROADCASTING.

Feature reporter with 7 years experience in TV and radio news wants position at major market station on west coast or northern east coast. Reply Box E-3, BROADCASTING.

June grad in TV-radio with extensive background in print news and photography desires newsroom slot. Anywhere within continental U.S. Box E-19, BROADCASTING.

Television writer/director seeks TV news. 3 years experience, some on camera anchor experience. Know technical end including 16 MM. Box E-22, BROADCASTING.

News producer with number one rated station seeking similar position in top 50 market. 5 years TV experience in spot news and documentary filming, public affairs and evening news production. Resume and VTR available on request. Box E-25, BROADCASTING.

CATV experienced, news anchor, play-by-play sports, strong writer/at scene reporter, B.A. Telecommunications. Will relocate. Box E-40, BROADCASTING.

Conscientious black woman. BS marketing. Position TV news. Will relocate. Sheila Stewart, 509 N. Hester, Stillwater, Oklahoma.

Programing, Production, Others

Producer/director, 22, single, BA R/TV. Willing to relocate. Personal interview at my expense. Box D-243, BROADCASTING.

Take a gamble you won't be sorry. Young radio person desires break into television. Personable, dedicated. Will relocate. Box D-261, BROADCASTING.

Producer/director: for network, large group, or big market station; responsible position preferably working with a team unit; to produce news-type programs presenting the realities of an event, issue or situation. Practice constant high standards of quality in remote productions and film documentaries, and possess real desire and vitality to produce quality programs. Box D-280, BROADCASTING.

Sports director with number one ratings in 3 station market. Excellent play-by-play. Looking for better opportunity. Box E-12, BROADCASTING.

Television Situations Wanted

Programing, Production, Others

continued

Hire a vet—production manager—broad background including production, production engineering, station management, studio planning, news and public relations. Color commercial and ETV. Let's get together! Box E-13, BROADCASTING.

Producer/director enough? Need an imagineer? Need me. Box E-28, BROADCASTING.

CATV production. Experienced in low-budget remote and access programing. Box E-30, BROADCASTING.

High-energy program manager with excellent background in all phases of broadcasting. Seeks parallel or upward move with more aggressive company. Box E-37, BROADCASTING.

M.S. in TV production; need 1st break, take anything, 24, male, single, steady, can relocate easily. Ed Steinmann, 1441 Orchard St., 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 Irtubide St., Laredo, Texas 78040.

Need UHF television transmitter. Prefer 30 kw RCA type TU-30A. What have you? Box D-147, BROADCASTING.

Wanted Gates ST101 spot tape machines. Must be working. Call or write J. Cohee, General Manager, Stouffers Denver Inn, 3203 Quebec St., Denver, Colo. 80207, (303) 321-3333.

Good traditional sacred music records wanted for Christian Radio station. Box E-56, BROADCASTING.

Tapecaster model #700RP record/play back reconditioned and guaranteed. Not over \$375.00. Cable Vision, Inc., Lewiston, Maine 207-783-2023.

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.

2 Scala antennas PR 450 never used, both for \$325.00. Box D-208, BROADCASTING.

Teac 7030, 1 year old, 1/2 track rec., 1/4-1/2 track play—stereo excellent condition used for home recording \$650 or best offer. L. Eaton, 112 North St., W. Lafayette, Ind. 47906.

35MM TV projectors. 2 RCA TP35CC excellent condition, with anamorphic lenses. Contact Howard Frost, Chief Engineer, WHCT-TV, 555 Asylum St., Hartford, Conn. 203-525-2611.

Surplus RCA and Ampex low-band video heads. New transistorized color processor for Ampex VTR. Ampex BC-300 monochrome, plumbicon hand-hold camera including shipping case, zoom. VR 1000B VTR, complete. All items excellent condition. Inspection invited. Write, Korex, Box 3752, Glendale, California 91201.

