

FCC: Buckling down for heavy decisions  
Politics: They're counting on TV in California

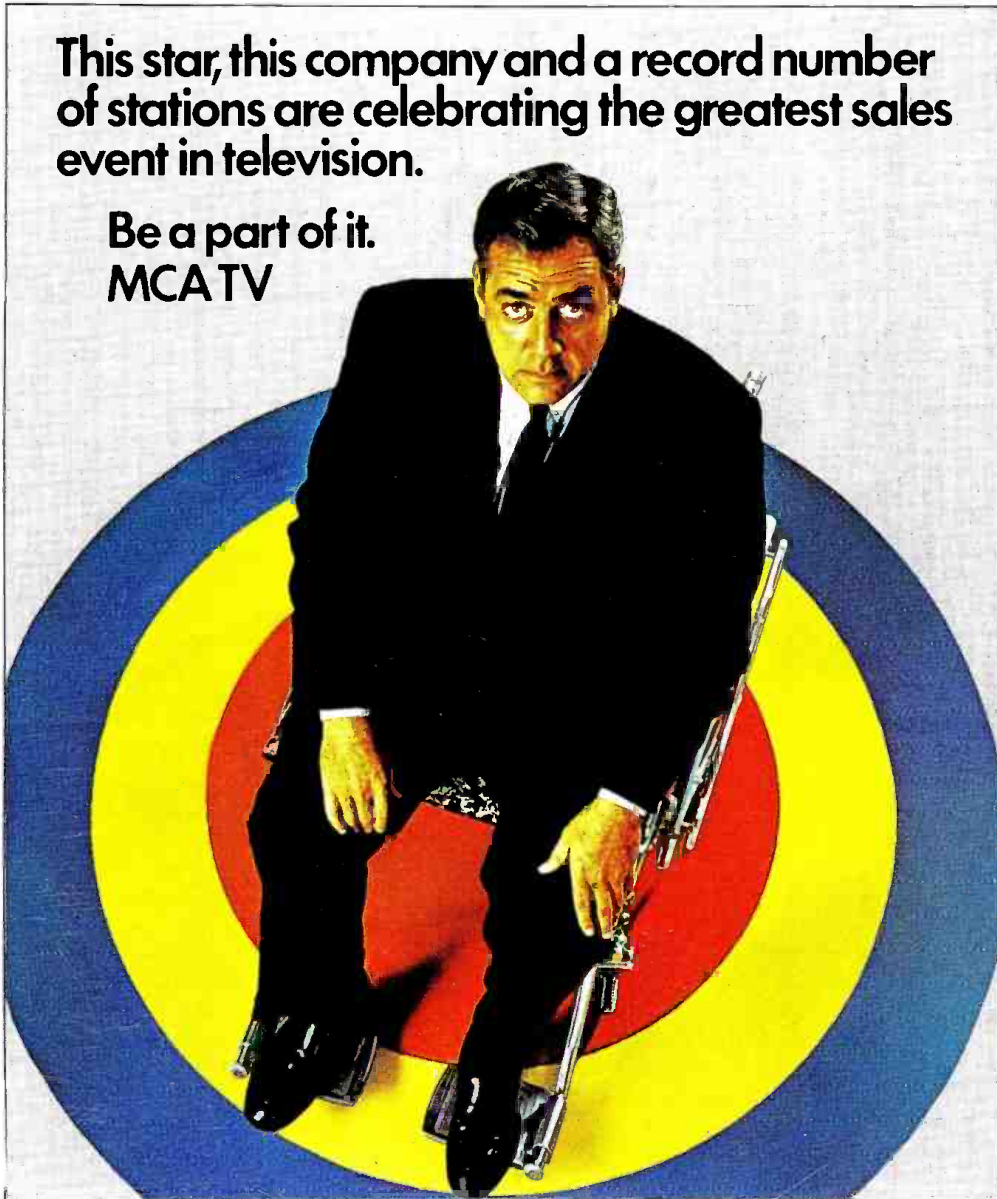
# Broadcasting Jun 5

The newsweekly of broadcasting and allied arts

Our 41st year 1972

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# It was father-daughter night at the Emmys.

The father's play, "The Six Wives of Henry VIII," and the daughter's play, "Elizabeth R," walked off with no less than six Emmys.

Time-Life Films has put both dramas in syndication.

Six 90-minute color episodes of "The Six Wives of Henry VIII."  
Six 90-minute color episodes of "Elizabeth R." Both beautifully produced by BBC-TV.

Program them consecutively.  
That way you'll really get your Emmys' worth.

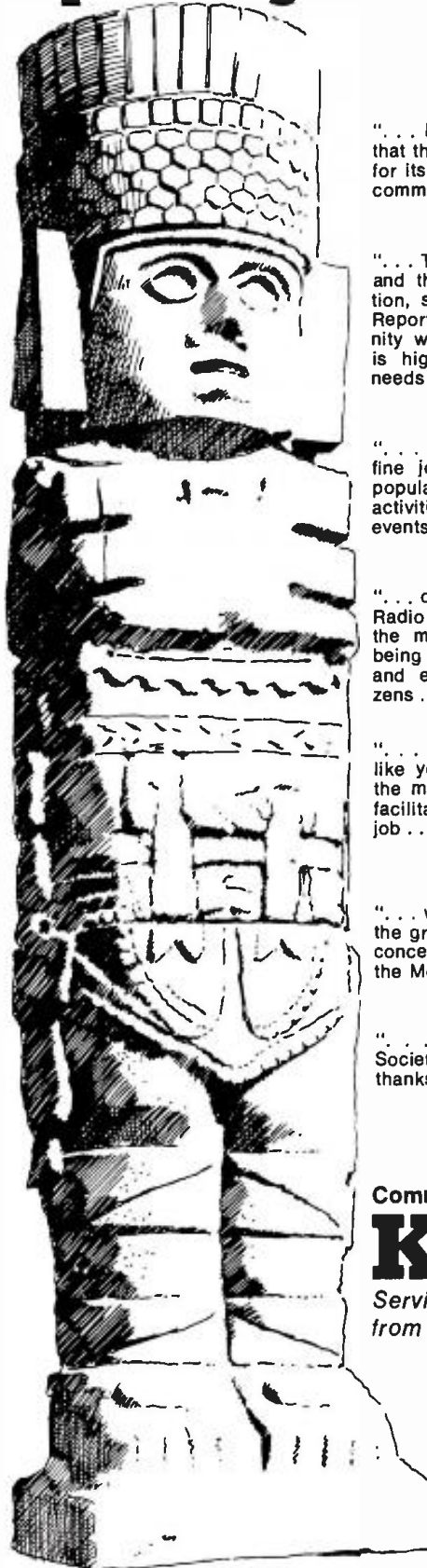
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# Los Angeles has Linia Abierta, happy crusaders, one-stop immigration & KALI

KALI has redefined "meaningfulness" in Los Angeles . . . in terms of meaningful radio programming for the Spanish-speaking community in the Los Angeles area. When you see what means something to a community, you do something about it . . . like keeping a phone line called Linia Abierta open 24 hours a day so that the community problems of the Spanish-speaking people can be aired. When you see how much special efforts mean, you make them. KALI's special public service efforts have resulted in massive support for the United Crusade's health and counselling work in the community . . . for the Mexican-American Affairs Council . . . for victims of the Peruvian earthquake, the March of Dimes, Model Cities, the City of Hope, the American Cancer Society, police recruitment. KALI has meant personal involvement and concern to the One-Stop Immigration Center of the International Institute of Los Angeles, too, by putting our reporters on the street in the Mexican-American community so that they can be totally but objectively sensitive to needs and problems. KALI means a lot to Los Angeles and we're glad we're here.



" . . . NOW, THEREFORE, BE IT RESOLVED that the City Council commends RADIO KALI for its contributions to the Spanish-speaking community and the City of Los Angeles . . ."

Proclamation by the City Council  
City of Los Angeles

" . . . This is to express our sincere gratitude and thanks in behalf of One-Stop Immigration, specifically regarding your Community Reporter, a man who works in the community with the Mexican-American people and is highly sensitive to their problems and needs . . ."

GRACE MARTINEZ  
One-Stop Immigration Center of L.A.  
International Institute of L.A.

" . . . you are to be complimented for your fine job in keeping the Spanish speaking populace in our city so well informed as to activities involving them in future coming events . . ."

RICHARD ESCAMILLO, JR.  
Mexican American Affairs Council  
of Bell Gardens

" . . . on behalf of the County of Los Angeles, Radio station KALI is highly commended for the many contributions made to the well-being of all the residents of our community and especially our Mexican-American citizens . . ."

Proclamation by the Board of Supervisors  
County of Los Angeles

" . . . It becomes much easier when people like you are interested and concerned with the many problems of our communities and facilitate your radio station for this difficult job . . ."

PETE RODRIGUEZ, SR. Public  
Relations Director  
East/Northeast Model Cities Program  
Los Angeles

" . . . we wish to thank your radio station for the great co-operation shown our school . . . concerning our Parent Education classes for the Mexican American community . . ."

F. A. APLEGATE, principal  
South Bay Adult School  
Hermosa Beach

" . . . on behalf of the American Cancer Society, we want to extend our warmest thanks for a beautiful job . . ."

CATHERINE LEWIS, Media Co-ordinator  
American Cancer Society, L. A.

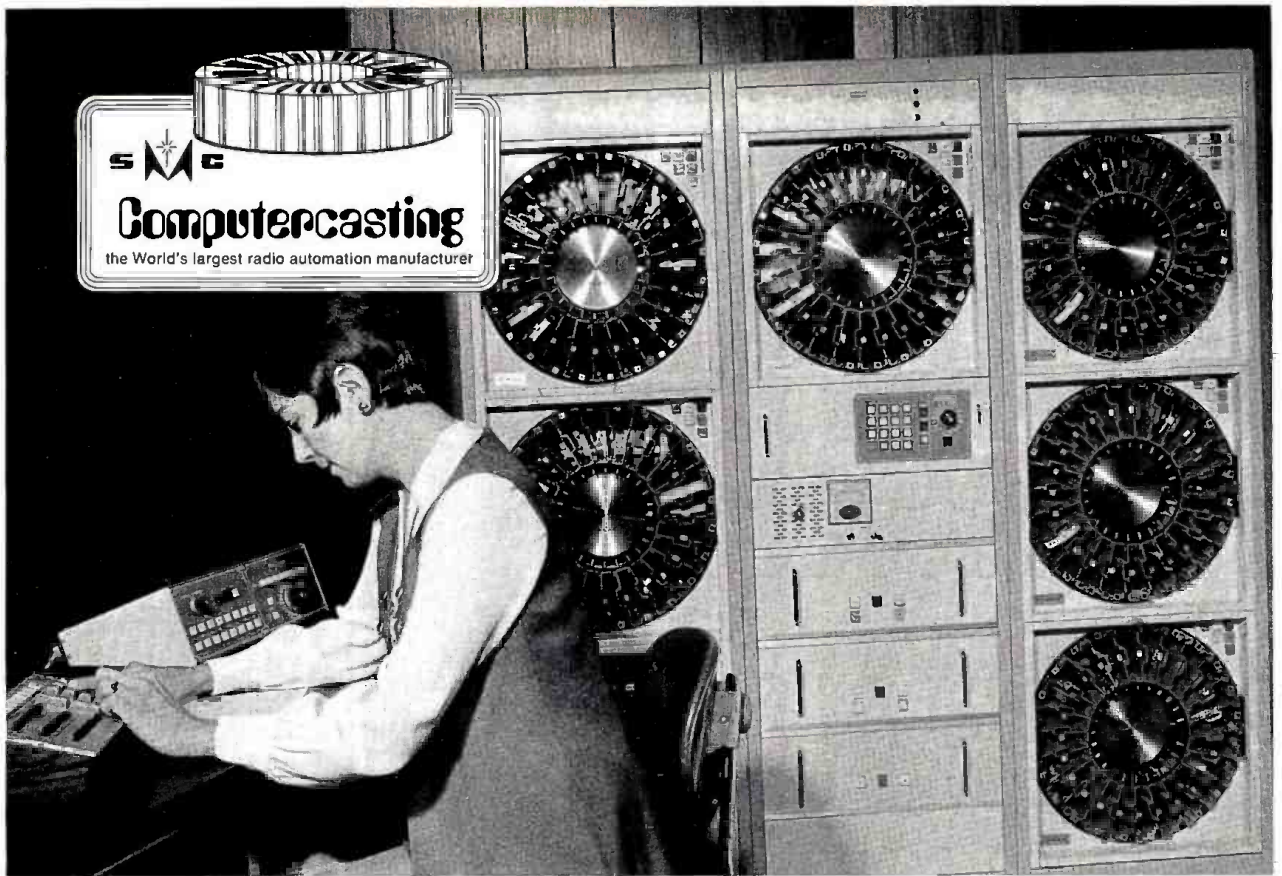
Community Radio . . . Dial 1430

## KALI

Serving the vast Los Angeles market from San Gabriel, Calif.



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United Broadcasting Station  
Richard Eaton, President



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The SMC Digital Programming System holds up to 2048 computer stored instructions. You control the system via keyboard to schedule any sequence desired with any degree of audio overlap. The automatic logging system prints out a permanent record of every event.

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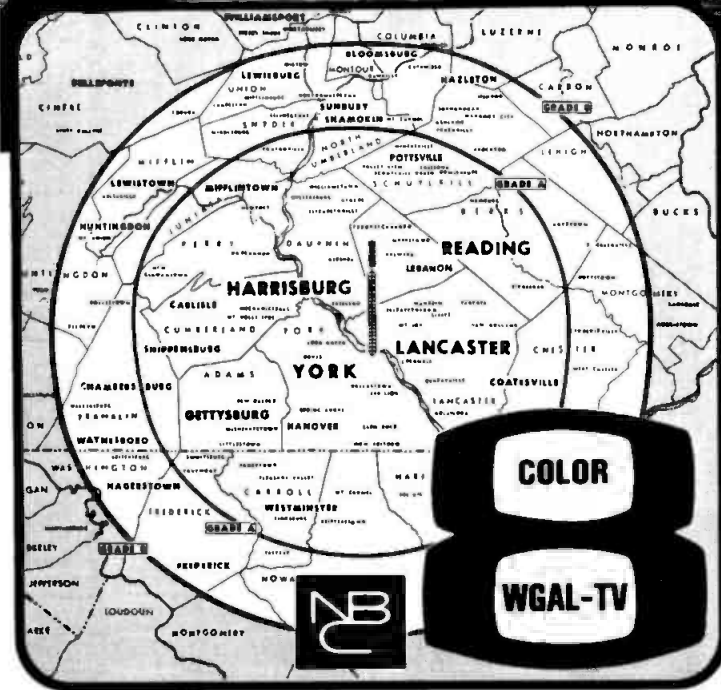
# Broadcasting Jun 5

	CLOSED CIRCUIT	7
Chisholm wins time to match Humphrey-McGovern debates.	AT DEADLINE	8
	DATEBOOK	14
	OPEN MIKE	18
	MONDAY MEMO	21
Busy prospect for FCC deliberations as commissioners tackle four knotty problems: how/whether to amend the CATV rules, what to do about domestic satellites, fairness in political broadcasts and license renewals.	LEAD STORY	23
More about those Moss hearings on advertising substantiation.	BROADCAST ADVERTISING	24
That spot TV upturn is taking on the look of a boom.		26
Major merger in agency world: Interpublic, Campbell-Ewald.		30
FCC out to set policy on reimbursement to challengers.	MEDIA	34
Border affiliation issue: ABC, XETV ordered to split.		36
	CHANGING HANDS	37
Final frenzy of TV appearances, buying in California primary.		38
GE pays record prices for Kaiser FM's in San Francisco, Boston.		40
Hooks, Wiley nominations sail through Senate.		44
Behind-the-scenes story of a TV golf series.	PROGRAMMING	44
Broadcasters satisfied by summit, but just barely.	BROADCAST JOURNALISM	48
New boon for the small-market radio station: FCC eases operator requirements, permits thirds to enter where only firsts could tread before.	EQUIPMENT & ENGINEERING	51
More blues for Boston Herald-Traveler: proxy battle declared.	FINANCE	52
	FATES & FORTUNES	56
	FOR THE RECORD	58
	PROFILE	67
	EDITORIALS	68

# Famous Landmarks in the Channel 8 market



**ROBERT FULTON BIRTHPLACE:** This early home of pioneer steamship builder, artist, inventor and engineer is located in Lancaster County. It is an outstanding tourist attraction. Remembered chiefly for having built the "CLERMONT," Robert Fulton was also a fine painter and versatile inventor.



WGAL-TV is one of the country's pioneer television stations. Today, its highly-respected call letters are the best-known in its coverage area. This recognition is the result of 22 years of balanced programming.

## WGAL-TV Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco

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

# Closed Circuit®

## Bureau building

FCC is so concerned about workload new CATV rules will generate for two-year-old Cable Television Bureau that it is taking steps to make it model bureau, at least in terms of organization. Commission has hired management-consulting firm, Harbridge House, of Washington, to review bureau's current and expected workload (expected to triple over next three years), and to recommend ways of handling it. Consulting firm is expected to make suggestions covering everything from manner in which bureau should be organized, including number and skill level of personnel to be employed and procedures they should follow, to documents that should be retained.

Cable bureau now lists 33 professionals and employees on its staff; number will jump to about 50 in year beginning July 1. Harbridge House report is due Nov. 1, will cost \$84,500.

## Change in the odds

Outcome of primary run-off election June 13 between Arkansas Democratic Senator John McClellan and Representative David Pryor (see page 44) could have significant impact on copyright legislation pending in senator's Copyright Subcommittee. If Senator McClellan—one of CATV industry's staunchest supporters—loses next week, subcommittee chairmanship will be up for grabs. And likely candidate for job is freshman Democrat, John V. Tunney, whose California constituency includes motion-picture interests that are at apparent impasse with cable industry over copyright fees.

Senators Tunney and Robert Byrd (W. Va.) are only Democrats on parent Judiciary Committee who have no subcommittee chairmanships. And it's considered unlikely Senator Byrd would be interested in Copyright Subcommittee post or that chairmen of other subcommittees would want to switch.

## Not in the book

Hugh M. Beville Jr., retired vice president in charge of planning for NBC, who has been serving as acting executive director of Broadcasting Rating Council since death of Kenneth H. Baker year ago, took over as full-time head June 1. One of council's major concerns in recent months, and apt to be intensified, is to get rating services to find ways to work unlisted-phone and nonphone homes into their survey samples. One reason is to get better representation of ethnic audiences. More compelling reason, perhaps, is fast growth of unlisted phones in recent years, to point where it's estimated one-third of phones in Los Angeles, more than 20% of those in San Francisco and New York and almost 20% of those in

Washington are not in phone books.

Rating services have been at work on problem in various ways. One that had claimed "breakthrough," American Research Bureau ("Closed Circuit," April 24), has modified its timetable somewhat, however. ARB, which had planned to introduce new technique this fall, now says tests will be started shortly in New York and Los Angeles and that two groups—Advertising Research Foundation and Committee on Local Television and Radio Audience Measurement (COLTRAM)—will be invited to observe. Report based on tests will be included in ARB October and November reports "for observation purposes only." Use of technique as part of regular service will be deferred until proved valid and affordable.

## In and out

Top-level change is brewing at Associated Television, London, Britain's highly successful producer-distributor of commercial TV programs to U.S. Bruce Gyngell, managing director of Channel Seven network in Australia, is reported to have resigned to join ATV in high post under Sir Lew Grade, deputy chairman and chief executive officer. International Television Corp. (ITC), New York, ATV's western-hemisphere distributor, is also getting high-echelon change: Resignation of executive vice president, Irving Klein, was announced Friday (June 2).

## Traveling man

FCC will be without services of Chairman Dean Burch for three weeks in late July and early August. On July 26 chairman is scheduled to participate in ceremonies marking formal opening of Intelsat earth station in Israel. He will also spend time in Europe, on business as well as pleasure. He plans to confer with representatives of government agencies concerned with communications.

Israel, meanwhile, is attempting to secure President Nixon's participation in Intelsat ceremonies. Her representatives in Washington have been conferring with State Department on possibility of President engaging from Washington in two-way, televised communication, by satellite, with Israeli officials.

## Try, try again

Nixon administration lost its bid in House to cut funding and authorization of Corporation for Public Broadcasting (see page 42) despite strong appeals from Republican leadership. Minority Leader Gerald Ford (R-Mich.) made personal contact with all GOP members who were leaning CPB's way, passing word that vote against proposed amendments to bill would be vote against White House.

However, same battle is developing in

Senate, where Senator Howard Baker (R-Tenn.) is prepared to lead attempt within Commerce Committee to vote out one-year authorization and reduced funding. Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.)—who, along with Commerce Committee Chairman Warren Magnuson (D-Wash.), introduced one-year funding bill last year as protective device—will now seek longer authorization. Dispute may take place out of public view; since issues have been thoroughly aired and participants are knowledgeable on subject, there's good possibility no hearings will be held on Senate side.

## Gift horse

Plough Broadcasting's president, Harold Krelstein, though he would do favor for politicians in five markets where Plough has AM and FM stations: give candidates free spots during election campaign, sell no political time. He thought policy would not only help candidates but also save his staff job of keeping mountainous records of paid time required by new Federal Election Campaign Act. He tried it out last week, offering candidate for Congress 20 free spots. Reaction stunned Mr. Krelstein; candidate, incensed, wanted more time, much more. Mr. Krelstein reconsidered idea, decided to continue selling political time.

## Spoilsports?

Shaping up as possibly most divisive question facing National Association of Broadcasters board meeting in Washington June 19-23 is whether to adhere to choice of Las Vegas as site of association's 1975 convention. Board picked it last January, but some big-market television broadcasters reopened question in NAB board meeting last April. Board put off final decision for June meeting. As of last week it looked as though most radio-board members still wanted Las Vegas, most TV-board members did not—on theory it would be injudicious to go to site of gambling and gaiety, what with broadcasting under attack from so many quarters.

## Crowded spot

NBC is planning what may be world's largest promo—in terms of cast, anyway—in support of NBC News's coverage of upcoming Democratic and Republican conventions. It'll feature co-anchorman John Chancellor surrounded by some 650 NBC employees—representing number involved in some phase of coverage—on skating rink in Rockefeller Plaza. To get everyone in picture, 55-foot-high camera tower will be built above plaza—and negotiations with more than 20 unions are said to be involved.

# At Deadline

## Court overrules FCC, gives equal time to Chisholm

**Candidate had been denied program exposure to match Humphrey-McGovern debates**

U.S. Court of Appeals late Friday (June 2) overturned FCC's earlier-in-day decision and held that Representative Shirley Chisholm (D-N.Y.) is entitled to free prime time on CBS and ABC as result of confrontations between Senators Hubert H. Humphrey (D-Minn.) and George McGovern (D-S.D.) that CBS carried May 28 and that ABC was to carry yesterday (June 4).

Court also said time must be made available before today (Monday), when all three run in California's Democratic presidential primary.

Court heard arguments in case Friday afternoon, on appeal filed by Mrs. Chisholm, few hours after commission ruled that appearances of two front-running candidates on special editions of CBS's *Face the Nation* and ABC's *Issues and Answers* were within categories of programs exempt from equal-time law.

Representative Chisholm dropped similar equal-time complaint against NBC—as result of Humphrey-McGovern edition of *Meet the Press*—after she accepted that network's offer to be interviewed on its *Today* program this morning (June 5).

Commission's order also rejected equal-time complaint of Mayor Sam Yorty directed against CBS. He has been turned down by all three networks in requests for equal time. However, Mr. Yorty on Friday asked U.S. Court of Appeals in San Francisco to order networks to grant his demands. He went to appeals court after district court in Los Angeles said it lacked jurisdiction until commission acted (see page 38).

Decision of appeals court in Washington—technically designed to afford only "interim relief" to Mrs. Chisholm—appeared to give boost to Mayor Yorty in his effort to get free time on all three network. Presumably, also, decision could be cited by five other candidates in Democratic primary if they should seek free time.

Court said that CBS was to give Mrs. Chisholm half hour and that ABC was either to afford her that amount or include her in yesterday's *Issues and Answers*.

Representative Chisholm claimed that CBS and ABC programs last week were not exempt from Section 315 because they provided forums for "debates" between two candidates and because they were presented in expanded form and at different time than usual.

Court, in its brief unsigned order, essentially accepted argument that programs were debates rather than exempt

news-interview programs, as held by commission in 5-to-0 decision. Court said number of factors led it to its conclusion, not least of which was what it called "apparent concerned effort" by three networks in promoting and scheduling three programs within eight-day period, shortly before California primary.

## Wiley wary on fairness

**Commissioner sees doctrine necessary but within limits**

Drastic extensions of fairness doctrine—such as counteradvertising, access and "citizen control" of programming—are probably incompatible with free-enterprise broadcasting system, says FCC Commissioner Richard Wiley.

In speech Friday (June 2) to Associated Press Broadcasters Association in Chicago, Commissioner Wiley said doctrine itself is necessary and valid so long as channel "scarcity" exists. But he said extensions may create impossible situations.

For example, he said, "right" to buy time could not reasonably be limited if it is grounded on Constitution, and might even be extended to include "right" to programming time. And broadcaster would have to balance—at his own expense—debate that was initiated not by him but by purchaser of advertising time. Mr. Wiley also reiterated fears that counter-advertising might drive commercial advertisers into other media.

"If broadcasting is to remain a vital and viable force in our society," Mr. Wiley said, "it seems to me evident that we cannot so structure our fairness and public-interest standards to demand more of our media than they can effectively and reliably perform within the confines of a limited spectrum."

## Storer hat still in ring

Selection of new chairman of TV board of National Association of Broadcasters is unofficially under way this week.

Peter Storer, Storer Broadcasting and only candidate for job, has sent letter to members asking if they feel there is conflict of interest in his quest for chairmanship and fact that Storer's Sarasota, Fla., CATV system will be used to test Theatrevision Inc. pay TV system this fall (BROADCASTING, May 22).

If responses indicate serious doubts about propriety of his being TV board chairman, Mr. Storer said last week, he will withdraw. Election is scheduled to take place during NAB board meetings in Washington June 19-23.

Mr. Storer's candidacy was initiated

early this year at board meeting in Florida and until two weeks ago he seemed to have clear sailing. But following announcement of pay TV test during National Cable TV Association convention in Chicago last month, some broadcasters raised questions about possible embarrassment in having TV board chairman whose company is engaged in pay TV project ("Closed Circuit," May 29).

If Mr. Storer withdraws, sentiment is being drummed up in favor of Robert F. Wright, WTOK-TV Meridian, Miss., as chairman. Mr. Wright is one of three campaigning for vice-chairmanship of TV board. Other two are Leslie H. Arries Jr., WBEN-TV Buffalo, N.Y., and Dale G. Moore, KQVO-TV Missoula, Mont. Mr. Wright said last week he has committed his vote to Mr. Storer for chairmanship, but that if Mr. Storer withdraws he will be available for top post.

In his May 30 letter to TV board members, Mr. Storer noted that broadcasting is still dominant source of Storer Broadcasting Co. profits, that in matters involving broadcasting and cable TV, Storer's position at all times has been "completely in support of free television broadcasting and in support of protecting free television from any other form of encroachment." But, he added, Storer does not delude itself that by ignoring cable it will go away, and that same goes for pay TV.

## State, USIA money measure passes muster with Senate

Senate late last week approved \$1-billion authorization bill for State Department and U.S. Information Agency.

Measure, which passed 76 to 1, would among other items authorize \$200,249,000 for USIA and \$648,354,000 for State Department. Bill includes provision, inserted by Foreign Relations Committee, to prohibit use of USIA propaganda materials within U.S.

Senate action follows restoration last month of \$45 million cut from USIA's budget by Foreign Relations Committee (BROADCASTING, May 8). Budget cut would have curtailed activities of Voice of America by 30% and shut down USIA operations in 30 countries.

Authorization bill will be considered in conference with similar measure passed by House.

## RRR cuts its rep list

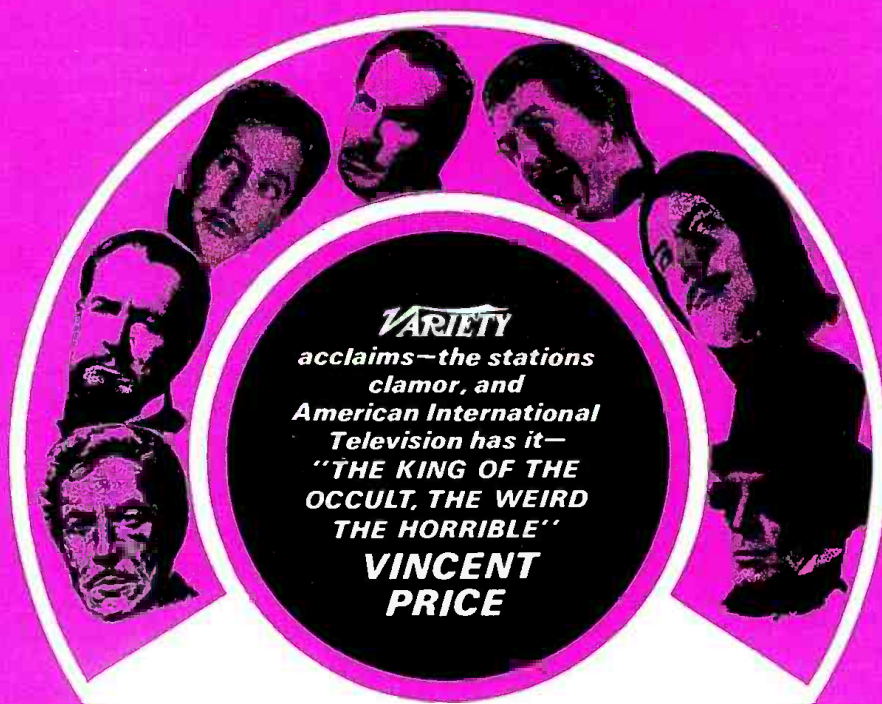
RKO Radio Representatives Inc. will represent only limited list of major-market AM and FM stations and has notified 14 FM outlets it will end its association with them in 60 to 90 days. Decision came to light Friday (June 2) after Charles Warner, vice president and general



station light-rating bright! here's what AI-TV has for programmers tonight.

"The Nielsen samples—national and local—seem to have gone ape over the occult, the weird and the horrible."

**VARIETY** Feb. 2, 1972



**IN EIGHT TERRIFYING, HARROWING FULL-LENGTH  
EDGAR ALLAN POE  
FEATURES IN BONE-CHILLING COLOR**

THE CONQUEROR WORM • MASQUE OF THE RED DEATH • THE OBLONG BOX • THE RAVEN • TALES OF TERROR  
TOMB OF LIGEIA • WAR GODS OF THE DEEP • AN EVENING OF EDGAR ALLAN POE

and with it—

### FILMS FOR THE '70's

**SUPER-STARS GUARANTEED TO GRAB THE LARGEST SHARE OF PRIME-TIME AUDIENCES, IN 26 FAST-MOVING, DIVERSIFIED, HIGH-QUALITY COLOR FEATURES, WITH TOP PRODUCTION VALUES**

REBUS • FIREBALL 500 • PIT AND THE PENDULUM • THOSE FANTASTIC FLYING FOOLS • YOUNG REBEL  
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SERGEANT DEADHEAD • MARYJANE • PSYCH-OUT • WILD RACERS • THE DESPERATE ONES  
DR. GOLDFOOT AND THE BIKINI MACHINE • STORY OF DAVID • RIOT ON SUNSET STRIP • KILLERS  
THREE • THE GLASS SPHINX • DR. GOLDFOOT AND THE GIRL BOMBS • THE COBRA • IT'S YOUR  
MOVE • THE MILLION EYES OF SU-MURU • THE YOUNG, THE EVIL AND THE SAVAGE • THE FEMALE TRAP



American International Television, Inc. /165 West 46th Street, New York, N.Y. 10036/(212) 489-8100

manager, announced firm had accepted letter of protective cancellation from five FM stations of Sudbrink group, and would no longer represent those outlets, effective July 29. Sudbrink's FM stations are WLIF Baltimore, WLAK Chicago, WPCH Atlanta, KYND Houston and WEZW Baltimore.

Mr. Warner later told BROADCASTING that RRR has written nine other FM stations canceling representation at end of contract. They are WWWW Detroit, WBYU New Orleans, WKSS Hartford, Conn.; KWEN Tulsa; KKNQ Oklahoma City, KCFM St. Louis and XOURS, XHIS and XHERS, all Tijuana (San Diego). Mr. Warner said firm will continue to represent WWSH(FM) Philadelphia and WAYL(FM) Minneapolis.

## WWJ-TV, WTCJ renewed

FCC, rejecting protests by citizen groups in different parts of country, has renewed licenses of WWJ-TV Detroit and WTCJ-TV Atlanta. Complaints were similar to each other and to many that are holding up renewals of more than 100 stations; some have been on deferred list more than two years. WWJ-TV was due for renewal Oct. 1, 1970; WTCJ, April 1, 1970.

Both stations were accused of failing to ascertain needs of community, particularly those of blacks, and of discrimination against blacks in hiring practices. Commission, in separate orders last week, found no basis for allegations.

FCC also said that although WWJ-TV had presented slightly less public affairs programing than proposed in 1967, it more than made up for deficiency by significant increase in news. And it found no grounds for charges by Inter-Faith Centers for Racial Justice Inc. that licensee maintains policies—particularly in reporting on blacks—which “subvert the community.”

Commission, however, admonished licensee “to give greater effectiveness to its complaint procedure in the future.” IFC complained that station did not have public file readily available for inspection, and that when produced it was incomplete.

Still pending before FCC is IFC's petition for reconsideration of renewal granted Storer Broadcasting's WJBK-TV Detroit. Staff is expected to present that matter for consideration this month.

FCC, in renewing WWJ-TV license, also denied petition of National Association of Theater Owners of Michigan Inc. That group had claimed licensee, Evening News Association, through its newspapers and WWJ-AM-FM-TV, violated fairness doctrine in presenting only one side of daylight-savings-time issue in Michigan. Commission said association had failed to present specific evidence to buttress its allegations.

In denying petition of Community Coalition on Broadcasting against WTCJ, FCC rejected charges of conspiracy and antitrust violations. And in finding no basis for hearing on charge that programing does not serve needs of blacks, FCC

**Moscow flap.** NBC confirmed late last week newsman Frank McGee was subject of Russian protest for remarking in one report that Soviet-made earphones he was furnished were inferior to those in States, that “nothing works here and I'm glad to be going home.” Quick apology by NBC News officials at Russian broadcast center averted widening of incident into issue.

**Promotion.** Clare Simpson, NBC-TV vice president, daytime programs, named vice president, programs, East Coast. He succeeds Lawrence R. White, recently named vice president in charge of programs for network (BROADCASTING, May 15).

**Bases loaded.** Eugene S. Cowen, ABC Washington vice president, named member of TV board of National Association of Broadcasters, effective immediately. Mr. Cowen replaces Richard L. Beesemyer, ABC-TV stations relations vice president, on board, making all network members (who are named by their companies) Washington VP's; others are Richard W. Jencks, CBS, and Peter B. Kenney, NBC.

**Going up.** TV Guide announced Friday it was increasing circulation guarantee to 17 million (up from 16 million), effective Sept. 9. Rates will rise from \$36,000 to \$38,250 for black-and-white, from \$48,000 to \$51,000 for color. Average circulation for magazine, world's largest, was 17,797,000 in first quarter 1972.

noted it had found proposals adequate when it approved transfer of control of station to Turner Communications Corp. Petition to deny was filed March 30, 1970, against renewal application of Rice Broadcasting Co. However, transfer of station to Turner had been completed two months earlier. Commission said Rice had substantially lived up to its program representations, despite financial problems (station is UHF, on ch. 17), and it expects Turner to observe its proposals.

Commission lectured both sides in connection with coalition's charge that Turner had not engaged in good faith negotiations, saying each had contributed to failure of talks and expressing hope that in future they “can achieve a relationship which will result in significant community betterment as the result of mutual understanding, rather than the mutual distrust which prevailed during the initial contacts between the parties.”

## 4A's beef up in Washington

Indication of growing importance of Washington affairs to advertising industry comes today (June 5) with announcement that Chester W. (Ted) Clifton Jr., president of Clifton Counselors, Washington, and former president of Thomas J. Deegan Co., public relations firm, has

been named Washington representative for American Association of Advertising Agencies, replacing William J. Colihan, senior VP. Mr. Colihan is returning to New York as board chairman of Criterion Advertising Service, poster advertising company he recently acquired. Lawrence D. Reedy, VP of AAAA, will move from New York headquarters to Washington and will be jointly responsible with Mr. Clifton for operation of office there. Mr. Clifton, retired major general, U.S. Army, was military aide to Presidents Kennedy and Johnson. Mr. Reedy was responsible for establishment of AAAA Washington operations and served as Washington representative before office was opened.

## Y&R, DDB gain billings

Faberge product advertising estimated at \$2 million has been assigned to Young & Rubicam as well as broadcast media-buying responsibility for all brands of New York-based perfumery and Brut Productions, it was announced Friday (June 2). Products are Kiku and Xanadu (both formerly with BBDO and both broadcast users) and new fragrance, Music.

In another account change, Doyle Dane Bernbach picked up approximately \$5.5 million in new billing from assignment of Procter & Gamble's Gain detergent and another, unidentified, brand. Gain formerly was with Grey Advertising.

## Ford cable bid looks good

New cable company whose principals include Frederick W. Ford, former FCC chairman and president of National Cable Television Association, has moved step closer to securing franchise for Washington suburb of Arlington, Va. Arlington county public utilities commission unanimously recommended late last week that franchise be awarded to Arlington Telecommunications Corp., one of five applicants. Leading competitor for franchise was local company that was backed substantially by LVO Cable Inc. of Tulsa, Okla., nation's 11th largest multiple-system owner. Final decision is up to county board, which meets this week and is expected to approve commission's recommendation.

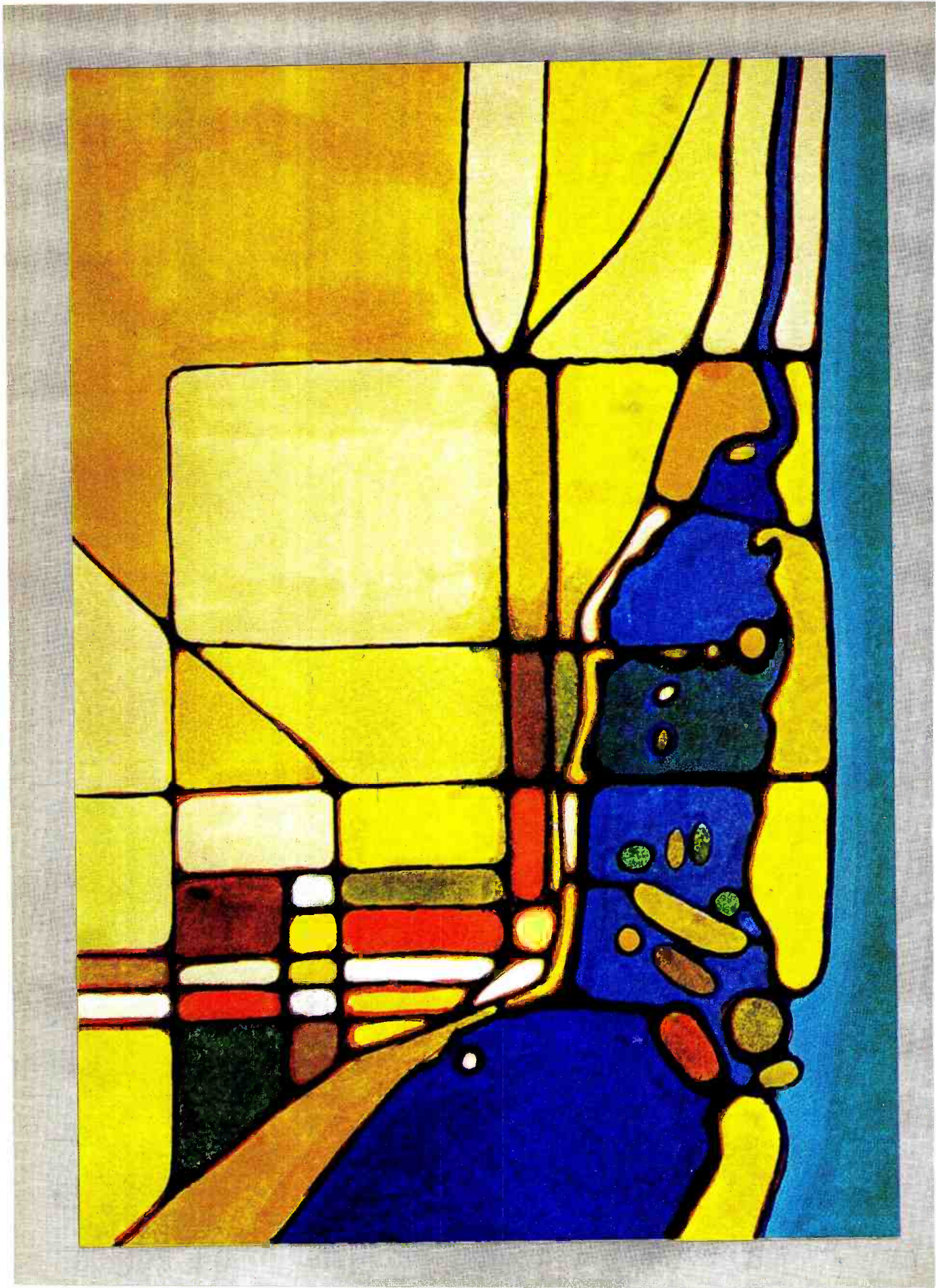
## LA U's to land mobile

Los Angeles UHF channels 14 and 20 have been opened up by FCC for land mobile use. Commission's action was concurrent with announcement that it had reached agreement in principle with Mexican government whereby U.S. pledged protection to Mexican TV assignments from possible interference caused by Los Angeles land-mobile use.

