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C E N T R A L A R M Y C O M M U N I C A T I O N S

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

Staff shapes the menu from which FCC will choose CATV's future
Battle lines are forming for major First Amendment test
Background on the who's and why's of today's activist FTC
Special report: sputtering start for cartridge TV revolution

Announcing the first
FM program service that
really understands what
you're going through:

The Century System.

If you could look inside the head of a conscientious station operator, you'd see thousands upon thousands of question marks.

Because making an FM outlet pay is one of the toughest, most complicated jobs in broadcasting.

We know. Some of us at Century have been running FM stations since back in the 1950's. And we've sweated out the same people problems, programming questions, and sales agonies you go through.

How the System started

When Century Broadcasting was formed five years ago, we pooled our experience. The years of trial and error, the programming mistakes and successes, the special problems and doubts and decisions that are part of this very special FM business—all went into the hopper.

And before long, patterns began to emerge:

We discovered a surprising set of rules for programming good music to build and hold the maximum audience.

We uncovered an endless source of fresh promotional ideas.

We developed a number of unorthodox but remarkably effective concepts and techniques for selling FM radio.

That was the beginning of the Century System.

How the System worked

Over the next three years we tested, simplified, improved. Most of the time we simply let the System tell us what to do.

And by 1970, Century Broadcasting emerged as the No. 1 FM group in America.

Now we're offering you the System that made it happen. Here's how it will work for you.

The System programs for you

The raw material of Century's success is something loosely defined as good, contemporary music.

But what is "good music?" It can't simply be middle-of-the-road; most middle-of-the-road formats have only middling success.

It can't be "square" music; there isn't much of a square audience any more.

It can't be background music; advertisers want people listening, not lulled.

No, good music from our point of view is the music the largest number of the key audience segment—the 18-to-49 year olds—wants to hear; will find interesting for a minimum of four consecutive hours; and will return to, day after day.

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UPI IS ON THE AIR

It had to happen. Now UPI announces formatted newscasts on its Audio Network. They are in addition to the voices and actualities which built our independent news network of more than 400 top stations across the country.

On the hour, 21 hours a day, seven days a week. No matter what your time zone, the UPI newscasts run through midnight every day. From 7 A.M. through the following 3 A.M., each newscast runs 4½ minutes (including a 65-second break which will contain a 60-second PSA).

The newscasts will contain automation tones for automated stations. And they are scripted so that you can cut away after the first minute if you wish.

Like everything else we provide broadcasters, UPI newscasts will be strictly a service. You can use as few or as many as you want. We ask no time, sell no advertising. Our only job is covering the news and providing it to you in a form aimed at filling your needs.

Whether you are interested in a way to get your news director out on local during non-drive time... or looking for emergency backup... late night protection... whatever... we think you might be interested in UPI.

UPI

The Broadcast News Service
220 East 42nd St., New York, N.Y. 10017 (212) MU 2-0400

NOW Jeannie

COMES
WITH

MYW*



"I Dream of Jeannie" 139 half-hours

MYW
(More Young Women)

MYW is an ingredient in Jeannie that keeps expanding. In some of the markets where Jeannie has been sold (and has begun to play), her audiences of young women 18-49 have grown as much as 300% over previous rating periods.**

Sample ratings that have just come in from markets large and small show tremendous gains among young women 18-49—300% in Ft. Wayne, 59% in Nashville, 63% in Wilkes Barre-Scranton, 17% (on a UHF) in Philadelphia, 38% in Lansing, 67% in Eugene, 30% in Syracuse, and a whopping 48% in New York.

So if it's young women you're after, get a program with MYW. Get Jeannie.

SCREEN GEMS



**ARB: Feb.-Mar. 1971 vs. Nov. 1970

Note: Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request.

The background of the entire advertisement is a repeating pattern of the KETV logo. Each logo consists of a stylized bird or wing shape above the letters 'KETV', all contained within a circular border. The logos are arranged in a grid-like fashion across the page.