RCA model BTF-10E—10,000 watt monaural FM transmitter. 94.9 MHz. Nice condition. Gates Division, Harris Intertype Corporation, 123 Hampshire Street, Quincy, Illinois 62301.

Ampex 1000B VTR modified for IO band color, electronic editor, processing section, Tektronix waveform monitor, 30 used 1 hr & 1/2 hr 2" tapes. 2 RCA TK41 IO color cameras with solid state preamps and all associated equipment and cable, 30 used color IO tubes, normal lens complement. 2 Houston-Fearless pneumatic camera pedestals (new) . . . 2 Houston-Fearless cradle heads for TK41 (new) . . . Compressor for pneumatic pedestals. 3 GE 8&W IO cameras model PC 11 with normal lens complement plus 3 200 mm telephoto lenses, 30 RCA 5820 used IO tubes, 1000' new B&W camera cable, 2 Gates level devils, priced for quick sale to Educational Institutions, Cablecasters, Broadcasters. Call 312-467-0300, Chairman TV Dept., Columbia College.

New Ampex Q-mat AG-101 recorder \$100.00. Four AG-105 playback units \$50.00 each. Prestoseal butt splicer with 16mm and 35mm inputs. Excellent \$150.00. Pair Moviola RHB-2 differential rewinds. Excellent \$300.00. R. Wolfe, 623 N.E. 18th, Oklahoma City 405-524-4039.

FOR SALE Equipment continued

Used audio gear—McCarta Deck, \$55; Ampex mat system of 2 recorder/playback units, degausser, 50 mats and instruction/skern book, \$165; Ampex mono Micro-cass, ideal for portable news use, \$65; Wollensac 2-channel portable tape, \$45; Wollensac 4-speed, stereo tape portable, \$65; Wollensac stereo cass deck, \$75—all sold "as-is" most are working, FOB Washington, D.C. from David Green Broadcast Consultants Corporation, 6190 Hardy, McClean, Virginia 22101-703/821-2600.

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

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International. Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

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, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

On air talent, if you qualify, our National Coverage makes your work personally available (via direct phone line) to 2,000 bdcasting execs. Send take to: Hollywood Audition Showcase, 6777 Hollywood Blvd., Hollywood, Calif. 90028.

Nixon-in-Russia, etc.: Looking for coverage—with your tag? Phone Jan 202/332-2563.

Have important message for Harry Harkins, formerly of Atlanta, Georgia. This can mean money. Need to contact right away. Box E-49, BROADCASTING.

100 different factory fresh rock 45's: \$7.25; Top labels, artists. Order from ad. Satisfaction guaranteed. J.A.S., P.O. Box 403, Queens, N.Y. 11379.

Art Service exclusively for television & audiovisuals. Write Video-Art, 1301 N. Rampart, New Orleans, La. 70116.

Automation broadcasters! Need some custom programing at yesterday's prices? Or—looking for some off-the-shelf programing? How about 75 hours for as little as \$700? CnB Studios, 3415 Beresford Avenue, Belmont, California 94012.

You've seen our ads but haven't gotten around to writing yet? Call us collect, we'll pay for it, just mention BROADCASTING. International Promotional Consultants, Inc., 915 W. Sunrise Boulevard, Fort Lauderdale, Florida 33311.

DJ comedy course. Key image, ten weapons, listener's two worlds, more: \$13.95 U.S. No COD. Money back guarantee. \$3 overseas air mail. California 5% sales tax. DeNAL, Dept. B, P.O. Box 2616, Dublin, California 94566.

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***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Instructions continued

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. Cantral.

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 June 28 & July 5. 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 May 22, June 26 and July 31. 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, Rt. 2, Box 448, Calera, Alabama 35040.

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, Iowa 52722. (319) 355-1165.