Channels 14 and 20 were opened to land mobile interests nationwide by FCC last year. Commission had imposed temporary embargo on Los Angeles channels because of 1958 agreement with Mexico calling for mutual protection of TV assignments of both countries.

**Twenty-one million people  
visit Miami every year.  
They see it one way.  
We see it another. But then,  
it's our home. We work at  
making Southern Florida  
a great place to live as well  
as a great place to visit.**

**When you turn the page you'll see how.  
If you lived here, would you do any less?**



For many Southern Florida residents, things couldn't be better. For some, things could be a lot better. Like housing, employment opportunities, schools, race relations, land use and conservation.

Southern Florida has experienced a fantastic population growth in a very short period of time. We have been faced with finding new housing, with increasing public services, and with finding a sensible pattern for growth.

At WPLG-TV we work daily at these problems and at their solutions. Our programming is like a forum, an always-open channel, a focal point for education and information and communication.

**Take our news.**

Within the last few months we presented a series of reports that have resulted in the stricter enforcement of job discrimination laws in South Florida employment agencies, on the inability of the U.S. Immigration Service to safeguard against unlawful entries into the U.S. due to a lack of funds, and we exposed a loophole in Florida's No-Fault Insurance plan that could have cost drivers hundreds of dollars for an accident that was someone else's fault.

Then there's **MIAMI MAGAZINE**, a one-hour prime time weekly program that has explored the "Two Worlds of the Cuban Teenager", and a truly unique project that teaches unwed teenagers how to relate to their own children while working for a high school diploma.

**AM MIAMI** is talk. On the air . . . and on the phone. Sally Jessy puts her audience in touch with mayors like John Lindsay and doctors like Robert Young. Every morning Southern Florida listens in for 90 minutes and reacts.

**ARTHUR AND COMPANY** talks to kids 60 minutes a day, six days a week. By exploring the world we open the minds of our young people through extraordinary science experiments using ordinary things they understand. It's an hour's worth of learning for pre-schoolers that's more fun than a game of hide-and-seek.

It's programs like . . . **PAN AMERICANA** . . . where the problems of South Florida's large Spanish-speaking community can be aired and possible solutions discussed. In addition, we present a **JOB LINE** report in Spanish and English along with a daily **SPANISH NEWS REPORT**.

It's **AMAZING GRACE**, a specially designed program of worship for the black community featuring new music of the church and a different minister every week.

**WPLG-TV** also offers specials that really mean something culturally, historically and politically to South Florida.

**WPLG-TV** is involved . . . day in and day out, week after week with over thirty-six hours of locally-produced live programming . . . that's 25% of our total program week.

We work at making Southern Florida a great place to live as well as a great place to visit.

It's our home.

If you lived here, would you do any less?

**MIAMI, FLORIDA**  
A Post-Newsweek Station



NOW FROM  
**CCA!!**

Thanks to your support CCA is pleased to announce the purchase of the RF Department of Ampex. We trust you'll consider us for your UHF/VHF transmitters, antennas and line.

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## How to protect yourself against Broadcasters Liability losses

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## Datebook®

### This Week

**June 5**—Eastern annual conference, *American Association of Advertising Agencies*. Focus will be on "The substantiation of advertising claims." Waldorf-Astoria hotel, New York.

**June 6**—Annual stockholders meeting, *MCA Inc.*, Sheraton Blackstone hotel, Chicago.

**June 8-9**—Annual convention, *Armed Forces Communications and Electronics Association*. Featured speakers: Irving K. Kessler, RCA; Dr. Eberhardt Rehtlin, assistant secretary of defense for telecommunications. Sheraton Park hotel, Washington.

**June 8**—Meeting, *Tennessee Associated Press Broadcasters Association*. Holiday Inn, Gatlinburg.

**June 8-8**—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 8-11**—Spring meeting, *Missouri Broadcasters Association*. Featured speakers: Vincent T. Wasilewski, president of National Association of Broadcasters; Richard Chapin (Stuart Enterprises, Lincoln, Neb.), chairman of NAB board; Clint Formby (KPAN-AM-FM Hereford, Tex.), chairman, NAB small market radio committee; John Tellegrin, Washington lawyer. Rock Lane lodge, Table Rock Lake, Branson.

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

**June 9-10**—Meeting, *New Mexico Associated Press Broadcasters Association*. Ramada Inn East, Albuquerque.

### Also in June

**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 Torbet, FCC; Herbert G. Klein, White House director of communications, and Julian Bond, member of Georgia legislature. 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 14-16**—Meeting, *Virginia Association of Broadcasters*. Americana motel, Virginia Beach.

**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 19-23**—Triannual meeting, board of directors, *National Association of Broadcasters*. NAB building, Washington.

### Major meeting dates in 1972

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

**Aug. 21-24**—*Republican national convention*. Miami Convention Center, Miami Beach.

**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.

**Nov. 28 - Dec. 1**—Annual convention, *Radio-Television News Directors Association*. Nassau, Bahamas.

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

**June 20-22**—Workshop-seminar on lighting for TV, sponsored by *Kliegl Bros.* at KLZ-TV Denver. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros, 32-32 48th Avenue, Long Island City, New York 11101.

**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**—Regional seminar for FM broadcasters west of the Rockies, covering FM sales and promotion, quadraphonic sound, FM car radios, all-channel legislation, automation systems, sponsored by *National Association of FM Broadcasters*. Sportsmen's lodge, Los Angeles.

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

**June 24-26**—16th annual *TV Programming Conference*. Happy Dolphin inn, St. Petersburg, Fla.

**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 11**—Annual meeting of Taft Broadcasting Co. stockholders. Kings Island, Kings Mills, Ohio.

**July 13-15**—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 23-26**—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.

**Aug. 12-27**—Third summer film institute, sponsored by *American Film Institute*. Program will include an examination of film study techniques, film history and criticism and a filmmaking workshop. Fee is \$275. Kent School, Kent, Conn.

**Aug. 16-20**—Convention, *National Association of Television and Radio Announcers*. Marriott hotel, Philadelphia.

**Aug. 20-23**—Fall conference, *American Marketing Association*. Rice hotel, Houston.

**Aug. 21-24**—*Republican national convention*. Miami Convention Center, Miami Beach.

**Aug. 29-31**—Workshop-seminar on lighting for TV, sponsored by *Kliegl Bros.* at University of Georgia TV studios, Athens. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

### September

**Sept. 7-9**—Fall business meeting, *Florida Cable Television Association*. Fort Walton Beach, Fla.

**Sept. 11-12**—Eighth annual convention, *Nevada Broadcasters Association*. Hotel Tropicana, Las Vegas.

**Sept. 13-25**—Annual convention, *Michigan Association of Broadcasters*. Hidden Valley.

Sept. 19-21—Video Expo III, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and workshops to be held. Commodore hotel, New York.

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

## October

Oct. 11-14—Annual fall convention, Tennessee Association of Broadcasters. Ramada Inn, Jackson.

Oct. 15-18—Western region convention, American Association of Advertising Agencies. Arizona Biltmore hotel, Phoenix.

Oct. 19-21—Annual fall meeting, Missouri Broadcasters Association. Plaza Inn, Kansas City.

Oct. 22-27—112th semiannual technical conference and equipment exhibit, Society of Motion Picture and Television Engineers. Century Plaza hotel, Los Angeles.

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

Oct. 31—Fall conference, National Association of Broadcasters. Brown Palace hotel, Denver.

## November

Nov. 2—Fall conference, National Association of Broadcasters. Sands hotel, Las Vegas.

Nov. 2-3—Central region conference, American Association of Advertising Agencies. Ambassador hotel, Chicago.

Nov. 9—Fall conference, National Association of Broadcasters. Sheraton Plaza hotel, Boston.

Nov. 12-18—Annual seminar, sponsored by Broadcasters Promotion Association. Statler Hilton hotel, Boston.

Nov. 13-17—Annual meeting, Television Bureau of Advertising. Waldorf-Astoria, New York.

Nov. 14—Fall conference, National Association of Broadcasters. Hilton Palacio del Rio hotel, San Antonio, Tex.

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

Nov. 18—Fall conference, National Association of Broadcasters. Chasa Park Plaza hotel, St. Louis.

Nov. 21—Fall conference, National Association of Broadcasters. Regency Hyatt House, Atlanta.

Nov. 28-30—Meeting, Association of National Advertisers. Cerromar hotel, Dorado Beach, Puerto Rico.

Nov. 27 - Dec. 3—National Broadcast Editorial Conference, held this year in connection with Radio-Television News Directors Association convention. Contact: NBEC Chairman Dillon Smith, editorial director, WMAO-TV Chicago 60654. Paradise Island, Nassau, Bahamas.

Nov. 28 - Dec. 1—Annual convention, Radio-Television News Directors Association. Nassau, Bahamas.

## December

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

## January 1973

Jan. 12-14—Consumer electronics show, sponsored by Electronic Industries Association. To be shown: TV, radio, phonograph, tape and audio equipment. In addition to allied products. McCormick inn, Chicago.

## February 1973

Feb. 9-11—Annual convention of New Mexico Broadcasters Association. La Fonda, Santa Fe.

Feb. 13-18—Convention, National Association of Television Program Executives. Royal Sonesta hotel, New Orleans.

## March 1973

March 25-28—Annual convention, National Association of Broadcasters. Sheraton Park and Shoreham hotels, Washington.

## October 1973

Oct. 16—Fall conference, National Association of Broadcasters. Hartford, Conn.

Oct. 18—Fall conference, National Association of Broadcasters. Chicago.

Oct. 23—Fall conference, National Association of Broadcasters. New Orleans.

Oct. 25—Fall conference, National Association of Broadcasters. Atlanta.

Oct. 30—Fall conference, National Association of Broadcasters. Denver.

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# Broadcasting TELEVISION

The newswEEKly of broadcasting and allied arts

## Executive and publication headquarters

BROADCASTING-TELECASTING building,  
1735 DeSales Street, N.W., Washington,  
D.C. 20036. Phone: 202-638-1022.

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HOLLYWOOD: 1680 North Vine  
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Morris Gelman, *senior correspondent*.  
Bill Merritt, *Western sales manager*.  
Sandra Klausner, *assistant*.

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Ont., Canada. Phone: 416-625-4400.

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  
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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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# M&H

## TENTH ANNIVERSARY

We're pleased that this year we are celebrating our tenth anniversary as consultants to television and radio stations in this country, Canada and the Caribbean.

It's been a fast ten years, a decade that has seen major improvements in television news presentation, and placed new demands on management's knowledge of programs and people. A great burst of new problems related to the industry has been seen at both local and government levels.

Social Research and Analysis have improved significantly. It's possible today for management to have available far finer tools for solving its audience problems than ever before. Computers alone can't tell you why things happen the way they do.

Our company, that stood almost alone in its use of the social scientist and the idea of an annual working relationship with its clients ten years ago, now has a variety of competitors. This is healthy. It makes the broadcast media conscious of the feelings of its audience and able to produce a far better program product.

We feel our success as a company is due to keeping not only abreast, but well ahead of what's going on in our particular field. We believe we are still unique, and we have been able to prove the value of our service many times over.

We are proud that our first five clients are still with us, that we've helped 61 clients in almost as many markets, and that 85% of our clients from last year have already renewed for another year—many on two year contracts.

Maybe we can help you—we'd like to. For a presentation with no obligation on your part, just give us a call.

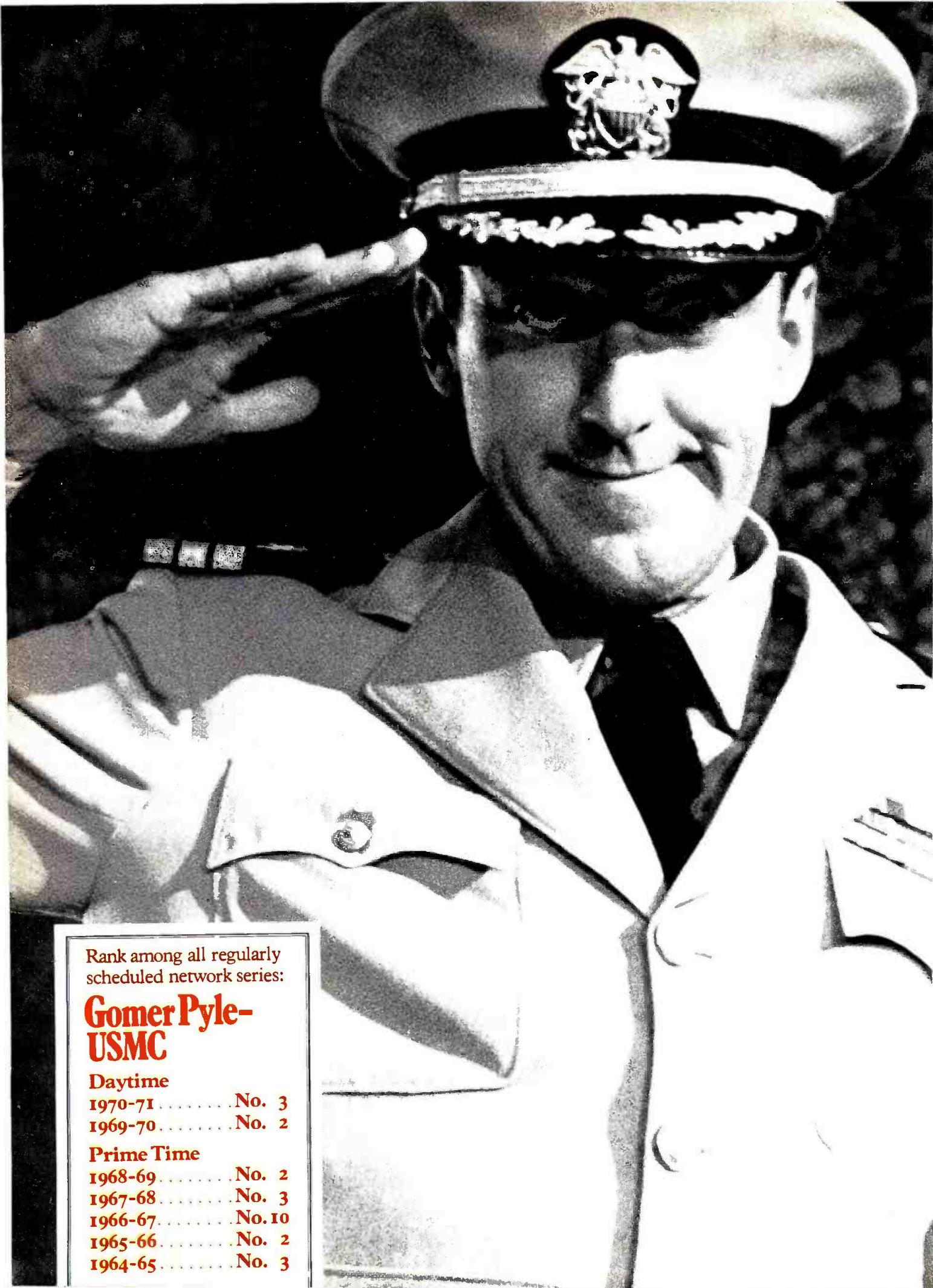
# M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue  
Birmingham, Mich. 48011

Area Code 313  
644-9200



Rank among all regularly  
scheduled network series:

## **Gomer Pyle- USMC**

### **Daytime**

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

### **Prime Time**

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



**“Private Gomer Pyle  
reporting for duty!”**

**In Los Angeles,  
Boston,  
Windsor-Detroit,  
Dallas,  
Cleveland,  
St. Louis,  
Milwaukee,  
Minneapolis,  
Houston,  
Cincinnati,  
Tampa-St. Petersburg,  
Miami,  
Jacksonville,  
Providence,  
Portland, Ore.,  
Nashville,  
New Orleans,  
Wilkes-Barre-Scranton,  
Huntsville,  
Greensboro.**

**Naturally,  
the situation is well  
in hand.**

When Private Gomer Pyle was assigned to network duty, he commanded attention like a four-star general.

A time-period winner and a Top 10 performer in prime-time! And again, a time-period winner and a Top 10 performer in his first two complete daytime seasons!

Now, Gomer Pyle-USMC is ready to take command in your market.

Another great sitcom from

**Viacom**

Source: N.T.I. Oct.-Apr., 1964-71. Average audience estimates and shares. Subject to qualifications available on request.

# Open Mike®

## Off base

EDITOR: Where in the world did your reporter get the idea that Judge [Ben] Hooks [would be] the first black federal regulatory commissioner [BROADCASTING, May 29]? Federal District Judge A. Leon Higginbotham Jr. (very distinguished ex-member of the Federal Trade Commission), among others, must be somewhat amused.—*Lewis A. Rivlin, Peabody, Rivlin, Gore, Cladouhos & Lambert, Washington.*

(BROADCASTING erred. Among the "others" that might be named are Clifford Alexander, who was chairman of the Equal Employment Opportunities Commission, and Howard Jenkins, a member of the National Labor Relations Board.)

## Another pioneer

EDITOR: Your May 1 BROADCASTING with its new format is a pleasure to read. I congratulate you on its readability, and as always its factual presentation of the news. I have been reading and subscribing to BROADCASTING since its inception and although I am now retired and no longer active, after 50 years of it, I will continue to read it until the end.

You may recall some of my early days in radio, having operated the first station in the Northwest, KFC at the *Seattle Post Intelligencer* in 1921. Then I built and operated KDZE at Rhodes department store in Seattle as a 100 w station. In 1924 the Department of Commerce (under whom we operated) granted a second frequency of 400 meters to stations who could qualify with 500 w and with a studio separate from the transmitter. This I did and the call letters were changed to KFOA—it being the second Class B station in the West. Of course, until this time all stations were on the exact same wave length of 360 meters (this was before anyone ever heard of kilocycles).

In August 1926 I built and owned KMO Tacoma and in 1953 built KMO-TV, also in Tacoma, both of which I sold in 1954. In 1929 I built and owned KIT Yakima, which was one of the very first small market stations in the country. This was a most successful operation and in 1965 I sold it to my then station manager, Jack Goetz, who has continued its outstanding operation. In 1946 and 1947 I built KOOL Phoenix and K110 San Bernardino and operated both for some time before selling them—KOOL to Gene Autry [Golden West Broadcasters], which was his first venture into radio, an industry which has been most successful for him.

Then in 1960 I purchased KWG Stockton, Calif., which I operated for some time before selling. In 1958 I purchased KGEE Bakersfield and later built KGFM (FM) as a sister operation. My son Dexter Haymond did an outstanding job oper-

ating these stations in an "over stationed" market. In 1970 I sold both Bakersfield stations and for the first time since 1921 I was no longer active in the ownership and operation of radio stations.

Frankly, I miss it, even though some of the glamour is gone because of the many restrictions placed upon the industry. But I do not know of anything else which could have been as interesting as the early days when we had no guidelines to follow. Because of my pioneer work in radio, my alma mater, Cornell College, Mount Vernon, Iowa, and the Cornell Alumni Association, on June 12, 1971, awarded me the alumni honorary achievement award. I was proud to receive this award.

I am sorry for this long letter but I could not resist writing you to congratulate you upon your new format and that led to my reciting my history in radio. I am sure you will forgive me. May you have another 40 years of successful publication and service to radio.—*Carl E. Haymond, 10308 Ashton Avenue, Los Angeles 90024.*



Mr. Haymond in 1926 and today.

## Noise-making memo

EDITOR: During the course of the year I have the opportunity to write many articles and speak at various advertising functions around the country. I can only say that my "Monday Memo" in BROADCASTING [May 22] has made more noise than anything I have done in recent years.—*Irwin M. Barnett, president, Barnett, Zlotnick Inc., New York.*

## Casdin corrected

EDITOR: I made some statements on a panel at the National Cable Television Association convention that were paraphrased in your issue of May 22 in the article "Money's on their minds in cable." There should be some corrections.

The \$200-300 million required in the next five years by the top MSO's is just the equity portion of the total \$750 million or so that will be needed to build plant past 7.5-million homes. Pay cable will bring \$100 per year extra per subscriber in movies and sports. The CATV

operator can expect to get \$10-\$20 of the total with few incremental costs.

The public MSO's have 10-20 shares outstanding for each subscriber they own. Therefore, pay cable could bring \$1-\$2 per share pretax in earnings at full saturation. I used this number to provide a feel for the upside dimension of pay cable on CATV stocks.—*Jeffrey Casdin, president, Source Equities Inc., New York.*

## Early quad entry

EDITOR: On Sept. 25, 1969, WCRB-FM and WGBH-FM began four-channel stereophonic broadcasting of Boston Symphony concerts by discrete methods. These broadcasts continue to this very day. I am not aware of any prior four-channel broadcasts.—*Kevin P. Mostyn, chief engineer, WCRB-FM Boston.*

## Fed up in Fredericksburg

EDITOR: This "Standard Broadcast Week" (Final Sunday billing) would be fine, or at least we'd have no objection to it, if it were either universal among agencies, or if each agency made it clear with each order, or a blanket notification to each station upon first use, that they either wanted such billing, or did not want it.

We began using this system automatically after being asked to do so by three or four agencies. We stopped using it automatically, and unless requested to, after having to re-do billing for agencies who did not want it. Now we've had to re-do others because we had billed on calendar month, since the agency had not specified otherwise. C'mon, agencies, make up your cotton-pickin' minds and let us know the result—in advance!—*John Carl Morgan, general manager, WFVA-AM-FM Fredericksburg, Va.*

## An original?

EDITOR: As part of WSBT(AM)'s 50th anniversary celebration in June, we are publishing a "1922-1923" calendar (since the dates coincide with 1972-73). In checking the Nov. 2, 1970, issue of BROADCASTING for historic dates, I note on page 74 the following item: "Sept. 7, 1922: WFAF(AM) New York broadcasts the first commercially sponsored program of the Queensborough Corp., a real estate organization."

However, in doing research on WBSB, I came across an account of the dedicatory program of WGAZ (later WBSB) on July 3, 1922, which said: "The artists were Mrs. Olive Maine and Mr. Louis Elbel. Sponsor of the program was the Ries Furniture Company." Can it be we might have an industry first here?—*Justin Meacham, promotion manager, WBSB-AM-FM-TV, South Bend, Ind.*

## You get up and go with it.

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

Back home, you've still got it made because editing is a cinch. It doesn't require complicated electronic gear and you have time to put your spot together exactly the way you want it to be.

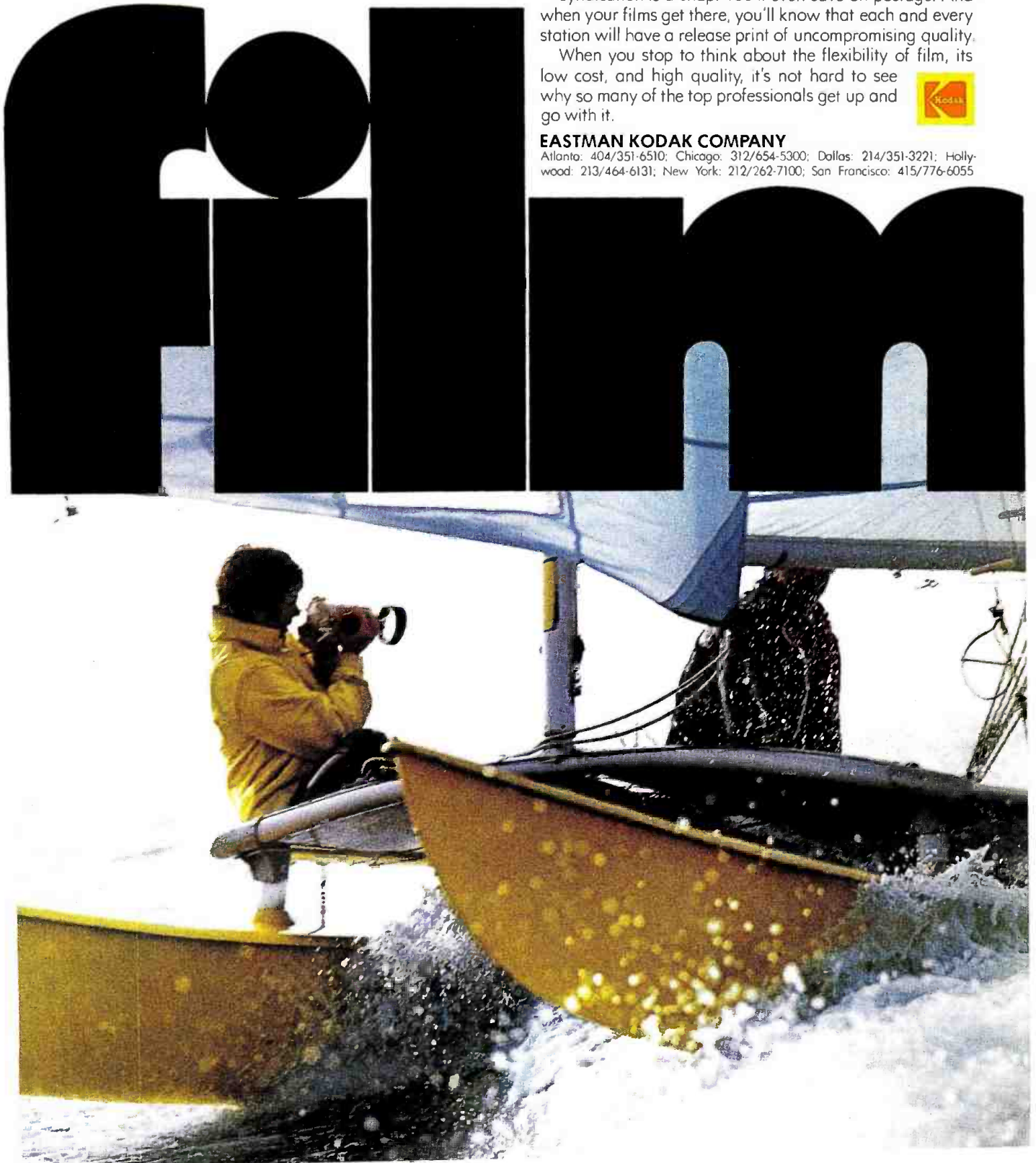
Syndication is a snap. You'll even save on postage. And when your films get there, you'll know that each and every station will have a release print of uncompromising quality.

When you stop to think about the flexibility of film, its low cost, and high quality, it's not hard to see why so many of the top professionals get up and go with it.



### **EASTMAN KODAK COMPANY**

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



# WHY COMPANIES HIRE THE WRONG EXECUTIVE!

**M**any companies err in their selection procedures because they do not obtain an adequate number of candidates at the outset. This is because recruitment is costly, time-consuming, often frustrating, and frequently fruitless, particularly when men are being sought for higher level positions.

It is not that many candidates are not men of good character who are anxious to do a good job. Rather it is that very few men have the precise constellation of qualifications needed for the work. (Selection here is analogous to finding a good left-handed pitcher who can also bat .300.) For this reason it is usually necessary to obtain proportionately more candidates for these more sophisticated, higher level positions.

Too much readily available talent is mediocre. The market is glutted with

people who have already been filtered out elsewhere. Executives, the kind who make things happen for their companies, are hard to find; harder to move.

The executives a company wants (and needs) to hire are not easily attracted by word-of-mouth or by the "mine sweeping" techniques of trade publication employment ads. Personal referrals from trade sources and industry friends also tend to attract résumés from many marginally qualified men and only a few, at most, from the very men a company seeks to hire.

Such men must be sought out individually and confronted personally with a skilled presentation of the opportunity a company can offer them.

For more information on how Ron Curtis & Company can help you hire the right executive, please call 312-693-6171 collect.

## Ron Curtis & Company

O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631. (312) 693-6171

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# Monday Memo

A broadcast advertising commentary from John H. Hoefler, chairman, Hoefler, Dieterich & Brown, San Francisco

## Let's take a judicious approach to consumerism

This is a plea for common sense in the consumerism movement. There are activists who seem to think the average consumer is a moron who doesn't know what he is doing when he buys. I maintain the average consumer is a smart, rational, well-informed human being who knows what he is doing and who is being insulted when regulatory bodies try to lead him by the hand as if he were a child.

Consumerism has benefitted and will continue to benefit many American citizens who certainly would never join the consumerism movement as such. There are obviously many good things coming out of the movement that are beneficial, constructive and good for all of us. Yet it would be hard for me to agree that the activity is one that has its roots in the collective ambitions, frustrations and desires of a majority of consumers culminating in a desire for regulation, restriction, and intervention.

Most people don't need this, and to force it on them is a mistake. In looking at the government's intervention, I think it is clear that bureaucrats and aspiring politicians recognize in the consumer movement a device with which they seek identification more because of its political implications and less because of either a true need or a resulting good.

I question whether the Federal Trade Commission has to raise its current level of 1,369 employes, funded by close to \$25 million, to really do its job: the FTC is currently asking Congress for an additional \$2.5 million to provide for 102 additional positions. We need some control, but how much? Can the government do it better than some other forces also at work? Any time a manufacturer, an advertiser, or an advertising agency does something that is deceptive, dishonest, in poor taste or not in the public interest, they get a kick from most people in advertising, as well as a kick from consumers. I believe this is more of a regulatory force than government intervention.

The National Advertising Review Board, organized to deal not only with deceptive advertising but also with advertising in poor taste, has full industry support and represents the best form of self-regulation I can think of.

Advertising, one of the basic components of our marketing systems, is a potent factor in our economy and has helped make possible a high standard of living for more people in the world today than any other system because competition depends on it. The end result of competition is reduced prices and higher quality merchandise to the



John H. Hoefler has spent the past 26 years increasing the sale of clients' goods and services through the power of advertising and public relations. He helped found Hoefler, Dieterich & Brown Inc., San Francisco, in 1945. The agency's clients range from a soft drink bottler to a rocket manufacturer, with many diversified products and services in between. Virtually all of the work HD&B does for these clients is in areas that are affected one way or another by the consumerism movement. Mr. Hoefler, a native of St. Cloud, Minn., is a graduate of the University of California, with a masters from the Stanford University Graduate School of Business.

consumer. Any violation of the corresponding trust and responsibility in this true economic law is tragic indeed.

Consumerism is not as new as some might think. It is evident that there has been regulation of business for many years, regulation arising out of consumer agitation. And it is equally evident that some regulation, particularly in the early days of our society, was not only morally essential but also economically essential for the preservation of the basic economic system involved. If you think today's reformers, young people, consumerists, environmentalists, radicals, and hippies are giving business a hard time, you should have been around when the "muckrackers" were active. Funny thing—in the long run their reforms turned out to be good for business.

While we will always have chisellers, quacks, shysters and con artists in our society, there is, still and all, a basic sense of right and wrong in most people, and this basic sense of what is good or bad,

right or wrong, finds its expression in business organizations. After all, corporations are people, and as go the people so go the corporations. Incidentally, when costs of consumerism are incurred by corporations, one of two things happen: They may be passed on to consumers, or they may be picked up by the suppliers of labor, goods, and capital. There simply is no other place for them to go. While corporations have legal responsibilities, as do individuals, they are not personal entities. A corporation cannot be compelled to suffer or bear the ultimate costs of consumerism. Only the people bear the costs, and if the costs are not passed on to consumers or suppliers, then the shareholders of the corporations (also people) bear the burden.

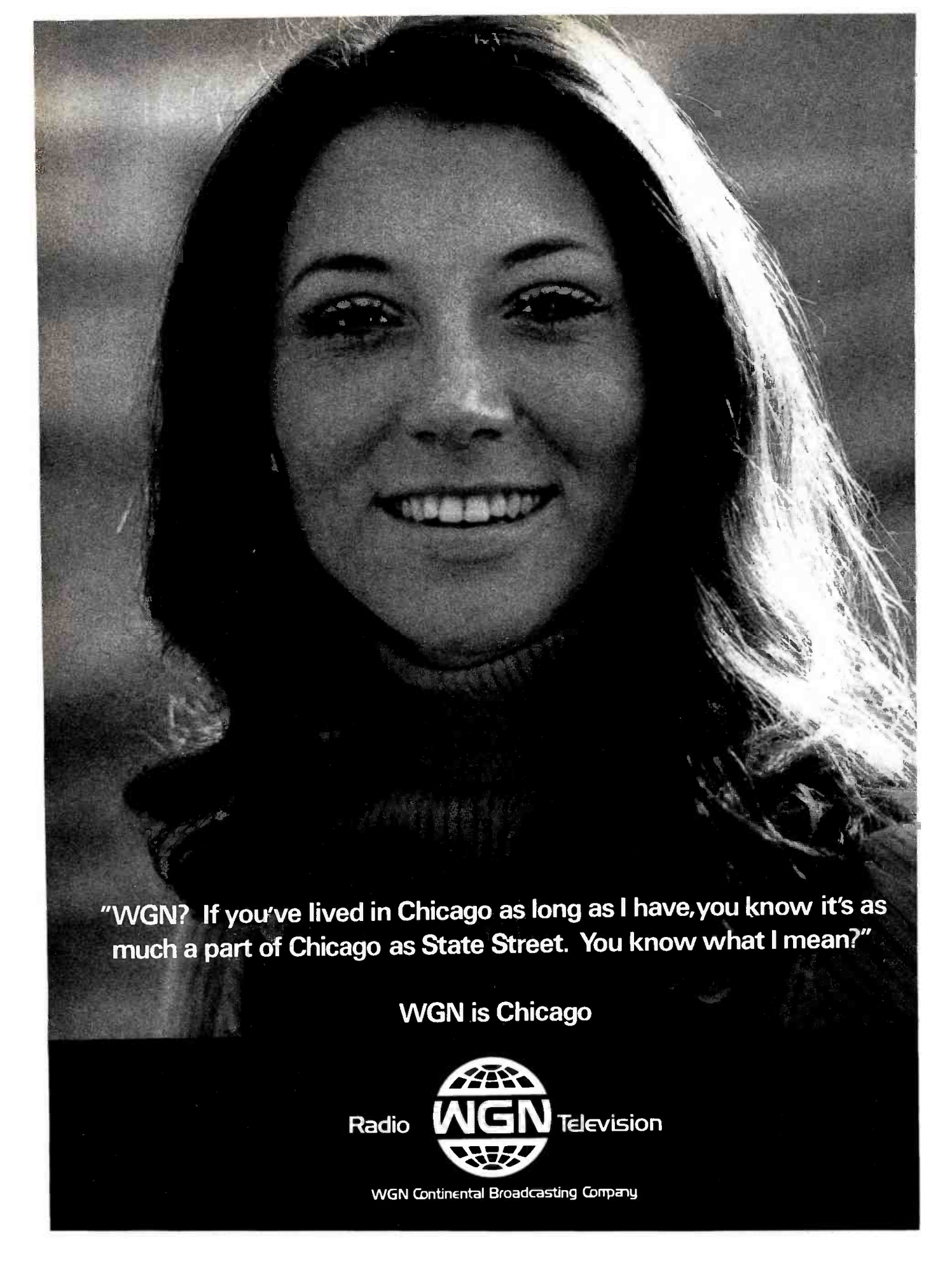
I have examined a sample of what has appeared in the press about the consumerism movement in the past several months. When you get into the stories under the headlines, you must conclude, or—as least I must conclude—that business is discharging itself very well in meeting social responsibilities. Why? Because businessmen know they can't alienate consumers without paying for it sooner or later.

This enlightened self-interest, it seems to me, in conjunction with the collective conscience (sense of right and wrong), is the fundamental force at work—people in corporations know they have to provide good quality merchandise at competitive prices in order to sustain a continuing patronage, the source-spring of their profits. Consequently, American business bends over backwards to be honest, fair, and reasonable—it's the only way to succeed in the long run.

Is this a white-wash of business? Not at all. There are, and I guess always will be, those who prey on the gullibility of others. We all know there are situations in which improvements could be made. But business, a major force in both our standard of living and the support of our social institutions, is doing a better job than some would lead us to believe.

I have tried to tell why business is responding favorably to the consumer movement. How about our regulatory bodies? Are they as altruistic and realistic as they should be to perform a true public service? There can be little doubt that much of the foment for consumerism finds its origin in pure—and in some instances not so pure—politics.

In summation, there seems to be room for improvement on all fronts—the consumer, the government, and, of course, business. Consumerism is a good movement in so many ways. Perhaps it can become an even better one if each side would employ a little more common sense, a little less self-interest, and not forget that things are not as simple as they sometimes may seem.



**"WGN? If you've lived in Chicago as long as I have, you know it's as much a part of Chicago as State Street. You know what I mean?"**

**WGN is Chicago**



WGN Continental Broadcasting Company

## Full plate, short deadline as FCC tackles four major decisions

**Set for action in two weeks: primary policy on U.S. satellites, fairness in political broadcasts, revisions in license renewals—and second look at cable-TV rules which may give smaller stations bigger break on nonduplication**

The FCC will be operating under forced draft over the next two weeks in an effort to complete work on a number of major projects—or at least to have them in shape for final action by the end of the month.

Disposition of the petitions for reconsideration of the new CATV rules, issuance of a policy statement on domestic communications-satellite service, adoption of fairness-doctrine policy on political broadcasting and consideration of new rules and standards affecting license-renewal procedures are among the goals.

The principal reason for the deadline is the determination by Chairman Dean Burch to complete work on these key items, all of which have been hanging fire for months if not years, before he leaves on June 18 for two weeks of Army reserve training. (He is a reserve lieutenant colonel in the judge advocate general's branch.) The item on renewals was added to the agenda at the request of Commissioner Robert T. Bartley, who wants to participate in at least some aspect of that proceeding before he retires from the commission on June 30.

The first item of business expected to be completed is that involving the petitions for reconsideration of the new CATV package. The commission finished giving instructions to the staff last week, and a draft is due to be presented to the commission for a vote this week or next.

No major changes in the rules that were announced on Feb. 2 are expected. There will be no change, for instance, in the date on which cable systems' grandfather rights expired—March 31, the effective date of the new rules. Broadcasters had urged the commission to move the date back, at least to the day the rules were announced.

The commission is also expected to

make it clear that systems that were under construction will not be required to renegotiate with franchise authorities to make their understandings conform to the new standards.

The pleas of Rocky Mountain broadcasters for additional protection will be reflected in a rule which will afford them same-day program-nonduplication protection against CATV systems. All other stations will be protected against duplication only at the time they are carrying a program.

The rules also are said to indicate a sharper attitude on the commission's part toward franchising matters. They will prohibit CATV systems from securing franchises with a life of more than 15 years: the commission had previously merely suggested a 15-year limit. And they will make it clear that commission certification of a cable system is to be renewed at the expiration of its franchise.

The new order is also expected to reflect commission concern over the likelihood of being deluged with requests to settle franchise disputes. The staff is said to be drafting language advising parties that, where commission rules and policies are not concerned, disputes are to be settled at the local level, either before the franchising authority or in court. However, officials concede that many of the disputes will still find their way to the commission for resolution. As one staffer noted, "A state court may not have jurisdiction to deal with a particular problem." One issue still unresolved at week's end involved the list of signals "significantly viewed"—and therefore eligible for CATV carriage as local signals—in various counties. The question was whether broadcasters would be permitted to seek to rebut the results of the surveys which were prepared by the American Research Bureau. Officials note the purpose of listing the signals was to supply cable TV operators with information on which they could base their plans.

The commission will resume work tomorrow (Tuesday) on what has proved to be one of the thorniest jobs it has ever undertaken—fashioning the policy framework within which the nation will be served by domestic communications satellites.

The FCC has abandoned its staff's original proposal that applicants proposing similar technologies be forced to merge. However, the commissioners are still far apart on the critical issues beyond that one—particularly the kind of restrictions that are to be imposed on the major entities involved, AT&T and the Communications Satellite Corp. Chairman Burch and Commissioners Richard E. Wiley and Charlotte Reid are said to favor a

lighter regulatory hand, and Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee a heavier one, with Commissioner Robert E. Lee occupying a middle position.

One indication of the complexity of the problem is the document the staff has prepared containing policy options from which the commission could choose; it runs 11 pages. Nevertheless, the commission hopes to be able this week to give instructions to the staff for drafting a finished order.

In attacking the overhaul of its fairness doctrine policy, the commission is turning first to the political broadcasting aspect of the major inquiry that was begun last year, in part at least because of a commitment to the U.S. Court of Appeals in Washington to finish it by early summer (BROADCASTING, Feb. 28).

However, it seems unlikely that the commission will make any major changes in that policy. One major question has been raised by the Democratic National Committee's frequently pressed assertion that any presidential broadcast obligates broadcasters to afford equal time to those holding contrary views, regardless of whether the President speaks as a candidate. The appeals court in February upheld a commission decision rejecting a DNC claim of such an automatic right of response (BROADCASTING, Feb. 7).

A special committee of commission staffers, headed by Commissioner Wiley, will meet to complete its work this week. And the item should be on the commission's agenda next week. The commission will leave until the fall the three other areas to be explored in the inquiry—access in response to commercials, access for the discussion of public issues, and the fairness doctrine.

The effort to resolve this month either of the two major issues in the license-renewal proceeding would appear to present the FCC with a major challenge.

One involves the commission proposal to establish quantitative guidelines (percentage of programming) for judging performance of a challenged renewal applicant. The other involves a drastic revision of license-renewal procedures that would institutionalize the role of citizen groups in the renewal process (BROADCASTING, Feb. 22, 1971).

The commission last month heard two days of oral argument on the first proposal, and Henry Geller, special assistant to Chairman Burch who has been the staffer in charge of the project, has drafted proposed programming percentages. But the commissioners have had little time thus far to dip into the lengthy and detailed proposed report and order on license-renewal procedures.

## Moss hears mixed opinions on ad studies, ad disclosures

**AAF's Bell sees useless burdens; professor offers way to measure effectiveness of ads; ACT witness wants ban on children's commercials**

Legislation that would require advertisers to provide the public with written documentation of their advertising claims continued to encounter opposition from the advertising industry at a Senate Commerce Committee hearing last week.