**This month,
families who can view
PGW represented
TV stations
will spend \$8,056,000
on salad dressing.**

**Do you sell
salad dressing?**

**You can sell more
with spot TV**

...and we can show you how
...market by market

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe

FCC study into future of CATV, underway this week, will use two staff reports emphasizing cable service—not protection of television—as starting point. Both reports propose full-scale entry of cable into major markets. See . . .

Two blueprints for unshackling CATV . . . 21

Activism of revitalized Federal Trade Commission holds special significance for television advertisers. Agency's Consumer Protection Bureau holds that ad practices permissible in print are intolerable on TV. See . . .

The new FTC: activism with a vengeance . . . 29

Showdown seen inevitable on House subcommittee's subpoena of not-broadcast material from *Selling of Pentagon* as Stagers, CBS meet and harden positions. Stagers asserts power, gives CBS 10 days to reconsider. See . . .

Face-off on the First Amendment . . . 36

ABC refuses Republican request for reconsideration of decision to give loyal opposition time to discuss Indochina policy; claims mounting demands for access by both parties creates threat to broadcast journalism. See . . .

Goldenson asserts news independence . . . 38

Former FCC chairman Paul Porter urges broadcaster 'bill of rights' including permanent broadcast licenses; scene is Peabody awards ceremony where unprecedented special award goes to CBS for *Selling of Pentagon*. See . . .

Porter calls for emancipation . . . 39

"Perspective on the News" looks at FCC's most recent notice on drug-oriented lyrics, disposing of petitions to reconsider original policy statement, yet leaving rock stations still strung out on what is meant. See . . .

What's it all about, FCC? . . . 42

Final report on last year's White House Conference on Children, calling for clustering of commercials on children's programs and tests on eliminating ads altogether, draws fire from NAB President Vincent Wasilewski. See . . .

Ghosts of children's conference past . . . 46

WHDH Inc., alleging improper conduct by successful challenger for Boston's channel 5, urges FCC to reopen case to see if new licensee, Boston Broadcasters Inc., withheld information. Appeals to Supreme Court. See . . .

WHDH tries again with FCC, court . . . 52

FCC's new fee schedule comes under attack from several directions. Cable industry organizations, Texas broadcaster seek court appeals, while Time Inc. wants interpretation of commission's ownership transfer fees. See . . .

Challenges filed against FCC fees . . . 53

Impact of what some call 'Cassette Revolution' on television industry is speculative, as production deadlines for systems, programing keep pushing back. Widespread home cartridge use seen unlikely in this decade. See . . .