Complete home study course for 1st phone. \$75.00 total. It works! Guaranteed. Academy of Radio and Television, 1120 State Street, Bettendorf, Iowa 52722. (319) 355-1165.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three month training on two commercial radio stations . . . KSPV-AM and KSPV-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Education. Classes begin June 1st and Sept. 4, 1972. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

Instructions continued

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 June 19, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Radio Help Wanted Sales

MAJOR MARKET—SOUTH

Fast-rising top 40 operation offers very important money and management opportunities to salesman with successful local track record. You supply energy, ambition and experience. We supply fine product, lovely market and money. Please tell us all we need to know about you—your past, present and the future you would like to have.

BOX E-51, BROADCASTING

Announcers

WDAE—FLORIDA'S FIRST STATION WANTS YOU

Tampa-St. Petersburg's top MOR facility looking for heavyweight air personality. Our man transferring to another station in the company. We have 5 stations in major Florida markets. Opportunity to grow with aggressive ROUNSAVILLE RADIO. Send tape and resume. No calls.

Ed Ripley, Op. Mgr.
WDAE, 101 N. Tampa St.
Tampa, Fla. 33602

Programing, Production, Others

PRODUCTION MANAGER CHICAGO

CBI—unique Broadcast-only Agency, largest of its kind in the U.S.—continues to grow, with billings ahead 93% during the past 12 months. CBI needs a creative Production Manager to take charge in our new modern recording studios. Qualifications are:

- * Solid Commercial production experience, including board operation and tape editing.
- * High quality commercial announcing experience and style.
- * Special ability to ad lib commercials from fact sheets (for preliminary presentation to clients).
- * Managerial capabilities to coordinate large volume recording operation.

The man we're looking for is probably now employed in similar work at a heavily local-sales oriented station. Fine starting salary plus incentives plus company benefits. You'll grow as we continue to grow. Some commercial writing ability useful. No live air work. Midwesterner preferred.

Please send tape and full details, and tell us why you are especially qualified for this key position.

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Chicagoland Broadcasters, Inc.
2540 W. Peterson Ave.
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TOP TALENT AVAILABLE

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TV Newsmen-Anchormen

Sales Managers
Managers

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LOOKING . . . NEED HELP!!

I am a successful owner. Now selling my station, it was #1 in sales, collections, image and ratings. My background includes everything . . . engineering, FCC, announcing, production, programing, promotion, sales, collections. Before ownership, I worked for the other guy. Top markets, #1 stations. No hang ups, under 35, can invest; however, I am looking for a station or stations that need good take charge manager. Call today (303) 442-6400. Ext. 4.

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Seeking chief engineer position. Fifteen years experience in all phases of radio, television and communications broadcasting. Would consider United States or foreign assignment. Currently employed. Can be available on short notice.

BOX E-50, BROADCASTING

News

Radio/TV

TOP NEWSMAN

. . . wants anchorman/newsdirectorship in interesting, active city . . .

. . . has covered everything from city hall to national conventions . . .

. . . ten years on the air with top New York City stations . . .

. . . prior, Midwest and South. Newspaper reporting writing.

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28 YEAR OLD NBC NEWSMAN

in New York wishes to move to new location. Sunny climes preferred. Network editorial and air experience. Former reporter Life magazine. Married, family man. Salary negotiable.

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Programing, Production, Others

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Winner of 60 awards and citations including Peabody Award for distinguished broadcast news journalism and community involvement. During 1971 in Philadelphia, recipient of five major national journalism awards for creating, writing, narrating and producing the best Radio public affairs programing in the United States.

BOX D-285, BROADCASTING

Television Help Wanted

Management

CORPORATE

Why wait to become a TV Station Manager before becoming an industry leader? We can offer an exciting opportunity to become an industry leader as a management consultant specializing in Executive Search, Corporate Planning, and Acquisitions. The caliber of man we are seeking has the potential to manage a television station but lacks the opportunity because of age, and this person enjoys being involved with the people who make the key decisions in the television industry. Compensation comparable to that of a Station Manager. Call Ron Curtis at 312-693-6171 for full details. This is one of the best financial opportunities in television for a sales-oriented man on his way up, who doesn't have time to wait for recognition of his ability.