The hearing, conducted by Senator Frank Moss (D-Utah) last Wednesday (May 31), dealt with the Truth in Advertising Act (S. 1461), sponsored by Senators Moss and George McGovern (D-S.D.). Also examined was a bill—S. 1753—by Senator Moss that would create a National Institute of Advertising, Marketing and Society under the National Science Foundation to study the economic, social and psychological effects of advertising.

At a hearing on the legislation two weeks ago, the Federal Trade Commission, the National Advertising Review Board and the Association of National Advertisers opposed the Truth in Advertising Act. (BROADCASTING, May 22). Senator Moss got the same opinion last week from Howard Bell, president of the American Advertising Federation.

Although it supports the concept of claims substantiation, Mr. Bell said, the AAF believes S. 1461 "could work an unnecessary burden on small as well as large businesses" and "we do not believe

it would meet the lofty public objectives ascribed to it."

Mr. Bell pointed to the broad nature of information that could conceivably be required of advertisers under the bill. Small businesses would have difficulty assembling the material, and large advertisers would be burdened with answering a great volume of inquiries for substantiation information, he said.

Mr. Bell also questioned the value to consumers of such highly technical data. He said substantiation could relate only to one facet of a product's usefulness and not to its total characteristics, and said consumers seeking comparative documentation would not necessarily receive data on the same points at the same time about competing products.

The FTC is the appropriate agency to handle advertising substantiation, Mr. Bell said. "By looking to the FTC in this area, you avoid subjecting a businessman to multiple levels of required review and surveillance."

Mr. Bell also said that "existing policies of individual companies as well as codes in various industries, including the new program of advertising self-regulation through the National Advertising Review Board, should aid immeasurably in the objectives of the legislation without the additional burdens that are inherent in the proposed bill."

The AAF supports S. 1753, he said, but believes that further consideration should be given to the types of studies to be undertaken and the possibility that some research may be achieved more efficiently by an agency like the National Science Foundation.

The institute bill was also favored by Dr. John A. Howard, professor of marketing at Columbia University's graduate school of business.

Dr. Howard said he has found a way to measure the influence of advertising on consumer behavior. It involved 10 years of research by Columbia scientists testing theories with computers, he said.

The new method measures what Dr.

Howard calls "the pieces of the consumer's head"—his memory of a product through advertising, his understanding of it, his confidence in judging it, his attitude toward it, his intention to buy it and his decision to buy it. The measurements are obtained by consumer surveys and put into five complex equations that are solved by computer. The results, he said, show how one element affects another and strengths of the influences.

This methodology, he said, will provide an advertiser with information on the effects that advertising has on his sales, how items of information in ads affect the consumer's mind and how different people respond to his ad.

For consumers, he said, the method would, ideally, produce better ads containing the kind of information they need in making buying decisions.

The message conveyed by Carol Liebman of Action for Children's Television, was less complex: Ban television advertising directed at children.

Children's responses to advertising differ from adults', she said, and the young lack the maturity and experience to make consumer decisions. "Yet we allow the TV advertiser to bombard our children with subtle and carefully researched ads . . . which appeal to him to exercise exactly this sort of decision making," she contended.

What is needed, she said, is a national ban on TV advertising directed at children under 10 "to end manipulation of children by profit-seeking broadcasters and advertisers." Protection of children from advertising abuse should be the first item of business for the proposed institute, she said.

Another witness at the Moss hearing was Dawn Ann Kurth, an 11-year-old fifth grader at Meadowlane Elementary School in Melbourne, Fla.

Miss Kurth had no specific legislative recommendations, but she briefed Senator Moss on a project she did for school on deceptive television advertising.

She counted the number of commer-



**Witnesses.** Providing some of the grist at last week's Senate Commerce Committee hearing on advertising legislation were (l to r): Carol Liebman of Action for Children's Television, who repeated ACT's contention that all commercials directed at the young should be outlawed; Dawn Ann Kurth, an 11-year-old from Melbourne, Fla., who while charming Senator Frank Moss (D-Utah)

confidently criticized TV commercials she said deceive children, and Howard Bell, president of the American Advertising Federation, who maintained that there is no need for legislation forcing advertisers to make available substantiation of their ad claims, adding that the Federal Trade Commission is better equipped for the job.



cials on Saturday-morning TV shows and found there were 25 between 8 and 9 a.m. Then she began thinking about commercials and came to the conclusions that such slogans as "Cheerios make you feel groovy all day long" are deceptive.

Many times, Miss Kurth said, bonus gifts advertised on TV turn out to be "junk."

Miss Kurth also conducted a survey of 1,538 school children in her area that showed that most ask their mothers to buy products advertised on TV, most have purchased a product to get a free gift and most were not satisfied with it. It also showed that most children believe certain advertised products will make them happier or more popular.

Noting that most TV ads directed at children are for sweet products that are bad for teeth, she commented: "If there is nothing good that can be said about a product, perhaps the product should not be sold to kids on TV in the first place."

Commercials should not bribe children with free prizes, tell them to eat a product because a hero does, or make them think vitamins are candy, Miss Kurth contended.

Senator Moss said last week that further hearing sessions on the advertising measures are likely.

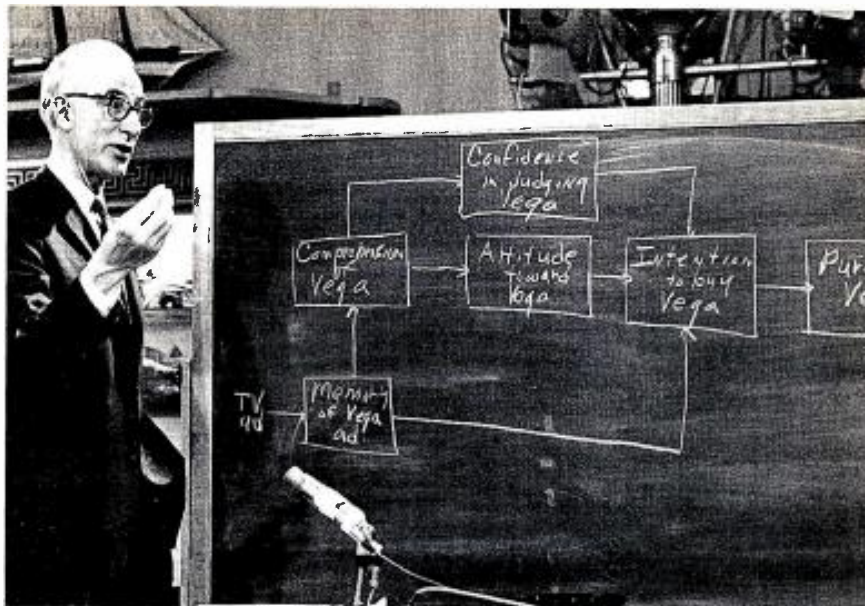
## At last a way to measure ad effectiveness?

**Columbia professor asserts his 10 years of research have performed the miracle**

New research methodology reported to a Senate subcommittee last week could, if it lives up to the advertising given it by its sponsor, prove to be the holy grail that advertising men have historically sought: the means of tracking precisely the effects of advertising on sales.

More than that, according to Dr. John A. Howard, who headed the team that developed the technique over a 10-year period and who reported it at hearings of the Senate Commerce Subcommittee on the Consumer (story page 24), the new approach would tell the advertiser how specific bits of information in his advertising are treated in the consumer's mind and the roles these bits play in the final buying decision. On still another level, Dr. Howard said, the technique would show how different people respond differently to a given ad, thus helping the advertiser to decide whether it would be smart to aim different appeals at several different audiences.

Despite the glowing promise, however, the first reaction of advertising practitioners in an informal canvass by BROADCASTING was predominantly skeptical. Authorities who said they had been given expert appraisals of the methodology said they had serious doubts it would produce results approaching those claimed for it, though they expressed respect for Dr. Howard. One said most of those with



The ultimate tool? After 10 years of research, scientists at Columbia University claim to have developed a way to measure the effect of advertising on the consumer. Dr. John A. Howard of Columbia's Graduate School of Business explains it to Senator Moss.

whom he had discussed the technique felt that it was "either too simplistic for commercial use or too Rube Goldbergian for comprehension."

Dr. Howard, who is professor of marketing at Columbia University's Graduate School of Business, had no such reservations. He told BROADCASTING that the system is built around a theory that took four years to develop and has been tested for six years since. In the consumer-survey phase, he said, "you don't ask any more questions than are normally asked," but they are "intimately, systematically related questions" and "each question is centrally used." The answers are then analyzed in terms of "a set of equations that flows out of the theory." The equations are solved by computer, and the results, according to Dr. Howard, show precisely how strongly one element affects another—how strongly a consumer's recall of an ad influences his understanding of the product, for example, or how strongly his confidence in his judgment affects his preference and, ultimately, his intention to buy. Most important, Dr. Howard said, the results show the relative strengths of the various influences in terms of the final decision to buy or not to buy.

Dr. Howard was testifying before the committee in support of a bill to establish a National Institute of Advertising, Marketing and Society. Advertisers, he said later, have been getting along with less data about consumer response than the government needs to determine public policy questions, such as whether advertising gives the consumer all the information he needs. But the new technique, he emphasized, will provide advertisers with information valuable for their own purposes as well as producing data needed to answer public-policy questions.

Dr. Howard said the 10-year study at Columbia had been supported for the most part by grants from foundations

and advertisers. These, he told BROADCASTING, have included the Ford Foundation, the Alcoa Foundation, the American Association of Advertising Agencies Foundation, the Chauncey Williams Fund, General Foods, General Motors, General Electric, Procter & Gamble and Chemstrand Corp.

Principal members of the team that worked on the project under his direction were Professors John Farley, Donald R. Lehmann and Abraham Schuchman, all of Columbia's graduate school.

## Miss Jones advocates

**FTC commissioner recommends consumer-protection agency as cabinet-rank department**

The Federal Trade Commission's Mary Gardiner Jones, one of the agency's most consistent consumer advocates, has called for the establishment of a Department of Consumer Affairs that would have as its goals the development of expertise to represent consumers in such matters as (1) the formulation of standards, (2) transportation and communications policies, (3) the implementation of fiscal and monetary policies, (4) the development of social indices, and (5) to act as identifier of "fundamental discontinuities" in the economy resulting from a failure to recognize and identify areas in which consumption may be shortchanged by labor or business.

Miss Jones's comments were part of a series of lectures on business administration and public policy at the University of California at Berkeley.

"In order for such a department to be able to discharge its responsibilities effectively," she said, "it is essential that it be accorded affirmative operational powers." She said this could be done by empowering the department to intervene

directly in proceedings of other government agencies where consumer interests are involved, or by requiring government agencies to submit statements of decisions or contemplated actions that deal with consumer interests.

Miss Jones' statement came as the Senate Government Operations Committee is considering a bill (S.1177) that would establish a Consumer Protection Agency. That bill in recent months has been the object of an escalating attack by the National Association of Broadcasters, particularly a provision that would permit a CPA to intervene as a matter of right in proceedings before any other regulatory agency. The Senate bill is a companion to a similar piece of legislation (H.R. 10835) that was passed by the House last year.

## Burners under spot TV now on high flame

**TV reps' optimism earlier this year has been supplanted by outright enthusiasm for '72 prospects**

The level of spot television business is rising fast this year. With network and local sales on the increase, 1972 has seen estimates of spot's recovery revised constantly—and upward.

In a reading of the marketplace only two months ago, it was apparent that spot had indeed begun to move in early spring (BROADCASTING, April 24). Just how much, however, was not apparent until last week.

A sampling of major TV reps in New York indicates that April and May were the months that made the difference.

The second quarter in 1971 was perhaps the best quarter all that year. It would be tough to beat, most reps said back in April, though they were confident that 1972's increased momentum would keep up.

Last week's reports put that advance—at least for the months of April and May—in the area of 12% on up to 17%. Moreover, reps see June as a good sales month, depending on how orders go in the next two weeks.

Spot buying and selling are now played out that closely. Aided by the speed of the computer, business is placed quickly and the pattern for the buy is short-term (spot experts at major advertising agencies now estimate the normal buying pattern to be for campaigns of four-to-six-week duration). As one rep expressed it last week: "We meet one week with no futures in sight, other than a normal flow of no unusual level—but the next week we meet and we find we are through the roof in avails."

Meantime, reps also have revised their estimates of business for the first quarter of this year. Last April the gain in general was put at about 10% in the first quarter. Last week most reps put the

estimate higher—11% to 15%—and one rep forecast a 16.9% increase.

Things are never all white, nor is spot business consistent in all markets. But even the few dissenting voices all reported increases (from 2% to 9%).

On a six-month basis, comparing last year's January-June period with this year's (including projections for June), three of every four reps responding said business is up 10% or higher. Paradoxically, one respondent, who back in April was a holdout against the general optimism for spot recovery, now offered the most optimistic projection for the first-half of 1972. He said business at his firm would be up 15-20% in the first six months, reported an 11% increase for the first quarter and described business in April and May "considerably ahead of last year."

Reps warned, however, that the high expectations could easily dissipate this summer. Though some felt that the current momentum alone would "pull us through the third quarter." Others pointed out that sales normally taper off in the summer and could mar an otherwise bright selling year.

Some of the biggest reps in New York, however, were confident. Said one: "We expect to be up 10% or more for the year. The best end of the year is ahead of us. Because of the accumulated momentum we cannot fail to book at an even rate in the summer compared with the false starts of last summer."

Another: "Summer will probably be up. Fall should be very good. In first quarter of 1972 we were up better than 15%, second quarter '72 we did a little better than that. Through the month of May, we are ahead of 1969."

(The year 1969 was the high-water mark in spot sales volume).

Aside from the improvement in the economy and business confidence, reps pointed to factors such as a rise in new product introductions (a good sign for spot business and one that has failed to appear for some time) and with this, a gain in test marketing by national ad-

vertisers; stability of advertiser budgets earmarked for spot; an inventory tightened with political pre-emptions, and a continuing spillover from the networks—network billing is running ahead of last year by some 8%, according to Broadcast Advertisers Report (BAR) figures.

## Candidates freed from indemnification

**FCC rules CBS stations erred in asking Humphrey to sign assumption of libel damages**

CBS has been told by the FCC's staff that a policy of its owned KNXT(TV) and KNX(AM) Los Angeles—requiring political candidates who seek to purchase time to personally sign a statement immunizing the stations from libel—"serves no appropriate purpose," is "an unreasonable burden and restriction on the use of a station" and is "inconsistent" with the no-censorship requirements of Section 315 of the Communications Act.

The ruling by William B. Ray, chief of the commission's Complaints and Compliance Division, was announced last week but was contained in a letter sent to the stations on May 19. The action was the result of a complaint by D. J. Leary, national media director for the presidential campaign of Senator Hubert H. Humphrey (D-Minn.). Mr. Leary told the commission that KNXT and KNX denied Mr. Humphrey his equal-opportunity rights under Section 315 by demanding that the senator personally sign an indemnification form relieving CBS of responsibility for any libel that might result from his appearance on the stations. Mr. Humphrey was seeking to purchase 30-second spots to advocate his candidacy in the June 6 California Democratic presidential primary.

CBS had replied that its request was neither discriminatory or unfair and that indemnification forms are routinely required of all commercial advertisers on

## BAR reports: television-network sales as of May 21

CBS \$254,213,700 (36.8%); NBC \$225,845,700 (32.7%); ABC \$210,362,800 (30.5%)\*

Day parts	Total minutes week ended May 21	Total dollars week ended May 21	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	82	\$ 462,600	1,422	\$ 8,714,900	\$ 8,657,000
Monday-Friday 10 a.m.-6 p.m.	1008	6,973,800	18,824	136,490,900	127,031,300
Saturday-Sunday Sign-on-6 p.m.	310	2,738,300	6,433	83,296,900	66,412,700
Monday-Saturday 6 p.m.-7:30 p.m.	95	1,544,200	1,838	35,695,500	29,845,700
Sunday 6 p.m.-7:30 p.m.	12	173,600	289	6,737,300	10,849,100
Monday-Sunday 7:30 p.m.-11 p.m.	400	16,847,500	7,922	382,114,700	371,775,700
Monday-Sunday 11 p.m.-Sign-off	162	2,148,900	2,823	37,372,000	25,590,700
<b>Total</b>	<b>2069</b>	<b>\$30,888,900</b>	<b>39,551</b>	<b>\$690,422,200</b>	<b>\$640,163,000</b>

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

## To Our Stockholders

The challenges of 1971 for all business were the most demanding we have faced as a nation, as individuals, and as a corporation in many years: an adverse national economy, slowdowns in many foreign markets, unprecedented currency changes this time affecting the value of the United States dollar itself, domestic wage-price controls, and a general tension in international trading relations.

It was a year in which performance was demanded of all industry, and our contingency plans and forward-looking policies of the past were finally put to the real test of these conditions.

I am pleased to report that our Company has come through those tests with still another year of record sales and revenues, income and earnings per share before extraordinary item. This is the twelfth consecutive year in which such results have been achieved by your management.

In retrospect, it is also interesting that this record has now been maintained through three such test periods of United States national recession—1958-59, 1961-62, and 1970-71.

There is no question in my mind that the reason for our continued ability to perform under adverse as well as favorable conditions is primarily the result of our

our unique open management style, for we now become widely known, give maximum response to field conditions, and support talented and widespread personnel in our operations. It is from these strengths that Company's unusual abilities to follow a diversified risks in selected fields of opportunity, and to do so with increased and controlled exposures. It is, indeed, management abilities that have enabled us to follow our policies and reasonable objectives on a global basis—and yet our stockholders' objectives under conditions of 1971.

Worldwide concern with improvement translated by the Company into programs. As a consequence, the power during 1971 compared with 1970 showed a 14% increase in sales, revenues and finance income.

In my opinion, therefore, it is that made the difference for us we have now for 12 years been management strength which is a most important asset of our Company.

We have over 3,000 selected operations worldwide. Their

## We keep repeating ourselves.

It's getting to be a familiar story. In 1971, we again achieved new record levels in consolidated sales and revenues, net income and earnings per share.

Worldwide sales and revenues totaled \$7.3 billion, a record high and an increase of 13% over the 1970 sales and revenues of \$6.5 billion as restated to include companies added through pooling of interests.

### New high in income

Consolidated income reached a new peak of \$407 million, before the extraordinary non-recurring charge of \$70 million to cover the uninsured portion of our investment in Chile. Such earnings increased 12% over the restated 1970 net income of \$363 million.

On a per-share basis, after recognition of all common stock equivalents, earnings for the year,

before the extraordinary charge, amounted to \$3.45, compared with restated earnings per share of \$3.14 in 1970, an increase of 10%. The special non-recurring charge was equivalent to 60 cents per share.

### Increase in dividends

For the eighth consecutive year, the dividend on the common stock was increased, reaching a new annual rate of \$1.19 per share, within the limitations of the Wage and Price program.

At the close of 1971, ITT's manufacturing backlog had reached a new high of \$2.8 billion, compared with the record level of \$2.3 billion, as restated, for 1970.

Capital expenditures for plant and facilities amounted to \$654 million, marking the third year in which such outlays exceeded \$500 million.

The sales and revenues figures do

not include Chilean operations nor the premiums and revenues of the insurance and finance subsidiaries. This would amount to \$1.5 billion for the year, and represents an increase of 15% over the comparable 1970 results.

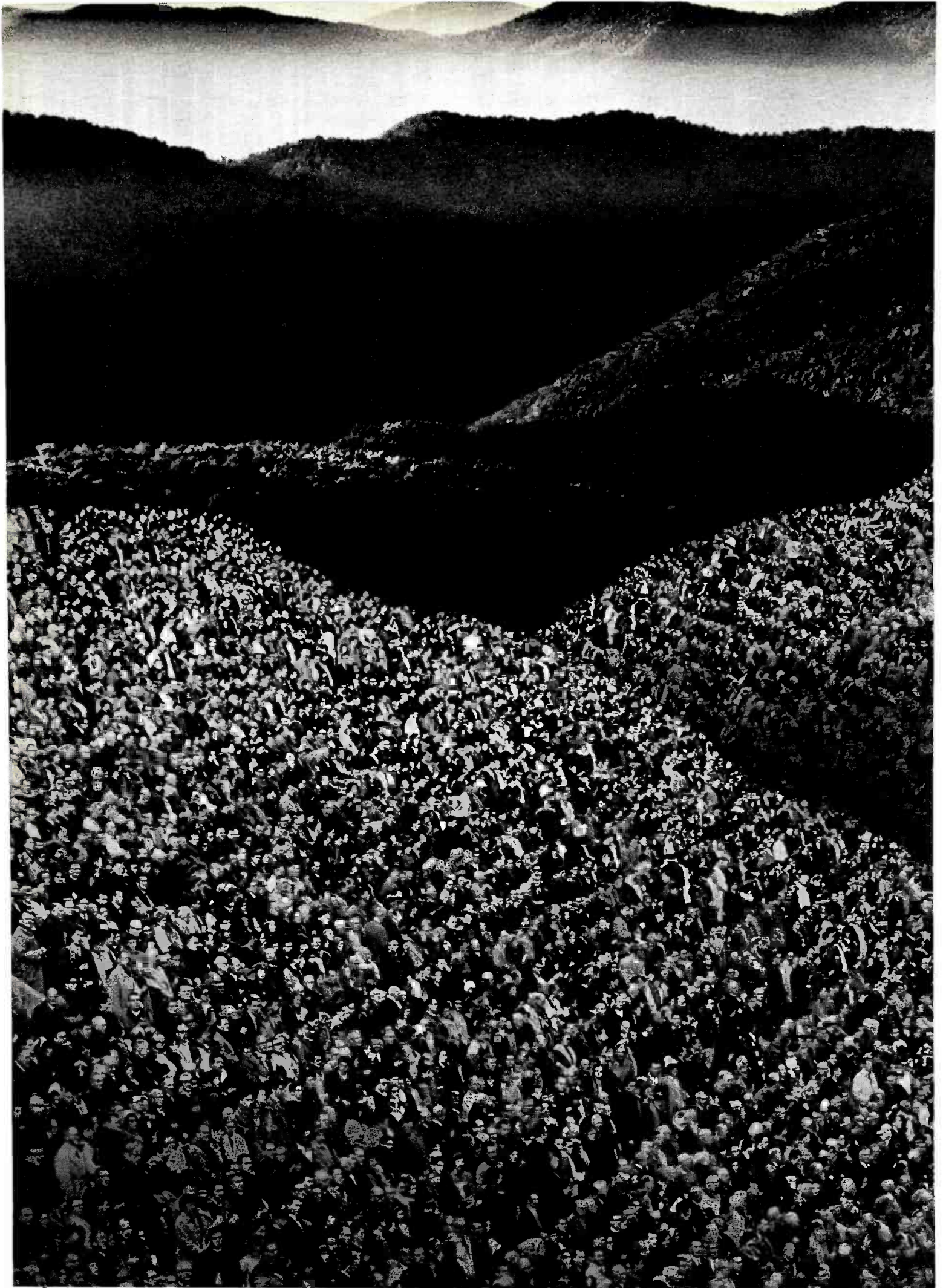
### Annual report available

You will find these and other results detailed in our 1971 annual report.

For a copy, write: Director of Investor Relations, International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

# ITT

SERVING PEOPLE AND NATIONS EVERYWHERE



That population "bomb" you've been hearing about. Is it a menace? Or just a myth.

Don't answer too quickly. One of the factors raising doubts about doomsday, for example, is the slowing American birthrate.

Why is it decreasing? This and other questions are explored on "...And Replenish The Earth," a special that ranges from a vasectomy in Los Angeles to sex education at Yale.

Produced by Chicago's WMAQ-TV, the program – presenting all sides of the controversial population question – is the highlight of a month-long "saturation exploration" by the NBC Television Stations.

During this month, the Stations are broadcasting more than 170 programs on population. It's the fifth consecutive year we've conducted month-long examinations of key questions.

The idea behind this kind of programming is to underscore national problems in a way that will motivate local action. Because motivating constructive local action is, we believe, one of our most important commitments.

**...“And Replenish The Earth”**

## **The NBC Television Stations**

WNBC-TV New York/WRC-TV Washington, D.C./WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC Los Angeles

KNXT and KNX. It emphasized that only one form is required of each candidate, that the form covers the entire campaign and that no form is requested of presidential candidates after their parties' nominating conventions.

In his letter to the stations, Mr. Ray referred to the 1959 Supreme Court decision involving a suit against WDAY (AM) Fargo, N.D. In that decision, the court ruled that a broadcast licensee is immune from libel damages resulting from broadcasts by legally qualified candidates. The court held that since licensees were explicitly prohibited by Section 315 from censoring candidates' speeches, they were by implication removed from liability for what was said.

## Courtship: Interpublic, Campbell- Ewald

**Agency conglomerate and Detroit firm have all but officially tied the knot that would add the fifth firm to IPG**

The advertising-agency family of the Interpublic Group of Companies is set to add another member. The New York-based Interpublic, which comprises four major advertising agencies in the U.S., would add a fifth, Campbell-Ewald, Detroit-based and billing \$122 million.

Interpublic's president, Paul Foley, and Campbell-Ewald's chairman, Thomas B. Adams, jointly announced last week an agreement in principle for the acquisition. Under proposed terms, Interpublic would issue 459,355 shares of common stock in exchange for all the outstanding stock of Campbell-Ewald. Interpublic is publicly owned and traded on the New York Stock Exchange. On the basis of the \$33-a-share closing price of Interpublic stock on the day of the announcement (May 31), the deal would have a market value of \$15,158,715.

Mr. Foley and Mr. Adams said the agreement between the companies proposes that Campbell-Ewald would be operated as a separate company and under its present management. Interpublic in its annual report stated that each of its advertising agencies is a "distinct entity with its own history, its own management, its own plan for its future and each operates with professional autonomy."

The transaction is subject to a definitive agreement and several other actions, including a favorable tax ruling and the approval of the directors and stockholders of both companies.

Interpublic last year had \$741 million in worldwide billings. The largest of its agencies, McCann-Erickson, is the second largest U.S. agency in worldwide billings (\$593.9 million, of which \$232.9 million was billed in the U.S.). J. Walter Thompson Co. is number one with \$774 million

worldwide, of which \$419 million is in the U.S. McCann-Erickson consistently ranks in the top-10 broadcast-billing agencies. Last year its radio-TV billings were an estimated \$124 million. Of the other Interpublic agencies: Erwin Wasey had an estimated \$35 million in broadcast; Marschalk billed some \$39 million in radio-TV, and Tinker, Dodge & Delano had about \$10 million in broadcast.

Campbell-Ewald, for years associated with General Motors business (principally Chevrolet), placed an estimated \$45 million in broadcast last year (over two-thirds of its total billing) and was ranked among the top-25 broadcast agencies.

McCann-Erickson has General Motors for a client (Buick, Opel and GMC trucks), and also has Miller Brewing, Coca-Cola, Humble Oil, National Biscuit and Swift & Co. among its blue-chip and broadcast-heavy clients. Besides GM business, Campbell-Ewald is active in broadcast on behalf of Admiral, Marathon Oil, North American Rockwell and National Steel.

Other key Interpublic operations, in addition to the extensive international activities of McCann-Erickson, include advertising agencies Wasey-Quadrant Ltd., based in London, and Quadrant International, which is in 10 countries; Infoplan International, New York, a public-relations firm operating in the U.S. and abroad, and Marplan Research Inc. in the U.S. and Marplan Research International in 14 world markets.

## Spot TV helps sell filmmaker's wares

**American National Enterprises uses the medium to draw attention to its 'Disney-type' features**

American National Enterprises Inc., Salt Lake City, has been turning increasingly to spot television to help merchandise its adventure-documentary feature films, and spent about \$3 million in the medium in the first quarter of 1972.

The motion picture producer-distributor's investment in spot TV was disclosed last week by Stan Moger, executive vice president of SFM Media Services, New York, which placed the campaigns.

Mr. Moger said the G-rated motion pictures have been advertised in a total of 200 markets and more than 260 stations. The films have not been distributed in New York and in New England areas.

Among the features benefiting from the massive spot TV effort have been "Cougar Country," "North Country," "The Fine Edge," "Wilderness Journey," and "African Elephant."

American National Enterprises' specialty to date has been "Disney-type" features, according to Mr. Moger, but the company now is departing from this formula. In production near London at the Shepperton Films studios is a feature based on the Lewis Carroll classic and titled "Alice's Adventures in Wonderland."

"This feature will be supported by a heavy spot-TV effort," Mr. Moger said.

## ACT complaint hits broadcasters and vitamin makers

**Group wants FTC to charge networks, Boston TV's, three manufacturers with false advertising to children**

Action for Children's Television, the Boston-based group that is campaigning to eliminate advertising in children's programming, has zeroed in on three manufacturers of vitamin products, plus the three TV networks and their Boston affiliates.

In a series of petitions filed with the Federal Trade Commission May 26, ACT asked that false and misleading advertising charges be filed against Miles Laboratories (Bugs Bunny Chocks and Flintstone vitamins), Bristol-Myers (Pals vitamins) and Sauter Laboratories (Zestabs vitamins). Named also in the filings are the three TV networks and their Boston affiliates. At the time of ACT's monitoring, those affiliates were WNAC-TV (ch. 7), ABC; WHDH-TV (ch. 5), CBS and WBZ-TV (ch. 4), NBC. (Later, when the license of WHDH-TV was lifted by the FCC in favor of a competing applicant, WNAC-TV became a CBS affiliate; the new channel 5 station, WCVB-TV, became the ABC affiliate.)

The organization, which already has three petitions for trade regulations pending before the FTC and one for rulemaking before the FCC, noted that in one instance chocolate-coated vitamins with iron are made to appear the same as chocolate chip cookies. In another advertisement, it said, the pills are shown to be a device for joining a club and making friends. And, it added, the most common approach in the commercials is to assure viewers that a vitamin pill provides all the nutrients children need "if they don't eat right."

ACT stressed that the TV advertisements emphasize the candy and treat aspects of vitamins, although, it said, vitamins are medicines. It cited the warning on vitamin bottle labels: "Keep out of the reach of children." And it warned that overdosage of vitamins is the number-two cause of poisoning in children under the age of 5, according to the National Poison Center. Aspirin is the number-one cause.

ACT even cited the code of the National Association of Broadcasters that emphasizes that medication should be ordered by a physician and not advertised to children.

ACT contended that children do not respond to or understand commercials in the same way that adults do, having neither the maturity nor the ability to analyze claims or to discount exaggerations. "They do not reason in the abstract nor have much understanding of basic mathematical concepts," ACT said.

Mrs. Carol Liebman, a member of the ACT board, commented: "We are appalled by these devious commercials which imply that cookies can be equated

# A Chroma Keyer for Composite Signals?

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CBS Laboratories did it. Developed the first practical Chroma Keyer for composite signal. Now, with the new NTSC Chroma Keyer you can:

Key from a composite color video signal. Record on video tape and play back for post-production editing and keying. And tape talent when convenient and later key in the background material. Now, key your newsmen over a network feed without that color-edge crawl.

Keys at the output of the composite program switcher and requires no separate RGB switchers.

Edges are sharper and clearer because the CBS Laboratories Chroma Keyer eliminates color-edge crawl. The NTSC Chroma Keyer is a production tool that will save you time, save you money . . . and open up a whole new realm of programming possibilities.

To discuss your station's requirements, call (203) 327-2000 or write:



### CBS LABORATORIES

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with iron-fortified chocolate vitamins, or that vitamins can even take the place of food. This kind of mis-information should never be offered to children. Iron-fortified vitamin pills contain a toxic substance; overdose can put a child into coma and shock."

Pending before the FTC are the three prior petitions by ACT for trade regulations that would prohibit television advertising of young children of vitamins, edibles and toys. The first was filed late last year during the general FTC hearings on advertising practices, and the latest only last month (BROADCASTING, April 24).

Two years ago, ACT petitioned the FCC asking that agency to prohibit any advertising in children's programs and to require broadcasters to provide at least 14 hours weekly of children's programming. This rulemaking petition is still pending before the commission, following the filing of comments and reply comments earlier this year.

## 'Skyjacked' spots run in broadcaster flak

**Turndowns in some markets prompt MGM denial it glamorizes air piracy**

Metro-Goldwyn-Mayer claims that television commercials for its motion picture "Skyjacked," which opened across the nation last week, have been refused across the board by stations in the Storer Broadcasting group and also by WTOP-TV, WRC-TV and WMAL-TV, all Washington, as well as by KABC-TV Los Angeles. According to an MGM spokesman, the three Washington stations first accepted spots for the movie and then canceled them, while the Storer stations and KABC-TV "didn't accept them up front."

MGM's TV advertising consists of two spots, 60-second and 30-second. Both show action footage from the movie with planes and passengers and the copy reading: "One of these people is a hijacker." MGM says it was not given reasons for the cancellations but it is known that various governmental agencies have been pressuring against the publicizing or glamorizing of airplane piracy.

"We do not treat skyjacking glamorously," reported the MGM spokesman. "The hijacker is made to be a maniac and punished accordingly."

Despite the blackout on some stations, MGM advertising is playing on both radio and TV in most major markets across the country, including Washington, Los Angeles and the Storer markets. The movie reportedly played to \$2.5 million worth of business in the first five days of its showing.

## Dealers take all to C&W

The San Francisco office of Cunningham and Walsh will pick up between \$7 million and \$8 million in American Motors dealer advertising business. On March 24, the car manufacturer's national advertising went to the New York office of

C&W. The former agency was Wells, Rich, Greene. New York.

Money will be divided between national and local dealer advertising, with local receiving about two-thirds. Mace Advertising, Morton, Ill., will handle placement and media negotiations.

## Six steps in caring for office seekers

**KTVU has checklist to be used in clearing candidates' time buys**

Ian Zellick, public affairs director for KTVU-TV Oakland-San Francisco, has written a concise checklist of required steps that must be taken before any political spot or announcement for a candidate may be telecast. The list, written for the benefit of the KTVU sales department, is designed to reduce the time spent in processing political announcements by a station and also is meant to keep the broadcaster within the limitations of the Federal Election Campaign Act of 1971. KTVU is making Mr. Zellick's checklist of six items, with a brief summary of each, available to any broadcaster requesting a copy.

Check list items are:

- Copy of the certification from the candidate (or a person authorized by the candidate) stating that the payment for such order will not violate any limitation specified in the campaign act—and where applicable, the authorization from the candidate for the contract.
- The contract and all amendments.
- A copy of each advertisement.
- A copy of "inquiry for paid political spot/show" form.
- A copy of "agreement for political broadcast" form.
- Payment in full for schedule, including payment for any production work to be done by the station.

## Cutback in campaigns

**Senate bill would confine presidential primaries to July**

Presidential candidates would have only three weeks before primaries to run their campaign advertising under a bill introduced last Wednesday (May 31) by Senator Thomas Eagleton (D-Mo.).

The measure (S. 3655) is aimed at compressing the presidential primary-election system by requiring that all preferential primaries, conventions, caucuses or elections to select convention delegates be held on any Tuesday in July.

But the bill would also, through an amendment to the Federal Election Campaign Act, outlaw all campaign advertising until 21 days prior to the primary. A spokesman for the senator said this provision is all-inclusive, covering TV, radio, newspapers, billboards, direct mail and all other forms of advertising.

In introducing the bill, the senator said it would ease exhausting campaign schedules and potential danger, save money and put emphasis on the issues.

'Good Man' on TV. Hallmark Cards, through Foote, Cone & Belding, has scheduled 90-minute presentation of musical, "You're a Good Man Charlie Brown", during 1972-73 season on *Hallmark Hall of Fame* on NBC-TV. Walter C. Miller will direct and Joseph Hardy will stage musical, to be produced by Gene Persson, with associate Arthur Whitelaw.

TGIF and 1 p.m. Staffers at Grey Advertising will be getting head-start this summer on millions of New Yorkers making exodus out of the city Friday evenings. Agency will experiment with early Friday closing (1 p.m.) beginning July 14 and for four Fridays thereafter. Edward H. Meyer, Grey president, said he hoped its long weekends would trigger an industry-wide "beat-the-heat" trend.

Testing. General Foods Corp., Jell-O Division, White Plains, N.Y., through Young & Rubicam, New York, is currently introducing Pastel, new gelatin dessert, on television in Denver on test basis.

Mexico sell-off. Kenyon & Eckhardt Advertising Inc./CPV has reached agreement with affiliate K&E de Mexico to sell all outstanding stock to senior management (all nationals) of latter agency. Agency will operate as Romero & Associate S.A. de C.V., and will remain participant in K&E/CPV group.

After the races. Cadillac Division of General Motors, Detroit, is following up its co-sponsorship of Triple-Crown horse racing on CBS Radio with additional purchases involving announcements, starting June 30, on various news shows, including news-on-the-hour broadcasts. Agency is D'Arcy-MacManus International, Bloomfield Hills, Mich.

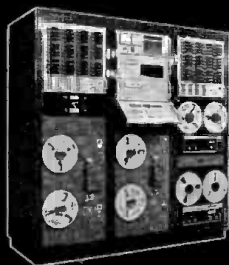
NH&S in Bethesda. Needham, Harper & Steers opened office near Washington June 1 to service McDonald's restaurants in Washington-Baltimore area. Account is newly assigned to agency. James Charlesworth is manager and account supervisor. 5401 Westbard Avenue, Bethesda, Md.

Buying Service. Continental Dynamics has opened new buying service division, CD Associates. Elaine Whalen, formerly media director, Jack Byrne Advertising, will head company as vice president and continue all broadcast buying on Byrne's account for Barney's clothing stores. 299 Park Avenue, New York. Tel.: (212) 838-2734.

Football sponsor. Savings and Loan Foundation, Washington, through McCann-Erickson, New York, has purchased participating sponsorship in ABC-TV's *Monday Night Football*, starting Sept. 18, and in preseason game, Sunday, Aug. 27.

Sports sales. Atlantic Richfield Co., which holds broadcast rights to Los Angeles Lakers professional basketball games and Los Angeles Kings professional hockey games, has awarded sales rights to all in-game commercial time on both television and radio to Sports Sales Spe-





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full automation part of the time and  
tight management control all of the time

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for you

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**IGM**

cialists, Hollywood. In 1972-73 season, 25 of Lakers games will be televised by KTLA(TV) Los Angeles, while seven pre-season and all 83 regular season games will be broadcast on KFI(AM) Los Angeles. KTLA also will carry 15 Kings hockey games and KFI will air six pre-season and all 78 regular season games. Sports Specialists is headed by Ab Lawrence, who resigned as general sales manager of KTLA last October to form new sales firm. *Sports Sales Specialists, 1806 Nichols Canyon Road, Hollywood.*

**Cake intro.** Pillsbury Co., Minneapolis, through BBDO, New York, plans introduction of new cake mix, Bundt, on network-TV today (June 5) for six-week run on CBS-TV and NBC-TV daytime and prime-time programing. Bundt, trademark of Northland Aluminum Products Inc. fluted tube pan, has already been introduced in five spot-TV markets.

**76 for 76.** Union Oil Co. of California, Union 76 Division, Palatine, Ill., through Leo Burnett Co., Chicago, will sponsor new series of five-minute narrative programs, *Spirit of 76*, on NBC Radio's *Monitor* series. Programs, hosted by John Doremus, will be broadcast five times each weekend with starting date planned for last Saturday (June 3).

**Consolidation move.** Western International Media Corp., Los Angeles, has consolidated its five divisions—media, media planning, syndication, merchandising and mail order—at new company headquarters. Dennis F. Holt is president; Jody Caldwell, senior vice president/operations for media; Joy Harper, vice president for media planning; Leslie Wallwork, president of syndication; Armand La Pointe, president of merchandising; Tom Mullins, senior vice president/administration. Western International is media buying service. *Western International Media Corp., 8732 Sunset Boulevard, Los Angeles.*

**Agency appointments.** Borden Inc., Columbus, Ohio, has appointed Campbell-Ewald Co., Detroit, to handle new major product that is to be announced. ■ Heublein Inc., Hartford, Conn., has appointed J. Walter Thompson Co., Chicago, ad agency of record for all network TV. Four of Heublein's divisions affected by move are Smirnoff Beverage and Import Co., Heublein's Consumer Products Division, Theodore Hamm Co., and United Vinters Inc.

**Rep appointments.** WRDU-TV Raleigh-Durham, N.C.: Adam Young, New York. ■ WNCN-FM Cleveland: ABC-FM Spot Sales, New York. ■ WQXR-AM-FM New York: Van Brunt & Co., New York. ■ WCLR(FM) Chicago, WINN(AM) Louisville, Ky.: Avco Radio TV Sales Inc., New York. ■ KVVU-TV and KVOV(AM), both Las Vegas, KIKI(AM) Honolulu; KTVW(TV) Tacoma-Seattle; WISZ-AM-FM Glen Burnie, Md.-Baltimore; WVNY(FM) Burlington, Vt.: AAA Representatives, New York. ■ KLRA(AM) Little Rock, Ark.: Petry Radio Sales, New York. ■ WPXK(AM) Pensacola and WPKM(AM) Tampa, both Florida: The Devney Organization Inc., New York. ■ WBFF(TV) Baltimore: Adam Young Co., New York.

## How much too much in reimbursing challengers? FCC wants to know

**Commission sets rulemaking on question of payments to citizen groups that intervene in renewal, sale proceedings**

The FCC has asked for help in establishing policy in one area of the citizens movement in broadcasting that has caused it trouble in the past—that involving the reimbursement by broadcasters of expenses incurred by groups in opposing license renewals or station sales.

The commission's original inclination was to refuse to approve such reimbursements, even if both parties agreed, on the ground that the practice could lead to abuses. But the U.S. Court of Appeals in Washington last April held that the commission could not lay down a flat prohibition against such reimbursements (BROADCASTING, April 3).