Cassette revolution slow a'borning . . . 60

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Broadcasting

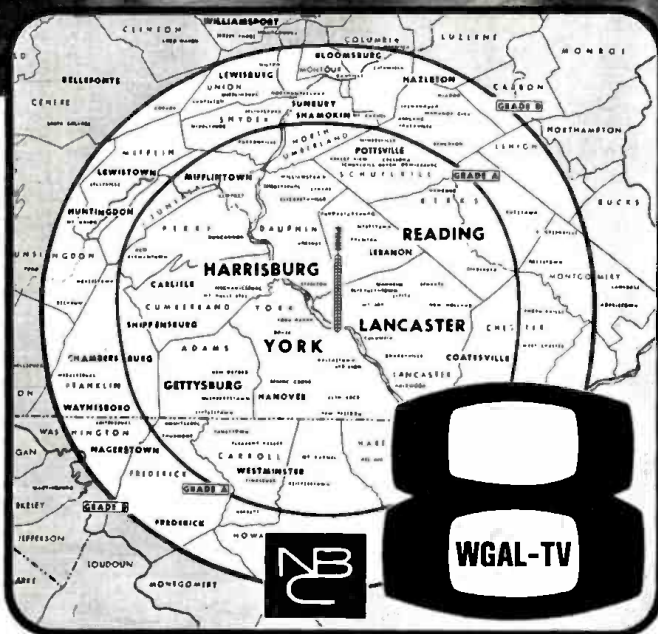
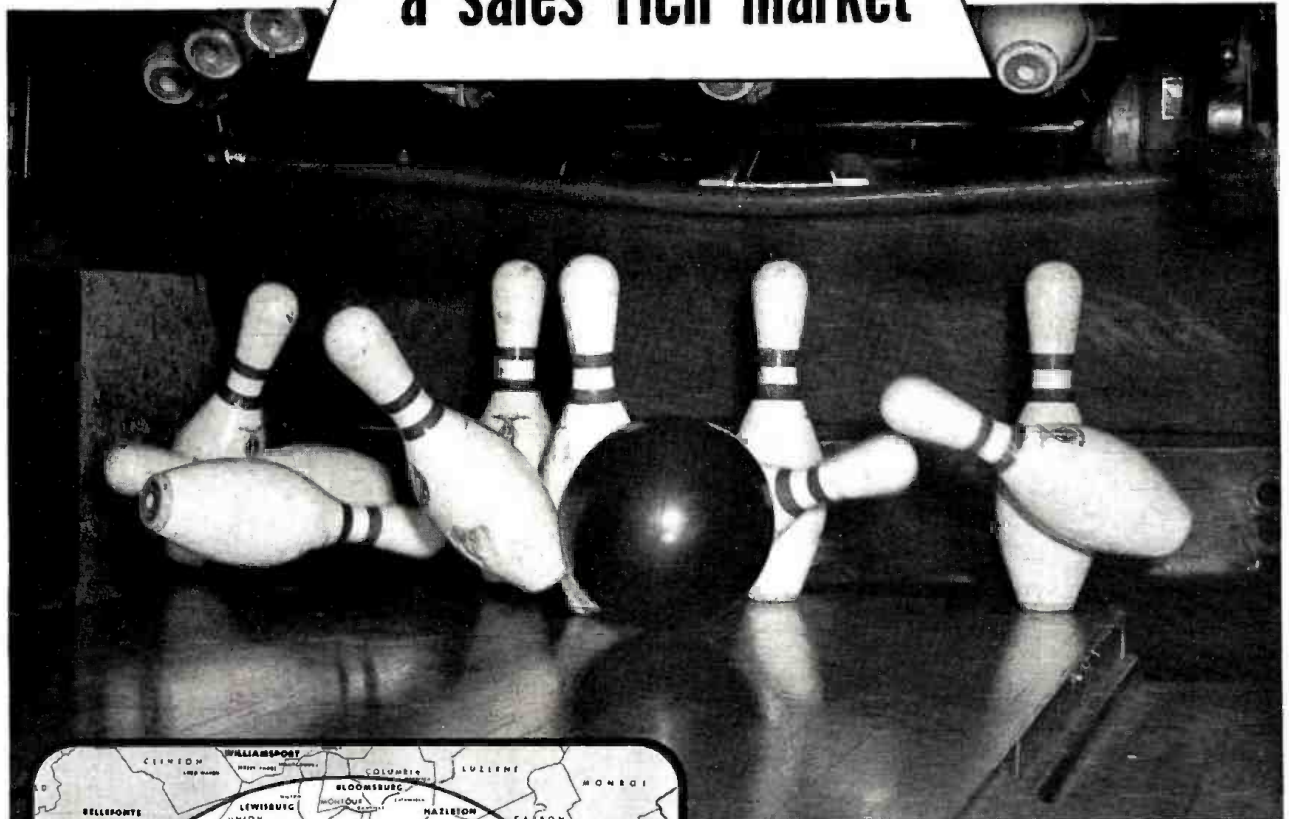
April 26, 1971; Vol. 80, No. 17

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Subscription orders and address changes: Send to BROADCASTING Circulation Department. On changes include both old and new address plus address label from front cover of magazine.

use
WGAL-TV
 and strike
 a sales rich market



The large multi-city market served by Channel 8 is nationally known for its consistent, above-average prosperity. WGAL-TV with far and away the most viewers in its area*, delivers the market in depth and sells your products to people who have the money to buy them.

*Based on November 1970 ARB estimates subject to inherent limitations of sampling techniques and other qualifications issued by ARB. Available upon request.

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.

Viva Viacom

Question of whether to clear CBS Inc.'s plans to spin off program-syndication and CATV interests to CBS stockholders in Viacom International Inc. is expected to emerge at top of FCC's must-do pile in next few weeks. Odds appear to favor commission clearance, though not without requirement that CBS take additional steps to guard against Viacom control through CBS officials who will be major shareholders in new firm.