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**Pete McNea, P.O. Box 683
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Call (214) 592-6280**

News

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Are you unique? Are you memorable? Are you knowledgeable enough for a major league town? Are you colorful enough to make a difference with the top TV news team in a top twenty market? If so, send a VTR fast!

BOX D-249, BROADCASTING

FOR BEST RESULTS YOU CAN'T TOP A CLASSIFIED AD IN

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Miscellaneous

**HOTELS, CRUISES, AIRLINE SEATS,
You Name it.
DUE BILLS**
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RADIO STATION FOR SALE

Tucson, Arizona. \$300,000 cash or will discuss terms with responsible principals.

BOX E-54, BROADCASTING

Major market class B FM for sale. Full power, dual polarization, all stereo. Excellent ARB and Pulse position. Strong national and local billings. Priced slightly less than twice billings.

BOX E-17, BROADCASTING

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INCORPORATED
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PARK CITIES BANK BLDG.
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CLASSIFIED AD
IN
Broadcasting®**
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FOR SALE Stations continued

STATIONS FOR SALE

1. NORTHEAST. Major market. AM-FM. \$315,000. Terms.
2. MIDWEST. AM-FM. Profitable. Exclusive to market. \$437,500. Terms.
3. SOUTHEAST. AM-FM. Includes valuable real estate. \$435,000.
4. ARIZONA. AM-FM. Excellent cash flow. \$325,000. Terms.

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NY	Small	Fulltime	107M	Sold	Fla.	Small	Fulltime	85M	Cash
SE	Sub	Fulltime	1,000M	Cash	W	Metro	FM	110M	Terms
E	Medium	Day	150M	Nego.	SE	Metro	Day	275M	29%
MW	Major	Fulltime	2,500M	Cash	MW	Major	FM	700M	Nego.

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Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

(Continued from page 68)

Leasing in Springfield, Ann. April 2.

■ **KFIR(AM)** Sweet Home, Ore.—Seeks assignment of license from Santiam Broadcasters Inc. to KFIR Inc. for \$110,000. Sellers: Kenneth S. Groves, president, et al. Buyers: Delward L. Jensen (51%) and Richard E. Johnson (49%). Mr. Jensen is employed by Addison-Wesley Publishing Co. in Sunnyvale, Calif. Mr. Johnson is professor at University of New Hampshire. Ann. April 5.

■ **KHAP(AM)** Aztec, N.M.—Seeks assignment of license from San Juan Broadcasting Inc., N.S.L. to Interstate Broadcasting Co. for \$75,000. Sellers: Louis C. Erik, president, et al. Buyer: Nicholas J. Laszlo (50%) and Marvin Lewis (50%). Mr. Laszlo is sole owner of accounting firm. He is also sole owner of travel agency and half-owner of passenger agents service. Mr. Lewis is marketing director of Lease Plan International, leasing company in Purchase, N.Y. Ann. April 3.

■ **KEFC(FM)** Waco, Tex.—Seeks assignment of license from Centex Radio Co. to Joy Broadcasting Inc. for \$50,000. Sellers: Delwin W. Morton, president, et al. Buyers: Charles E. Maddux (100%). Mr. Maddux has farm in Hewitt, Tex. He is also 50% owner of Maddux Agricultural Supply Co., Hewitt and 33 1/3% owner of Maddux Oil Co. in Hewitt. Ann. April 3.

Actions

■ **WAAA(AM)** Winston-Salem, N.C.—Broadcast Bureau granted assignment of license from Laury Associates Inc. to Media Broadcasting Corp. for \$290,000. Sellers: Charles R. Daly, vice president, et al. Buyer: Robert B. Brown (100%). Mr. Brown is sole owner of Associated Broadcasting Corp. in Spartanburg, S.C. He is also sole owner of Greater Gulf Corp., real estate, mortgages and leasing firm in Gainesville, Fla. Action April 12.