Even before that, however, the number and variety of payments citizen groups were seeking in connection with settlements with broadcasters had become so great the commission said it would conduct an inquiry into the matter.

That was in August 1971, when the commission approved the sale of WGKA-AM-FM Atlanta from Strauss Broadcasting Co. of Atlanta to GCC Communications of Atlanta. The commission linked its approval with the denial of a joint motion by GCC and the Broadcast Good Music Committee, a citizen group which had sought to block the transfer, for approval of an agreement under which GCC would reimburse the committee up to \$2,000 a year for three years for expenses incurred in serving as a consultant on local needs (BROADCASTING, Aug. 30, 1971).

The commission at the time described such payments as "troublesome." It said it would issue an inquiry to determine if it should allow them, and if so, whether it should impose limits on them.

The commission last week, in issuing a combined notice of inquiry and notice of proposed rulemaking, asked whether reimbursement, if allowed, should be limited to a responsible organization which filed a meritorious, good-faith petition to deny.

The commission also suggested these guidelines for approving reimbursement agreements: the issue involved must be a substantial one: The dismissal of a petition to deny should have followed negotiations between the group and the broadcaster, with the group having obtained substantial results, and the agreement should provide for useful services by that group for the licensee in the future.

The commission's concern about possible abuses resulting from financial agreements was reflected in the comment

that service to the public is a critical consideration, one that "could conceivably be skewered by a party's interest in future sums to be garnered" under a consulting agreement. On the other hand, the commission said, such agreements could contribute to the licensee's "sensitivity" to local needs.

The commission also asked for comment on whether it should limit the dollar amount to be reimbursed, whether the agreement should specify the services a group is expected to perform and whether it should be limited as to time, and whether the agreements should be reviewed periodically.

Meanwhile, the commissioners last week were in the process of approving a document whose adoption would mark the end of the court case involving reimbursement that the commission lost. At issue is a \$15,000 payment by KTLA-TV Texarkana, Tex., to the United Church of Christ, which in 1969 had aided a number of black groups in petitioning the commission to deny the station's license-renewal application. The groups withdrew the petition after reaching an agreement with the station on its programing and hiring practices (BROADCASTING, June 16, 1969).

The reimbursement agreement was submitted to the commission after the petition was withdrawn, and the commission in September 1970 refused to approve it by a vote of 4-to-3 (BROADCASTING, Sept. 28, 1970). The court, in overturning that decision, directed the commission to determine only if the church's submitted expenses were "legitimate and prudent."

The commission has asked that comments in the proceeding be filed by July 14; replies by July 24.

## Pulitzer gets time to sell Tucson V

**Its original sale queered by buyer's troubles at FCC, it wins a breather in court**

Pulitzer Publishing Co., which is under a court order to divest itself of KVOA-TV Tucson, Ariz., has been given another eight months to find a buyer for the station.

Federal Judge James A. Walsh in Tucson entered the order on Thursday, June 1, on the same day that the FCC was permitting a proposed \$2.6-million sale of the station to Donrey Media Group to die through inaction. The sales contract called for commission approval by that date.

The proposed sale had become entangled in Donrey's troubles in winning renewals of three licenses—for KORK-TV Las Vegas, KOLQ-TV Reno and KFSA-TV Fort Smith, Ark. The FCC staff had recommended hearings on the renewals, accusing the stations variously of network clipping, misrepresentation, violation of sponsorship-identification rules and double billing ("Closed Circuit," May 15).

When the package of applications—including the proposed transfer—came up

AIN'T NO SUNSHINE  
Interior Music  
Bill Withers

AMOS MOSES  
Vector Music Corp.  
Jerry Reed

ANOTHER DAY  
Maclean Music, Inc.-  
ATV-Kirshner Music Corp.  
McCartney Music, Inc.  
Paul McCartney (PRS)  
Linda McCartney

BABY, I'M A WANT YOU  
Screen Gems-Columbia Music, Inc.  
David Gates

BABY I'M YOURS  
Blackwood Music, Inc.  
Van McCoy

BEGINNINGS  
Aurelius Music  
Robert Lamn

BLACK MAGIC WOMAN  
Murbo Music Publishing, Inc.  
Peter Green (PRS)

BOTH SIDES NOW  
Siqomb Publishing Corp.  
Joni Mitchell

BRIDGE OVER TROUBLED WATER  
Charing Cross Music, Inc.  
Paul Simon

BURNING BRIDGES  
Hastings Music Corp.  
Mike Curb  
Lalo Schiffrin

BY THE TIME I GET TO PHOENIX  
Dramatis Music Corp.  
Jim Webb

CHERISH  
Beechwood Music Corp.  
Terry Kirkman

DOES ANYBODY REALLY KNOW  
WHAT TIME IT IS  
Aurelius Music  
Robert Lamn

DOESN'T SOMEBODY WANT  
TO BE WANTED  
Screen Gems-Columbia Music, Inc.  
Mike Appel  
Jim Croce  
Wes Farrell

DON'T PULL YOUR LOVE  
Trousdale Music Publishers, Inc.  
Soldier Music, Inc.  
Brian Potter  
Dennis Lambert

DRAGGIN' THE LINE  
Big Seven Music Corp.  
Robert L. King  
Tommy James

DREAM BABY  
Combine Music Corp.  
Cindy Walker

EASY LOVING  
Blue Book Music  
Freddie Hart

EL CONDOR PASA  
Charing Cross Music, Inc.  
Paul Simon  
Daniel A. Robles  
Jorge Milchberg (SACEM)

EVERYBODY'S GOT THE  
RIGHT TO LOVE  
Think Stallman Productions Ltd.  
Lou Stallman

EVERYBODY'S TALKIN'  
Third Story Music, Inc.  
Fred Neil

FAMILY AFFAIR  
Stone Flower Music  
Sylvester Stewart

FLESH AND BLOOD  
House of Cash, Inc.  
Johnny Cash

FOR ALL WE KNOW  
Pamco Music, Inc.  
Al Gallico Music Corp.  
Fred Kerin  
Robb Royer  
James Griffin

FOR THE GOOD TIMES  
Buckhorn Music Publishing, Inc.  
Kris Kristofferson

GENTLE ON MY MIND  
Glaizer Publications, Inc.  
John Hartford

GO AWAY LITTLE GIRL  
Screen Gems-Columbia Music, Inc.  
Gerald Goffin  
Carole King

GYPSYS, TRAMPS AND THIEVES  
Paso Music  
Robert Stone

HELP ME MAKE IT THROUGH  
THE NIGHT  
Combine Music Corp.  
Kris Kristofferson

HERE COMES THE SUN  
Harrisons Music, Inc.  
Abkco Music, Inc.  
George Harrison (PRS)

HIDE-HO  
Screen Gems-Columbia Music, Inc.  
Gerald Goffin  
Carole King

HOW CAN I UNLOVE YOU  
Lowery Music Co., Inc.  
Joe South

HOW CAN YOU MEND  
A BROKEN HEART  
Cassero Music Corp.  
Warner-Tamerlane Publishing Corp.  
Barry Gibb (PRS)  
Robin Gibb (PRS)

I NEVER PROMISED YOU  
A ROSE GARDEN  
Lowery Music Co., Inc.  
Joe South

I WON'T MENTION IT AGAIN  
Seaview Music, Inc.  
Cameron L. Mullins  
Carolyn Jean Yates

IF  
Screen Gems-Columbia Music, Inc.  
David Gates

IMAGINE  
Maclean Music, Inc.-  
ATV-Kirshner Music Corp.  
John Lennon (PRS)

IN THE SUMMERTIME  
Don Kirshner Music, Inc.-  
ATV-Kirshner Music Corp.  
Ray Dorset (PRS)

INDIAN RESERVATION  
Auff-Rose Publications, Inc.  
John Loudermilk

INDIANA WANTS ME  
Stone Agate Music Division  
R. Dean Taylor

IT DON'T COME EASY  
Startling Music Co.  
Abkco Music, Inc.  
Ringo Starr (PRS)

IT DON'T MATTER TO ME  
Screen Gems-Columbia Music, Inc.  
David Gates

IT'S TOO LATE  
Screen Gems-Columbia Music, Inc.  
Toni Stern  
Carole King

I'VE FOUND SOMEONE OF MY OWN  
Run-A-Muck Music  
Frank Robinson

JOANNE  
Screen Gems-Columbia Music, Inc.  
Michael Neamith

JOY TO THE WORLD  
Lady Jane Music  
 Hoyt Axton

JUST MY IMAGINATION  
Stone Agate Music Division  
Barrett Strong  
Norman Whitfield

KNOCK THREE TIMES  
Pocketful of Tunes, Inc.  
Irwin Levine  
L. Russell Brown

LET IT BE  
Maclean Music, Inc.-  
ATV-Kirshner Music Corp.  
John Lennon (PRS)  
Paul McCartney (PRS)

LONELY DAYS  
Cassero Music Corp.  
Warner-Tamerlane Publishing Corp.  
Barry Gibb (PRS)  
Maurice Gibb (PRS)  
Robin Gibb (PRS)

LOS ANGELES INTERNATIONAL  
AIRPORT  
Blue Book Music  
Leanne Scott

LOVE THE ONE YOU'RE WITH  
Gold Hill Music, Inc.  
Stephen Stills

LOVING HER WAS EASIER  
Combine Music Corp.  
Kris Kristofferson

MAGGIE MAY  
Rod Stewart

THE MAN IN BLACK  
House of Cash, Inc.  
Johnny Cash

ME AND BOBBY MCGEE  
Combine Music Corp.  
Kris Kristofferson  
Fred L. Foster

OUT IN THE COUNTRY  
Irving Music, Inc.  
Paul Williams  
Roger Nichols

PEACE TRAIN  
Irving Music, Inc.  
Cat Stevens (PRS)

PROUD MARY  
Jondora Music  
John C. Fogerty

PUT YOUR HAND IN THE HAND  
Beechwood Music Corp.  
Gene MacLellan (BMI Canada)

RINGS  
Unart Music Corp.  
T. Alex Harvey  
Eddie Reeves

SHE'S A LADY  
Spanks Music Corp.  
Paul Anka

SMILING FACES SOMETIMES  
Stone Agate Music Division  
Norman Whitfield  
Barrett Strong

SNOWBIRD  
Beechwood Music Corp.  
Gene MacLellan (BMI Canada)

SOMETHING  
Harrisons Music, Inc.  
Abkco Music, Inc.  
George Harrison (PRS)

SOONER OR LATER  
Young City Music Publishers  
Paribros Music  
Gary Zekley  
Mitch Gitler  
Ted McNamara  
Ekundayo Paris  
Adenaye Paris

SPANISH HARLEM  
Hill and Range Songs, Inc.  
Trio Music Co., Inc.  
Jerry Leiber  
Phil Spector

STAY AWHILE  
Coburt Music Publishing Co., Inc.  
Ken Tobias (BMI Canada)

STONED LOVE  
Stone Agate Music Division  
Frank E. Wilson  
Kenneth Thomas

STONEY END  
Tuna Fish Music, Inc.  
Laura Nyro

STRANGERS IN THE NIGHT  
Screen Gems-Columbia Music, Inc.  
Champion Music Corp.  
Bert Kaempfert (GEMA)  
Charles Singleton  
Eddie Snyder

SUNNY  
Portable Music Co., Inc.  
MRC Music Corp.  
Bobby Hebb

SUPERSTAR  
Skyhill Publishing Co., Inc.  
Delbon Publishing Co.  
Bonnie Bramlett  
Leon Russell

SWEET AND INNOCENT  
Tree Publishing Co. Inc.  
Tune Publishers, Inc.  
Rick Hall  
Billy Sherrill

SWEET CITY WOMAN  
Corral Music Publications  
Richard Dodson (BMI Canada)

TEMPTATION EYES  
Trousdale Music Publishers, Inc.  
Dan Walsh  
Harvey Price

THEME FROM SHAFT  
East/Memphis Music Corp.  
Isaac Hayes

THERE GOES MY EVERYTHING  
Blue Crest Music, Inc.  
Husky Music Co., Inc.  
Dallas Frazier

TIME AND LOVE  
Tuna Fish Music, Inc.  
Laura Nyro

TWO DIVIDED BY LOVE  
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Soldier Music, Inc.  
Dennis Lambert  
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Marty Kutaps

UNCLE ALBERT/ADMIRAL HALSEY  
Maclean Music, Inc.-  
ATV-Kirshner Music Corp.  
McCartney Music, Inc.  
Paul McCartney (PRS)  
Linda McCartney

UP, UP AND AWAY  
Dramatis Music Corp.  
Jim Webb

WATCHING SCOTTY GROW  
Screen Gems-Columbia Music, Inc.  
Mac Davis

WE'VE ONLY JUST BEGUN  
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Paul Williams  
Roger Nichols

WHAT IS LIFE  
Harrisons Music, Inc.  
Abkco Music, Inc.  
George Harrison (PRS)

WHAT'S GOING ON  
Stone Agate Music Division  
Renaldo Benson  
Al Cleveland  
Marvin Gaye

WHEN YOU'RE HOT, YOU'RE HOT  
Vector Music Corp.  
Jerry Reed

WILD WORLD  
Irving Music, Inc.  
Cat Stevens (PRS)

WOODSTOCK  
Siqomb Publishing Corp.  
Joni Mitchell

YELLOW RIVER  
Noma Music, Inc.  
Jeff Christie (PRS)

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ATV-Kirshner Music Corp.  
John Lennon (PRS)  
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Wayne Carson Thompson  
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ONE BAD APPLE DON'T SPOIL  
THE WHOLE BUNCH  
Feme Publishing Co., Inc.  
George H. Jackson

on the agenda Thursday, the commission decided to postpone action on it, knowing it was in effect killing the sale.

Pulitzer's problems resulted from a Justice Department antitrust suit aimed at breaking up Pulitzer's ownership of both a television station and a newspaper—the *Star*—in Tucson.

Originally, Pulitzer was to have sold the station by April 1, but Justice agreed to a two-month extension. At the same time, Pulitzer asked the court to give it another eight months—to Feb. 1, 1973—to find a buyer, if necessary.

The Justice Department had agreed to the eight-month extension, but it said that if that deadline were not met, Pulitzer should be required to sell the newspaper.

Judge Walsh granted not only that request, but also a Pulitzer proposal for dealing with situation if the company is still without a buyer for KVOA-TV on Feb. 1. The station will be operated under a trusteeship, with profits going to charity.

Judge Walsh, in a decision preceding his order in the case, said Pulitzer has made a sincere effort to sell the station, "but has been prevented from doing so without fault on its part." He also said that Pulitzer "has shown a sincere purpose to give Tucson a strong independent newspaper."

"The court is convinced," he added, "that the order proposed by Pulitzer will assure complete divestiture of KVOA-TV at an early date and assure, until that time, competition between *Star* and KVOA-TV."

## Beginning of the end for XETV-ABC association

**FCC says Mexican station's affiliation with U.S. network is no longer in public interest, nudges ABC toward alignment with San Diego UHF instead**

The FCC has broken up ABC's 16-year relationship with a Mexican VHF—XETV(TV) Tijuana—and, in effect, directed the network to affiliate with a San Diego UHF—KCST-TV.

The commission effected its unmaking and making of relationships last week in an order denying ABC's request for renewal of authority to deliver network television programs to XETV, the ABC affiliate in the San Diego market.

The order, prepared under the supervision of Commissioner Robert T. Bartley, concluded that renewal of ABC's authority to transmit programs to XETV for broadcast back across the border into the San Diego area was "no longer in the public interest."

And the commission makes it clear it expects the practicalities of the network-

ing business to force ABC to affiliate with KCST-TV, the only operating UHF in a market that has three commercial outlets. (KFMB-TV is affiliated with CBS and KOGO-TV with NBC.) The commission saw little likelihood in ABC wooing either VHF from its present affiliation, and little sense in ABC's securing a secondary affiliation with either.

The commission thus overrode an initial decision of Hearing Examiner James F. Tierney, who said in May 1971 that denial of ABC's application would have an adverse impact on ABC's national television service and that renewal was required to preserve ABC's national competitive position (BROADCASTING, May 24, 1971). The examiner, the commission said, had "erred in according overriding weight" to those factors. The commission decision was adopted by a vote of 4-to-0; Commissioners Nicholas Johnson, H. Rex Lee and Charlotte Reid did not participate. There was no immediate comment from ABC or XETV as to whether either plans an appeal. However, William Potts, counsel for XETV, said he is "leaning to an appeal." He said the commission has not dealt adequately with the legal and factual issues in the case.

ABC's application for renewal of authority to service XETV with programming—authority which had been granted routinely every year since 1958—was designated for hearing by the commission in 1968, on the petition of Western Telecasters Inc., licensee of KCST-TV, which sought denial of the application.

Western had put KCST-TV on the air in 1968, and wanted the ABC affiliation. Western said its station, as an unaffiliated UHF, could not compete with three network-affiliated VHF's—XETV, as well as KFMB-TV and KOGO-TV. Western also claimed that XETV's local programming was blatantly defective and that conditions under which ABC was originally granted authority to transmit programming to XETV—it was the only available primary affiliate in the market—no longer existed.

It was the last point that the commission considered crucial. "We conclude that the principal public interest factor upon which we based our 1956 decision—absence of a third television facility for the carriage of ABC network programming—is not and has not been present since 1968," the commission said, adding:

"Moreover, KCST-TV is ready, willing and desirous of becoming ABC's San Diego affiliate . . . We find that there now is a local 'third television station in the San Diego area' by which the public can view ABC programming."

The commission also noted that the original grant was made with the understanding that the authorization would be terminated "when for other reasons which may at some future time obtain" continuation of that authorization was no longer in the public interest. The commission said it found such "other reasons" in its "policy of fostering UHF development."

Examiner Tierney had held that the revenue loss that ABC would suffer as a result of a denial of its authority to affiliate with XETV could "have an esca-

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72-28

lating effect on ABC's ability to serve the public nationally, particularly in the socially vital areas of news and public affairs." But the commission said the examiner had "too strongly" emphasized the impact of ABC's predicted losses of prime-time homes and of revenues.

The examiner had concluded that ABC would lose 29,000 prime-time homes with a consequent revenue loss of \$900,000. But the commission said that estimate was based on a UHF conversion rate of 66%, when more recent ARB reports (November 1969 and February-March 1970) put the conversion rate as high as 84%, which could be translated into a loss to ABC of 22,500 prime-time homes and a loss of \$687,500 in revenue.

The loss of 22,500 prime-time homes in San Diego, out of the network's national average delivery of 12,960,000 prime-time homes, the commission said, "is minimal, constituting only about two tenths of 1% of ABC's national television audience."

The examiner had found that the UHF conversion rate was the overriding argument against a transfer of ABC's affiliation. Absent that, he found arguments in favor of the shift to a U.S. facility.

The examiner had concluded that KCST-TV's coverage of area and population exceeded that of XETV, and that it could provide an effective signal to the San Diego area for ABC programming, that ABC programs could be made available to almost as many homes through KCST-TV as through the Mexican station, and that, because of XETV's programming practices and lack of local facilities, an ABC affiliate in San Diego would better serve the community.

The commission also held that the examiner erred when he held that there was insufficient evidence to conclude that a grant of ABC's application would adversely affect the competitive relationship between the UHF and VHF stations in the market. The commission said that a grant would adversely affect VHF-UHF competition in the market, and conversely, that UHF television would be strengthened if ABC affiliated with KCST-TV.

XETV had questioned the commission's authority, under the Communications Act, to pass on what XETV says is essentially a network-affiliation matter. The commission said its reading of the legislative history of the section of the act related to transmission to a foreign country for broadcast into the U.S. supports its position that such activity must be subjected to a public-interest test.

The commission gave ABC until midnight July 31 to terminate its affiliation with XETV. However, if rehearing or judicial review is sought, ABC's authority will run until 30 days after final disposition of the litigation.

### Closing fast

The parties to a broadcast-station sale that the Justice Department two weeks ago sought to block had consummated the transaction about two weeks earlier, it was learned last week.

However, FCC officials said that the

owners of KJCF(AM) Festus, Mo., and its purchasers, James W. Higgins and Harold L. Wright, closed the sale on May 12 "at their own peril."

The commission approved the \$325,000 transaction on April 19, but has 90 days from that date to reconsider its action.

Justice urged the commission to stay the closing (which the contract said was scheduled for May 30) and to reconsider its approval, on grounds that the sale would have serious anticompetitive consequences. The station is the only broadcast outlet in Festus, and Mr. Wright is principal owner and editor and publisher of the town's only daily newspaper.

## Changing Hands

### Announced

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

▪ KFOG(FM) San Francisco and WJIB(FM) Boston: Sold by Kaiser Broadcasting Co. and Kaiser-Globe Broadcasting Co., respectively, to General Electric Broadcasting for \$1.4 million for KFOG and \$3.6 million for WJIB (see page 40).

▪ KORN-TV Mitchell, S.D.: Sold by Raymond V. Eppel and others to Channel 7 Inc. for \$875,000, including a \$100,000 covenant not to compete. Channel 7 Inc. is controlled by the Buford family, which also has majority interest in KLTW(TV) Tyler, and KTRE-TV Lufkin, both Texas,

as well as a CATV system serving Bedford and Oolitic, both Indiana. Mrs. Lucille Ross Buford is president of Channel 7. KORN-TV (ch. 5) is an ABC-TV affiliate operating with 100 kw visual, 11.5 kw aural and an antenna 1,511 feet above average terrain.

▪ WTBO(AM)-WKGO(FM) Cumberland, Md.: Sold by Arthur W. German to David B. Welborne for \$350,000. Mr. Welborne has interest in WNCA(AM) Siler City, N.C., and WYTR(AM) Danville, Va. WTBO operates full time on 1450 khz with 1 kw day and 250 w night. WKGO is on 106.1 mhz with 4 kw and an antenna 1,403 feet above average terrain. Broker: Blackburn & Co.

### Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 59).

▪ WBYS-AM-FM Canton, Ill.: 31.9% interest sold by the co-trustees of the Harriett B. Winsor Testamentary Trust (John Barrow Winsor, Commercial Bank of Peoria and Richard C. Kavanaugh) to Charles E. Wright for \$153,000. Mr. Wright, general manager of the stations, assumes 100% interest in WBYS-AM-FM. He had held approximately 49% of Fulton County Broadcasting Co., the licensee, prior to the transaction. WBYS(AM) operates daytime on 1560 khz with 250 w. WBYS-FM is on 98.3 mhz with 3 kw and an antenna 365 feet above average terrain.

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# HHH, GSM take to the tube

Three national TV 'debates,'  
swarm of paid spots mark  
closing days in California

Senators George S. McGovern of South Dakota and Hubert H. Humphrey of Minnesota, the leading contenders for the Democratic presidential nomination in Miami Beach in July, squared off twice last week in nationally televised encounters, with a third confrontation scheduled for Sunday (June 4). They met first the preceding Sunday (May 28) on CBS-TV's *Face the Nation*, then again Tuesday (May 30), in prime time, on NBC-TV's *Meet the Press*. The third meeting was to be on ABC-TV's *Issues and Answers*.

The joint television appearances by the two candidates were billed as "debates," but none truly qualified as such. Each of the first two was more a joint question-and-answer session with newsmen. The contenders are vying for California's 271 delegates in the state's June 6 primary election.

For the most part, the candidates covered familiar ground. The consensus of news media covering the events was that there was no clear winner.

In the arena of paid television time in California, Senator McGovern appeared clearly the leader, far outspending Senator Humphrey. As of May 30, the McGovern campaign had spent about \$248,000 for radio and television time. Reportedly, more than \$130,000 was expended on his behalf on the three network TV stations

—KNXT(TV), KNBC(TV), KABC-TV—in Los Angeles alone through June 4, two days before the election. The best estimate from the McGovern camp is that the radio-TV bill for the entire California campaign will amount to about \$460,000.

Mr. Humphrey's reported expenditures were considerably more modest. Through June 5, Humphrey people say they will have spent or placed a total of about \$135,000 in radio and television in California. The ratio is more than two to one for television. Including orders placed through June 4, the three network TV stations in Los Angeles received an aggregate of about \$38,000 in orders from the Humphrey campaign.

According to Western International Media Corp., Los Angeles, Mr. Humphrey's advertising agency for the California primary, about \$25,000 has been set aside for an election eve prime-time statewide telecast today (Monday). The hour special will originate at KTLA(TV) Los Angeles and will be fed to eight other major-market stations throughout the state from 8-9 p.m. In a format similar to his election eve telethon of the 1968 presidential campaign, Mr. Humphrey will answer telephone calls from voters and will be supported by a panel of entertainment personalities.

On May 31, Jack Chestnut, Senator Humphrey's manager, called a news conference to charge that Mr. McGovern was exceeding the \$413,000 limit all the Democratic candidates had agreed on for TV and radio advertising in the California primary. Mr. Chestnut claimed that according to projections based on a survey of TV and radio stations in the state, Mr. McGovern will exceed by several hundred thousand dollars the financial limit that has been set for the California campaign (the financial agreement, set up by the Democratic National Committee, allows each candidate to spend five

cents per voter on radio and television).

The McGovern camp, in answering the charge, claimed the actual TV-radio campaign limit is \$460,000, not \$413,000. Mr. McGovern, in making his reply, said, "I give you my word that we have not overspent the allowance."

## Yorty wants in

Los Angeles mayor demands  
equal time from TV networks  
to match Humphrey-McGovern

Los Angeles Mayor Sam Yorty, a declared candidate for the Democratic party nomination for President—denied an injunction by a federal court against national telecasts of the Humphrey-McGovern confrontations—has sent telegrams to the three commercial networks demanding equal time. If the networks decline his request, Mayor Yorty has indicated he will appeal to the courts.

Mr. Yorty filed suit in U.S. district court in Los Angeles May 26, to force the three TV networks to include him in the three scheduled Humphrey-McGovern telecasts. Specifically, he sought a temporary injunction requiring the networks either to include him and other Democratic presidential candidates on *Issues and Answers*, *Meet the Press* and *Face the Nation* or to black out the entire state of California for the telecasts (BROADCASTING, May 29). Judge Matt Byrne ruled May 27 that "the court does not have the authority to order a network or television station to place someone on a program they plan to air." While the judge declined to grant the requested injunction, he left the door open for the mayor to demand equal time.

On the advice of attorneys, Mayor Yorty last Tuesday (May 30) sent telegrams to the presidents of CBS-TV, NBC and ABC Inc. charging that the networks had altered the format and nature of their news programs for the Humphrey-McGovern meetings and thus were removing the programs from bona fide newscast status. He demanded equal time. The mayor sent a copy of the telegram to FCC Chairman Dean Burch.

## McGovern saturating Calif. with TV clips

Full crew tapes daily conference,  
quickly turns out multiple copies  
for bicycling to television outlets

Democratic presidential candidate Senator George McGovern was getting regular television exposure on a number of California stations last week by hiring his own TV crew to cover his appearances in the primary campaign and then distributing excerpts of speeches and news conferences as news footage. This system, which essentially combines news-film techniques with state-of-the-art video-tape technology, has been in operation for three weeks of extensive campaigning by the candidate. Clips of McGovern appearances, selected for news value ap-



Candidates Humphrey and McGovern on CBS-TV's *Face the Nation* May 28.

parently more than propaganda value, are distributed to some 35 stations, with a reported 50% to 60% of saturation exposure on stations receiving the footage.

The system was originated by World Telesystems, a San Francisco-based company headed by Ed Dudkowski, formerly a news producer with KP1X(TV) San Francisco. It worked this way: A full news crew of five—including Mr. Dudkowski, who was producer, a camera operator, engineer, audio man and unit manager—followed Senator McGovern in a Volkswagen Microbus. Each day, usually during an early-morning news conference or speech, the candidate's appearance was taped with an extensively modified, hand-held, 17-pound, full-color, broadcast-quality Sony TV camera. Using an IVC-960 broadcast color video-tape recorder, the crew reduced the footage on one-inch tape, then transferred it to two-inch tape on an Ampex VR-3000 video-tape recorder. Excerpts were taped, boxed and labeled in as brief a time as 90 minutes. Subsequently the 35 or more copies of the excerpts—from 60 seconds to 90 seconds in length—were rushed to stations from El Centro to Eureka by way of a complex of commercial and private airplanes and volunteer couriers.

While most stations using the material were in small markets, the McGovern crew also was providing major market feeds, getting on the air in Los Angeles and San Francisco on nonnetwork stations. The cost of the daily production, including dubbing and distribution, was an estimated \$2,000.

## The WFMY-TV case as precedent

**FCC again denies settlement between challenger and incumbent for reimbursement of expenses**

Adhering to what appears to be a new, get-tough policy on comparative renewal proceedings, the FCC last week rejected an agreement between the licensee of WGET(AM) Gettysburg, Pa., and a group vying for the station's frequency.

The 6-to-1 decision (Commissioner Nicholas Johnson dissented) was essentially along the same line as a commission action last March, in which it denied a similar agreement between WFMY-TV Greensboro, N.C., and a competing applicant calling for the latter to withdraw on reimbursement of some \$44,195 in expenses (BROADCASTING, March 6). In that decision, the commission indicated that it was imposing a new standard on competing applicants for existing broadcast facilities—one that would make it more difficult for parties in the proceeding to settle differences outside a hearing.

The new standard was evident in the commission's action last week. In explaining the basis for its denial of the settlement agreement between the Times and News Publishing Co., licensee of WGET, and Raystay Co., the competing applicant—which, if it had been approved, would have called for withdrawal of Raystay in return for reimbursement to it by



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the licensee of expenses totaling \$8,827.77—the commission said that its decision in the WFMY-TV case was “controlling.”

In the WFMY-TV case, the commission said that unless the parties in a comparative proceeding can make a substantial showing that withdrawal of the challenger deserves public-interest considerations sufficient to offset the “detriment” resulting from a loss of a choice between two competing applicants, a comparative hearing must be held.

And in the WGET case, the commission found that no such showing had been made.

In arguing for approval of their settlement agreement, the WGET parties had claimed that the FCC’s 1970 decision involving a similar request by NBC and a challenger for the facilities of its KNBC-TV Los Angeles should be considered the benchmark in the immediate case. They contended that “the unique circumstances” relied on by the commission in approving the withdrawal of the KNBC-TV challenger should still apply, despite the fact that the KNBC-TV action took place before the U.S. Court of Appeals for the District of Columbia Circuit threw out the standing FCC policy statement on comparative renewal hearings. The policy statement mandated that an incumbent licensee would be preferred over a challenger if he could demonstrate “substantial service” over his past license term. The WGET parties argued that the “unsettled” condition that has resulted from the court’s decision, coupled with the subsequent inquiry undertaken by the commission to restructure the comparative hearing policy, has left Raystay in an “intolerable” position.

The commission found that the only argument by the parties that can be considered an attempt to demonstrate that the public interest would be served by Raystay’s withdrawal was a statement by the firm’s president, George F. Gardner, that Raystay no longer considers a possible award of the Gettysburg frequency worth the trouble and expense of a long comparative hearing with WGET. But the commission found this argument to be “a matter of private, rather than public, concern,” and not worthy of consideration.

Noting that the WGET settlement agreement stated that Raystay would withdraw

its application only on reimbursement of its expenses, the commission decided that the application should remain pending. However, it stipulated that, since Raystay might decide to withdraw voluntarily, the firm will be required to file a statement of its intentions within a month. If no such statement is filed, the commission said, Raystay’s application will be dismissed.

## Kaiser follows its script on FM sales

**Firm that said it would concentrate on UHF sells two major-market stations to GE for total price of \$5 million**

General Electric Broadcasting, Schenectady, N.Y., will acquire the two FM stations licensed to Kaiser Broadcasting Co. It was announced last week that General Electric will purchase KFOG(FM) San Francisco and WJIB(FM) Boston, for \$1.4 million and \$3.6 million, respectively, subject to FCC approval. The price in Boston is the largest ever paid for a single FM property.

The announcement was made in a joint statement by General Electric Broadcasting President Reed L. Shaw and Kaiser Broadcasting President Richard Block. It came a week after Kaiser announced that it was negotiating with Field Enterprises Inc., Chicago, to form a partnership including five Kaiser UHF television stations and Field’s WFLD-TV (ch. 32) Chicago (BROADCASTING, May 29).

Kaiser had disclosed its intentions to dispose of its radio interests two months ago. In the annual report to the stockholders of Kaiser Industries Inc., Oakland, parent corporation of Kaiser Broadcasting, Chairman Edgar F. Kaiser said that the sale of the three Kaiser radio stations would enable the broadcasting subsidiary to “devote its energies and resources” to its principal occupation—UHF broadcasting (BROADCASTING, April 24).

In addition to KFOG and WJIB, Kaiser owns WCAS(AM) Cambridge, Mass. That station, which reportedly has not been as profitable a venture as the two FM’s, is

also for sale, as is Kaiser’s KBSC-TV Coronto (Los Angeles) Calif. KBSC-TV is the only Kaiser UHF property not involved in the pending Field transaction.

WJIB, WCAS and WKBG-TV, all Boston, are licensed to Kaiser-Globe Broadcasting Co., which is 90% owned by Kaiser Broadcasting and 10% owned by the *Boston Globe*.

If the Field Enterprises transaction goes through, Kaiser Broadcasting would cease to exist in its present structure. The five UHF stations still under Kaiser ownership (WKBD-TV Detroit, WKBF-TV Cleveland, WKBS-TV Philadelphia [Burlington, N.J.], KBHK-TV San Francisco, and WKBG-TV) would be merged into a new company with WFLD-TV. The company would be four-fifths owned by Kaiser and one-fifth by Field.

In his statement last week, Mr. Block repeated Mr. Kaiser’s message of last April, emphasizing his firm’s interest in the commercial development of UHF (Kaiser is also reported to be interested in establishing a national network consisting of independent U’s, using the six stations under its control following the Field deal as a backstop [“Closed Circuit,” May 29]).

General Electric Broadcasting, a subsidiary of the General Electric Corp., Schenectady, N.Y., became involved in FM broadcasting 32 years ago, with the establishment of WGFM(FM) there. GE owns one other FM, KOA-FM Denver. It is also the licensee of WSIX-TV Nashville, KOA-AM-TV Denver, and WGY(AM)-WRGB-TV Albany-Troy-Schenectady, N.Y.

Mr. Shaw, in his statement last week, said: “We believe in the continued operation of the broadcast media and particularly in the prospects for FM radio stations, which are gaining a steadily increasing share of the listeners in all major markets.”

Kaiser said the KFOG-WJIB transaction was negotiated by Bob Somerville, its director of sales.

KFOG operates on 104.5 mhz with 13.5 kw and an antenna 1,170 feet above average terrain. WJIB is on 96.9 mhz with 8.7 kw and an antenna height of 1,010 feet.

## FCC approves sale of one Eaton UHF

**Detroit trade goes through over land-mobile objections**

Group broadcaster Richard Eaton, who has had his troubles with the FCC, last week emerged the victor from one commission proceeding. In a 5-to-0 decision (Commissioners Robert E. Lee and Nicholas Johnson were not present) the commission voted to approve the sale of WJMY-TV Allen Park (Detroit), Mich., from Mr. Eaton’s United Broadcasting Co. to WJMY-TV Inc., over the objection of local land-mobile interests.

Price of the transaction was \$233,952—a figure roughly equivalent to United’s out-of-pocket expenses in building the station.

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Eban Johnson, is the licensee of wxon-tv (ch. 62) Walled Lake, Mich. It plans to use United's construction permit for wjmy-tv (ch. 20), which is not yet on the air, to move the wxon-tv facilities to Allen Park and transmit on channel 20 from Detroit's antenna farm.

The Land Mobile Communications Council, a group advancing the private use of the radio spectrum for land-mobile and common-carrier functions, objected to the wjmy-tv sale. It claimed that Detroit land-mobile interests had been stymied in their limited use of UHF channels (they have been allocated channels 15 and 16) and asked that ch. 20 be re-assigned for land-mobile use.

The commission, however, found "no basis" for concluding that ch. 20 has lain "idle" due to United's failure to commence operations, as the land-mobile interests had argued. It said that United had made extensive improvements in the facility but had been prevented from putting it on the air by financial difficulties. The commission conditioned the sale on the stipulation that wjmy-tv relinquish its license for ch. 62 at Walled Lake.

United has told the commission that it intends to sell all six of its television stations (BROADCASTING, Dec. 13, 1971). It now faces either revocation or renewal hearings on seven of its stations, including four TV's.

## New York renewals: the licensees speak

Challenged stations issue rebuttals in batch of petitions filed with FCC

Challenged New York licensees continued last week to throw back punches at the groups which a month ago had converged on the FCC with petitions to deny their stations' license renewals (BROADCASTING, May 5).

In response to a petition filed by Anthony R. Martin-Trigona against its owned wcbs-tv New York, CBS claimed that the two primary accusations made by Mr. Martin-Trigona were repetitions of unsuccessful challenges he has made against several stations—including wcbs-tv—in the past.

Mr. Martin-Trigona's charge that wcbs-tv failed to "place reasonable and proper time restrictions" on spots it sold to political candidates, CBS contended, had already been disposed of by the commission last March, when it denied the petitioner's challenge to the renewal of eight New England television stations. Mr. Martin-Trigona made the same charge against those stations, CBS noted. In any event, the network said, the basis for Mr. Martin-Trigona's argument is that the licensees in question have failed to adopt a policy advanced—but not yet acted upon by the commission—by himself. That proposal would set a minimum time duration of five minutes for political advertising.

CBS also claimed that Mr. Martin-Trigona's charge that the network is engaged in anticompetitive activities in the New York area was the same one he

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made in a petition to deny the renewal of WCBS-TV in 1969—which was subsequently rejected by the commission.

CBS also responded to a motion of two weeks ago by Friends of the Earth and Citizens for Clean Air (BROADCASTING, May 22), that the commission immediately order a hearing on WCBS-TV's renewal application. The two groups, which filed a petition to deny against the station early in May, had claimed that CBS's failure to reply to that petition within the specified time period constituted an admission of guilt. CBS maintained that its reply had been filed on time, and countercharged that the petition to deny should be thrown out because FOE and CCA had neglected to serve a copy of the petition on WCBS-TV, as required by the FCC's rules.

In another pleading, RKO General Inc. told the commission that the allegations made against its WOR-TV New York by the American Board of Missions to the Jews Inc. are groundless. ABMJ had petitioned against WOR-TV on fairness grounds, stemming from the station's refusal in April 1971 to air a program entitled *The Passover*. The program, prepared by the ABMJ-sponsored Beth Sar Shalom Hebrew-Christian Fellowship, depicted a controversial interpretation of the traditional Hebrew Seder service.

RKO claimed that, although it had originally agreed to broadcast the program, it reversed its decision when it learned that the Seder episode was contradictory to the service generally accept-

ed in the New York area. And in response to the ABMJ allegation that RKO had relented to "outside pressure" in cancelling the show, the licensee stated that "neither the facts nor the law support these contentions." It noted that the commission's Complaints and Compliance Division had already rejected a complaint against WOR-TV and 10 other TV stations based on the stations' refusal to air the program.

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## \$32-million merger off

**Pacific & Southern, Globetrotter agree to terminate negotiations; P&S deal with McCoy is unaffected**

The plan to merge Pacific & Southern Broadcasting Co., New York, into Globetrotter Communications, Chicago, has been canceled.

A joint announcement by George Gillett Jr., president of Globetrotter, and DeSales Harrison Jr., chairman and president of Pacific & Southern, said only that they had "mutually agreed to terminate negotiations."

P&S sources said differences in corporate philosophies led to the decision.

When the agreement in principle to merge the two companies through issuance of Globetrotter stock to P&S shareholders was announced two months ago, the projected deal had an indicated market value of \$32 million to \$35 million (BROADCASTING, April 10).

Mr. Harrison said Pacific & Southern's plan to sell KHON-TV Honolulu and KYXI (AM) Oregon City, Ore., to Arthur H. McCoy, until recently Pacific & Southern president, was not affected by abandonment of the Globetrotter deal. Mr. McCoy would acquire the stations in stock and cash transactions totaling close to \$4 million, subject to FCC approval (BROADCASTING, April 10).

Other P & S stations are WQXI-AM-TV Atlanta; WQXI-FM Smyrna, Ga.; WSAI-AM-FM Cincinnati; WWDJ (AM) Hackensack, N.J.; KIMN (AM) Denver and KKDJ (FM) Los Angeles. Globetrotter Communications owns WVON (AM) Cicero, Ill., and WIXY (AM)-WDOK (FM) Cleveland and the Harlem Globetrotters basketball team.

---

## CPB gets deceptive vote of confidence

**Funding bill clears House by overwhelming vote that doesn't reflect the earlier in-fighting**

The Corporation for Public Broadcasting last week passed one of the toughest legislative tests of its short life. By a 254-to-69 vote, the House approved the funding recommendations of its Commerce Committee and authorized \$155 million for the next two fiscal years.

However, the final vote late Thursday (June 1) came only after two days of bickering, mostly along partisan political lines, over the direction of public broadcasting. And the comfortable mar-

gin came only after CPB's supporters narrowly defeated proposed amendments that would have gutted the bill.

The proposals involved money. One, offered by Representative James Harvey (R-Mich.), would have reduced CPB's authorization from two years to one, and its 1973 funding level from \$65 million to \$45 million, in accordance with the wishes of the Nixon administration. The move was defeated 183-to-166.

Another was potentially even more far-reaching, and reflected the dismay that persists in some circles over the salaries paid to top PTV personalities. As introduced by Representative Joe Waggoner (D-La.), it would have barred CPB from issuing grants to any organization that pays any employee more than \$42,500—the amount now paid to members of Congress. It was obviously aimed at organizations like the National Public Affairs Center for Television, which pays Sander Vanocur \$85,000 and Robert MacNeil \$65,000—but its scope was apparently broad enough to affect CPB's relationships with local stations, the Children's Television Workshop and the BBC—all of which supply PTV programs. The amendment's broad wording helped lead to its defeat, but the margin was narrow—182-to-163.