■ **WAAA-FM** Winston-Salem, N.C.—Broadcast Bureau granted assignment of license from WAAA-FM Inc. to Golden Circle Broadcasting Corp. for \$100,000. Sellers: Charles R. Daly, vice president, et al. Buyers: Robert B. Brown (100%). Mr. Brown's interests have been noted in grant of WAAA(AM). Action April 12.

CATV

Final action

■ **Brookhaven, N.Y.**—FCC denied petition by Suffolk Cable Corp. for reconsideration of March 30, 1972 action in which New York Telephone Company (N.Y. Telco) was authorized to discontinue its common carrier CATV channel distribution service in Eagle Estates area of Brookhaven and to convey facilities to Brookhaven Cable TV Inc., its channel service customer (Doc. No. 18623). Action April 19.

Action on motion

■ **Hearing Examiner Chester F. Naumowicz Jr.** in California, Pa. (Southwest Pennsylvania Cable TV Inc.), CATV proceeding, granted petition by applicant and accepted appearance of Southwest Pennsylvania Cable TV Inc. (Doc. 19464). Action April 20.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through April 25. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ **Placentia, Calif.**—City council has awarded 15-year franchise to Cablecom-General of Southern California (owned by multiple-CATV-owner Cablecom General Inc.). City will receive franchise fee of 5% of gross sales.

■ **La Salle, Ill.**—Television Cable Co. has been awarded franchise. Company will pay city 3% of gross receipts.

■ **Aberdeen and Pinehurst, both North Carolina**—American Television & Communications Corp. (multiple-CATV-owner) has been awarded franchise.

■ **Kingsville, Tex.**—Cablecom-General of Corpus Christi (51% owned by multiple-CATV-owner Cablecom General Inc.) has been awarded franchise for 20-channel system. Firm to operate system. Cablecom-General of Kingsville, will pay city \$1,500 a year until construction is started and \$3,500 annually after service begins. Franchise will provide city with 5% of firm's first \$100,000 in gross income, 6% of second \$100,000, 7% of third \$100,000 and 10% of all gross income over \$300,000. Monthly service charge will be \$5.25. Initial connection fee, \$9.95, will be waived during construction period.

Profile

As ad world's conscience, Tankersley revives the early rectitudes

A psychologist could make much of Bill Tankersley and his origins:

A grandfather who was a Texas Ranger and who founded a town bearing the family name in the West Texas cotton-and-cattle country, where Mr. Tankersley was born.

A boy raised in the ethos of the frontier, vanishing though it may have been in the immediate post-World War I days.

A man who spent 20 years saying "no" to Hollywood and Madison Avenue program creators. And who, at the age of 54, chucked an established, upper-level position with CBS to take on a new career with the Council of Better Business Bureaus—vastly enlarging the potential number of powers he may now say "no" to.

The affinity between his role as corporate conscience and that of his grandfather in the taming of the West is not lost on Mr. Tankersley. Not long ago he noted that someone had called him "the marshal of Black Rock" (a reference to CBS's New York headquarters building, which is dark granite). He liked that association, he said, because it reminded him of a Matt Dillon comment in one of the early *Gunsmoke* programs: "It's a chancy job and it makes a man watchful—and a little lonely."

In *Gunsmoke*, Mr. Tankersley says, the decisions are simplistic. "The bad guys are clearly identifiable, and they always get the daylight kicked out of them." But being CBS's chief censor was a hazier assignment. Mr. Tankersley has said: "Policing network TV is not without compensation for those who enjoy the invigorating sensation of unremitting challenge and debate, or the delights of a daily swim in an acid vat."

Primarily, Mr. Tankersley says, his CBS job was "keeping my antenna finetuned." For example, driving to work one day from his Long Island home, he heard on his car radio that a boxer, injured the night before in a bout, had died. With the instinctive feeling for the right thing, honed over the years by his program-practices duties, he ordered a review of all programs coming up on CBS that day to discover whether any dealt with boxing. Only one did: Red Skelton's famous impersonation of a punch-drunk fighter, Cauliflower McPugg. Out it went, thus averting what could have been a gaffe of national proportions.

It was not always easy to pull material that Mr. Tankersley found objectionable. As he recalls: "To some of those fellows, balancing a checkbook is considered creative effort."

The sheer volume of his workload at CBS guaranteed a steady flow of conflict.



William Howard Tankersley, EVP, Council of Better Business Bureaus, b. Jan. 28, 1918, in Tankersley, Tex. San Angelo (Tex.) Junior College, 1938; courses in business administration and in speech at University of Utah and at University of California in Los Angeles. Worked for Miami Copper Co., Miami, Ariz., resigning in 1943 to join KWJB(AM) Globe, Ariz., then to KLO(AM) Ogden, Utah; KDYL(AM) and KALL(AM) Salt Lake City; KMON(AM) Great Falls, Mont., as announcer, newscaster, sportscaster and finally program director; Story-Ad Films, Hollywood, 1949; CBS Hollywood, as promotion and merchandise manager, 1950; director, network program operations, Columbia Pacific Network, 1951; director, network program practices, CBS West Coast, 1955; director, program practices, CBS-TV, New York, 1965; VP, same position, 1966. Resigned in 1972 to join CBBB. m. Velma Bowling of Los Angeles in 1944. Two daughters: Jan, 22, and Marcia, 17. Hobby: Restoring old houses.

In 1971 he and his 40 "editors" reviewed more than 4,000 program scripts and 23,400 commercials, not to mention sitting through 4,000-odd rough-cut screenings and dozens of feature films and program rehearsals in Hollywood. Additionally, he notes, there were thousands of adjustments ordered ("usually over the wails of protest of indignant producers and stars") as well as thousands of letters from viewers, each answered personally.

He was moved into his program-practices monitorship in 1955 following the Kefauver hearings on TV and juvenile delinquency—the first of several such studies that only recently led to the surgeon general's \$1-million study of TV violence and children and the mounting attacks on advertising on children's programs, particularly by Action for Children's Television. He has something to say about that too. ACT, he says, is "well

meaning but fuzzy on the economics of broadcasting." ACT wants 14 hours of children's programming weekly but a ban on advertising. "They want *Captain Kangaroo*," he says, "but to take away the dollars that make it possible."

He also is alarmed at the pressures for access, particularly those that have been sanctioned by court rulings.

"If these decisions are allowed to stand," he says, "broadcasting could become one big Hyde Park. There is not a product or a service that could not be challenged by someone somewhere."

In his new job, he leads the good guys against the exploiters and the charlatans of the business world. And he's aware of the need for action, that the times are changing. "Unless the criticisms of Ralph Nader and other consumerists are heeded and action taken on a voluntary basis," he comments, "the system of free enterprise is most assuredly going to be a great deal less free."

The Council of Better Business Bureaus, founded a little over a year ago, is the umbrella organization of the hundreds of local Better Business Bureaus. For broadcasters, it has one major responsibility, with another in the planning stage. Right now, it is the first line of the advertising industry's self-regulatory code for truth and responsibility.

It is to the CBBB that complaints first come about advertising; if they are not satisfactorily resolved at that level, they go to the industry's National Advertising Review Board for adjudication.

The six-foot, four-inch, 210-pound, mild-mannered Mr. Tankersley is no sedate, auditor-type conservative. Back in 1948, when he was program director of KMON(AM) Great Falls, Mont., he quit, suddenly and with finality, to go to Hollywood. With TV on the horizon, he thought his future was there. He went with no call, no job, no promises. He landed at Story-Ad Films, a TV production house, but within a year joined CBS as promotion and merchandising manager. The rest, as they say, is history: director of CBS network program operations, and then director of CBS program practices, both Hollywood; then in 1964 to New York as director of CBS-TV program practices, with vice president stripes a year later.