Ironically, the one amendment in which Republicans successfully registered their concern over salaries would affect not Sander Vanocur or any other controversial personality, but CPB President John Macy, whose salary was dragged into the dispute several months ago almost as an afterthought. By a vote of 73-to-46, the House put a \$42,500 ceiling on salaries within the corporation itself, which would cut Mr. Macy's \$65,000 salary by more than one-third. It would also have a slight effect on Ralph Nicholson, CPB's vice president-finance, who is now paid \$45,000.

And though other Washington salaries would not legally be affected by the amendment, it would as a practical matter probably lead to cuts for Hartford N. Gunn Jr., president of the Public Broadcasting Service (\$50,000) and Donald Quayle, president of National Public Radio (\$45,000). Washington sources noted last week that the CPB board would be unlikely to approve higher salaries for those two executives than John Macy could legally receive.

Just before the final vote, GOP leaders nearly accomplished by indirection what they were unable to achieve openly—a cut in CPB's two-year authorization. R. John Heinz (R-Pa.) proposed that no funds be granted for fiscal 1974 until CPB had submitted to an audit by the General Accounting Office (as it already does) and the audit had been reviewed by Congress. The proposal was actually approved, 169-to-165, but Representative Robert O. Tiernan (D-R.I.) then demanded and got a roll-call vote. On that round, the proposal was defeated, 170-to-166.

Left unchanged was the section of the bill that requires CPB to earmark 30% of its funds for station support.

Although there were only scattered references to the question of PTV's alleg-

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**It's all theirs.** McGraw-Hill took over ownership of four Time Inc. television stations Thursday (June 1) in closing ceremonies in Time-Life Broadcast offices in New York. Shown there with a credit memorandum issued by Morgan Guaranty Trust Co., New York, evidencing the transfer of funds from McGraw-Hill's account to Time Inc.'s are (l to r) Robert E. Slaughter, executive vice president of McGraw-Hill; John L. McGraw, chairman of the purchasing company; Andrew Heiskell, chairman of Time Inc., and Barry Zorthian, president of Time-Life Broadcast. Messrs. Zorthian and McGraw signed closing contracts, which call for McGraw-Hill to pay \$57,180,000 (subject to certain adjustments) in cash and notes. Stations transferred, three of which have FCC-approved changes in their call letters, are WRTV (formerly WFBM-TV) Indianapolis; KMGH-TV (formerly KLZ-TV) Denver; KGTV (formerly KOGO-TV) San Diego, and KERO-TV Bakersfield, Calif. McGraw-Hill had originally signed to acquire the fifth Time-Life station, WOOD-TV Grand Rapids, but yielded to citizen-group demands and took only four (BROADCASTING, May 15). Time retains WOOD-TV and will change its call to WOTV on July 1.

edly "liberal" programing, that question—and the related one of Mr. Vanocur's hiring—was obviously on the minds of many congressmen. "We've got to sit on this public broadcasting organization to control its involvement in partisan politics," said Representative John Anderson (R-Ill.). "We need a little more congressional oversight."

And Mr. Harvey said CPB "has strayed a long way from the original intention of the [Public Broadcasting] Act. What [the national system] has really become is a fourth national network."

But the predominantly Democratic supporters of public broadcasting held the line on drastic changes in the bill and vigorously defended the corporation's record.

"We've had our fun," Representative Lionel Van Deerlin (D-Calif.) said near the end of the salary debate. "We've taken our shots at Vanocur and MacNeil. Let us now show the greatness of America—by showing support of diversity of opinion. Yes, including publicly funded diversity of opinion."

There was also strong dissent to the amendment that would slash Mr. Macy's salary. Several of the congressmen gave him much of the credit for bringing public television toward maturity and national importance.

"John Macy has proved he can do the job," Representative Tiernan snapped. "We were going nowhere with educational TV until John Macy took over."

The bill now goes to the Senate, where the partisan dispute will presumably be heard again. However, the Senate has traditionally been friendlier to public broadcasting than the House has.

## Nominees to face Pastore

The Senate Commerce Committee last week scheduled a hearing for June 13 on nominations to the boards of the Corporation for Public Broadcasting and the Communications Satellite Corp.

Nominated to the CPB board are Gloria L. Anderson, professor at Morris Brown College, Atlanta; Theodore W. Braun, chairman of Braun & Co., Los Angeles; and Neal Blackwell Freeman, vice president of King Features Syndicate, New York. Up for reappointments to the CPB board are Michael A. Gammino Jr., chairman of the Columbus National Bank of Rhode Island, and Joseph D. Hughes, vice president of Richard K. Mellon & Sons, Philadelphia.

Another vacancy on the CPB board

is to be announced, and filled, shortly. John Hay Whitney, financier and principal in Corinthian Broadcasting, has submitted his resignation from the board, and the White House is expected to name a successor some time this month. Mr. Whitney withdrew for personal reasons.

Nominated to the Comsat board is Frank E. Fitzsimmons, general president of the International Brotherhood of Teamsters.

Communications Subcommittee Chairman John O. Pastore (D-R.I.) will conduct the hearing.

## Another side of KADX case

**Proposed seller, buyer issue countercharges against challenger**

Parties to the proposed sale of KADX(FM) Denver last week told the FCC that Mission Denver Co., which is seeking to block that sale, has contradicted itself in pleadings before the commission.

Mission filed a petition to deny the KADX sale in April (BROADCASTING, April 17), charging that Gordon Rosenbloom, the station's licensee, reneged on an earlier agreement to sell KADX to Mission in order to obtain a better price from Columbine Broadcasting Co. Mission would have paid \$250,000 for KADX; Columbine is offering \$335,000.

Mr. Rosenbloom and Columbine told the commission that Mission's breach-of-contract charge conflicts with a statement it made in another proceeding—in which Mission's pending purchase of KBTR(AM) from Mullins Broadcasting Co. is being challenged by the licensee of KLAK(AM) Lakewood, Colo. The statement in question, they said sought to refute KLAK's charge that Mission is not financially qualified to operate KBTR. In that pleading, they charged, Mission said that it had failed to file an amendment to its KBTR sale application—notifying the commission of its intention to purchase KADX—because Mr. Rosenbloom did not consider his sale agreement with Mission to be binding.

But in making that statement, Mr. Rosenbloom and Columbine argued, Mission had "substantively denied" that it

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ever had a contractual agreement with Mr. Rosenbloom. It claimed that Mission had a legal obligation to notify the commission of the KADK agreement—if there actually was such an agreement—and its failure to do so amounted to an admission that Mr. Rosenbloom was not bound by his promise to Mission.

(Mission has filed a civil suit against Mr. Rosenbloom in Denver district court, seeking either to force him to honor his original agreement or to recover \$500,000 in damages.)

The pleading claimed that Mission had "abused the commission's processes" in filing the petition, and urged its rejection.

## Hooks, Wiley shoo-ins

**Senate wastes no time in stamping approvals on new FCC commissioners; Hooks ceremony slated for July 5**

The nominations of Commissioner Richard E. Wiley and Judge Benjamin L. Hooks of Memphis to be members of the FCC breezed through the Senate Tuesday (May 30), shortly after being unanimously approved by the Senate Commerce Committee. The Senate acted after waiving the requirement that nominations lay over 24 hours after being reported out by committee.

Commissioner Wiley, who has been serving on the commission under a recess appointment since Jan. 5, is expected to be sworn in this week, probably by FCC Chief Hearing Examiner Arthur Gladstone. Commissioner Wiley was named by President Nixon to serve out the term of former Commissioner Robert Wells, which ends June 30, 1977.

Judge Hooks is tentatively scheduled to be sworn in July 5. He will succeed Commissioner Robert T. Bartley, who retires June 30, after 20 years on the commission.

## McClellan in trouble?

**Veteran senator, central figure in copyright debate, now faces tougher re-election fight**

A key figure in the legislative battle over cable copyright is about to face the most

dramatic electoral showdown of his 30-year Senate career.

John L. McClellan (D-Ark.), chairman of the Senate Copyright Subcommittee, has been forced into a runoff in the Arkansas Democratic primary by Representative David Pryor, whom he led by a narrow plurality in a four-way race last week. The 76-year-old senator is far from certain of victory.

One principal issue is his age, which has been emphasized consistently by the 37-year-old challenger; another is his conservative voting record, in a state where moderates—including Mr. Pryor—have gained standing at the polls in recent years.

The third-place finisher, Ted Boswell, was considered the most liberal of the candidates, and many of his supporters are expected to back Mr. Pryor next week in the runoff. In Arkansas, victory in the Democratic primary is considered tantamount to election.

## Huddleston's hat in

A Kentucky broadcaster and the former governor of that state will compete in November for the seat of retiring Senator John Sherman Cooper (R-Ky.). Vying will be former Governor Louie B. Nunn, who has won the Republican primary, and State Senator Walter Dee Huddleston, who won the Democratic race. Mr. Huddleston owns WIEL(AM) Elizabethtown, Ky.

## Media Briefs

**Moving day.** McHugh and Hoffman Inc., consultant to TV and radio stations, is moving from Birmingham, Mich., to McLean, Va., effective June 19, with Birmingham offices closed as of June 12. *McHugh and Hoffman Inc., 7900 Westpark Drive, McLean, Va. 22101. Telephone (703) 790-5050.*

**Across the street.** Public Broadcasting Service will move its administrative headquarters and origination center to L'Enfant Plaza West building, Washington. Move, scheduled for this month, involves currently separated operations; programing is now transmitted from temporary facilities in New York, and administrative offices are in L'Enfant Plaza North.

# What goes before 'fore' at golfing's 'World Series'

**How everyone will try to come in under par and still manage to follow four champions around Firestone's 18**

Putting together an event like the *World Series of Golf* means months of advance planning—everything from making sure that the cocktail parties for the visiting noteworthies are well-stocked with liquor to setting up proper camera placements for the network telecast. Last month's pre-planning meetings in Akron for the upcoming 11th annual edition started at the local Holiday Inn, moved out to the Firestone Country Club and ended up in the office of an Akron businessman who coordinates most of the small, loose-end items that go into making the affair a success.

"It's really the logistics of this event that we're most concerned with," said NBC's Don Ellis, producer of the show (which will be telecast on Saturday and Sunday, Sept. 9 and 10), over breakfast at the Holiday Inn. Mr. Ellis, an unhurried, soft-spoken man, was talking about the difficulties of covering a match that concentrates on only four golfers—the winners of the U.S. Open, the British Open, the Masters and the PGA—instead of the usual crowded field. "In one sense," he went on, "it's harder to televise a match with only four golfers because you'll get a lot of slack periods that you wouldn't get in a match with dozens of golfers, where one of them is bound to be hitting the ball somewhere on the course. The problem there is to try to keep up with all the action. With only four golfers, we've got to give the viewer more than just the on-field competition. So the day before the match we pre-tape a series of interviews with the golfers and then fit these into the actual telecast at appropriate moments."

In another part of the Holiday Inn, Stewart Corbett Jr., the assistant treasurer of Cox Broadcasting, which owns the rights to the *World Series of Golf*, was complaining to Fred Miletti, the hotel's manager, that in recent years a cavalcade of black prostitutes had been haunting the corridors of the inn during the weekend of the event. "We'd like to get some security so these hookers won't turn up again this year," said Mr. Corbett.

Getting on to more mundane matters, Mr. Corbett, a personable, self-assured young Georgian, told the nervous Mr. Miletti that Cox would be picking up the tab for up to 85 rooms (mostly for commercial sponsors of the telecast and for Cox and PGA people) over the period of

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Sept. 5-10. Mr. Miletti's assistant was also taking notes on some of the other arrangements involving the Holiday Inn: a two-hour Wednesday night (Sept. 6) cocktail party in two of the hotel's banquet rooms (with 250 people expected to drop by); an information booth in the lobby staffed by women who will also be available to shuttle guests to and from the Firestone Country Club, where the match will be played, and special three-room suites in the quietest part of the building, complete with dozens of red roses and elaborate fruit baskets, for the VIP's from Cox and the PGA.

Early the next morning, Mr. Corbett was tagging along behind the half-dozen golf carts that were crawling over Firestone's course, manned by the key people responsible for seeing that the NBC telecast of the *World Series of Golf* goes off without a hitch. The caravan pulled up near the 15th green and Mr. Ellis started explaining to the network's technical coordinator, Don Pike, who was new to the course, that "we've chosen this spot for our main mobile unit because when you're running cables over a playing surface as big as this one you've got to use the most convenient central location you can find."

Eight cameras will be placed in fixed positions on locations from the 13th to the 18th greens. The first 12 holes on Saturday and on Sunday are played earlier in the day; by the time 5 p.m. rolls around, when the show goes on the air, the four golfers will be somewhere on the 13th.

The reason the NBC sports people can be so sure of themselves in a game as unpredictable as golf is that they will have a man on the field with the golfers at all times; his job is to see that things are speeded up if play is running behind, and vice versa. This man, Don Higley, will be in constant communication by walkie-talkie with the main mobile unit. During the broadcast his most important duty will be to make certain that no swings are taken during the commercials.

"The beauty of this show," he said, "is that the viewers get to see every single shot the four of them take from the 13th hole on; you can study each guy's style in depth. So if a golfer looks as though he's about to get ready to hit the ball, and the mobile unit is telling me at the same time that we're just about to break for a commercial, I'll get the golfer's attention and give him the signal to wait until we're back to live action."

Network people become nervous when matters like this are brought out into the open because of the constant complaints, particularly by sports columnists, that sporting events are being staged for the television cameras, with little or no consideration given to the paying customer or to the natural flow of the event being televised. "But you've got to understand that the *World Series of Golf* was originally designed as a TV show," said Stewart Corbett. "We'll have a smaller spectator gallery because there are only four golfers to follow, instead of the usual tournaments where there may be 20 to 25 twosomes playing on the course. And what-



**Ready to ride.** Set to check out the Firestone Country Club golf course for camera placements for this year's *World Series of Golf* telecast are (l-r): Charles Allen of the Firestone public-relations department; Stewart Corbett Jr., assistant treasurer of Cox Broadcasting; Don Higley, a sports coordinator who works with NBC on the telecast; Harry Coyle, the director of the telecast for NBC; Lou Del Prete, NBC's unit manager for the telecast, and Don Ellis, who produces the telecast for NBC.

ever income is left over from ticket sales goes to local charities."

A number of civic leaders in Akron formed the nonprofit community corporation that handles all the minor details surrounding the event. This year's general chairman, Charles L. Horn, an affable, articulate insurance-company president, said, "The corporation is made up of bankers, lawyers, public-relations men and other local golf nuts. The group really has two purposes: to bring big-time golf to Akron, and to generate money for the local Jaycees, Kiwanis and the *Akron Beacon-Journal* benefit fund."

To give an idea of the expense involved in putting on a tournament like the *World Series of Golf*, Mr. Horn ticked off some of last year's outlays. For example:

\$1,715 for printing and selling tickets, programs and badges;

\$1,275 for extra police protection provided by the county sheriff's office;

\$685 for rental of air-conditioned trailers that are made available to tournament executives, official scorers and the press;

\$515 to a private firm to take care of the parking concession on a commission basis (an item that ended up turning a profit of \$1,545 for charity);

\$490 for rental of tents used by golfers, caddies, ticket sellers, and radio and TV people;

\$457 for telephone and telegraph services over and above those normally required by the country club, and

\$240 for rental of portable restrooms.

With all of the additional miscellaneous expenses tacked on to these figures, the nonprofit corporation logged a total of \$13,000 in expenses last year. But in-

come from ticket sales, concessions and from the companies (like Anheuser-Busch and Jaymar-Ruby slacks) that took ads in the official program added up to \$20,500—meaning a net of \$7,500 to the three charities.

The Firestone Tire & Rubber Co. also shells out roughly \$10,000 for "entertainment" expenses—which suggests that the company picks up a lot of hotel, restaurant and bar tabs, particularly for the visiting press. (Cox Broadcasting takes care of the show's sponsors and the PGA people.) Because Akron's civic leaders thought Firestone would be capitalizing a bit too blatantly on the event, the company made it a point to steer clear of buying commercial time on the NBC telecast. (And, of course, since the words "Firestone Country Club golf course" were mentioned time and again over the air by the announcers, enough free publicity was being generated to make any additional money outlay superfluous in the company's view.) But last year, when late-summer shadows began to lengthen and NBC found that it still had six minutes of unsold time on its hands, at \$30,000 a minute, the civic leaders swallowed their scruples. Firestone bought the time and NBC was able to defray a large part of the \$225,000 it costs the network to produce the show (plus the \$77,500 it puts up in prize money for the golfers, and the undisclosed sum it pays out to Cox Broadcasting for the TV rights). Some of the components of the production budget include:

\$58,000 in salary for the 53 engineers needed to televise the show;

\$15,500 for the producer, the announcers and the two directors;

\$57,000 for the two mobile units and all the equipment, including cameras;

\$44,200 for electricity and telephone lines;

\$28,000 in travel and subsistence payments for the 70 or so people in the NBC crew, and

\$22,000 for the fork lifts, cranes and stationary towers on which the eight regular cameras are placed.

This is a unique golfing event, however, and coverage will not be limited to those eight stationary camera placements.

Mr. Ellis and his director, Harry Coyle, would like to get some sweeping helicopter shots of the Firestone course, but high-tension lines adjoining the playing surface might endanger the chopper's crew. Whether that problem is solved, however NBC's technical people will introduce a new version of the hand-held "creepie" camera this year which will dispense with the bulky, unwieldy cable attachment and use instead a self-contained radio-frequency antenna (similar to a walkie-talkie) to transmit its pictures over the air to a receiving antenna on top of a specially constructed tower near the 16th green. This receiving antenna will send the picture to the centrally located main mobile unit on the course, where it will be moved instantly over telephone lines to the control studio—WKYC-TV Cleveland, an NBC-owned station—that will put it on the network.

NBC intends to use a cableless microphone to pick up the natural sounds on

the course, particularly the sound of club striking ball.

This added portability may allow the network to pre-tape more of the action on the first 12 holes each day so that the announcer will be able to illustrate his recap (during the quieter moments of the actual telecast) with some taped action footage. "But we don't intend to get carried away with all these interpolations," Mr. Ellis said. "We're not going to do a lot of fancy stuff just to show how smart and tricky we are.

"Sometimes the most dramatic image we can show is a closeup of the golfer's face as he studies the angle for a shot he's got to make."

## One sure loser in the Olympics

**ABC pleads with FCC for waiver of prime-time rule it endorsed, claiming it faces big losses from coverage of summer Olympics**

ABC-TV stands to lose some \$1.1 million if the FCC refuses to reverse its decision of two weeks ago denying the network's request to air three-and-one-half hours of summer Olympics coverage nightly on 10 nights over a 16-day period this September (BROADCASTING, May 22).

That prediction came last week in a pleading in which ABC again asked the

commission to grant a waiver of the prime-time access rule it has twice requested and twice been refused. The rule prohibits top-50 market stations from taking more than three hours of network programming each night. Before the adoption of the rule, ABC, alone among the networks, favored it.

The network disclosed that between 1970, when it secured a franchise to provide American television coverage of the 1974 Olympic games, and the present, dollar devaluation has forced a \$1.9-million increase in the figure ABC originally estimated its coverage would cost. In light of this, ABC said, the Olympic coverage would result in a major net loss—even with full sponsorship and even with the waiver it is seeking. But if it is forced to cut a half-hour each evening from the coverage, ABC said, the anticipated loss would increase by \$1.1 million.

The network said that in the event the waiver is not granted, it will "make whatever scheduling adjustments are possible to reduce this added loss." ABC said it has already explored two possibilities—one involving a revision of the time now allocated for Olympic coverage from 7:30-11 p.m. to 8-11:30 p.m., and the other calling for coverage between 8 and 11 with additional feeds following local newscasts at 11:30. Both alternatives, it concluded, leave something to be desired. The first plan, ABC claimed, would be disruptive to the 11 p.m. local newscasts and would probably be "unacceptable to many affiliates." The second plan, it contended, has various disadvantages, notably diminished audiences in late evening hours. Even if it were to program a full hour of Olympic material at 11:30 with full sponsorship, ABC argued, profits would be inadequate to overcome the loss from the half-hour of prime time denied it by the commission.

Aside from the monetary considerations involved, ABC claimed that its waiver request is justified in that the summer Olympics, as the "single most important international sports competition," is of considerable interest to the American public.

ABC also claimed that it had secured the rights for the coverage—for which it paid the International Olympic Committee \$13.5 million—and had made initial offers to sponsors more than a year before the prime-time access rule went into effect. Noting that it had argued this before, and that the commission had rejected the argument because it felt ABC should have been aware that the prime-time rule was in the making, ABC claimed that although it was aware that the commission was undertaking a rulemaking proceeding in this area it was "by no means clear when the commission might act in that proceeding or what action it might take." Furthermore, ABC argued, there had been no way of telling at the time it secured the Olympic rights whether the proposed prime-time access rule would apply to sports programming.

Initially, ABC had requested a blanket waiver for four hours of prime-time coverage over the entire 16 days of the event. The commission turned down that request last October (BROADCASTING, Oct.



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11, 1971), but invited ABC to resubmit its proposal giving more specific data. ABC subsequently revised its coverage plans, submitting a request for three-and-one-half hours on 10 evenings, weekends excluded. In denying the revised request two weeks ago, the commission said the ABC plan would have meant "more of an incursion into prime time" by the networks and would thus thwart the objective of the access rule.

Expressing surprise at the commission's action, ABC said "it was not unreasonable" for the network to have anticipated "sympathetic consideration" from the commission for its revised proposal, in light of the fact that it was the commission that invited the submission of that plan in the first place.

## Exporters find a friend

**Barry Goldwater Jr. wants lifting of foreign trade curbs on U.S. programs; he asks State Department for help**

Representative Barry Goldwater Jr. (R-Calif.) has urged the government to seek an end to all foreign trade restrictions on American broadcasting and film productions.

In a May 25 letter to Secretary of State William Rogers, the congressman pointed out that "there are more than 50 major nations that have unbelievable tariff restrictions on the distribution of American entertainment products in their countries. I believe you should do everything in your power to end these practices."

Mr. Goldwater, whose district includes some of the major studios, said: "The cessation of these tariffs would greatly aid the ailing American entertainment industry."

He requested that the State Department "conduct a large-scale investigation" of the situation "and report to me on the steps the department proposes to take."

Attached to the letter was a list of film tariffs employed by the countries.

On the last page of the attachment it was noted: "There are few overt barriers to trade in television programs. But because of close governmental involvement in television broadcasting throughout the world and actual government monopoly operation in many countries, protection of domestic programming usually is accomplished without restrictive devices of the type employed against foreign theatrical films."

Outlined were restrictions imposed by Great Britain, Canada, Australia, France, Mexico, Brazil and Japan.

Most of the restrictions were program quotas or stipulations that dubbing of imported films must be done inside the country.

It was also noted that, in Western European countries—and in Communist countries, where TV is a government monopoly—"access of foreign programs to the air is limited by the 'program judgment' of the buyers. As a consequence only small amounts of TV material are purchased from the U.S. at artificially low prices."

## A New Yorker goes Carolina moonlighting

**WNBC's Imus converts want ad into successful two-city promotion**

A help-wanted ad in BROADCASTING got WHVL(AM) Hendersonville, N.C., a morning man from a network O&O in New York—for a day.

Don Imus, who took over the morning spot on WNBC(AM) New York a few months ago and whose on-air stunts have been collected on a record called "Imus in the morning—1,200 hamburgers to go" (BROADCASTING, April 24), saw WHVL's ad for a new air personality and, as a gag, called WHVL Manager Joe Orr on the air and applied for the job. After a few weeks of back and forth, with a good deal of on-air promotion at each end, Mr. Imus went to Hendersonville and simulcast his May 27 show on WHVL and WNBC.

Mr. Orr said last week the whole deal generated "the most tremendous response ever seen in radio," including a couple of hundred pounds of mail. Letters were still coming in, among them one received last Thursday (June 1) from a couple who said that, as a result of the serendipitous promotion, they had decided to visit Hendersonville on their vacation.

Oh, yes. Mr. Orr also said he had hired the air talent he advertised for. He's Tom Cunningham.

## Musicians seek check on attrition in TV

**In what sounds like a reprise of situation in early network radio, AFM cites drop-off in N.Y. jobs**

The New York Television Committee of Local 802, American Federation of Musicians, has begun a campaign to keep staff musicians on network payrolls.

The committee claims a continuous decline of staff musicians at the networks, from 458 in seven cities in 1959 to 90—all based in New York—in 1972.

The committee announced its campaign in advance of the expiration of present contracts with networks on July 30. It said it wanted to forestall any further reduction of staff in New York. The committee admitted that existing staff positions "are by no means secure because while collecting salaries, and, willing and able to work, [the occupants] are not being utilized in the broadcast schedule."

## 'Return' at point of no return at NBC-TV

NBC-TV's May 27 presentation of the motion picture "Return of the Seven" on its *Saturday Night at the Movies* program probably is the last time the movie will be shown on the network. This was the indication from the network after the movie was presented with both audio and video disclaimers that it was not meant to

portray any historical facts or incidents in its depiction of Mexico and Mexicans.

The disclaimers were inserted in answer to protests from Chicano organizations, particularly Justicia, that the movie depicted, among other things, Mexicans as incapable of taking care of themselves and needing the help of a band of American cutthroats to defend the sanctity of a Mexican village.

A visual disclaimer was used prior to the May 27 telecast, with both visual and audio disclaimers following the telecast. A video disclaimer also preceded a Jan. 21 telecast on NBC-TV of the same movie.

## Serious about 'Laugh-In'

**Fresh personalities are injected to keep yesterday's hit going strong**

Five performers have been added to the regular cast of *Rowan and Martin's Laugh-In* for the 1972-73 season. The additions are part of a "new look" the comedy series hopes to display as it moves into its sixth NBC-TV season.

"*Laugh-In* can't change, because it's all about change—only change," says producer-head writer Paul W. Keyes. "The format will remain the same but we're changing a lot of faces in the cast, adding writers and we'll not be doing the same things," he says. "You're going to see things never done before on *Laugh-In*."

The changes, Mr. Keyes says, actually will be the result of writers being able to create sketches and gags for new performers. He also says that the changes are more than an attempt to rejuvenate a familiar show. "As far as I'm concerned this is the first year of *Laugh-In*," he says. "We're under new ownership now."

Mr. Keyes was a catalyst in bringing about the change of management and direction for *Laugh-In*. Head writer for the original *Laugh-In* special telecast on NBC-TV in September 1967, he was named producer as well when the comedy program began as a series in January 1968. But Mr. Keyes resigned both posts in October 1969, complaining about the "dirty stuff" and the political comment which was increasingly dominating the contents of the show.

His move precipitated a long, acrimonious showdown between Dan Rowan and Dick Martin, the stars and half owners of the program, and George Schlatter who maintained creative control as executive producer, as well as the other half ownership (which he, in turn, shared with producer Ed Friendly). The battle, waged through weeks of negotiations, ended in February with Mr. Rowan and Mr. Martin's Romart Productions purchasing for an undisclosed amount the rights of George Schlatter-Ed Friendly Productions to *Laugh-In* for the 1972-73 season. Paul Keyes, who returned in May 1971 with the announced intention to "clean up" the show, was given creative control.

Now Mr. Keyes promises "more action, less talk" for *Laugh-In*, more topical news references, an over-all new look. His five new performers—actress-comedienne Sara Kennedy (who will be inevi-

## 'Best they could' is radio-TV assessment of Russian coverage

**Hampered by Soviet lock on live coverage, and harassed by secret police in the streets, newsmen mark latest summit far below China's**

The broadcast press corps departed Soviet territory last week something less than exuberant over coverage of the summit but satisfied it was the best they could do under the circumstances. They came away giving high marks to Soviet broadcasting officials for their cooperation but with a low opinion of Moscow's security police, who shoved and elbowed many of them.

As they headed home on the ceremonial milk run from Moscow via Kiev, Tehran and Warsaw, the 136 accredited broadcasters appraised their week's work covering the first visit of a U.S. President to the Soviet Union as history in the making. But it was not a stellar performance in the fashion of the China summit; it was just a reasonably satisfactory job of covering a tough assignment that involved coping with a language barrier as well as the basic conflicts of ideologies that seemed to make every American suspect. The Soviets continued in charge. They dominated foreign correspondents in the press area.

The official policy of cooperation-to-the-hilt with the press carried into the final hours but somehow did not get through to the secret police. There were incidents all week long, but last Sunday (May 28) conditions deteriorated even more. It was a rainy off-day and all lines seemed to move toward Red Square, locale of the Kremlin and Lenin's tomb. A group of African students had been denied a permit to protest against Vietnam involvement during the President's visit. Two blacks in the press entourage—Mrs. Mal Johnson of the Cox stations and Robert Johnson (no relation) of *Ebony*—found themselves involved; the secret police refused to recognize their credentials and detained them on grounds they were part of the black protest movement. Mrs. Johnson complained to the Soviet press officials and received a prompt apology. Mr. Johnson said he would send a letter of complaint to presidential press secretary Ron Ziegler.

Most U.S. newsmen were willing to ascribe the untoward security police actions to overzealousness in pursuit of their assignment to protect the President and Mrs. Nixon at all times. This impaired the ability of radio and television news crews to cover their assignments in following both the official presidential entourage and Mrs. Nixon. Crowds were discouraged or broken up. There were no crowds in Moscow within a city block of the President at any time. There seemed to be more policemen than pedestrians in

tably compared with Goldie Hawn), black ventriloquist-actor Willie Tyler, singer-dancer-comedienne Donna Jean Young, Jud Strunk ("he has a great look, with downeast Maine charm"—and actress-comedienne Patty Deutsch—reportedly were chosen from a field of 500 performers who were considered, 300 who were interviewed, 150 who were auditioned. They join such returning cast members from last season as Dennis Allen and Richard Dawson.

But gone are such memorable *Laugh-In* personalities as Arte Johnson, Goldie Hawn, Judy Carne, Alan Sues and Jo Anne Worley. The only continuing original cast members, in addition to Dick Martin and Dan Rowan, are "announcer" Gary Owens and comedienne Ruth Buzzi. Lily Tomlin, who joined the show in December 1969 and who threatened to leave it after last season, will return in the fall but will not appear in all episodes.

### Program Briefs

**Combine forces.** TV Cinema Sales Corp., Los Angeles, and Arthur Pickens & Associates, Chicago, have agreed to join for mutual representation. Combined companies will have total sales force in U.S. of 13 representatives operating out of seven offices. Sales effort to television and cable TV will include 41 program packages consisting of more than 3,600 programs, and 12 feature film packages, containing in excess of 500 motion pictures. Feature films titles include "Stagecoach," "The Long Voyage Home," "Foreign Correspondent." Program titles include *The Buck Owens TV Ranch Show*, *Celebrity Bowling*, *The Judy Garland Show*.

**Magic Man.** Kirshner Entertainment Corp., New York, has signed Jerry Lucas, center for New York Knickerbockers, pro basketball team, to star in children's TV series combining education, music and magic. Half-hour program will stress Mr. Lucas' avocation as magician, which will be used to help children in learning facts and figures.

**Michell special.** Time-Life Films New York, will distribute in this country an hour-long BBC special built around Keith Michell, who won an emmy for his portrayal of the king in *The Six Wives of Henry VIII*. Mr. Michell will sing and do comedy sketches on the show. Diana Rigg, the actress, guest stars.

**Here's 'Raphael!'** ABC Films Inc. has acquired U.S. and overseas distribution rights to one-hour musical special titled *Raphael!* and 13-week series starring Raphael, Spanish singer, dancer and comedian. Both special and half-hour series are being produced in English, Spanish and German versions.

**Diamond dust** *The Baseball Broadcasters*, a nostalgic look at game's radio and TV announcers, will precede NBC-TV's Monday night "game of the week" telecasts June 12 and June 19 (8-9 p.m. NYT) first program will highlight radio commentators and second, television announcers. Programs will be hosted by Curt Gowdy.

Moscow when the presidential party headed for the airport. (This was not the case in Kiev or in Tehran, where thousands lined the streets cheering and waving U.S. flags.)

The Soviet maintained its ban on live originations except with its own telecommunications equipment. The pool at the television center handling network originations and film processing worked well with no major breakdowns.

But network and group-station newsmen had trouble shooting pictures they desired on the streets. The security police (speaking in Russian) often cited reasons they could not work in given areas. They couldn't understand the resistance of newsmen—who usually couldn't understand them at all—as in the Soviet Union everybody responds when the government speaks. But what the Russians didn't understand they had no hesitancy in handling: The usual technique was a quick elbow delivered low and inside in the direction of the ribs. Reporters said they had never seen it used elsewhere. It hurt.

Typical of some of the comments of broadcast newsmen as the summit concluded were these:

Alan Lidow, Golden West: "The Russians are not used to free-wheeling American reporters. We are treated with greater deference by White House police. It's probably the difference in the two cultures."

Robert Pierpont, CBS: "The safety and comfort of the President were the chief concern of the security police. There was no compromise where the President was concerned. TV coverage was almost sterile. They even wanted to limit our crews."

Av Westin, ABC: "It was much tougher than China. Soviet security guards had never seen American newsmen work before."

(The preceding dispatch was filed from Tehran by Sol Taishoff, editor of BROADCASTING, who covered the Russian summit meeting as a member of the presidential press corps.)

### Totalling television's coverage of Nixon's Russian tour

The three television networks estimated last week they devoted approximately 21 hours of special coverage to President Nixon's visit to the Soviet Union and surrounding nations by the time he returned to the U.S. last Thursday (June 1). This figure does not include regularly scheduled news series in the early morning, early evening and late evening which originated from abroad. The total does include special satellite and filmed material incorporated into programs originating in the U.S. These supplied a heavy dose of analysis from Soviet specialists in the studios.

Highlighting the second week's coverage was Mr. Nixon's May 28 speech to the Russian people. Soviet authorities estimated that 30-35 million of the USSR's 245 million people viewed that telecast. Other news-shaping events on television included the President's and Mrs. Nixon's belated departure from Moscow for Kiev



on Monday (May 29); the presidential couple's visit to Warsaw Wednesday and the return to Washington Thursday.

## Networks defended for Vietnam news

**CBS answers Republican claims that it and NBC are being used as propaganda outlets for Hanoi**

In response to Republican charges against their Vietnam war coverage, CBS News went to NBC News's defense, as well as its own, in a report last week that also acknowledged one GOP charge against CBS News was on target.

The commentary was by CBS newsman Allen Jackson on the May 28 *CBS Views the Press* broadcast on CBS Radio. He was replying to charges in *Monday*, the Republican National Committee's weekly newsletter, that NBC disseminated communist propaganda by using North Vietnamese film in one of its broadcasts and that CBS distorted news and accentuated negative news (BROADCASTING, May 22).

"While only NBC used the particular North Vietnamese film clip cited by the *Monday* article," Mr. Jackson said, "the other two networks, CBS and ABC, have occasionally made use of film supplied by Hanoi for what they consider legitimate journalistic purpose—to show what the other side is saying. The source of such film is carefully identified and its contents presented as assertion, not as established fact—a cautionary practice that should probably be more widely employed with allied press releases and body counts."

By definition, he said, propaganda may be factual in content: "The propaganda lies in its purpose and manner of use. It is the journalist's task to sort out, for the purpose of informing the public, what others—be they in Hanoi or Washington—assemble for the purpose of indoctrination." Mr. Jackson continued:

"The same article . . . also criticized several CBS film reports from South Vietnam. In one case the criticism was well aimed. One report described the militia in Hue—a collection of old men and young boys—as the city's first line of defense. With several thousand regular army troops preparing to defend the city, that did constitute a factual error and, however inadvertently, distorted the situation somewhat."

Mr. Jackson said "another CBS News report showed the bodies of refugees strewn along a road after their truck had hit a North Vietnamese mine. Closing the grisly piece, the reporter told us that after all the words from the generals, politicians and journalists about the war, there just wasn't anything left to say. But the Republican newsletter disagreed. It felt the reporter should have talked about the deliberate murder of civilians—an enemy who tries to enslave his countrymen—and who refused to negotiate in good faith.

"So after the charge that the news

media are serving as conduits for enemy propaganda, we are given the suggestion that they become conduits for polemics and propaganda in the style of the Republican National Committee. Most newsmen, however, will continue to believe their duty is to report the news, as factually and fully as possible—and that the national interest is best served by an informed citizenry."

## The criticized become the critics

**Small: Administration attacks have undercut media; Monroe: Manipulation is coming from the White House**

A broadcast journalist has a simple word to describe the various criticisms that have been made by President Nixon's official family alleging bias in reporting on national and international affairs. The word: "Baloney." The user: William Small, CBS News Washington bureau chief.

In a speech scheduled to be delivered Friday (June 2) to the Associated Press Broadcasters Association meeting in Chicago (see also page 00), Mr. Small charged that the critics want the news "to be bland, to be innocuous, to be devoid of any substance other than obeisance to the status quo."

The administration's attack on the news media, Mr. Small said, is having some success. It has resulted in cynicism about news reporting by the general public, even hostility in some areas.

The blame for the nation's problems is being placed erroneously on the news media, Mr. Small said. "We don't owe politicians thanks for telling us to close our eyes to the worst of news, we owe them eternal blame for playing Dr. Pangloss simply to service selfish, short-run needs," he said.

Acknowledging that mistakes are made, Mr. Small added that in the long run, "we report enough that is valid for our fellow Americans to make value judgments."

Other Small comments: "The journalists of advocacy are much discussed but few in number."

"There are some who say we can never have full freedom of the press as long as broadcasting is regulated. If so, this poses great hazard for the people of this nation. . . . If the source for most Americans of most of their news is less free than other forms of journalism, then most Americans will be the lesser for it."

Mr. Small noted that there still isn't a broadcaster on the board of the AP, despite the fact that broadcasters supply 30% of the AP's income.

Mr. Small's words were virtually anticipated the day before he was to deliver his talk by a panel of newsmen speaking June 1 at a National Press Club luncheon in Washington on "The Administration and the Media."

Bill Monroe, Washington editor for NBC's *Today* show, called for complete, full-fledged First Amendment rights for

broadcasters. For instance, he said, licenses could be issued in perpetuity.

The Nixon administration, he said, is trying to manipulate broadcasting. And, as did Mr. Small, Mr. Monroe noted that it has been a full year since Mr. Nixon has held a regular TV news conference.

One of the criticisms of broadcasting—that by Patrick J. Buchanan, White House aide, last month who threatened antitrust action against the networks because, he alleged, they do not have enough "conservative" reporters (BROADCASTING, May 15)—was termed "obscene" by Fred W. Friendly, one-time chief of CBS News, now a TV consultant for the Ford Foundation and a professor at the Columbia University School of Journalism.

Charges that broadcasters are discriminating against President Nixon were denounced by Mr. Friendly, who noted that in Mr. Nixon's first 40 months in office (prior to his Moscow trip), the President has made 32 prime-time appearances.

## Byrd rediscovers yellow journalism

**Senate Democratic leader hits press for 'sensationalism' in news coverage**

Senate Majority Whip Robert C. Byrd (D-W. Va.) last week chided the broadcast and printed press for what he called their "penchant for sensationalism."

Senator Byrd was the luncheon speaker last Tuesday (May 30) during a conference in Washington on "Law Enforcement and the Media," sponsored by Friends of the FBI Inc., organized last year as a nonprofit citizens group to study the Federal Bureau of Investigation. (The International Revenue Service is currently investigating the group to determine its tax-exempt status.)

Senator Byrd was particularly critical of the way in which TV, radio and newspapers cover stories on law violations.

"All conceivable minutiae, relevant and irrelevant, is spread over the printed page, blared forth from millions of radios, and given the sophisticated coverage so beloved of the medium of living color," he said. "I cannot help thinking that the detection and solving of crime in our society would often be simpler if the myriad of details were not spread by the media."

Too often, he said, "banalities and trivialities are allowed to overwhelm the simple art of good writing and good commenting, and the penchant for sensationalism is too often allowed to eliminate discretion and good judgment."

Senator Byrd said the news coverage of the attempted assassination of Alabama Governor George Wallace was such that it caused "grief and embarrassment" to the friends and family of the alleged assailant, Arthur Bremer. "While I have much admiration for the competence and conscientiousness of the media in most fields, I find them guilty, in too many instances, of plain bad taste," the senator said.

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## The score in Springfield

**There word of mouth was first with news of Wallace shooting, but public tuned radio, TV to find out what really happened**

A University of Oregon researcher quizzed 300 persons in Springfield, Ore. (pop. 30,000), during the first 72 hours following the assassination attempt on Alabama Governor George Wallace to determine how they got the news. James Lull, of the university's Center for Media Research, reports that 38% heard it first from relatives or acquaintances, 31% from radio and 28% from TV. But 86% of those who heard the news first from other persons quickly turned for verification to TV (46%) or to radio (40%).

And television's credibility ranked high; some 55% of the respondents said they would believe TV reports more than than those of any other medium.

More than half (51%) rejected flatly the suggestion that TV campaigning should be substituted for personal appearances by candidates in view of the dangers. Only 32% were favorably disposed to the idea. The other 17% had no opinion. Presumably spurred by the emotion of the tragedy, nearly half said TV news programs should not show footage of the actual shooting but 40% said they would approve this practice. The sample split evenly on the question of whether TV coverage of assassinations helps encourage further attacks on candidates.

An earlier one-market study, in Dayton, Ohio (BROADCASTING, May 29), indicated that 39% of the public first learned of the Wallace shooting via TV, 33% by radio, 21% by personal message and 4% by telephone.

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## Another NBC news meeting

News managers of NBC television and radio affiliates and NBC News management will meet in New Orleans Friday (June 9) to start the second in a series of weekend regional conferences on broadcast news. The first conference was held in San Francisco April 7-9; the next is planned for September in a city (yet to be determined) in the Northeast or north-central region. More than 40 news managers in 12 Southern states are expected to attend this week's conference. The sessions, held at WDSU-AM-FM-TV New Orleans, will cover program formats, techniques, audience attitudes, technical advancements and professional journalistic standards.