Away from his job, Bill Tankersley has one consuming hobby. Wherever he has been he has taken old houses, restored them and sold them—at a profit. One of his restorations was featured in 1967's *House & Garden's Remodeling Guide*. That's the Long Island house he lives in now, although he's scheduled to move his family to Washington soon.

The descriptive word that comes most often to those who know Bill Tankersley is "probity." That is a good, old fashioned, upright term. It fits.

Editorials

The outcasts

As reported in this publication last month ("Closed Circuit," April 10), second thoughts have begun surfacing at the FCC about the private equities and public benefits to be derived from rules, adopted or proposed, to break up media cross-ownerships within the same communities. There are doubts about the rule that now prohibits acquisitions of co-located television stations and cable systems and that will require divestitures, by August 1973, of such crossownerships that now exist. There are also doubts about proposals to eliminate common ownerships of co-located newspapers and cable systems.

It is too bad these second thoughts come so late. If the package of rules and rulemakings had never been issued, several broadcasters would still be operating the commonly located broadcasting, newspaper and cable properties that they have broken up in anticipation of forced sales.

Still it is better that the reconsideration comes now than not at all. The FCC has time to repair and clarify its policy before the rush is on to dispose of targeted holdings. Such a rush could only depress the market in broadcast, newspaper and cable properties. That is a high price to ask incumbent owners to pay for an act that no one has shown to be in the public interest.

There is no intention here to suggest that broadcasters or newspaper publishers deserve special consideration in the acquisition of cable systems, by purchase or original enfranchisement. Neither do they deserve to be barred from cable ownership by federal regulation applied against whole classes of otherwise qualified businessmen.

Unless the FCC is prepared to assume the authority to issue cable franchises, and thus to choose among rival applicants, it ought not to take the intermediate step of deciding that certain categories of applicants are to be denied ownership in CATV. Absent a still unseen showing of public harm, the FCC's proper role now is to stay out of this altogether.

The whole dime

The country's newspaper publishers were in New York for their annual meeting last week, and the occasion was used, as it often has been, to drum up antibroadcasting sentiment. This time the newspapers' Bureau of Advertising was prepared with a whole kit of material intended to collect for newspapers the money that the new political-advertising law has diverted from the broadcast media.

Well, fair enough. Advertising media are competitive, and newspapers are as entitled to make their pitch to political candidates as to commercial advertisers. Yet there is in this sudden newspaper interest in political ads an implied endorsement of a federal law that discriminates against radio and television. The papers' salesmen are catching up with the effects of an act of Congress that a good many of their editors supported.

Broadcasters could take a new political pitch less personally if more newspaper editors had come to their defense when the Congress was imposing a six-cents-a-voter ceiling on broadcasting spending by candidates while letting as much as a dime go to other media. It's that whole dime that the papers' space salesmen are after now.

Regrettably the newspaper attitude exemplified here is as old as the advertising competition between newspapers and broadcasting. As Larry Israel, chairman of Post-Newsweek Stations, said last week in accepting the University of Missouri's Distin-

guished Service to Journalism award, newspapermen tend to be indifferent or hostile toward broadcasting. They rarely intercede on the broadcasters' behalf when the government adds another layer to broadcast regulation.

They may in time wish they had joined on the broadcasters' side. As Mr. Israel pointed out, press freedom is not divisible; publishers have no guarantee of permanent exemption from regulation. The same point was made last week by Clay T. Whitehead, director of the Office of Telecommunications Policy, to the American Newspaper Publishers Association.

The current competition for political ads would be much cleaner if broadcasters could go for the whole dime too.