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## Did AFTRA back down?

**Yes, claim supporters of Buckley in fight over membership; no, says union, it was just policy statement**

A statement by the American Federation of Television and Radio Artists indicating that TV commentator William F. Buckley Jr. does not have to join the union to

broadcast was hailed as a "legal victory" last week by The National Right to Work Legal Defense Foundation.

Mr. Buckley filed suit last year in a New York federal court challenging the constitutionality of a requirement that he join and pay dues to the union in order to appear on his syndicated *Firing Line* and other programs.

In an affidavit attached to a cross motion for summary judgment filed with the court last month Santord Wolff, national executive secretary of AFTRA, stated: "An employe cannot be compelled to become a member of the union, to obey any union regulations, or to be subject to any union disciplinary proceedings." He must only pay the initiation fee and dues, Mr. Wolff said.

The foundation, which is providing legal support in the case, said the statement was "the first step in the long battle to regain broadcasters' human and civil rights." It said "AFTRA's backing down on this point of contention has significant implications in the right of free speech" for the TV and radio industries.

But Mr. Wolff last week denied that the union had "backed down" on any point. He said the only requirement for a member of AFTRA to remain in good standing is to pay his initiation fee and his membership dues in a timely fashion. He said that the union's cross motion "merely was a restatement of our position on membership," consistent with the law governing labor unions.

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## Radio-TV stokes fires under California issue

**Red-hot environmental proposition gets full exposure from broadcasters**

The Humphrey-McGovern confrontations were not the only debates held in California last week (story page 38). Perhaps the most controversial issue on the June 6 California primary election ballot is an environmental initiative, known throughout the state as Proposition 9. The measure would incorporate a series of strict environmental controls on industry and government.

At least two major debates on the issue were conducted and broadcast by TV and radio stations. On May 27, CBS-owned KNXT(TV) Los Angeles originated a live prime-time debate of Proposition 9 that also was broadcast simultaneously by five CBS-affiliated TV stations in the state and two CBS-owned radio stations. The television stations carrying KNXT's feed of the hour debate were KPFX(TV) San Francisco, KFMB-TV San Diego, KXTV(TV) Sacramento, KHSL-TV Chico and KECC-TV El Centro. In addition, KNX(AM) Los Angeles broadcast the audio portion of the special program. The CBS-owned radio station also fed the broadcast via PLNX, the CBS Radio division's private line news exchange, to its sister station, KCBS(AM) San Francisco.

Three days later, Westinghouse Broadcasting-owned KFWB(AM) Los Angeles carried a two-and-a-half-hour broadcast debate on the clean environment initiative

with a total of 10 proponents and opponents participating. The debate conducted by the station was held in the Santa Monica Civic Auditorium before a live audience of some 500. At the conclusion of the remote broadcast, live audience telephone polls were taken with results announced on the air (the initiative won in both polls with more than 65% approving).

A major advertising and promotional campaign, meanwhile, was being waged over Proposition 9. According to a financial statement filed with the California secretary of state on May 26, contributions to the campaign against the environment initiative totaled \$1.3 million. The breakdown shows expenditures of \$275,000 for television advertising, \$67,000 for radio and \$100,000 for newspapers. The anti-Proposition 9 campaign is being conducted by Whitaker & Baxter, a San Francisco-public relations agency.

As of May 30, The People's Lobby, the volunteer group that qualified Proposition 9 for the ballot, said it had collected a total of \$233,421. It was indicated that newspapers are receiving a large share of the proponent group's expenditures.

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## Cooperation is the key in vote-counting service

**Centralized data processing, used for first time this year, is called success in primaries**

In all 15 primary elections it has covered thus far this year the News Election Service's new "single national vote-collection center has worked up to our best expectations" and "our program and the computer hardware have performed up to the same standard."

That report was provided by Richard Eimers, executive director of NES, in a speech prepared for delivery Saturday (June 3) at the second annual meeting of the Associated Press Broadcasters Association, held June 2-3 in Chicago.

NES is the cooperative organization formed in 1964 by ABC News, CBS News, NBC News, AP and UPI to collect and tabulate for them a single, accurate set of vote returns on elections of national significance.

In 1968, Mr. Eimers recalled, the NES staff flew from one presidential-primary state to the next setting up collection teams and tabulation systems within each state. Faced with the likelihood of twice as many presidential primary states in 1972, the NES board voted to set up a single collection center—in New York—for the entire country.

Vote results are telephoned from precincts and polling places to the center on the 20th floor of the Group Health Inc. building and funneled electrically—"in a fraction of a second per precinct"—into Group Health Inc.'s IBM 360/50 computer systems 14 floors below.

"Once those cards are fed into the two computer systems—each one doing the same work for safety purposes—our very good computer program and the machinery itself handle the rest of the work

## FCC eases operator rules for small-station radio engineers

**Third-class ticket holders may now perform many duties which used to take a first-class license**

In an action long-awaited by radio licensees, particularly those in small markets, the FCC last week amended its rules to permit several types of radio stations to employ holders of third-class operator licenses for functions formerly requiring the services of a first-class ticket holder.

The amendment, which takes effect July 14, will enable third-class operators to engage in routine transmitter maintenance at AM stations with directional antennas, nondirectional AM's with power in excess of 10 kw, and FM's with an effective radiated power of more than 25 kw. Under the old rules, those stations were required to have first-class operators on duty at all times. One condition of the relaxed requirements, however, is that each station must employ at least one full-time first class operator to serve as chief operator and perform functions prohibited holders of third-class licenses.

The new rules might create a problem for group station owners presently employing a first-class operator to serve as chief engineer at several of their stations. The commission ruled last week that the chief operator at one station may not hold the same position at another station in the same service. However, the commission said it would not be averse to granting waivers of this prohibition under certain circumstances—namely, that the stations at which the operator would be working be geographically close together, that the licensee demonstrate that the operator can adequately perform all his duties at more than one station, and that he be readily available to each station in case of emergency.

The new rules specify that each licensee must designate in writing one first-class employe as chief operator at the station. He will have responsibility for the overall technical maintenance of the station and the supervision of the third-class operators on duty.

At directional AM's the chief operator will be required to record readings each day of the station's base currents, remote base currents, sample loop currents and calculated tower current ratios. The commission said these functions cannot be performed by lower-grade employes, since they involve exposure to high voltage circuits and are usually beyond the capabilities of the average third-class licensee.

Third-class operators, however, will

be permitted to make authorized changes in the station's radiation patterns, as long as such changes merely involve the flicking of switches and not complicated equipment tuning.

Noting that at present chief engineers are often recruited to serve also as disc jockeys, newsmen and other such duties within the capability of third-class ticket holders, the commission said that in the future the station's chief operator will only be allowed to perform routine on-air functions to the extent that they will not interfere with his principal responsibilities of technical maintenance.

And to ensure that nothing goes wrong when a lower-class operator attempts to use the station's switching equipment, the commission ruled that such equipment must be arranged so that any malfunction in the directional relay process will automatically cause the station to go off the air—thus preventing interference with other stations.

The rules make no provision for stations using automated operating systems. The commission said, however, that it will seek a further revision in the rule to relieve licensees of such stations of the obligation of employing first class operators when automated transmitting equipment becomes generally available.

Some of the additional requirements under the new rules:

- Licensees must post detailed instructions, charts and tables in their studios for the benefit of lower-class operators. This data will be subject to "inspection

for us," Mr. Eimers said. "It tabulates the vote by state and by county for each candidate and feeds it out on teletype circuits [to the sponsoring news organizations in New York] and each state in the exact form our users have told us they want. It gives the new totals for the presidential candidates every minute or two, and new totals for each candidate in every county every 10 to 15 minutes.

"We've done a much larger job in some states: The tabulation of hundreds of individual candidates for delegate to the nominating conventions of both parties. When Massachusetts and Pennsylvania were tabulated on the same night, we collected and tabulated about 1,200 delegate candidates for the two states. Our program listed them by congressional district and statewide—arranged from top to bottom according to the number of votes each candidate received."

### Hard look at population issue

NBC's five television stations will devote virtually all of their regular public-affairs programs during June to examination of problems and issues surrounding overpopulation and population control. Approximately 180 programs will be devoted to this topic, a spokesman said, and productions of general interest will be exchanged by the stations.

### Canadian political ban defied

A Toronto radio station is being prosecuted by the Canadian Radio-Television Commission on charges of violating a ban on partisan political broadcasts on the eve of an election. Gordon Sinclair, commentator of CFRB(AM), admits he knowingly defied the rule in endorsing the Ontario Conservative party in a broadcast last October. The Canadian Broadcasting Act bans political broadcasts for 48 hours prior to election and, under new amendments before Parliament, would extend the prohibition to print media while cutting it back to 24 hours for both.

### Journalism Briefs

**Baptist reports.** Free one-minute daily news feeds of annual Southern Baptist Convention, June 6-8 in Philadelphia, will be available to radio stations by calling (215) 387-0833. Feeds, updated every four hours, will be provided by Southern Baptist Radio and Television Commission in cooperation with state Baptist conventions and Southern Baptist press representatives office.

**New service.** The Mitchell Group, a news programing consultant and news audience research firm has been formed as a service for medium market and small-market television stations. The firm is headed by Virgil Mitchell, former editorial manager of KNXT(TV) and news director of KABC-TV, both Los Angeles. *The Mitchell Group, 12161 Blix Street, North Hollywood, Calif. 61607.*

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and review" by the commission.

▪ The licensee must give the chief operator all necessary authority for the proper discharge of his technical responsibilities.

▪ The chief operator must review all operating logs at the end of each day. The licensee can designate an assistant to perform this duty when the chief operator is indisposed.

▪ Measurements must be taken at all monitoring points at least once a month. Licensees also must supply the commission with annual proof of performance for directional antennas if they elect to use third-class operators.

An additional requirement, which would obligate stations to install type-approved phase (antenna) monitors, will not go into effect until the conclusion of a rulemaking proceeding seeking acceptable criteria for the type acceptance of this equipment.

In light of the increased potential for the employment of third-class operators in more responsible duties, the commission noted that it intends to closely police the activities of those individuals. When rule violations take place due to the "carelessness, ineptness or lack of candor" of operators, the commission said it will impose sanctions on the operator as well as the licensee. It also indicated that it was planning more "comprehensive" examinations for all grades of operator licenses, and that it is considering ordering the re-examination of already-licensed operators.

The new rules culminate a two-year FCC inquiry seeking to relieve small-market licensees of hardships they have been experiencing in finding qualified, first-class employees.

## FCC asked to make quadrasonic study

**GE makes request in which it also cites values of its system**

In a move to establish ground rules for quadrasonic, four-channel FM broadcasting, General Electric Broadcasting Co. last week petitioned the FCC to conduct a full-scale inquiry on the subject.

General Electric, one of two firms that have developed a system for discrete quadrasonic broadcasting, made its request in the midst of a dispute between proponents of two divergent forms of quadrasonic—the matrix system, which utilizes a decoder at the receiving end to transform a two-channel transmission into four channels, and the more complicated discrete system, which involves the actual transmission of four signals on two channels using the two sidebands of each channel (BROADCASTING, April 3).

In its petition last week, General Electric claimed that the need for an FCC inquiry into the nature of quadrasonic is three-fold:

1) To determine, generally, the "awareness and interest in" quadrasonic broadcasting among broadcasters themselves, equipment manufacturers, trade associations and listeners.

2) To "elicit response to specific questions regarding various aspects of" quadrasonic, "such as quality and performance standards, the need for additional frequency allocations and the disposition of Subsidiary Communications Authorizations" (which are needed to engage in discrete quadrasonic).

3) "To obtain detailed disclosures and proposals" for various quadrasonic systems.

General Electric asked the commission to "fully support and assist" the newly established National Quadrasonic Radio Committee of the Electronics Industries Association (BROADCASTING, May 8), which is seeking to evaluate proposals for quad systems and recommend standards to the commission.

The company also requested that its own discrete system be made a part of the inquiry. In so doing, it has tightened its competition with the Dorren Quadrasonic System, which has already been proposed to the commission as the standard discrete process by KIOI(FM) San Francisco (BROADCASTING, Aug. 30, 1971).

In comments on the Dorren proposal last December, several broadcast entities—including NBC, CBS and the National Association of FM Broadcasters—indicated that there is a need for an inquiry of the same type proposed by General Electric last week (BROADCASTING, Dec. 6, 1971).

In its pleading, General Electric said it has undertaken extensive tests on its own system, highlighted by field experiments at its WGFN(FM) Schenectady, N.Y., last October. The fruits of those investigations were presented to the commission in April in a detailed report, a copy of which was attached to the petition last week. The commission granted the firm a special experimental authorization to conduct the tests on WGFN's SCA.

Among the findings of the GE report:

▪ The system is capable of transmitting a full frequency range of 50-50,000 hz to each discrete channel.

▪ The channel separation is "in excess" of the 30 db required by the commission of FM stations, and the signal-distortion factor is "well below" the commission's permissible limit for broadcast equipment.

▪ The system is comparable to present monaural and stereo receiving equipment.

▪ Although the system cannot operate on 41 or 67 khz, the normal SCA frequencies, SCA broadcasting may be carried on other frequencies below 100 khz.

▪ In the transition from two to four channels, the system displayed a loss of 7 db in signal-to-noise ratio, as compared with a normal loss of 23 db in the transition process from one to two channels.

## Finance

### A new dispute at troubled Herald-Traveler

**With TV gone and paper going, biggest stockholder starts fight to oust Clancy as president**

The Boston Herald-Traveler Corp., which recently lost its television station, WHDH-TV Boston, may soon lose its president, Harold Clancy.

That, at least, is the hope of a dissident group of stockholders led by Henry Garfinkle, of New York, who holds the largest single interest in the company—16%—either personally or through his Manhattan News Co.

Mr. Garfinkle has opened a proxy fight in an effort to oust Mr. Clancy at a stockholders meeting on June 7, in Boston. The meeting is to follow by five days one in which the stockholders were to vote on the sale of the company's newspaper properties to the Hearst Corp. for \$8.5 million (BROADCASTING, May 22).

Mr. Garfinkle, in a proxy statement sent to shareholders, says he is seeking the defeat of Mr. Clancy in the latter's bid for re-election as a director. Defeat would automatically bar Mr. Clancy from the presidency. Mr. Garfinkle urges the election of George Akerson, who is now chairman and who served as president from 1963 until 1968.

Mr. Garfinkle is also proposing the expansion of the board from seven to eight members and the election of two new directors—J. Barry Morrissey, of Boston, who is Mr. Garfinkle's attorney and would serve as his representative, and

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John Ruan, president of Ruan Transport Corp., of Des Moines, Iowa, who owns or controls about 5% of Herald Traveler stock. The remaining six members of the board would remain the same.

Mr. Garfinkle is said to be allied with a number of Herald Traveler stockholders, including Mr. Ruan, known as the "Midwest group." According to some estimates, the two groups control a majority of the company's outstanding shares.

Mr. Garfinkle's proxy statement contains no reason for the effort to displace Mr. Clancy as president. However, there have been reports of friction between the two men over the years, at least in part because of Mr. Garfinkle's inability to secure a representative on the board.

There is also said to be concern over the payments that would be made to the company's three top officers—Mr. Akerson and Roger P. Talmadge, treasurer, as well as Mr. Clancy, as a result of the sale to Hearst. According to the proxy statement that the corporation issued in connection with the proposed sale, Mr. Akerson and Mr. Clancy will receive \$408,750 each, in severance and payment on the remainder of their contracts, and

Mr. Talmadge, \$272,500. However, the proxy notes the payments would be made pursuant to employment contracts.

The FCC last week was informed of the proxy fight, in a letter from Washington communications attorney Marcus Cohn, who has served as counsel for the Herald Traveler's "Midwest group" in the past. Although the Herald Traveler lost its license for channel 5 to Boston Broadcasters Inc.'s WCVB-TV, the company is still of interest to the commission as licensee of WHDH-AM-FM.

Mr. Cohn said he did not believe that the addition of two new directors to be nominated by Mr. Garfinkle and the removal of Mr. Clancy required prior commission approval. However, the letter was intended to give the commission an opportunity to express a contrary view.

### Stock split for B&S

Burnup & Sims, cable TV construction firm, will split its stock two-for-one, payable July 10 to stockholders of record June 9. Company also has announced new contracts for 1,000 cable miles in Ohio, Pennsylvania and California.

### More stock in Taft

Taft Broadcasting Co., Cincinnati, has filed a registration statement with the Securities and Exchange Commission for public offering of 548,661 common shares. Taft said the shares have a current market value of approximately \$30.5 million. Taft said that 300,000 shares are being sold by the company, 181,328 by certain stockholders and 67,334 shares by certain holders of the company's outstanding warrants. There are about 3.7 million Taft common shares outstanding. The underwriting will be managed by Loeb, Rhoades & Co., New York.

### New Josephson offering

Marvin Josephson Associates Inc., New York, announced last week it has filed a registration statement with the Securities and Exchange Commission covering 354,883 shares of its common stock. The offering has a current market value of about \$5 million. Josephson is a leading talent agency and is active in packaging TV programs.

## Broadcasting Stock Index

## Weekly market summary of 118 stocks allied with broadcasting

Stock symbol	Exch.	Closing May 31	Closing May 24	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitalization (000)	
						High	Low			
<b>Broadcasting</b>										
ABC	N	72 1/4	73 1/2	- 1 1/4	- 1.70	76 1/4	51 1/4	7,146	516,298	
ASI COMMUNICATIONS	D	2 1/8	2 1/8			5	2	1,815	3,856	
CAPITAL CITIES	N	63	62 1/4	+ 3/4	+ 1.20	64 1/4	48	6,446	406,098	
CBS	N	55	54 1/2	+ 1/2	+ .91	57 7/8	45 1/2	27,654	1,520,970	
COX	N	42 1/4	39 3/4	+ 2 1/2	+ 6.28	49 3/4	36 1/4	5,827	246,190	
FEDERATED MEDIA	D	3	3		.00	3 7/8	2 7/8	820	2,460	
GROSS TELECASTING	A	18 5/8	19 1/4	- 5/8	- 3.24	23 7/8	12 1/4	800	14,900	
LIN	O	18 1/2	18 1/2			22 3/8	15 1/2	2,296	42,716	
MOONEY	O	10 7/8	10 5/8	+ 1/4	+ 2.35	10 7/8	4	250	2,718	
PACIFIC & SOUTHERN	O	16 5/8	16 1/4	+ 3/8	+ 2.30	18 1/4	10 3/8	1,930	32,086	
RAHALL COMMUNICATIONS	O	15 1/2	14 1/4	+ 1 1/4	+ 8.77	29	8	1,037	16,073	
SCRIPPS-HOWARD	O	22 3/4	22	+ 3/4	+ 3.40	27	18	2,853	64,905	
STARR	M	25 3/8	26 1/4	- 7/8	- 3.33	28 1/4	15 1/2	732	18,574	
TAFT	N	52 1/4	55 5/8	- 3 3/8	- 6.06	57 1/4	41 3/4	3,707	193,690	
<b>TOTAL</b>								<b>63,313</b>	<b>3,081,294</b>	
<b>Broadcasting with other major interests</b>										
ADAMS-RUSSELL	AAR	A	4 7/8	5	- 1/8	- 2.50	8 3/4	4 7/8	1,250	6,093
AVCO	AV	N	15 3/8	16	- 5/8	- 3.90	20 7/8	15 1/8	11,489	176,643
BARTELL MEDIA	BMC	A	4 5/8	4 5/8			7 1/8	4 1/8	2,254	10,424
BOSTON HERALD-TRAVELER	BHLD	O	16	14	+ 2	+ 14.28	30	11	589	9,424
CHRIS-CRAFT	CCN	N	6 7/8	7 1/4	- 3/8	- 5.17	8 3/4	5 5/8	3,980	27,362
COMBINED COMMUNICATIONS	CCA	A	33 3/8	34	- 5/8	- 1.83	42 1/2	29 5/8	2,884	96,253
COWLES COMMUNICATIONS	CWL	N	9 7/8	10 3/8	- 1/2	- 4.81	12 1/2	9 1/2	3,969	39,193
DUN & BRADSTREET	DNB	N	75	77 1/8	- 2 1/8	- 2.75	80 1/4	63	12,867	965,025
FUQUA	FOA	N	24 3/8	24 1/2	- 1/8	- .51	27 7/8	20 7/8	8,120	197,925
GABLE INDUSTRIES	GBI	N	30 1/2	30	+ 1/2	+ 1.66	32 1/4	24	1,872	57,096
GENERAL TIRE & RUBBER	GY	N	27	28 3/4	- 1 3/4	- 6.08	32 5/8	24 5/8	19,483	526,041
GLOBETROTTER COMMUNICATION INC	GLBTA	O	17 1/4	17 1/2	- 1/4	- 1.42	20 1/2	9 1/4	2,820	48,645
ISC INDUSTRIES	ISC	A	8	7 7/8	+ 1/8	+ 1.58	9 1/8	6	1,646	13,168
KANSAS STATE NETWORK	KSN	O	7 7/8	6 3/4	+ 1 1/8	+ 16.66	7 7/8	6 1/2	1,621	12,765
KINGSTIP INC.	KTPP	O	15 1/2	16	- 1/2	- 3.12	22	14 1/2	1,154	17,887
LAMB COMMUNICATIONS	L	O	3 1/2	3 1/4	+ 1/4	+ 7.69	4 7/8	2	475	1,662
LEE ENTERPRISES	LNT	A	27 3/8	27 3/8			30	17 1/2	3,289	90,036
MCGRAW HILL	MHP	N	18 5/8	18 7/8	- 1/4	- 1.32	20 7/8	16 1/8	23,327	434,465
LIBERTY CORP.	LC	N	18 3/4	19 1/8	- 3/8	- 1.96	21 5/8	17 1/2	6,753	126,618
MEREDITH CORP.	MOP	N	23 1/2	23 3/4	- 1/4	- 1.05	30 3/4	23	2,772	65,142
METROMEDIA	MET	N	38 1/4	37 3/8	+ 7/8	+ 2.34	38 7/8	27 1/4	5,956	227,817
MULTIMEDIA INC.	O	42 1/4	42 1/4			44	14	2,408	101,738	
OUTLET CO.	OTU	N	16 1/2	16 1/8	+ 3/8	+ 2.32	19 3/8	14 3/4	1,335	22,027
POST CORP.	POST	O	24 1/4	23 3/4	+ 1/2	+ 2.10	30	9	942	22,843
PUBLISHERS BROADCASTING CORP.	PUB8	D	2 1/4	2 1/4			4 7/8	1 5/8	919	2,067
REEVES TELECOM	RBT	A	3 3/8	3 1/2	- 1/8	- 3.57	4 1/4	2 3/8	2,292	7,735
RIDDER PUBLICATIONS	RPI	N	33 1/8	33	+ 1/8	+ .37	34 1/2	26	8,324	275,732
ROLLINS	ROL	N	37 7/8	38 3/8	- 1/2	- 1.30	38 3/8	33	12,131	459,461
RUST CRAFT	RUS	A	34	34			36 3/4	24	2,318	78,812
SCHERING-PLOUGH	SGP	N	113 1/4	114	- 3/4	- .65	114 1/2	82 5/8	25,471	2,884,590
SONDERLING	SOB	A	18 1/8	18 1/8			30 3/4	18	1,005	18,215
STORER	SBK	N	45	44	+ 1	+ 2.27	45	31	4,223	190,035
TIME INC.	TL	N	53	53 3/8	- 3/8	- .70	64 3/4	53	7,278	385,734

	Stock symbol	Exch.	Closing May 31	Closing May 24	Net change in week	% change in week	High	Low	1972	Approx. shares out (000)	Total market capitalization (000)
<b>TURNER COMMUNICATIONS</b>											
WASHINGTON POST CO.	WPO	A	6 1/4	5 7/8	+ 3/8	+ 6.38	6 1/4	2		1,328	8,300
WOMETCO	WOM	N	33 5/8	34 3/8	- 3/4	- 2.18	35 1/2	23 1/2		4,789	161,030
			24	21 5/8	+ 2 3/8	+ 10.98	25 7/8	18 1/2		5,789	138,936
<b>CATV</b>									TOTAL	199,122	7,906,939
AMECO	ACD	O	2 3/4	2 7/8	- 1/8	- 4.34	12 3/4	1 1/2		1,200	3,300
AMERICAN ELECTRONIC LABS	AELBA	O	6 1/4	7	- 3/4	- 10.71	9 3/4	3		1,670	10,437
AMERICAN TV & COMMUNICATIONS	AMTV	O	43	40	+ 3	+ 7.50	43 1/2	17 1/4		2,462	105,866
BURNUP & SIMS	BSIM	O	40 3/8	42 5/8	- 2 1/4	- 5.27	44	11 1/2		3,061	123,587
CABLECOM-GENERAL	CCG	A	13 1/2	13 3/4	- 1/4	- 1.81	18 1/4	13		2,395	32,332
CABLE INFORMATION SYSTEMS	O		4 1/2	4 1/2			4 3/4	1 3/4		955	4,297
CITIZENS FINANCIAL CORP.	CPN	A	11 1/4	11 1/8	+ 1/8	+ 1.12	15 1/4	10 5/8		2,355	26,493
COLUMBIA CABLE	CCA8	O	18 1/8	18 1/2	- 3/8	- 2.02	29	18 1/8		900	16,312
COMMUNICATIONS PROPERTIES	COMU	O	13 5/8	14 1/2	- 7/8	- 6.03	27 3/8	11 1/8		1,917	26,119
COX CABLE COMMUNICATIONS	CXC	A	33 1/8	33 3/4	- 5/8	- 1.85	33 7/8	23 1/4		3,555	117,759
CYPRESS COMMUNICATIONS	CYPR	O	21 1/4	20	+ 1 1/4	+ 6.25	21 1/4	7		2,707	57,523
ENTRON	ENT	A	5	5			9 1/4	3 5/8		1,320	6,600
GENERAL INSTRUMENT CORP.	GRL	N	25 1/8	27 1/4	- 2 1/8	- 7.79	29 1/4	20 3/4		6,498	163,262
LVO CABLE INC.	LVOC	O	13 3/4	13 3/4			16 1/2	6 3/4		1,466	20,157
STERLING COMMUNICATIONS	STER	O	5 5/8	5 1/2	+ 1/8	+ 2.27	7 3/4	3 1/2		2,162	12,161
TELECOMMUNICATIONS	TCOM	O	29 3/4	27 7/8	+ 1 7/8	+ 6.72	30 3/8	15 1/2		2,856	84,966
TELEPROMPTER	TP	A	35 3/8	37	- 1 5/8	- 4.39	39 3/8	28 1/8		13,472	476,572
VIACOM	VIA	N	21 3/4	23 3/8	- 1 5/8	- 6.95	28 1/2	15 1/2		3,771	82,019
VIKOA	VIK	A	11 1/2	12 5/8	- 1 1/8	- 8.91	19 3/4	8		2,344	26,956
<b>Programming</b>									TOTAL	57,066	1,396,718
COLUMBIA PICTURES	CPS	N	11 1/2	11 3/8	+ 1/8	+ 1.09	14 7/8	9 1/8		6,342	72,933
DISNEY	DIS	N	185 1/4	188	- 2 3/4	- 1.46	188	132 3/4		13,223	2,449,560
FILMWAYS	FWY	A	6 5/8	6 7/8	- 1/4	- 3.63	8	4 7/8		1,849	12,249
GULF & WESTERN	GW	N	41 3/4	40 3/4	+ 1	+ 2.45	44 3/4	28		15,816	660,318
MCA	MCA	N	29 1/2	28 3/4	+ 3/4	+ 2.60	35 7/8	25 5/8		8,182	241,369
MGM	MGM	N	18 5/8	18 5/8			21 1/2	17 1/4		5,895	109,794
MUSIC MAKERS	MUSC	O	2 3/4	2 3/4			3 3/4	1 1/8		534	1,468
TELE-TAPE PRODUCTIONS	O		1	1			2 7/8	1		2,190	2,190
TRANSAMERICA	TA	N	20 1/2	18 5/8	+ 1 7/8	+ 10.06	23 1/2	18 1/8		64,571	1,323,705
20TH CENTURY-FOX	TF	N	12 7/8	12 1/4	+ 5/8	+ 5.10	17	11 3/8		8,562	110,235
WALTER READE ORGANIZATION	WALT	O	2 1/4	2 1/4			4 1/8	1 3/8		2,414	5,431
WARNER COMMUNICATIONS INC.	WCI	N	46 1/4	46 1/2	- 1/4	- .53	47 5/8	31 1/4		16,221	750,221
WRATHER CORP.	WCO	A	12 5/8	13 1/4	- 5/8	- 4.71	17 7/8	9 7/8		2,164	27,320
<b>Service</b>									TOTAL	147,963	5,766,793
JOHN BLAIR	BJ	N	22	22		.00	22	16 3/4		2,600	57,200
COMSAT	CQ	N	67 7/8	68 1/2	- 5/8	- .91	75 3/8	56 5/8		10,000	678,750
CREATIVE MANAGEMENT	CMA	A	14 1/2	14 1/2			15 1/2	9 3/8		969	14,050
DOYLE OANE BERNBACH	DOYL	O	32	30 3/8	+ 1 5/8	+ 5.34	32	24		1,872	59,904
ELKINS INSTITUTE	ELKN	O	3	3 1/4	- 1/4	- 7.69	16 3/8	3		1,664	4,992
FOOTE, CONE & BELDING	FCB	N	13 1/8	13 7/8	- 3/4	- 5.40	14	10 5/8		2,176	28,560
GREY ADVERTISING	GREY	O	16 3/4	17 5/8	- 7/8	- 4.96	18	9 1/4		1,209	20,250
INTERPUBLIC GROUP	IPG	N	33	31 3/4	+ 1 1/4	+ 3.93	33	22 3/4		1,843	60,819
MARVIN JOSEPHSON ASSOCS.	MRVN	O	15 3/4	15 7/8	- 1/8	- .78	17 3/4	5 7/8		825	12,993
MCCAFFREY & MCCALL	O		12	12			16 1/2	7		585	7,020
MOVIELAB	MOV	A	2 1/8	2 1/8			3 1/2	1 5/8		1,407	2,989
MPD VIDEOTRONICS	MPO	A	4 3/4	5 3/8	- 5/8	- 11.62	7 1/8	4		547	2,598
A. C. NIELSEN	NIELB	O	48 1/4	48 7/8	- 5/8	- 1.27	50	37 5/8		5,299	255,676
OGILVY & MATHER	OGIL	O	45 1/4	45 1/2	- 1/4	- .54	45 1/2	16		1,644	74,391
PKL CO.	PKL	O	1	3/4			9 1/2	1 3/4		778	1,361
J. WALTER THOMPSON	JWT	N	48	47 3/8	+ 5/8	+ 1.31	48	40 1/4		2,711	130,128
WELLS, RICH, GREENE	WRG	N	23 1/2	23 7/8	- 3/8	- 1.57	27 7/8	19 5/8		1,618	38,023
<b>Manufacturing</b>									TOTAL	37,747	1,449,704
ADMIRAL	ADL	N	22 1/4	21 3/4	+ 1/2	+ 2.29	27	17 1/8		5,163	114,876
AMPEX	APX	N	7 5/8	7 1/2	+ 1/8	+ 1.66	15 1/8	7		10,873	82,906
CARTRIAGE TELEVISION INC.	O		33 3/8	32 7/8	+ 1/2	+ 1.52	43 1/2	16 1/2		2,083	69,520
CCA ELECTRONICS	CCAE	O	4 7/8	5	- 1/8	- 2.50	6 1/4	2 1/4		881	4,294
COLLINS RADIO	CRI	N	16 5/8	16 3/4	- 1/8	- .74	19 7/8	13 3/8		2,968	49,343
COMPUTER EQUIPMENT	CEC	A	3 5/8	3 1/2	+ 1/8	+ 3.57	4 5/8	3		2,421	8,776
CONRAC	CAX	N	34 3/4	36 1/4	- 1 1/2	- 4.13	39 3/8	27 1/8		1,259	43,750
GENERAL ELECTRIC	GE	N	68 3/4	69 3/8	- 5/8	- .90	70 7/8	58 1/4		182,123	2,520,956
HARRIS-INTERTYPE	HI	N	55 1/8	54 1/4	+ 7/8	+ 1.61	59	48 1/4		6,344	349,713
MAGNAVIX	MAG	N	40	40			52 1/4	36 1/4		17,476	699,040
3M	MMM	N	153 3/8	158	- 4 5/8	- 2.92	158 3/4	129 1/4		56,300	8,635,012
MOTOROLA	MOT	N	110 5/8	110 1/2	+ 1/8	+ .11	114 1/2	80		13,522	1,495,871
OAK INDUSTRIES	OEN	N	15 3/8	15 3/4	- 3/8	- 2.38	17 1/2	9 5/8		1,638	25,184
RCA	RCA	N	36 7/8	38 7/8	- 2	- 5.14	45	35 7/8		74,352	2,741,730
RSC INDUSTRIES	RSC	A	3 1/8	3 1/4	- 1/8	- 3.84	4 3/8	2 7/8		3,458	10,806
TEKTRONIX	TEK	N	55 3/4	52 1/4	+ 3 1/2	+ 6.69	55 3/4	32 3/4		8,128	453,136
TELEIMATION	TIMT	O					13 3/4	6		1,050	8,137
WESTINGHOUSE	WX	N	52 1/8	52 1/8			54 7/8	43		86,927	4,531,069
ZENITH	ZE	N	45 7/8	47 1/4	- 1 3/8	- 2.91	50 1/2	41 3/8		19,031	873,047
<b>GRAND TOTAL</b>									001,208	22,318,614	

Prices for Ogilvy & Mather reflect 3-for-2 stock split.

Standard & Poor's Industrial Average	122.49	123.41	-.92
A-American Stock Exchange	N-New York Stock Exchange		
M-Midwest 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.	

# Radio • Television • Cable • Public Relations/Contacts

Public Relations/Contacts is a regular feature of BROADCASTING, the newsweekly of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

## business viewpoint

"If prisons were businesses, most would be bankrupt," says Arch Booth. In cooperation with the American Correctional Association, the U.S. Chamber of Commerce has produced radio and television spots for release about May 15. These will offer organizations complimentary bulk copies of the National Chamber booklet on "Modernizing Corrections." If you don't get yours, contact us at 1615 H Street, N.W., Washington, D.C. 20006.

## catv programming

The AMERICAN COLLEGE LECTURE BUREAU is in production now with a lively new series of Sony Videocassette programs featuring leading sports, theatrical and political headliners discussing subjects ranging from women's lib to film-making to ghost-hunting to "Politics-72." Taped in front of live student audiences at colleges across the country, "LECTURE CIRCUIT" offers a highly entertaining and informative addition to your weekly programming.

Each hour program, available with or without spot breaks, explores an important issue through the student audiences' probing, sometimes irreverent questioning.

For complete details, please give us a call at 212 TE 2-1020.

## free film

"TWO FOR FOX . . . TWO FOR CROW"  
SPELLCRAFT VS. TECHNOLOGY—FREE  
FILM FOR TV  
16:00 mins. 16mm Color

Comparative look at Indian folklore vs. today's agricultural technology in the field of food production. Reveals how scientists are winning the battle for survival through constant research on safe chemicals to fight plagues of weeds, parasites and animal diseases.

### ASSOCIATION-STERLING FILMS

43 West 81st St., N.Y. 10023 (212) 752-4431

## OUTSTANDING FREE SERIES PROGRAMING FROM MODERN TV.

Sports. Travel. Adventure. Home-making. Farming.  
Call or write—MODERN TV, 2323 New Hyde Park Road, New Hyde Park, N.Y. 11040. (516) 437-6300.

## free film (cont'd)

Free loan films on a variety of educational, sports, and auto industry-related subjects. Many suitable for public service programming. 16mm. Color. Write for catalog. General Motors Film Library, 1-101 General Motors Bldg., Detroit, Mich. 48202.

## THE CITIZENS' NATIONAL ANTHEM

A unique non-military version using the fourth stanza of "The Star Spangled Banner" in a folk setting. The unposed visuals of children and adults, reflect the freedoms of America. 16mm print may be dubbed and returned at no cost or print can be retained for donation of \$10.00. Write: TRAV, 341 Ponce de Leon Ave. N.E. Atlanta, Georgia 30308

## humor

### ORIGINAL TOPICAL COMEDY LINES

for Disc Jockeys, Air Personalities, Newscasters, Program Directors, by Bob Orben, top TV comedy writer (Skelton, Paar, etc.). Mailed first class 24 times a year. To be Number One (or stay Number One) in your area, send for FREE SAMPLE of CURRENT COMEDY, The Comedy Center, Inc., 1529-B East 19 St., Brooklyn, N.Y. 11230.

## legal

### BROADCASTING AND THE LAW

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

**BROADCASTING AND THE LAW**  
Box 8357A  
Knoxville, Tennessee 37916

## radio drama



Now available for local purchase. **CHARLES MICHELSON, INC.**  
45 West 45th St., New York 10036 • (212) PL 7-0695



## EASY ACES

THE ORIGINAL RADIO COMEDY SERIES  
PRICED FOR YOUR MARKET  
Call or Write now: Gene V. Kellenberger  
**KLD PRODUCTIONS, INC.**  
615 MNB Bldg., Cedar Rapids, Iowa 52401  
(319) 364-5182

## radio drama (cont'd)

## THE SWINDLERS

An exciting 5-minute dramatized Radio series based on cases from the FBI, Postal Service, IRS, etc. of swindles and con games.

Send for free audition tape.

Western Communications, Inc.  
280 Columbine  
Denver, Colorado 80206

## props for tv



## MANNEQUINS

All types, large variety  
Ladies - Children - Men  
New and Reconditioned

### herzberg-robbins

mannequin specialists for over 50 years  
57 West 38 St., New York, N.Y. 10018  
Phone: (212) 736-3585

## public service

### SUMMER VACATION PROGRAMS

Our National Parks, Conservation, 5 min. 7 min. 1/4 hour formats. Available now. . . Free Loan Public Service Programs. Contact:

**AUDIENCE PLANNERS**  
Suite 1832 — 208 S. LaSalle St.  
Chicago, Ill. 60604  
312—263-0497

## recording tapes

**3M CO. CASSETTES**  
highlander & Scotch  
8 TRACK TAPES  
WE PAY POSTAGE! Order now!  
SCOTCH TAPE CATALOG 10¢

	1 to 11-12 or more
C-60	\$1.19 \$ .99
C-90	1.89 1.50
C-120	3.19 2.69
8 TRACK-40 MINUTES	2.49 2.19
8 TRACK-80 MINUTES	2.99 2.59

**TOWER** LAFAYETTE HILL, PA. 19444

## timing instruments

### KEEP TIME

Radio and TV people—get the most of every minute you pay for—to the last split-second with the MINERVA STOPWATCH designed for radio and TV use! Call

**M. DUCOMMUN COMPANY**  
580 Fifth Ave., New York 10036  
PLaza 7-2540

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## Broadcast Advertising

**W. R. (Dick) Smith**, appointed VP, Campbell-Ewald Co., Detroit, and named account supervisor for Chevrolet account, responsible for over-all coordination of broadcast scheduling, production and programming. Mr. Smith rejoined agency last August after two years as VP for California's Ontario Motor Speedway.



**Donald G. Goldstrom**, assistant director of advertising and promotion, Armstrong Cork Co., Lancaster, Pa., appointed director of advertising and promotion. He succeeds **Craig W. Moodie Jr.**, who resigns as VP and director of advertising and promotion to do public relations work in Los Angeles area.

**Ralph V. Bray Jr.**, who also held title of assistant director of advertising and promotion for Armstrong, continues in that post but with broader responsibilities.

**Lawrence N. Stern**, account supervisor in Omaha, and **William H. Fogarty**, VP, general manager, Houston office, **Bozell & Jacobs**, elected senior VP's. **David P. DePew**, account supervisor, B&J's Chicago office, and **Clifford E. Boettcher**, account executive, promotion director, Racine, Wis., office, elected VP's. **Brett W. Murphy**, publicity supervisor, Koehring Co. construction division, Milwaukee, and **Edwin A. Large**, marketing communications manager, Simplicity Manufacturing

Co., farm equipment manufacturer, Port Washington, Wis., join B&J's Racine office as publicity director and account executive, respectively.

**Joseph Sutton**, assistant director of network relations, McCaffrey & McCall, New York, named VP and associate director of network relations.

**David Miranda**, copy supervisor, Doyle Dane Bernbach, New York, joins Norman, Craig & Kummel there as creative group head. **Bruce Andrews**, in charge of art direction, Ogilvy & Mather, New York, joins NC&K as senior art director and **Daniel Levin**, account supervisor, Chalk Nissen Hanft there, moves to NC&K as art director.

**Michael Sullivan**, sales service manager, ABC Radio, New York, appointed to business manager for network, succeeding **Joseph F. Kelly**, who moves to network's Detroit sales office. **Peter Bloom**, assistant sales service manager, succeeds Mr. Sullivan.

**Karen Sterbinsky**, production staff, McCaffrey & McCall, New York, appointed executive assistant and screening supervisor, Agency Services Corp. there, which works with agencies on integrating, screening and monitoring commercials.

**Ronald W. Scharbo**, VP and assistant office manager, Cargill, Wilson & Acree, Atlanta, appointed office manager. **Judy McLaughlin**, media buyer, appointed senior media buyer.

**Mike Horowitz**, reporter, WBBM-TV Chicago, named VP in account management and public relations, Weber Cohn & Riley, Chicago agency.

**Edward A. Maguire**, formerly Northeast advertising manager for Philco Ford in King of Prussia, Pa., joins Frank B. Sawdon, advertising agency there, as account executive.