Life-or-death editing

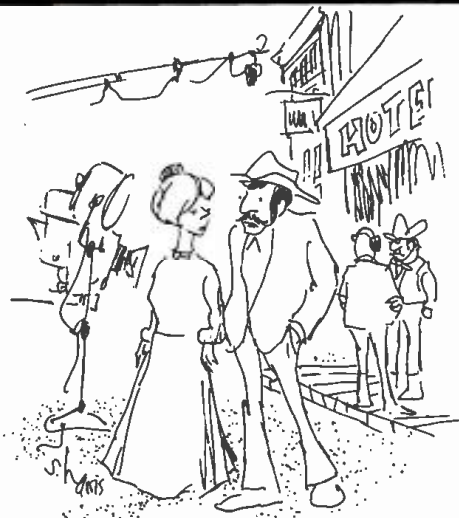
Aviation and radio, twin miracles of the 20th century, are having troubles, but for opposite reasons.

The airlines are common carriers subject to rate regulation and rigid operating controls, compounded by a recent scourge—the hijacking epidemic. Broadcasters, by specific provision of law, are not common carriers although it must seem to licensees that Congress, the courts and the FCC are hell-bent in that direction. Moreover, broadcasters are not directly involved in the precarious area of safety of life and property.

The key words are "directly involved." Orson Welles's "Invasion from Mars" in 1938 was the first startling example of what can be wrought through the unguarded broadcast word. The race rioting of just five years ago constitute more recent illustrations of the kind of domino reaction that can develop through inept reporting in covering live events.

There should be no illusions about what constitutes news. What the government or the airlines may do as a precautionary measure, if used on the air, might impart to crackpots (who are to be pitied) a short course on how to hide a bomb or where to find hidden signaling devices. It would be irresponsible reporting, in our view, to broadcast such information.

Professionals know that good journalistic practices can't be learned from a primer or produced from a kit. It is the ability to exercise sound judgment to fit circumstances as they arise.



Drawn for BROADCASTING by Sidney Harris

"That's show business. We get canceled, the spin-off gets renewed."

Thank You From WZZM-TV



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 Blodgett Memorial Hospital — Grand Rapids, Mich.
 Bronson Hospital — Kalamazoo, Mich.
 Children's Hospital — Detroit, Mich.
 Foundation for Research & Education in Sickle Cell Disease — Harlem, N. Y.
 Freedman's Hospital — Washington, D. C.
 John Gaston Hospital — Memphis, Tenn.
 Howard University School of Medicine — Washington, D. C.
 Jamaica Hospital — Queens, N. Y.
 Knickerbocker Hospital — Harlem, N. Y.
 National Institute of Health — Bethesda, Md.
 Stanford University Medical Facility — Palo Alto, Cal.
 Sydenham Hospital — Harlem, N. Y.
 United States Department of Health, Education & Welfare — Washington, D. C.
 United States Medical Research Laboratory, Ft. Knox, Ky.
 University of Tennessee Medical School — Memphis, Tenn.
 University of Wisconsin — Madison, Wisc.
 Wayne State University School of Medicine — Detroit, Mich.

Dr. Marian Barnhart — Wayne State University, School of Medicine
 Mr. Brooke Benton — Atlantic Records
 Senator Edward Brooke — R-Mass.
 Lt. Col. Frank Camp — U.S. Medical Research Laboratory, Ft. Knox
 Mr. Richard Campbell — Sickle Cell Foundation, Harlem
 Col. Frank Conti — U.S. Medical Research Laboratory, Ft. Knox
 Mr. Ossie Davis — New Rochelle, N. Y.



Dr. Gerald Dees — Jamaica Hospital, Queens, N. Y.
 Dr. Lemuel Diggs — University of Tennessee
 Mr. Willy Edmonds — Detroit
 Dr. T. N. Evans — Detroit Children's Hospital
 Mr. Jeremiah Fowler — Sickle Cell Foundation, Harlem
 Dr. Yvette Francis — Jamaica Hospital, Queens, N. Y.
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And buy more than \$2.5 billion worth of food. And spend \$2 billion for housing, \$1 billion for transportation. Which is something to ponder. And now that you know what this industry means, you should find out what it does. Ask for the booklet, "A Profile of Textiles". From the American Textile Manufacturers Institute, Inc., 1501 Johnston Building, Charlotte, North Carolina 28202.