**Eileen Hrescak**, assistant director of client services for Jay M. Kholos Advertising, Los Angeles, promoted to director of client services. **Sid Koss**, retail sales manager for KFVB(AM) Los Angeles, joins agency as marketing/merchandising director.

**John B. Watkins**, former Navy officer, joins ABC Television Spot Sales, New York, as research analyst.

**Susan Segal**, sales assistant, CBS Radio Spot Sales, Philadelphia, joins New York office as associate research manager.



**John F. Brennan**, sales manager and part owner, Wayne-Evans and Associates, Minneapolis station representative, appointed national sales manager, Wisconsin TV Network (WKOW-TV Madison, WAOW-TV Wausau and

Mr. Brennan WXOW-TV La Crosse, all owned by Horizons Communications Corp.).

**Ronald J. Niess**, manager of advertising and sales promotion, National Cash Register Co., special products division, Dayton, Ohio, appointed promotion/publicity director, WLWD(TV) there.

**Morrie Puzzi**, with KOOL-AM-FM Phoenix, appointed national sales manager.

**Robert C. McIntyre**, formerly senior VP and management account supervisor, Lennen & Newell, New York, named senior VP, account management, Kracht, Ryder, Minicus, agency there.

**Richard P. Bremkamp Jr.**, general sales manager, WDOK(FM) Cleveland, appointed to newly created position of general sales manager of Globetrotter Communications Inc.'s Westchester division (WIXY[AM]-WDOK Cleveland).

**Peter A. Roy**, with sales staff, WHYN-AM-FM Springfield, Mass., appointed local sales manager.

**Murray B. Howard**, account executive, WICH-AM-FM Norwich, Conn., returns to WORC(AM) Worcester, Mass., as sales manager.

## Media

**Hendrik Booraem Jr.**, programs VP, WPIX-TV New York, appointed to board of WPIX Inc., licensee of WPIX-FM-TV New York and owner of WICC(AM) Bridgeport, Conn.

## Ted Bates, architect of TV spot, dies



**Theodore L. Bates**, 70, founder of Ted Bates & Co., died May 30 of heart attack at his home in New York while playing bridge with friends. He was the agency's honorary chairman, director and a member of its executive committee.

Mr. Bates Though he adhered meticulously to a low profile at the agency, Mr. Bates is credited with having helped to effect fundamental changes in TV advertising in the early 1950's. Rosser Reeves (former Bates board chairman and early associate of Mr. Bates and now in semi-retirement) said last week that Ted Bates was responsible for having changed the face of TV advertising in those years by leading the move toward a spot pattern in TV commercials and away from the

sole sponsorship of TV programs. Mr. Bates, he said, "understood TV's possibilities and potentialities in advertising."

Mr. Bates founded his agency in 1940. He was then sole owner but his stock holdings had been reduced well below 10% in recent years, according to Mr. Reeves, who recalled, "Ted often said that he would rather own 1% of a great success than 100% of a failure."

Ted Bates's advertising career started in 1924 with the Chase National Bank in New York. He subsequently served with the George Batten Co. (later BBDO) and was with Benton & Bowles before becoming president and chief executive officer of his own agency. In the late 1940's he had dropped the title president, and in 1955 that of chief executive officer, a position he resumed in 1961-1965.

He is survived by his wife, Evelyn Turull Bates; two daughters, Mrs. Stephen Owen and Mrs. Howard B. Johnson (wife of the president of Howard Johnson), and six grandchildren.





**David J. Shurtleff**, VP, broadcast division, Outlet Co., Providence, R.I., named VP and general manager, WSYR-AM-FM-TV Syracuse, N.Y. Mr. Shurtleff succeeds **William V. Rothrum** who retires after 35 years with stations.

Mr. Shurtleff

**Jeanne Olguin** named minority relations coordinator for KBTU(TV) Denver, position created by agreement between station and Denver Task Force for Community Broadcasting (BROADCASTING, Jan. 30). Miss Olguin has been with North Denver Action Center. She will be responsible for liaison with minority communities of Denver and will originate and produce programming for minorities.

**Eleanor C. Mertson**, corporate secretary and assistant treasurer, Reeves Telecom Corp., New York, named to additional duties as VP.

**Paul E. Palmer**, sales manager, WIND-AM) Chicago, appointed station manager of KFMB-AM-FM San Diego.

**Al Vecchione**, director, production operations, National Public Affairs Center for Television, Washington, appointed to additional duties as assistant general manager.

Canadian Broadcasting Corp. has appointed first Eskimo to its board of directors. **Frank Hansen**, 28, of Inuvik, Northwest Territories, federal civil servant, will serve five-year term.

**William Harris**, director of cablecasting, Storer Cable TV, appointed operations manager, WSBK-TV Boston, Storer Broadcasting station.

## Programing

**Pierre Wels**, VP, special projects, Metromedia Producers Corp., New York, with responsibility for supervising sales of *The Merv Griffin Show*, appointed VP, syndicated sales, directing all areas of domestic syndicated sales for MPC prop-



erties. **Ron Sossi**, program supervisor for Paramount Television, Hollywood, joins MPC, Los Angeles, as program development executive on feature films for TV and network TV specials.

**Harold P. Archinal**, executive VP and foreign sales manager of overseas distribution operation of Walt Disney organization, Burbank, Calif., named president of Buena Vista International and Canasa Trading Corp., two foreign distribution subsidiaries of Walt Disney Productions. Mr. Archinal succeeds **Edmund F. Clarke**, who retires. **Gus Zelnick**, European and Middle East sales supervisor, named VP of Buena Vista International, with headquarters in London.



**T. A. M. Craven**, 79, two-time member of FCC during three presidential administrations, died last Wednesday at his home in McLean, Va. Mr. Craven served on commission from 1937-1944, and again from 1956-

Mr. Craven

1963, when he left to join then newly formed Communications Satellite Corp. He served as a naval officer between 1913-1930, retiring with the rank of commander. During his second term on FCC, Mr. Craven was considered one of most influential figures in international radio communications, having headed U.S. delegation to the World Administrative Radio Conference several times.

**Ivan Genit**, Latin-American sales supervisor, promoted to VP of Canasa Trading Corp., with headquarters in Burbank, Calif.

**James V. Shannon**, formerly head of his own marketing consultancy in New York, joins Viacom International Inc., New York, with responsibility for marketing activities of licensing and merchandising department.

**Nat Cavalluzzi**, formerly with ABC in station relations and sales, named director of sales in charge of program placement for CPM Programs Inc., New York, packager-producer of TV programs.

**George E. Drymalski**, assistant general manager and sales manager, Behrends Inc., Chicago, supplier of audio, visual and lighting equipment, appointed production manager, WISH-TV Indianapolis.

**Charles Peterson**, program manager, KDKA-AM-FM-TV Pittsburgh, joins WWSW-AM-FM there as program director.

**Harv Moore**, music director, WPGC-AM-FM Morningside, Md., appointed assistant program director.

**Jim Seaney**, former general manager, KWSR(AM) Rifle, Colo., appointed operations manager, KIVA(TV) Farmington, N.M.

## Broadcast Journalism

**Ronald W. Reichmann**, news editor, United Press International's national broadcast department, Chicago, appointed New England broadcast editor in Boston bureau.

**Michael Von Ende**, assistant news director, WBZ-TV Boston, appointed news director, KYW-TV Philadelphia. Both are Group W stations.

**Jim Martin**, with news staff, WDBO-AM-FM Orlando, Fla., appointed news director.

**Val Clenard**, with KMPC(AM) Los Angeles, appointed news director.

**Lon Dyson**, formerly with news staff, WLS(AM) Chicago, joins WDAI(FM) there as news director.

**Bob Scott**, morning-drive newsmen and

afternoon traffic reporter for KHOW(AM) Denver, promoted to news director.

## Cable

**Richard N. Gingres**, chief of estimating for Rucker Precision Co., Los Angeles, appointed to newly created position as manufacturing manager of Optical Systems Corp., Los Angeles, hardware and program supplier for cable-TV and pay-TV operations.

**Henry Bovin**, director of engineering, CBS Inc., New York, joins Sterling Manhattan Cable Television there as general manager of engineering operations.

## Equipment & Engineering

**Wally Lambourne**, VP of engineering, broadcast division, Columbia Pictures Industries, appointed VP, engineering/planning and development, Trans-World Productions, New York, closed-circuit TV division of CPI.

**K. Blair Benson**, formerly VP of Electronic Video Recording (EVR) technical development for CBS Inc., New York, appointed to newly created post of director of audio and video engineering for Goldmark Communications Corp., Stamford, Conn., subsidiary of Warner Communications Inc.

**Andrew P. McClure**, account manager, Xerox Corp., San Francisco, appointed sales manager, Schafer Electronics Corp., Santa Barbara, Calif.-based broadcast equipment manufacturer.

**Paul G. Hansil**, product manager, audio-video systems division, Ampex Corp., Redwood City, Calif., appointed Southeast regional manager of division, with headquarters in Atlanta. He replaces **Frank Benson**, who resigns.

**A. R. Nott**, southwestern broadcast consultant, Albuquerque, N.M., appointed chief engineer of KIVA(TV) Farmington, N.M.

## Music

**George Chernault Jr.**, assistant to general manager, WLSL-AM-FM-TV Roanoke, Va., joins SESAC, music licensing firm, as field representative for Louisiana, Mississippi, Alabama, Tennessee, Kentucky and West Virginia regions.

**Jules Collins**, sales manager, American Society of Composers, Authors and Publishers, who joined society as head of its radio licensing division 35 years ago, retired June 1. He plans to be copyright consultant.

**Donald Palmer**, with WOCB-AM-FM West Yarmouth, Mass., appointed music director.

**Tom Kelley**, known professionally as "Tree," WMMS(FM) Cleveland, appointed music director.

**Ken Mitchell**, announcer, WGLI(AM) Babylon, N.Y., appointed music director.

## Allied Fields

**Alain J. Tessier**, VP, TV sales, American Research Bureau, New York, appointed

director of target group index client service, American Market Research Bureau there, division of J. Walter Thompson Co. A. J. Aurichio, president, Marketronics, Inc., New York, named VP, market information applications, American Research Bureau there.

**Paul A. Lawless**, VP and associate director of marketing, Lennen & Newell, New York, named VP, Compusamp, New York-based consumer research company.

**John M. Couric**, former VP, public rela-

tions, National Association of Broadcasters, for past year legislative representative, National Association for Retarded Children, joins American Nursing Home Association, Washington, as director, public relations.

## Deaths

**Harold J. Nafzger**, 63, engineering supervisor, WBNS-TV Columbus, Ohio, died May 12, at Grant hospital, Columbus. Mr. Nafzger had been associated with

WBNS radio and TV since 1934. He is survived by his wife, Pauline, daughter and son.

**John A. Fay**, 60, VP and general manager of Allegheny Mountain Network stations, died May 25 of cancer at Elk County general hospital, Ridgway, Pa. Network stations are WKBI(AM) St. Marys, WKBI-FM Ridgway, WFRM(AM) Coudersport, WNB(AM)-WGCR(FM) Wellsboro, all Pennsylvania. He is survived by his wife, Iva and three daughters.

# For the Record®

As compiled by BROADCASTING, May 23 through May 29, 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

- Daytona Beach, Fla.—FCC denied applications by Central Florida Enterprises Inc. and Cowles Florida Broadcasting Inc. for review of review board order released Oct. 26, 1971 in Daytona Beach, TV proceedings (Docs. 19168-70). Action May 23.
- Boston—FCC clarified, in response to petitions by Community Broadcasting of Boston Inc. and Dudley Station Corp. redesignation order in ch. 7 Boston. TV proceeding, to prohibit renewal applicant from submitting evidence of programming for periods following expiration of station's license. Petitioners' applications for new TV in Boston were originally designated for hearing with application of RKO General Inc. for renewal of WNAC-TV ch. 7 Boston in order released Dec. 11, 1969 (Docs. 18759-61). Action May 23.

## Existing TV stations

### Final actions

- WILX-TV Onondaga, Mich.—Broadcast Bureau granted mod. of license covering change of hours of operation from share time to unlimited contingent

on WMSB surrendering license for cancellation, and ch. 23 East Lansing, Mich. going on air. Action May 18.

- WCCO-TV Minneapolis—Broadcast Bureau granted CP to install new aux. ant. at main ant.—trans. location; granted CP to change site approximately 30 ft. west of present site. Action May 23.
- WTCN-TV Minneapolis—Broadcast Bureau granted CP to install new aux. ant. at main trans. and ant. location; granted mod. of CP to make changes in ant. structure; granted mod. of CP to extend completion date to Nov. 23. Action May 23.

### Actions on motions

- Chief, Office of Opinions and Review in Ponce, Puerto Rico (Ponce Television Corp. [WRIK-TV]), TV proceeding, granted request by Broadcast Bureau and extended to June 15, time to file comments on Ponce Television Corp.'s dismissal of application and petition for reconsideration of commission's memorandum opinion and order and notice of apparent liability released March 9 (Doc. 19459). Action May 18.
- Chief Hearing Examiner Arthur A. Gladstone in Washington (United Television Co. [WFAN-TV], et al.), TV and AM proceeding, on request of United Television Co. and United Broadcasting Co., extended to June 30 time to file proposed findings and conclusions; and any replies to such proposed findings and conclusions shall be filed within fifteen days thereafter (Docs. 18559, 18561-3). Action May 17.
- Hearing Examiner Isadore A. Honig in Ponce, Puerto Rico (Ponce Television Corp. [WRIK-TV]), TV proceeding, granted motion by Ponce Television Corp., and extended time for responding to WAPA-TV's discovery documents from May 17, until after Commission action on applicant's petition for reconsideration, with exact date for responding to be set by further order (Doc. 19459). Action May 17.
- Hearing Examiner Jay A. Kyle in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, granted motion by Alabama Television Inc. and extended to June 19, time to file answer to interrogatories (Docs. 15461, 16760-1, 16758). Action May 23.
- Hearing Examiner Chester F. Naumowicz Jr. in

Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, denied request by Central seeking to appeal ruling by examiner quashing certain subpoenas ad testificandum for reasons set forth in examiner's order released on April 17 (Docs. 19168-70). Action May 15.

Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX-TV]) and Forum Communications Inc.), TV proceeding, denied motion to strike by Forum Communications and to extent it is otherwise acceptable under applicable rules, amendment shall remain properly filed, without qualification; and further ordered, following commission's mandate in memorandum opinion and order (released May 15), and subject to content of order, "the entire record compiled in this proceeding under the original designation order is incorporated into [this] redesignated proceeding by reference." (Docs. 18711-2). Action May 18.

### Other actions

- Review board in Daytona Beach, Fla., TV proceeding, denied motion by Cowles Florida Broadcasting Inc. (WESH-TV Daytona Beach), to delete issue on whether grant of its application for facilities changes would constitute de facto reallocation of ch. 2 from Daytona Beach to Orlando. Proceeding involves mutually exclusive applications of Cowles Florida Broadcasting Inc. for renewal of license and for modification of authorized facilities of WESH-TV ch. 2 and of Central Florida Enterprises Inc., for CP for new TV on ch. 2 Daytona Beach. They were designated for consolidated hearing March 3, 1971 (Docs. 19168-70). Action May 23.

## New AM stations

### Actions on motions

- Hearing Examiner Frederick W. Denniston in Clare, Michigan (Bi-County Broadcasting Corp.), AM and FM proceeding, denied motion for extension of time filed by Bi-County Broadcasting Corp. (Doc. 19492). Action May 17.
- Hearing Examiner Charles J. Frederick in Sumiton, Ala. (Sumiton Broadcasting Co.), AM proceeding, reopened record; granted petition by applicant for leave to amend its application to show change in residence of stockholder Dr. Jerry C. Chapman; and reclosed record (Doc. 18204). Action May 23.
- Hearing Examiner Charles J. Frederick in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM proceeding, granted petition by B. F. J. Timm for leave to amend his application to reflect recent execution of contract looking toward disposition of WTIF Tifton, Ga., of which Mr. Timm is a 49% stockholder (Docs. 19445-7). Action May 24.
- Hearing Examiner Millard F. French in Brunswick and Waycross, both Georgia, and Jacksonville, Fla. (Dowric Broadcasting Co. Inc., et al.), AM proceeding, set certain procedural dates and rescheduled hearing for August 28, 1972 (Docs. 19448-50). Action May 23.
- Chief Hearing Examiner Arthur A. Gladstone in West Hazleton, Pa. (Broadcasters 7 Inc.), AM proceeding, on request of Broadcast Bureau extended to June 16 time to file proposed findings, of fact and conclusions of law and to June 30, time to file reply findings (Doc. 18491). Action May 17.
- Hearing Examiner Jay A. Kyle in Pineville, La., and Dermott, Ark. (Robert Cowan Wagner and Southeast Arkansas Radio Inc.), AM proceeding, granted request by Southeast Arkansas Radio Inc. and scheduled further prehearing conference for May 31 (Docs. 19473-4). Action May 24.

## EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
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# Summary of broadcasting

Compiled by FCC May 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,343	3	19	4,365	56	4,421 <sup>1</sup>
Commercial FM	2,286	1	48	2,325 <sup>2</sup>	15	2,442
Commercial TV-VHF	503	2	6	511 <sup>3</sup>	15	526 <sup>2</sup>
Commercial TV-UHF	184	0	6	190 <sup>3</sup>	62	252 <sup>3</sup>
Total commercial TV	687	2	12	701	77	778
Educational FM	488	1	9	508	72	580
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	117	0	7	124	12	136
Total educational TV	203	3	9	213	14	227

\* Special Temporary Authorization.

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

<sup>2</sup> Includes 15 educational stations.

<sup>3</sup> Indicates four educational stations on nonreserved channels.

■ Hearing Examiner Jay A. Kyle in Monroe and Pineville, both Louisiana, and Dermott, Ark. (Patrick H. Robinson, et al.), AM proceeding, granted motion by Patrick H. Robinson; dismissed his application with prejudice; and retained application of Robert Cowan Wagner and Southeast Arkansas Radio Inc. in hearing status (Docs. 19472-4). Action May 23.

■ Hearing Examiner Jay A. Kyle in Bay St. Louis, Gulfport, McComb, all Mississippi (Michael D. Haas, et al.), AM proceeding, formalized verbal ruling granting petition to intervene filed on behalf of Southwestern Broadcasting Co. (WAFP McComb), and made them party to proceeding (Docs. 19465-7). Action May 17.

■ Hearing Examiner Jay A. Kyle in Bay St. Louis, Gulfport and McComb, all Mississippi (Michael D. Haas, et al.), AM proceeding, scheduled evidentiary hearing for Sept. 26 in lieu of June 1 (Docs. 19465-7). Action May 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Klamath Falls, Ore. (Skyline Broadcasters Inc.), AM proceeding, ordered that applicant file on or before June 1, written statement indicating (1) whether it desires and intends to prosecute this application, if and when "freeze" is lifted; (2) whether or not any changes or events have transpired since date of filing of application which would have warranted notification to commission in keeping with requirements of rules; (3) if response to (2) is in affirmative, to relate such matters and to explain any failure to make timely report of such matters in keeping with such rule requirements; and (4) to show cause why application should not be dismissed and proceeding terminated; and ordered that Broadcast Bureau shall on or before June 12 file comments in respect to such document as applicant may file in response to preceding orders (Doc. 13657). Action May 16.

■ Hearing Examiner Ernest Nash in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, set certain procedural dates and scheduled hearing for Sept. 12 (Doc. 18888). Action May 17.

## Existing AM stations

### Final actions

■ KTIM San Rafael, Calif.—Broadcast Bureau granted CP to move ant.-trans. site to southeast corner of Silveira Ranch, at 4570 Redwood Highway, San Rafael, Calif.; conditions. Action May 23.

■ WEBY Milton, Fla.—FCC denied application of Clayton W. Mapoles (Milton Broadcasting Co.) for renewal of license of WEBY Milton, in decision supervised by Commissioner Nicholas Johnson (Doc. 17613). Action May 10.

■ KLSU White Castle, La.—FCC directed Shedd-Agard Broadcasting Inc., (KLSU White Castle), to show cause why order revoking station license should not be issued. KLSU is daytime station operating on 1590 khz with 1 kw. Action May 24.

■ WHDH-AM-FM Boston, Mass.—Broadcast Bureau granted renewal of licenses and SCA. Action May 24.

■ WHDH Boston—Broadcast Bureau granted license covering use of former main trans. as alt.-main trans.; trans. location 1555 Central Avenue, Needham, Mass. Action May 25.

■ WMAS Springfield, Mass.—Broadcast Bureau granted license covering use of former main trans. as alt.-main trans. Action May 23.

■ WDEW Westfield, Mass.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action May 23.

■ KLLR Walker, Minn.—Broadcast Bureau granted CP to increase power. Action May 17.

■ KWK St. Louis—Broadcast Bureau granted

license covering new station. Action May 23.

■ KBRX, O'Neill, Neb.—Broadcast Bureau granted CP to increase ant. height to 240 ft. Action May 18.

■ KRRR Ruidoso, N. M.—Broadcast Bureau granted license covering changes (main) and aux. trans. Action May 16.

■ WJMO and WLYT(FM) Cleveland Heights, Ohio—FCC denied petition by Friendly Broadcasting Co. for reconsideration of order designating for hearing its applications for renewal of licenses of WJMO and WLYT(FM) Cleveland Heights (Doc. 19412). Action May 24.

■ KDOV Medford, Ore., and KCNO Alturas, Calif.—FCC denied application of Medford Broadcasters Inc. for license renewal of KDOV Medford and application of R. W. Hansen for renewal of license of KCNO Alturas has been granted for one year in commission decision supervised by Commissioner Charlotte T. Reid (Docs. 18350-51). Application for transfer of control of Medford Broadcasters Inc. from Ralph J. Silkwood and K. C. Laurance to W. H. Hansen was dismissed as moot (Doc. 18349). Action May 10.

■ WDar Darlington, S.C.—Broadcast Bureau granted CP to change ant.-trans. location to Asbury Avenue, 0.9 mile, NW of city limits of Darlington and change type trans. (BP-18213). Action May 19.

■ WMTA Arecibo, Puerto Rico—Broadcast Bureau granted license covering changes. Action May 23.

■ WJLS Beckley, W. Va.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from WJLS building, Main and North Kanawha Street, Beckley, W. Va. Action May 23.

### Actions on motions

■ Chief, Office of Opinions and Review, in New Albany, Ind. (Shell Broadcasting Inc.) for renewal of license of station WHEL, granted request by Broadcast Bureau and extended through June 12 time for filing comments on WHEL Inc.'s response (Doc. 19120). Action May 24.

■ Chief, Office of Opinions and Review, in New Kensington and Pittsburgh, both Pennsylvania (Gateway Broadcasting Enterprises Inc.), revocation of licenses of WKPA(AM) and WYDD(FM), granted request by Gateway Broadcasting Enterprises Inc., and extended through June 1 time to reply to Broadcast Bureau's opposition to petition for reconsideration (Doc. 19452). Action May 23.

■ Hearing Examiner Basil P. Cooper in Eureka, Calif. (Phil D. Jackson, et al.) AM proceeding, granted motion by chief, Broadcast Bureau, and extended through June 2, time to file proposed findings of fact and conclusions (Docs. 19294-6). Action May 23.

■ Hearing Examiner Frederick W. Denniston in Clare, Mich. (Bi-County Broadcasting Corp. for renewal of licenses of WCRM-AM-FM), postponed hearing until July 17, in Bay City, Mich., at place to be hereinafter designated (Doc. 19492). Action May 24.

■ Chief Hearing Examiner Arthur A. Gladstone in Santa Cruz, Hollister, Seaside, Aptos-Capitola, all California (St. Cross Broadcasting Inc., Milo Communications Corp. [KMPG], Lloyd M. Marks, Progressive Broadcasting Co.) AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. to serve as presiding officer; scheduled prehearing conference for July 6 and hearing for Sept. 6 (Docs. 19503-6). Action May 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Shreveport, Vivian, Bossier City, all Louisiana (James E. Reese, Alvis N. Dowd [KNCB], Bossier Broadcasting Co.) AM proceeding, designated Hearing Examiner Frederick W. Denniston to serve as presiding officer; scheduled prehearing conference

for July 6, and hearing for Sept. 6 (Docs. 1957-9). Action May 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Puyallup, Wash. (KAYE Broadcasters Inc.) renewal of license of KAYE, on request by KAYE Broadcasters ordered that further hearing shall be held at Puyallup, at time and place to be designated (Doc. 18929). Action May 22.

■ Hearing Examiner Jay A. Kyle in Monroe and Pineville, La., and Dermott, Ark. (Patrick H. Robinson, et al.) AM proceeding, dismissed as moot opposition to petition to intervene filed by Southeast Arkansas Radio Inc. opposing intervention of Southeast Arkansas Broadcasters Inc. (KVSA McGehee, Ark.) (Docs. 19472-4). Action May 17.

■ Hearing Examiner Ernest Nash in Wharton, Tex. (Wharton Communications Inc.) for renewal of license for KANI, granted request by Broadcast Bureau, and extended to June 16 and June 30 time to file proposed findings of fact and conclusions of law and reply findings respectively (Doc. 19288). Action May 24.

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.) for renewal of license of KAYE, ordered that motion to disqualify presiding examiner filed by KAYE on May 17, together with accompanying affidavit of Benedict P. Cottone Esq., is certified to commission for its disposition (Doc. 18929). Action May 22.

## New FM stations

### Applications

■ Hilton Head Island, S.C.—John J. Henry and Delyle B. Medlin, partnership. Seeks 106.3 mhz; ERP 3 kw. HAAT 300 ft. P.O. address 5 North Sea Pines Drive, Hilton Head Island, S.C. 29928. Estimated construction cost \$74,034; first-year operating cost \$21,708.96; revenue \$40,000. Principals: John J. Henry (78.6%) and Delyle B. Medlin (21.4%). Mr. Henry is vice president and 55% owner of Business Productions Inc., motion picture production firm in Washington, and sole owner of public relations firm in Alexandria, Va. Mr. Medlin was formerly chief budget officer for Department of Navy, Pentagon, Washington. Ann. May 10.

■ \*Auburn, N.Y.—Board of Trustees of Auburn Community College. Seeks 88.9 mhz; ERP 14.2 w. HAAT 102 ft. P.O. address Franklin Street, Auburn 13021. Estimated construction cost \$22,150; first-year operating cost \$6,115; revenue none. Principals: Dr. G. B. Atwater, Dr. Thomas Stapleton, et al. Dr. Atwater is chairman, board of trustees. He also is dentist. Dr. Stapleton is vice chairman, board of trustees. He is also ophthalmologist. Ann. May 10.

### Final actions

■ \*New Britain, Conn.—Central Connecticut State College. Broadcast Bureau granted 90.1 mhz; ERP 10 w. HAAT not applicable. P.O. address 1615 Stanley Street, New Britain 06050. Estimated construction cost \$4,677; first-year operating cost \$7,000; revenue none. Principals: Board of trustees for state college. Action May 11.

■ \*Rexburg, Idaho—Ricks College Corp. of the Church of Jesus Christ of Latter-Day Saints. Broadcast Bureau granted 88.9 mhz; ERP 10 w. HAAT 90 ft. P.O. address Ricks College, Rexburg 83440. Estimated construction cost \$4,617; first-year operating cost \$500; revenue none. Principals: John L. Clarke, Kay Wilkins, et al. Mr. Clarke is president of college. Mr. Wilkins is director of broadcast services. Action May 8.

■ Iron Mountain, Mich.—J & R Electronics Inc. Broadcast Bureau granted 103.9 mhz; ERP 560 kw. HAAT 620 ft. P.O. address 219 East A. Street, Iron Mountain 49801. Estimated construction cost, \$30,025; first-year operating cost \$54,552; revenue \$60,000. Principal: Richard E. Abraham (100%). Mr. Abraham is president and 56% owner of U.P. T-V Systems Inc., which rebroadcasts TV signals via UHF translators in Iron Mountain, Mich. He is also 50% owner of Florence Cable Co., distribution signal firm in Florence, Wis., vice president and 50% owner of J & R Video Inc., sales and service of consumer electronic equipment in Escanaba, Mich., and general manager and 70% owner of Delta TV Systems, rebroadcasting TV signals via UHF translators in Escanaba. Action May 9.

■ \*Lancaster, Pa.—Franklin and Marshall College. Broadcast Bureau granted 88.7 mhz; ERP 13 w. HAAT 64 ft. P.O. address College Avenue, Lancaster 17604. Estimated construction cost \$5,335.95; first-year operating cost \$4,050; revenue none. Principals: John Clough, Paul Casey, et al. Mr. Clough is secretary of college. Mr. Casey is chief engineer of WFNM(AM) Lancaster. Action May 11.

### Actions on motions

■ Hearing Examiner Isadore A. Honig in Laurel and Ellisville, both Mississippi (Southland Inc. and South Jones Broadcasters Inc.), FM proceeding, dismissed as moot petition by South Jones Broadcasters to deny petition by Southland Inc. for revision of schedule of dates (Docs. 19415-6). Action May 23.

■ Hearing Examiner David I. Kraushaar in Pica-yune, Miss. (Tung Broadcasting Co., Andres Calandria), FM proceeding, granted joint petition, and ordered that record is deemed to have been corrected accordingly; on examiner's own motion ordered that unless objections are filed within five days, record shall be deemed to have been further corrected as specified (Docs. 19345-6). Action May 19.

■ Hearing Examiner Chester F. Naumowicz in San Bernardino, Calif. (Channel Two Thirty Six Inc.), FM proceeding, continued hearing now scheduled for May 31 to June 20 (Doc. 19063). Action May 24.

■ Hearing Examiner James F. Tierney in Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Company of Searcy Inc.), FM proceeding, ordered that effective 20 days from date of this order, Tellum shall by written notice withdraw its joint petition and motion to dismiss and proceed with hearing on all issues on date to be later fixed; or it shall at that time advise presiding officer and all parties in writing that it intends to be heard only on its basic issue; if latter course is chosen, action on joint petition and motion to dismiss will be stayed and convenient hearing date fixed (Docs. 18989-90). Action May 16.

### Other action

■ Review board in Williamson and Matewan, both West Virginia, FM proceeding, enlarged issues against Harvit Broadcasting Corp., applicant for FM ch. 243 Williamson, W. Va., to include determination whether Robert B. Harvit (principal of Harvit Broadcasting) has attempted to induce, entice, coerce or otherwise improperly influence any witness or prospective witness in proceeding, or attempted to engage in any other conduct which abuses commission processes, and whether Harvit Broadcasting possesses requisite and/or comparative qualifications to be a commission licensee. Additional issues were requested by Three States Broadcasting Co., competing applicant for facilities at Matewan (Docs. 18456-7). Action May 22.

## Existing FM stations

### Final actions

■ KFOX-FM Los Angeles—Broadcast Bureau granted mod. of SCA to make changes in equipment, programming and delete 26 and 42 khz. Action May 22.

■ WKKD-FM Aurora, Ill.—Broadcast Bureau granted request for waiver of rules to identify with Aurora-Naperville, Ill. Action May 18.

■ \*WBEZ(FM) Chicago—Broadcast Bureau granted CP to install trans. and ant.; ERP 39 kw; ant. height 550 ft. Action May 18.

■ WDDD(FM) Marion, Ill.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 270 ft. Action May 23.

■ WUHN(FM) Peoria, Ill.—Broadcast Bureau granted CP to install new trans. and ant. Action May 18.

■ WXTZ(FM) Indianapolis—Broadcast Bureau granted CP to change trans. location to Ditch Road at West 96th Street, near Indianapolis; install new trans. and new ant.; make changes in ant. system; ERP 13 kw; ant. height 850 ft.; remote control permitted. Action May 22.

■ KHAK-FM Cedar Rapids, Iowa—Broadcast Bureau granted CP to change trans. location to U.S. Highway 30, half mile east of city limits of Cedar Rapids; install new trans. and ant.; make change in ant. system; ERP 5.7 kw; ant. height 210 feet; remote control permitted. Action May 18.

■ WJEJ-FM Hagerstown, Md.—Broadcast Bureau granted license covering changes; ERP 9.4 kw; ant. height 1,320 ft. Action May 23.

■ WHDH-FM Boston—Broadcast Bureau granted license covering permit authorizing increase in ERP to 9.8 kw; granted license covering use of trans. with ant. system with ERP 4.3 kw and ant. height 980 ft. for aux. purposes only; granted license covering use of trans. with ant. system with ERP 4.3 kw and ant. height 980 ft. for aux. purposes only; granted license covering use of trans. with ant. system with ERP 2.5 kw; ant. height 984 ft. (horiz.); 970 ft. (vert.) for aux. purposes only. Action May 24.

■ WLSM-FM Louisville, Miss.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 200 ft. Action May 18.

■ WDMA-FM Dover, N.J.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 450 w; ant. height 680 ft.; remote control permitted. Action May 23.

■ \*WASU-FM Boone, N.C.—Broadcast Bureau granted license covering new education FM; ERP 340 w; ant. height 120 ft. Action May 18.

■ WEZC(FM) Charlotte, N.C.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action May 18.

■ WPTF-FM Raleigh, N.C.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action May 22.

■ WEED-FM Rocky Mount, N.C.—Broadcast Bureau granted CP to change ERP to 590 w. Action May 18.

■ WNDH(FM) Napoleon, Ohio—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action May 18.

■ WCWA-FM Toledo, Ohio—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action May 22.

■ WLOR(FM) Toledo, Ohio—Broadcast Bureau granted license covering changes; ERP 11 kw; ant. height 810 ft. Action May 18.

■ WYSP(FM) Philadelphia—Broadcast Bureau granted license covering changes to use former main trans. for aux. purposes only. Action May 23.

■ KIJV-FM Huron, S.D.—Broadcast Bureau granted mod. of permit to change trans. location; change trans. and ant.; ant. height 185 ft. Action May 18.

■ KQXX(FM) McAllen, Tex.—Broadcast Bureau granted mod. of SCA to make changes in equipment and programming. Action May 18.

■ KVWC-FM Vernon, Tex.—Broadcast Bureau granted license covering new FM; ERP 650 w; ant. height 340 ft. Action May 18.

■ WNOR-FM Norfolk, Va.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action May 18.

■ WBIZ-FM Eau Claire, Wis.—Broadcast Bureau granted CP to change transmission line. Action May 18.

■ WMAD-FM Middleton, Wis.—Broadcast Bureau granted license covering new FM; ERP 1.75 kw; ant. height 380 ft.; remote control permitted. Action May 23.

■ WDUX-FM Waupaca, Wis.—Broadcast Bureau granted CP to change trans. location; install new trans. and ant.; make change in ant. system; ERP 3 kw; ant. height 255 ft.; remote control permitted. Action May 18.

## Renewal of licenses, all stations

■ The Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries and SCA when appropriate: KATI(AM) and KAWY-FM Casper, Wyo.; KCOK(AM) Tulare, Calif.; KENO(AM) Las Vegas; KEOS(AM) Flagstaff, Ariz.; KMYC(AM) Marysville, KSOM(AM) Ontario, both California; KSRM(AM) Soldotna, Alaska; KTAO(AM) Los Gatos, Calif.; KTWO-TV and KVOG(AM), both Casper, Wyoming; WDMG(AM) Douglas, Ga.; WEAN(AM) Providence, R.I.; WEIM(AM) Fitchburg, Mass.; WFIF(AM) Milford, Conn.; WNGM(AM) Pawtucket, R.I.; WINF(AM) Manchester, Conn.; \*WNEC-FM Hanniker, N.H.; WVLC(AM) Orleans, Mass.; \*WWEB-FM Wallingford, Conn. Action May 19.

## Other actions, all services

■ FCC denied request by Office of Communication of United Church of Christ (UCC) for inquiry into employment practices of all Massachusetts TV stations. UCC had asked that stations' license renewals be deferred pending results of inquiry. Action May 24.

## Translator actions

■ Amboy, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Amboy and Chambliss, both California, operating on ch. 12 by rebroadcasting programs of KECC ch. 9 El Centro, Calif. Action May 22.

■ Wildrose, Calif.—Broadcast Bureau granted permits for new VHF translators to serve Furnace Creek and Death Valley, Calif., operating on ch. 9 by rebroadcasting programs of KNXT(TV) ch. 2 Los Angeles; and ch. 11 by rebroadcasting programs of KORK-TV ch. 3 Las Vegas. Action May 17.

■ Thomasville, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Upper Frying Pan River area near Thomasville, operating on ch. 7 by rebroadcasting programs of KREX-TV ch. 5 Grand Junction, Colo. Action May 22.

■ K12GC Merizo, Guam—Broadcast Bureau granted CP to change frequency from ch. 12, 204-210 mhz, to ch. 6, 82-88 mhz; make changes in ant. system of VHF translator; and change call letters to K06HO. Action May 19.

■ K07GM Condon, Mont.—Broadcast Bureau granted CP to change type of trans.; increase output power; and make changes in ant. system of VHF translator. Action May 22.

■ Paradise Valley, Nev.—Broadcast Bureau granted permits for new UHF translators to serve Golconda and Paradise Valley, both Nev., operating on ch. 64 by rebroadcasting programs of KTVN(TV), ch. 2 Reno, and ch. 66 by rebroadcasting programs of KOLO-TV ch. 8 Reno. Action May 17.

■ W8OAL Hinsdale, N.Y.—Broadcast Bureau granted CP to replace expired permit for new UHF translator; granted mod. of CP to change trans. location to McCann Hollow Road, three miles south of city of Olean, N.Y., change type trans. and make changes in ant. system. Action May 23.

■ W04BB Hunter-Tannersville, Lexington and South Jewett, all New York—Broadcast Bureau granted CP to change frequency from ch. 4, 66-72 mhz, to ch. 12, 204-210 mhz. of VHF translator; and change call letters to W12AZ. Action May 19.

■ W1OAN Aguadilla, P.R.—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action May 22.

■ Bowdle, S.D.—Broadcast Bureau granted CP for new VHF translator to serve Bowdle operating on ch. 7 by rebroadcasting programs of KDLO-TV ch. 3 Florence, S.D. Action May 22.

■ New Market, Va.—Broadcast Bureau granted permits for new UHF translators to serve New Market, operating on ch. 59 by rebroadcasting programs of WTOP-TV ch. 9 Washington; ch. 61 by rebroadcasting programs of WTTG ch. 5 Washington; and ch. 63 by rebroadcasting programs of WRC-TV ch. 4 Washington. Action May 17.

■ Fork of Cacapon, W. Va.—Broadcast Bureau granted CP for new UHF translator to serve Hampshire and Morgan county rural area, both West Virginia; operating on ch. 60 by rebroadcasting programs of WWVU-TV ch. 24 Morgantown, W. Va. Action May 22.

■ Martinsburg, W. Va.—Broadcast Bureau granted CP for new UHF translator to serve Martinsburg, operating on ch. 44 by rebroadcasting programs of WWVU-TV ch. 24 Morgantown, W. Va. Action May 22.

■ Romney, W. Va.—Broadcast Bureau granted CP for new UHF translator to serve Romney, W. Va., operating on ch. 69 by rebroadcasting programs of WWVU-TV ch. 24 Morgantown, W. Va. Action May 22.

## Modification of CP's, all stations

■ KUAC-TV College, Alaska—Broadcast Bureau granted mod. of CP to change station location from College to Fairbanks, Alaska. Action May 24.

■ KVHS(FM) Concord, Calif.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from trailer or classroom location 150 ft. from music building; change trans. and ant.; ERP 5.2 kw; ant. height 145 ft. Action May 18.

■ KSTP-TV St. Paul—Broadcast Bureau granted mod. of CP to change of trans. location approximately 30 ft. of present site; change type trans. condition. Action May 23.

■ KPLU-FM Tacoma, Wash.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make change in ant. system; ERP 40 kw; ant. height 130 ft.; remote control permitted. Action May 22.

■ KAGM(FM) Klamath Falls, Ore.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 63 kw; ant. height 400 ft. Action May 22.

■ K04FD Sheridan and Fort MacKenzie, both Wyoming—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Nov. 17. Action May 17.

■ W66AC Waymart, Pa.—Broadcast Bureau granted mod. of CP to change trans. location to Moosic Mountain, two miles southeast of Carbondale on Salem Road, Pa., and make changes in ant. system of UHF translator. Action May 22.

## CATV

### Action on motion

■ Chief Office of Opinions and Review, in Meadville, Pa. (Meadville Master Antenna Inc.), CATV proceeding, granted request by Meadville Master Antenna Inc., and extended through May 26 time to file reply to oppositions to petition for reconsideration and grant of waiver or, in alternative issuance of memorandum in accordance with court's opinion (Doc. 19479). Action May 22.

### Final actions

■ Teleprompter Corp., Florence, Ala.—CATV Bureau dismissed request for cease and desist order directed against Teleprompter Corp. operator of CATV system at Florence, on behalf of Rocket City Television Inc., (WAAY(TV) Huntsville, Ala.) filed Jan. 5. Action May 18.

■ Cypress Cable TV Inc., Guthrie Center, Iowa—CATV Bureau dismissed request for special relief directed against Cypress Cable TV Inc.'s Feb. 26

notification concerning its CATV system at Guthrie Center on behalf of Palmer Broadcasting Co. (WHO-TV Des Moines, Iowa) filed March 30. Action May 18.

■ National Cable Company Inc., East Lansing, Mich.—CATV Bureau dismissed petition for order to show cause directed against National Cable Co. operator of CATV System at East Lansing, filed Feb. 29, by Gross Telecasting Inc. (WJIM-TV Lansing, Mich.). Action May 18.

■ Community Television System of Bozeman Inc., Bozeman, Mont.—CATV Bureau dismissed upon request petition for special relief directed against Community Television System of Bozeman Inc.'s proposal to add signal of KWGN-TV Denver, to its CATV system at Bozeman, on behalf of KMSO-TV Inc. (KTVM(TV) Butte, Mont.) filed March 2, 1970. Action May 18.

■ Centre Video Corp., Fox Chapel, Aspinwall, Green Tree, Bridgeville, and Franklin Park boroughs; O'Hara and South Park townships; and borough of Speers, all Pennsylvania—CATV Bureau dismissed petition for special relief directed against commencement of CATV service by Centre Video Corp. at Fox Chapel, Aspinwall, Green Tree, Bridgeville, and Franklin Park boroughs; O'Hara

and South Park townships; and borough of Speers, on behalf of WIIC-TV Corp. (WIIC-TV Pittsburgh) filed March 23. Action May 18.

■ Cable Television Co. of Puerto Rico and KCA Cable TV Industries Inc., San Juan, Puerto Rico—CATV Bureau dismissed petition for special relief directed against proposal of Cable Television Co. of Puerto Rico and KCA Cable TV Industries Inc. to commence CATV operations at San Juan, on behalf of Ponce Television Corp. (WRIK-TV Ponce, Puerto Rico) filed Feb. 10. Action May 18.

■ Derry Cable Co., Londonderry, Vt.—CATV Bureau dismissed request for special relief directed against proposal of Derry Cable Co. of CATV system at Londonderry, to add signal of WGBH-TV Boston to its system on behalf of University of Vermont and State Agricultural College (WVER-TV) Rutland, Vt.) filed Feb. 9. Action May 18.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through May 29. Reports in-

clude applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Jackson, Ala.*—Jackson Cablevision Inc., Brewton, Ala., has been awarded franchise by city council.

■ *Shreveport, La.*—General Electric Cablevision Corp. (multiple-CATV owner) announced it will apply for franchise.

■ *Acushnet, Mass.*—International Telemeter of Bristol county has applied for franchise. Vice president of firm is William C. Henchy, who is also vice president in charge of operations, Athena Communications Corp. (multiple-CATV owner). International Telemeter and Athena are subsidiaries of Gulf & Western Industries.

■ *Selma, N.C.*—Hyper-Video Inc., Chapel Hill, N.C., has been awarded nonexclusive franchise by town council. City will receive estimated \$90,000 from franchise during first year, including 3% of gross receipts. Hyper Video and Selma officials plan to ask FCC permission to boost receipt level to 5%. System will charge customers \$6 a month.

# Classified Advertising

Payable in advance. Check or money order only.

Deadline for copy: Must be received by Monday for publication next Monday.

Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.

Situations Wanted 25¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum.

Add \$1.00 for Box Number and reply service (each ad), per issue.

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

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

## RADIO

### Help Wanted Management

Manager for exclusive small market radio station in New England. Must have many years radio management experience. Ninety percent of time devoted to sales. Twenty thousand per year plus commission. Send photo, complete resume, plus references first letter. Chance of a lifetime for right man. Write Box E-335, BROADCASTING.

### Sales

Sales manager for upper Midwest AM-FM. Should have ability to elevate billings in competitive market of 80,000. Station well accepted. Ideal community for families . . . no social problems. Box E-356, BROADCASTING.

Radio time salesman for mid-west suburban market. Earnings unlimited. AM-FM group operation. 312-898-1580. Many benefits. Box F-18, BROADCASTING.

Major market contemporary radio station wants a gal or guy with sales pizzazz! If you're located in Ohio or Pennsylvania, and seek unlimited career opportunities with an excellent client list of both direct and agency clients, send a complete resume to Box F-42, BROADCASTING.

Sales opportunity . . . Successful young 50,000 watt Michigan stereo FM . . . in need of highly motivated and experienced salesman to take over established list and generate new business. Market wide open for man with drive. Earnings unlimited if you have the will to earn it. We're a growing organization with advancement potential. Excellent community of 45,000+. Need is immediate. Send complete details, including sales record and current earning first letter. Box F-57, BROADCASTING.

Expanding sales dept. needs experienced small market local salesman. Contact John Reardon, KBIZ Ottumwa, Iowa 52501. 515-682-4535.

WFAV is top-50 country, stereo, FM, and proud of all three. We need a full-time salesman. Good salary and exceptionally good commission agreement. Our own AM your only competition. Contact Bill Goodson, WFAV, Cordele, Georgia.

I'm looking for aggressive sales manager to direct local sales full-time AM, regional-national sales, 4-station group. Must be experienced small market broadcaster. Excellent compensation program. Send complete resume to: Donald A. Thurston, President, Berkshire Broadcasting Co., Box 707, North Adams, Mass. 01247.

## Sales Continued

Midwest country-western market seeks a professional, full time salesman and disc jockey. If you are ambitious and an experienced salesman, investigate this fine opportunity. Send complete resume to P.O. Box 1209, Mt. Vernon, Illinois 62864.

Looking for independence, permanence and unlimited opportunity for personal earnings? Community Club Awards (CCA) has an opening for mid-western sales manager. Full time, five day a week travel. Previous CCA sales experience advantage, but not required. Qualifications include aggressive sales attitude; must be self-starter with ability to address large groups of women; ability to sell station management and motivate station sales staff. Well dressed, youthful, under forty appearance. Proven job and financial stability. Must own late model car. Apply in writing and confidence if necessary, including recent snapshot. Personal interview successful applicant. Opening immediate. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, Conn. 06880.

## Announcers

Modern country jock major midwest market, C&W has excellent day shift opening for good experienced jock. Send tape and resume to Box E-294, BROADCASTING.

Major midwest market C&W has an excellent day-shift opening for good experienced jock. Send tape, resume to Box E-328, BROADCASTING.

Oldie format, mature delivery announcer, first phone preferred. Send non-returnable tape, picture, resume, to Box E-351, BROADCASTING.

Established upstate New York station needs contemporary MOR announcer. Talent and energy more important than experience. Extra money for first phone. Box E-361, BROADCASTING.

Announcer with mature voice for middle music network station in Texas gulf coast city. Box F-36, BROADCASTING.

Immediate opening for experienced drive time announcer. Contact John Reardon, KBIZ Ottumwa, Iowa 52501. 515-682-4535

Experienced announcer . . . good voice/production. MOR, plus TV. Resume, tape, snapshot and salary requirements first letter. KODE, Box 46, Joplin, Missouri 64801.

## Announcers Continued

Mature sounding voice on contemporary format. #1 in major Indiana market. Send air check, resume to WJPS, Evansville, Indiana. Must be first ticket. Equal Opportunity Employer.

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.

## 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 for Memphis non-directional remote control radio station. Immediate opening. Box F-48, BROADCASTING.

First ticket engineer for maintenance and production work. No announcing. Call Ed Buterbaugh, 703-538-6937.

## News

Nose for news needed: Northern New York fulltime building news department. Grow with us! Experience preferred—will talk with newcomers with talent and ambition. Box E-362, BROADCASTING.

Somewhere out there is a dedicated young man who will take the job of news director in our young news department. He will work and sweat and work some more and take pride in watching it become the very best. He is not a prima donna who is unwilling to take direction. He does believe that an excellent news department is the frosting on the cake. So do I. If you eat, breathe and sleep news get me a resume, tape and recent pic (if available) in the mail now. Starting salary 150-165. Gas and complete ins. plan furnished. Gulf coast mod country. Equal Opportunity Employer. Box F-10, BROADCASTING.

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.

News director wanted at WGHQ, Kingston, New York. Must have experience. Must have car. Personal interview and references required. Salary negotiable. Apply 82 John Street, Kingston, New York 12401, H. M. Thayer.

## Programing, Production, Others

Modern country PD with proven ratings. Major growth market. Resume, references. Box E-19B, BROADCASTING.

Program director, creative, willing to assume responsibility and work hard, able to effectuate his own ideas in front of microphone. Box E-313, BROADCASTING.

Wanted, P.D. who understands how to put it all together in a modern country station. Good fringe benefits. chance for advancement to national P.D. Ship of growing chain. Good pay for right man. Send resume and sample of air work and production to Box F-24, BROADCASTING.

Assistant program director-announcer with extensive knowledge middle music needed by South Texas MOR station. Box F-37, BROADCASTING.

## Situations Wanted, Management

Experienced, presently employed VP and general manager seeks position in similar capacity in south-west or Southern California. Box E-316, BROADCASTING.

Sixteen years experience in all phases of broadcasting, desire to relocate and manage station on Eastern coast. Resume and photo available on request. Box F-17, BROADCASTING.

Interested in admin/sales position Chicago area. 42 years. Married. Family. Experienced in sales and administration functions. Box F-30, BROADCASTING.

1st phone, experienced general manager, 29, this year increased station's billings 122%. Community leader, married, reliable, best references. Looking permanent home, all locations considered, all markets. Experienced in all phases of broadcasting. I came up through the ranks. Answer this one. We'll both benefit. Box F-43, BROADCASTING.

Aggressive general manager. Heavy sales background. Currently employed. Excellent track record. Can invest substantial cash. Prefer Pennsylvania or Eastern U.S. Box F-56, BROADCASTING.

Here today with tomorrow's success. General Manager—strong sales background with fresh programing ideas. Thoroughly qualified. Call or write Bob Larsen, 1053 W. Ogden Avenue, Naperville, Illinois 60540. 312-357-3716.

## Sales

Experienced salesman/announcer/DJ looking for stable market on East Coast. Creative, mature, married, 24, vet, third ticket, tight board. Box E-339, BROADCASTING.

Station/sales manager. Does your station need an experienced, proven producer of national and local sales? A fresh, well trained sales staff? Better station and sales promotion? Mature, married, desire permanency in medium sized west coast AM/FM market with opportunity to grow with station and community. Resume, references, and interview on request. Box F-4, BROADCASTING.

## Announcers

First phone, announcer/DJ. Talented, stable, responsible. Looking for start in radio and/or TV. Box E-299, BROADCASTING.

Solid big ten sports experience. Need chance to advance, in radio or TV sports. Box E-312, BROADCASTING.

Heavy personality! Ten year pro. Number one in market. Major market only. Box E-358, BROADCASTING.

Looking for station (radio and/or TV) offering diversity and opportunity to be creative. My background: actor, producer/director, theater management. In this field: MOR DJ, TV booth announcer, film critic, comedy writer, TV weather. Ideally in Canada. Reply Box E-365, BROADCASTING.

Resonant voice personality/play-by-play sports, 10 years experience, college, married. Box F-11, BROADCASTING.

Experienced young professional, family, prefer modern country, rock, adult contemporary. Strong on production and personality. Box F-19, BROADCASTING.

Talk jock for big market only. Specialize in probing interviews. Box F-22, BROADCASTING.

First phone, seeking MOR or rock station. One year broadcasting school, including TV and news. Box F-2B, BROADCASTING.

Female—Black. Tight board, sales, news, commercials, reliable. Box F-29, BROADCASTING.

Mature man, experienced announcer, program director, sales, looking for permanent job with MOR station east or southeast. 3rd endorsed. Box F-32, BROADCASTING.

## Announcers Continued

BFA radio, television. Two original shows NYC TV. 3rd endorsed. Own radio show in Pennsylvania. Familiar with production work, sales, relocate. Box F-41, BROADCASTING.

Experienced black announcer, presently working MOR. Seeks position with progressive station, experienced in MOR, rock, soul, Black gospel and heavy on sports. Box F-44, BROADCASTING.

Sports announcer-experienced and intelligent, exciting play-by-play all sports, insightful sports reports, college grad, personable, young, news experience also, will relocate anywhere. Box F-45, BROADCASTING.

Announcer-salesman. First phone wants to move up to management. Single, fortys. Box F-50, BROADCASTING.

Betcha by golly wow top forty DJ. First phone. Production experience. Will relocate. Call 515-424-5403.

Knowledgeable County DJ—available mid-July—2½ years experience—3rd endorsed—prefer South, but will consider all. Clyde Bass, 446 Behney, Mishawaka, Indiana. (219) 259-8115.

Tampa, St. Petersburg, Florida area. Don Ray, WPTH, Fort Wayne, Indiana, is seeking an announcing or news position. You may call my current employer. 7 years experience. 219-493-1476.

Announcer, engineer: 16 years local radio. Want opportunity with happy, successful, independent station. Prefer permanent with chance of advancement. 40's but versatile, dependable, good references. Moderate salary. No sales. Box 343, Ocheydan, Iowa.

Articulate, musically aware DJ with third endorsed wants any spot progressive/rock, free form or classical station. Somewhat eccentric though eminently sane. Charles Weir, 1084 Lincoln Street, Boulder, Colo. 80302.

Help! I'm desperate. Was in radio for 5 years. Out now; want back in. Radio is my life. Hard worker and dedicated. Small market anywhere away from New York City. Call collect after 7 P.M. (212) EV 5-8327. Ask for Kenor. Write K. King, 324 Bradford St., Brooklyn, New York 11207.

First phone announcer with seven years of experience in contemporary, CW, and MOR formats. Call 405-794-8456.

Seven years top 40 experience. Desire permanent location. Tape, resume. Sunny Dodd, Anderson's Trailer Ct., Scottsboro, Ala. 35678. (205) 845-4158.

Disc Jockey. I need the big break! I have a first phone and would prefer to work in Pennsylvania or Ohio, but I'm willing to go anywhere! Write Danny Donawitz, 795 Virginia Avenue, Rochester, Pennsylvania 15074.

Broadcasting school graduate seeking chance. Have 1st phone tight board, mature voice. Prefer Pacific to Mid-west with one year on the job guarantee. Contemp. MOR top 40. Call, cable, or write: James E. Young, 17758 Gemini, La Puente, Calif., 91744, phone: (213) 964-2079.

Experienced 1st phone jock, will relocate. Alan Ramez, 8470 Abilene, La Mesa, California 92041. 1-714-469-8859.

Experienced first phone jock from N.E. Wisconsin small market top 40 station. Did morning air shift including ½ hour talk show. Also sales and production. Gary Ledesma, 116 N. Main, Medford, Wisconsin 54451 or 715-748-2617 for air check and resume.

## Technical

Chief Engineer experienced FM Stereo, audio, new construction, AB degree. Desires new position in NYC area, with good salary, in broadcasting or related field—would welcome AM or TV experience. Married, references, presently employed, available June or July. Box E-373, BROADCASTING.

Chief AM-FM, studio construction, proofs, automation experience. No announcing. Married. Presently employed. \$200 weekly minimum. Box F-21, BROADCASTING.

1st ticket with Navy experience, desire Eastern location. Contact John DeWitt, 51 Longview Dr., Schuylkill Haven, Pennsylvania, (717) 385-3133.

## News

TV anchorman-extraordinary broadcast journalist with impeccable credentials seeks an opportunity to move from network radio into local television. Box E-322, BROADCASTING.

Experienced Black, 36, with 3rd endorsement, professionally trained, looking for radio or T.V. news in market over 400,000 up . . . Presently working #1 station in Los Angeles in news department . . . Donovan, Box 44683, Hancock Station, Los Angeles, California 90044, (213) 677-1165.

## News Continued

Top news reporter applicant last year city 100,000. Seeking news director's position comparable market or street reporter/editor larger market. Married-degree-military. Former news director-ten years broadcasting. Box F-20, BROADCASTING.

All-round pro available now for top 100 market radio, tv. Also Canada. Wants fair, open-minded management. Box F-23, BROADCASTING.

B.S. in speech. Two years radio talk shows, news. Currently teaching school, desire to return to broadcasting radio or TV. Thirty years old. Will relocate anywhere. Box F-26, BROADCASTING.

Award winning newsmen, 25, seeks challenging move. Do play-by-play. Talk shows. Will relocate. Box F-35, BROADCASTING.

News or sports. 21 year old college grad with experience. Exceptionally hard worker and digger. Box F-51, BROADCASTING.

Experienced newsmen looking—journalism degree, smooth delivery, good writer-reporter, small-medium markets. Box F-52, BROADCASTING.

Experienced radio-TV newsmen, former Washington correspondent, available now! Top writer-reporter. Journalism degree. Fred Berns, 1090 Bluff, Glencoe, Ill.

Young, Black, sharp. Major market experienced and good credentials seeks newsmen post. Prefers N.Y./S. New England. John Loyd after 6. 203-372-8440.

Top-notch announcer seeks news position in radio or TV. Four years experience in and around major markets; excellent work record; young; married; draft-free; and in a top-ten market. Salary: Realistic. All offers considered. Call collect after 3. 412-243-3190. P.O. Box 10533, Pittsburgh, Pa. 15235.

Dig, write, delivery, M.A. 3rd phone. Walt Noon, 2155 Alta Vista Circle, Twin Falls, Idaho 83301. Phone 208-734-2220.

## Programing, Production, Others

Denver area rocker/alive-MOR . . . if your professional operation invests in better people to create and present your product, you'll appreciate this articulate, educated, humorous PD/morning man. Midwesterner who's done it all. Box E-303, BROADCASTING.

Program director. 10 years experience all phases public affairs/fine arts programing. Producer/performer with strong classical music background. BA degree plus. Prefer midwest location and opportunity to complete MA. Box E-306, BROADCASTING.

Successful contemporary program director seeking challenging station in competitive medium market. Documented track record, checkable references. Box F-2, BROADCASTING.

Programing/operations pro. Producer and/or maintain top sound, solid ratings. Thirteen years steady growth with two companies. Excellent voice. All adult formats. Prefer east. Box F-5, BROADCASTING.

Mod country PD with a format that makes country radio listenable for everyone. Eighteen years experience in programing, production, sales. Increase ratings and revenue with a sound that's beating rockers, MOR and other country stations in this market, and can in yours. Box F-40, BROADCASTING.

Music, music, music! I love it. Excellent knowledge of top 40 and MOR. Desire position in radio as music director/assistant, or in record sales/promotion. I'm 25, with a BA in Radio-TV. Box F-54, BROADCASTING.

Need good summer help?? Call Pete now (814) 736-4421.

## TELEVISION

### Help Wanted Sales

Professional salesman wanted. Southeastern VHF has immediate opening for experienced man. Salary, commission, active list and a chance for the right man to grow. Send complete resume. An equal opportunity employer. Box F-1, BROADCASTING.

### Announcing

Director-announcer with dependability and originality. Must be able to handle board with accuracy and judgment. Texas station. Box F-15, BROADCASTING.

## Announcing Continued

Radio-TV person—to handle weekly radio show, special radio services, TV news feature clips, and film documentaries for large midwest university. Prefer professional experience, writing background and educational public relations. Send resume and information to Box F-47, BROADCASTING.

## Technical

Experienced video tape operator/editor RCA and Ampex VTR's for commercial production work. Tele-Color Productions, area code 703/683-3203. Contact Chief Engineer.

Wanted. Engineering supervisor. Practical, experienced. Knowledge of UHF and color. Potential. New PBS station, under construction. Mid-west college owned and operated. Salary range \$9,300-10,800. Apply WGVC-TV, Grand Valley State College, Allendale, Michigan 49401. An Equal Opportunity Employer.

## News

Group-owned, middle market net-affiliated VHF, desires experienced news director/anchorman. Resume plus VTR to Box E-305, BROADCASTING.

Assistant news director with experience and editorial skills for south Texas station. Box F-12, BROADCASTING.

Newsman-announcer with mature voice and good on-camera delivery for Gulf Coast VHF. Box F-14, BROADCASTING.

Personality Weatherman. Warm, easy, natural delivery that fits into an interaction newscast. A man who takes the weather seriously but not himself. No cartoonists. Send tape and resume to Phil Corvo, Program Director, KIRO-TV, 3rd and Broad St., Seattle, Wash. 98121.

Weatherman, TV news field reporter. Must have on-camera experience, and be able to handle film assignments, shooting, editing and writing. Handle weathercasts at six and ten PM. Contact Aldy Swanson, News Director, WEAU-TV, Eau Claire, Wisconsin 54701. (715) 832-3474. A Post station.

Weatherman, ABC affiliate in ideal community. Send VTR and resume with salary requirements. Bob Nelson, WXLT-TV, Box 940, Sarasota, Florida 33578.

## Programing, Production, Others

Director with technical aptitude and creativity for VHF in Texas resort city. Box F-13, BROADCASTING.

Studio crew member (camera, floor, break-director) for ETN Station. \$7000. Equal opportunity employer. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, New York 14203.

Director-producer for assignment to news department for 6 & 11 PM newscasts. Experience in directing and switching news essential. Reply to Program Manager, WTNH-TV, 135 College St., New Haven, Conn. An Equal Opportunity Employer.

West Coast individual that recognizes rare opportunity and can support himself for a short time on small starting income. Willing to invest his talent, ambition and imagination to act as producer, director, writer or whatever is necessary to create specialized 15-minute programs that are pre-sold. Should be making \$25,000 annually in few months and \$50,000 shortly after, plus a piece of the action. If you have imagination, ambition, guts and faith in your ability, contact 206-827-6739.

## Situations Wanted, Management

Vice President and general manager employed now medium market network affiliate, available to run your station. Box E-247, BROADCASTING.

Station tamer available—Two TV stations from red to black—now I want to settle with a growing company that recognizes management talent means more than salesmanship, public relations, cost control, and salary. I'm experienced in all phases, have 14 years invested in this business, and am ready to move, anywhere. Box F-38, BROADCASTING.

## Sales

National/regional sales manager. . . . A great opportunity for young aggressive salesman to move up to sales management with expanding company. Salary plus incentive commission. Quality station and staff. Send complete resume to: General Sales Manager, WSPA-TV, P.O. Box 2566 Montgomery, Ala. 36105.

5 years experience. Last 2 years in Washington-Baltimore TV market. Talk show/personality, children shows/producer and writer, staff announcer, news, weather, and sports. Tony Alexi, 2310 Viers Mill Road, Rockville, Md. 20851. (301) 424-7698.

## Announcing

Black & experienced. Sharp young family man seeks anchorman's post. Prefers N.Y./S. New England. Major market radio experience. John Loyd after 6. 203-372-8440.

## Technical

First phone, switching, VTR, projection, transmitter watch, four years experience, market size unimportant, married. Box E-346, BROADCASTING.

Progressive chief with major market experience needs new challenge. Box F-33, BROADCASTING.

Eager first phone engineer, production: CATV, broadcast, syndication. Box F-34, BROADCASTING.

Engineer; first phone; technical school graduate, plus some college engineering. Nineteen years electronic experience, including seven years broadcasting. Currently employed for past five years in TV station. Transmitter operation and maintenance. Also projection room operation. Steady, reliable. Resume on request. Phone 215-279-7326.

## News

Attention medium-large markets! As a versatile, dependable pro. Box F-55, BROADCASTING.

Anchorman with 15 years experience can make an audience open their eyes, mouths and hearts. Personal interview only. Call 515-423-8434.

Need a top-notch announcer for your TV news? See radio news column or call: 412-243-3190.

## Programing, Production, Others

Television producer-director with outstanding local and network credits is seeking management opportunity. Seventeen years of television background and experience. Box F-3, BROADCASTING.

Broadcast pro. Production. Writing. Programing. Top track record as television personality. Thirteen years steady growth with two companies. Seek challenging job on and/or off air. Prefer east. All considered. Box F-6, BROADCASTING.

Shirt sleeve executive. Heavy production experience. Desires permanent relocation California/Florida as production manager/producer-director. Married, degree. Box F-9, BROADCASTING.

Is there a general manager in North America looking for a production manager who can communicate with people, who has fourteen years of hard experience, twelve as producer-director and two in sales and one who has kept his sense of humor. Then stop here. Box F-27, BROADCASTING.

Award-winning, TV-radio producer-writer-consultant, looking for association with educational or social service institution. Box F31, BROADCASTING.

Director would like to relocate, available immediately, total experience, news pack, remotes, also very good cameraman. Box F-46, BROADCASTING.

Will booth announce, work projection, studio crew, etc. Have BA degree and experience. Box F-53, BROADCASTING.

Production/Promotion manager. Do you know commercial production and direction? Do you know how to put promotional announcements together for local programs and how to use them? Do you know how to intelligently place public service announcements on a program log? Can you do on-air commercials and audio tapes, fill in on news and sports? Are you ready for a hard working #1 television station in a tough medium size California market? Then send audition video tape along with complete resume and salary requirements. If you just think you can do these things, or if you're a firm believer in 9 to 5 Monday through Friday . . . don't waste your time or ours. Box F-58, BROADCASTING.

## Wanted To Buy Equipment

Ampex MK X Headwheels: Will pay top dollar for used MK X Headwheels. Please contact Box E-329, BROADCASTING.

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

## For Sale Equipment

Heliac-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.

## For Sale Equipment Continued

6 1/8" Andrews Rigid T/L 775' type 82503, 75 OHM 3 yrs. old, hangers, elbows, gas stop, misc. parts. Excellent condition. P.O. Box 188, Menomonee Falls, Wisconsin.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International. Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Gates RDC-10C transmitter remote control system. Studio/transmitter units, mint condition, manual, \$575.00. Engineer, KIKK, Pasadena, Texas. 713-473-4433.

Sony color videotape set-up including camera, recorder, monitor for sale. Near new, hardly used. Cash or take over contract. (213) 271-6863.

1—RCA, TS-21 Video Switcher; 1—RCA, TP-11 Multi Plexer; 2—GPL, PA-100 16mm Film Projector; 1—RCA Turntable; 1—RCA, Opaque Pick-up Assembly. Contact Al Petzke, WTVO-TV, AC 815-963-5413.

One stop for all your professional audio requirements. Bottom line oriented. F. I. C. Brewer, Box 8057, Pensacola, Florida 32505.

Broadcast Crystals: New or repairs for Gates, RCA, Bliley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

Cartridge tape equipment—New and rebuilt, guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

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# Profile

## A big, confident man steers Screen Gems in new directions

Meet big John Mitchell, super-salesman. The title that goes with the name is president, Screen Gems, but make no mistake—he's still super-salesman. To meet him is to be at once at least half-sold.

He's a big man—football tight-end sized. There's a look of competence about him.

And then there is his voice. Can a voice be rugged? John Mitchell's is. It's New York-tough and plain-spoken, the kind you'd expect a coach or a police commissioner to have. John Mitchell uses his voice the way Joe Frazier uses his fists: He can jab with it, feint, pound away.

Sample the flavor of John Mitchell's speech, as he tells how he first got into television sales in 1948: "I went down to Schenectady about some equipment and for the first time in my life I was exposed to television. GE used to have an experimental TV station there. I was dumbfounded and I said to myself, 'This is for me—this is what I've got to do.' I knew enough about the radio business to know the value of recordings in it and I said, 'Hell, this is the visual recording. It's got to be a big business.'

"So I went to New York and I knew nobody in the film business. I just started knocking on doors. And they had a very far-sighted fellow who at the time was the president of United Artists, name of Brad Sears. I told him, 'I've seen this thing—it'll work and I know film is going to be a big part of it.' He said: 'OK, you think you can do something with it, let's set up an operation.'

"I'd go to the producer of a movie and I'd say, 'I can make some additional money for you. I want the distribution rights to a picture that's sitting on a shelf gathering dust.' And that was part of the beginning of the use of movies and short subjects of all sorts. And I built up a business that was pretty good."

Right now super-salesman Mitchell is selling a big package—the future of Screen Gems. He's made over the company pretty much in his own view of things, changed the structure. He believes in professional people, skillful in their trade. So he has changed Screen Gems around, taken it in a totally different direction—done it in terms of what he thinks the future holds.

"I've put the emphasis on the producer. I found that a creative head does nothing but compete with the people who will do the work—the producers, directors, writers. I think that's wrong. So I put the independent producer and the staff producer almost in the front row of



John H. Mitchell, president, Screen Gems division of Columbia Pictures Industries Inc., New York; b. April 27, 1918, New York; AB in economics, University of Michigan, Ann Arbor, 1935-39; hired as mail boy, then general office help in radio department, Erwin, Wasey & Co., New York, 1939-41; sales service manager, Mutual Broadcasting System, then account executive, 1941-43; ensign, U.S. Navy, aboard LST's with amphibious forces taking part in six invasions in Pacific, 1943-1945; account executive, Mutual Broadcasting System, 1945-46; helped found WVET (AM) Rochester, N.Y., (now WROC) and worked in various capacities there, 1946-48; joined United Artists Corp., New York, as director of television, 1948-52; VP of sales, Screen Gems Inc., New York, 1952-1968; executive VP, Screen Gems, 1968-1969; first VP, Columbia Pictures, 1968-present; president, Screen Gems, 1969-present; m. Patricia W. Windsor of Portland, Ore., Nov. 29, 1969; children—Joan (by previous marriage), 23; Josephine, 29, Charles, 22 (both by wife's previous marriage); hobbies—golf (12-14 handicap), reading ("very heavy reader").

things. I think that's where it's at."

The change was formally installed earlier this year. Leonard Goldberg, who left as vice president in charge of production at the expiration of his contract, was replaced by business-affairs executive Art Frankel, whose job it is to guide and serve a growing stable of top-ranking independent and bright, young staff producers (BROADCASTING, May 1). John Mitchell, expressing super-confidence, as a super-salesman should, seems hardly able to wait for tomorrow.

"We're about to become the hottest company in the business," he says. "I think we're on the threshold of really becoming a very big entity in this business, really taking off."

How can John Mitchell exude such supreme optimism? Screen Gems, after all, is far out-produced by Universal

Television and Warner Bros. Television and even by a more equally sized competitor, Paramount Television. In the cards that were dealt for the new prime-time season, Screen Gems lost its mainstay, *Bewitched*, but gained three half-hour shows, *Temperatures Rising*, *The Paul Lynde Show* and *Bridget Loves Bernie*, and a one-hour program, *Ghost Story*, to go with its lone continuing series, *The Partridge Family*, for a net of two hours of new prime-time production and a total of two-and-a-half hours of nighttime network TV. (Screen Gems also is responsible for the long-running daytime serial, *Days of Our Lives*.) To put things in clearer perspective, it should be noted that two of the new program sales—*Temperatures Rising* and *The Paul Lynde Show*—were part of a two-for-one deal ABC-TV honored when it canceled *Bewitched* a year ahead of schedule.

This doesn't seem to add up to a necessarily glowing or promising situation. Still John Mitchell has the faith.

"I think you'll see us with a tremendous amount of new product," he says. "All the networks are looking toward us very much. They realize what's going on here. It's almost, to my way of thinking, the lull before the storm."

The networks don't need to be told about John Mitchell, who is coming up on his 20th anniversary with Screen Gems. He started selling motion-picture product for the company in 1952; sold the first thing SG ever produced for television, *The Ford Theater*; struck it rich with *Father Knows Best*; now has been personally involved in more than 100 series sales. His reputation, when he was heading sales for Screen Gems, was of astute aggressiveness, master timing, playing advertiser against network, using exploitation tactics with a showman's flair. Perhaps most impressive, he built a distribution organization—both domestic and international—of exceedingly sharp reputation, known to be able to generate the last dollar out of product.

John Mitchell runs Screen Gems according to certain firmly held beliefs. One of them is: "Keep flexible. Be the master of your own fate. Then rise and fall on your own skills and ability."

There's no big secret to what he's doing at Screen Gems. As he explains it: "What I want to do here, and have been moving to do, and will continue to move to do, is to build the best creative environment for the best people in this business who want a strong umbrella under which to work."

And what's the result going to be? The super-salesman doesn't want anybody to have any doubts. "If you buy the theory that manpower is the key, the world is starting to come to us," he proclaims. "Therefore we're going to have a total rebirth."

# Editorials

## The ultimate judges

At its meeting in Washington two weeks ago, the TV code review board advanced a proposal that would greatly expedite and restore some logic to the handling of one area of code business that has been subject to acute delays and misdirected regulation in the past. The board proposed that it be empowered to decide, without need for subsequent approval by the TV board of the National Association of Broadcasters, which personal products are suitable for advertising on television.

The proposal itself is subject to ratification by the NAB TV board, of course, and we hope the TV board will not resist it merely out of reluctance to give up any of its say-so. The code board, and the code authority under it, are competent to judge what advertising and what product classes are acceptable. Having final authority would impose on them no obligations or strains, financial or otherwise, that they do not bear now in simply making recommendations.

It would, however, make the code procedures less cumbersome and time-consuming and, by all present indications, put the basic issue back into a more logical perspective. The issue should not be whether whole product categories are acceptable, but whether the advertising, regardless of product category, is acceptable. The question should deal solely with the legality of the product and the honesty and good taste of the commercial. The code board refrained from going that far—it rejected a bid to advertise a contraceptive foam—but toward other personal products it appeared sympathetic.

That is more nearly as it should be. Scott Paper's Confidets, which have been trying to get code clearance for years, are advertised on noncode stations—as are a growing number of such products—and have caused no perceptible protest from viewers. They have demonstrated that it is the advertising, not the product, that broadcasters should be most concerned with.

A corollary proposal, also subject to ratification by the TV board, would require broadcasters to take audience composition into account in scheduling personal-product commercials. Sensible broadcasters would do so instinctively, but the proposal recognizes where the ultimate responsibility lies. Guided by code evaluations of honesty and taste, the individual broadcaster would be as free to say whether as to say when.

## Way out

Harley O. Stagers (D-W. Va.), chairman of the House Investigations Subcommittee, wants the FCC to tell television journalists how to film news reports and documentaries. That was the message emerging from the subcommittee's hearings on so-called news staging. It is a message that deserves no more attention than the hearings got—perfunctory acknowledgement.

Off and on for a year or so there were leaks about Stagers investigators uncovering fakery in news filming. The cumulative effect was to suggest rampant fraud in television journalism. That is precisely the effect that an underworked staff with an ill defined mission must cultivate if it is to perpetuate the myth of its essentiality.

It just may be that in letting this exploration materialize into public hearings the Stagers staff has at last blown its cover. The sum total of its revelations that were put on display is at most half a dozen examples of poor judgment. A subsidiary and perhaps unintentional disclosure was that some television cameramen—the principal witnesses presented by the Stagers staff—would rather live by a set of FCC rules than by the exigencies of journalistic improvisation. Such cameramen have

no claim to association with the profession of reporting news.

Let it be emphasized that fakery has no place in television or any other kind of journalism and that staging in television features ought never to be done in a way that is likely to mislead viewers to believe they are watching real-life events. But those principles were already in standard practice long before Harley O. Stagers moved into the reviewing stand.

If the FCC retains any independence of thought or action, it will decline Mr. Stagers's invitation to go into journalism instruction and stick with the less difficult assignments that are already taxing its resources. As to Mr. Stagers's Investigations Subcommittee, it is worth a small investigation itself. A 20-minute hearing ought to be enough to eliminate the subcommittee from the next congressional budget.

## One world

The Senate's swift confirmation of the appointments of Richard E. Wiley and Benjamin L. Hooks to the FCC was a sign of both hope and confidence. It is generally recognized that the agency, as the regulator of communications, is in the center of contemporary conflicts that may shape the future of the country. It is equally recognized that the position imposes unusual strains upon its occupants.

Mr. Wiley has been on the job long enough, first as general counsel and then as a commissioner under interim appointment, to have acquired a reputation. He is politically conservative, but he is also young enough to perceive the main currents of change and ambitious enough to understand the need to cope with new conditions.

Mr. Hooks joins the agency with credentials as a lawyer, judge, clergyman and trusted liaison between black and white establishments in Memphis, where racial accommodations have not been easily achieved. Mr. Hooks, a Democrat, joins the FCC under the sponsorship of Tennessee's Senator Howard Baker, a white Republican, and with the approval of blacks who have been agitating for representation on the FCC.

Despite their differences in origin and sources of political support, the new appointees now have a common obligation. It is to represent a constituency comprising the whole of the American public, whose interest, convenience and necessity they are charged by law to protect.

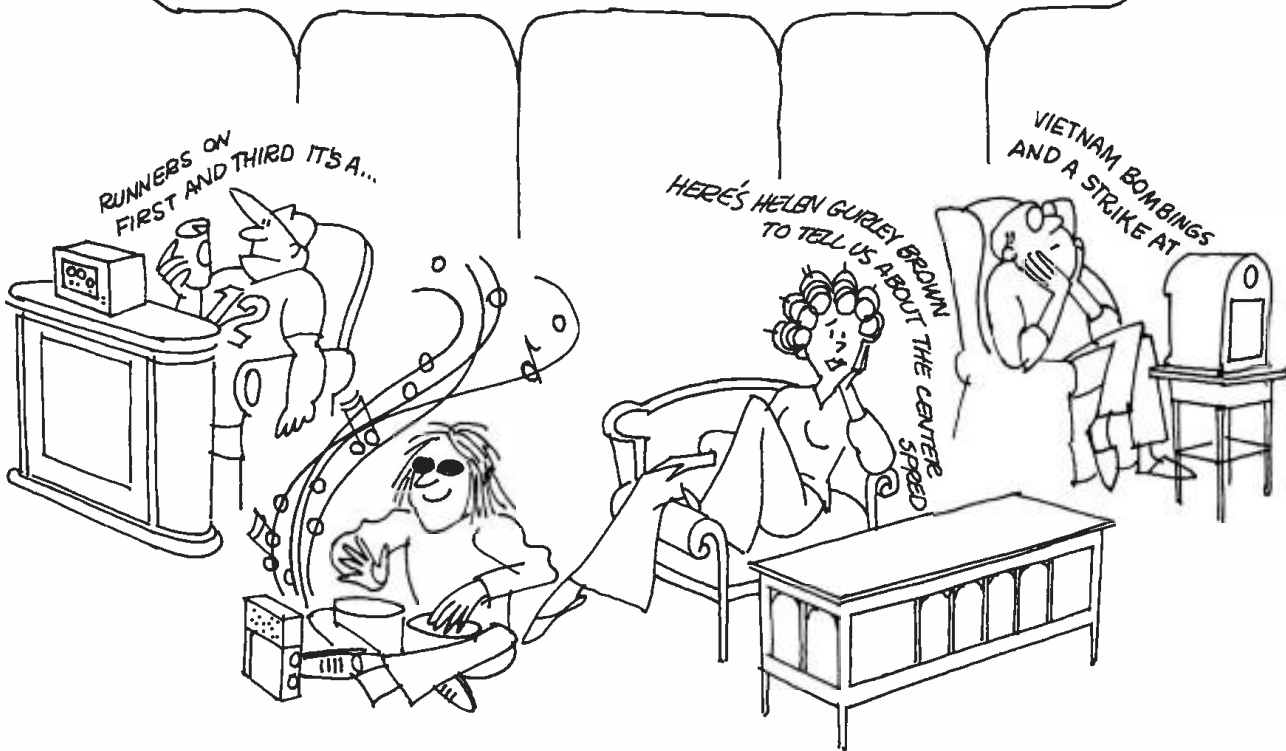


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# WHIO

The four Voices of Dayton



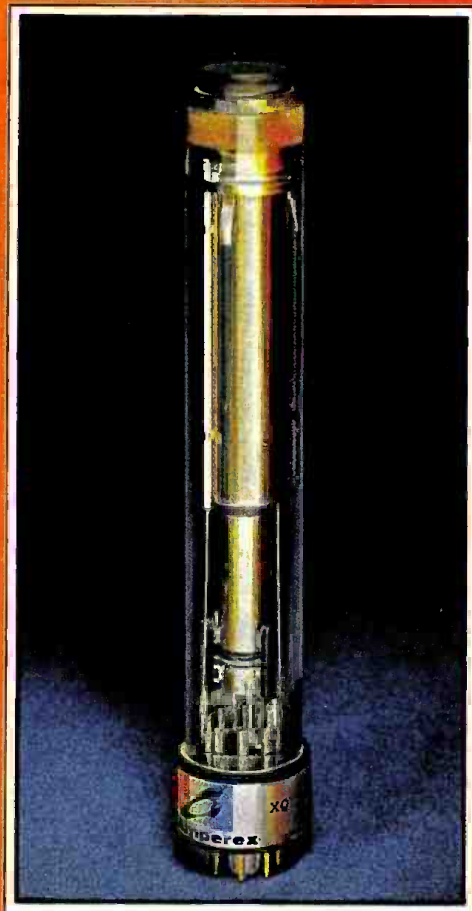
A Voice For Everyone

**whio**  
RADIO 1290



A Communications Service of Cox Broadcasting Corporation Represented by CBS Radio Spot Sales

COX BROADCASTING CORPORATION STATIONS: WHIO AM-FM-TV Dayton, WSB AM-FM-TV Atlanta, WSOC AM-FM-TV Charlotte, WIOD AM, WAIA FM Miami, WTIC-TV Pittsburgh, KTUV San Francisco-Oakland



**SEVEN YEARS AGO  
AMPEREX GAVE THE TELEVISION INDUSTRY  
ITS FIRST PLUMBICON® TV CAMERA TUBE...**

**...LAST MONTH  
THE TELEVISION INDUSTRY GAVE AMPEREX  
ITS 20,000<sup>th</sup> ORDER\*  
FOR THIS STILL UNIQUE, UNDUPLICATED DEVICE.**

In the comparatively short span of time between its introduction and the total conversion of the broadcast industry to its use, the Plumbicon has enjoyed continuing professional acclaim and industry-wide endorsement as attested to by its receipt in 1967 of the coveted Emmy from the National Academy of Television Arts and Sciences, by the award of the David Sarnoff Gold Medal by the Society of Motion Picture and Television Engineers, Inc. to Dr. E. F. deHaan, the tube developer and by the very practical and meaningful award to Amperex of purchase orders for twenty thousand Plumbicon tubes.

How do you say 'Thank You' for such support and such recognition? We feel that the most sincere way to show gratitude to an industry for its support of one's efforts is to rededicate those efforts for the further advancement of that industry.

We therefore pledge that we will continue to devote the greatest part of our energies to the task of keeping ahead of the uncompromising requirements of the television industry and to keep the industry ever supplied with better and better TV camera tubes. Electro-Optical Devices Division, Amperex Electronic Corporation, Slatersville, Rhode Island 02876.



**Amperex**

TOMORROW'S THINKING IN TODAY'S PRODUCTS

Sold through  
North American Philips Electronic Component Corporation

\*Early this year, Amperex delivered its 20,000th Plumbicon tube, through its distributor Satterfield Electronics, to WHA, educational TV station affiliate with the University of Wisconsin.