Spin-off, scheduled for Dec. 31, 1970, has been held up because of petitions by minority stockholders in San Francisco CATV system principally owned by CBS and by group of program producers and syndicators (BROADCASTING, Jan. 11). Both petitions claim CBS will retain control of Viacom, in violation of commission rules barring networks from domestic program syndication and from owning CATV systems—neither of which is yet in effect.

All but out

Last pieces are falling into place in Time-Life Broadcast's sale of its radio stations. Rahall Communications Corp., St. Petersburg, Fla., publicly owned group broadcaster (N. Joe Rahall, president), is buying WFBM-AM-FM Indianapolis and associated Muzak franchise for \$3,350,000. Contracts for this and earlier sales to other buyers ("Closed Circuit," April 12) are expected to be signed soon. T-L television stations were sold to McGraw-Hill last month (BROADCASTING, March 15).

Russian market

In unusual if not unprecedented deal, NBC International has sold two TV programs to Soviet Union. They're both one-hour NBC News specials shown on NBC-TC in 1960's. And what kind of programs would Soviet Union buy? One is *American Profile: Home Country USA*, which covered grass roots in 1968 with Chet Huntley as reporter. Other is *Vanishing 400*, 1962 look at high society in America with actor Walter Pidgeon as narrator. Both are to be shown in May in 161 cities served by state committee for television and radio, popularly known as Soviet Television. It is unusual in that most U.S. program deals with Russia have been exchanges, not straight sales. Discussions were initiated 18 months ago by Thomas J. McManus, now president of NBC International, on visit to USSR.

This is NBC International's first sale

to Russia but its contacts with other Iron Curtain countries are substantial—and two-way. For instance, authorities say, in March alone NBC's internationally best-selling *Bonanza* was subject of 5,000 letters received from Poland, 514 from Rumania and 135 from Yugoslavia—most of them requesting photos of *Bonanza* stars.

Burch-Geller spat?

FCC insiders are wondering whether honeymoon between FCC Chairman Dean Burch and his assistant for planning and erstwhile general counsel, Henry Geller, is over. Mr. Geller, who has been architect of many of FCC's modern regulatory thrusts, most recently enlargement of fairness-doctrine applications, found himself backed in corner in latest encounter—involving handling of CBS's *The Selling of the Pentagon* controversy. Mr. Burch, who generally has accepted Geller proposals, cut him off fortnight ago after Mr. Geller persisted in his recommendation that FCC refrain from commenting on charges against CBS.

At least three FCC members (Chairman Burch, Commissioners Robert E. Lee and Wells) were disposed to express support of House committee complaint but without taking further action because of anticensorship clause.

Just in case

Triangle Publications, Philadelphia, publisher of fabulously successful *TV Guide*, is looking to future. It has quietly registered with U.S. Patent Office trademark for *Cable-TV Guide*, for "section and column in a magazine which is devoted to information for the use and benefit of cable-television subscribers." (Triangle, owned by Walter Annenberg, ambassador to Great Britain, and family, has sold major parts of its broadcast-station group to Capital Cities and others, is selling rest to George Koehler, group manager.)

Unleashing radio

Freeze in which FCC has held new AM applications for almost three years (BROADCASTING, July 22, 1968) may be ready for thaw. Commission staff is drafting order that would complete rule-making, begun in September 1969, aimed at tightening AM allocations rules and at eliminating traditional division of commercial radio into AM and FM services. Best bet is that commission will get draft order before end of June, and that draft will contain AM

allocations standards somewhat relaxed from those originally proposed, at least for existing stations. Rulemaking called for rejection of applications for daytime stations and for major changes in day or night facilities that did not provide new service to 25% of proposed service area or 25% of population within area (BROADCASTING, Sept. 8, 1969).

Commission also seems to be moving toward long-promised step of stricter AM-FM nonduplication rule. Present rule, in effect six years, bars more than 50% duplication in cities of more than 100,000. New rulemaking looking toward expanding ban could be considered by commission at about same time it takes up order ending AM freeze.

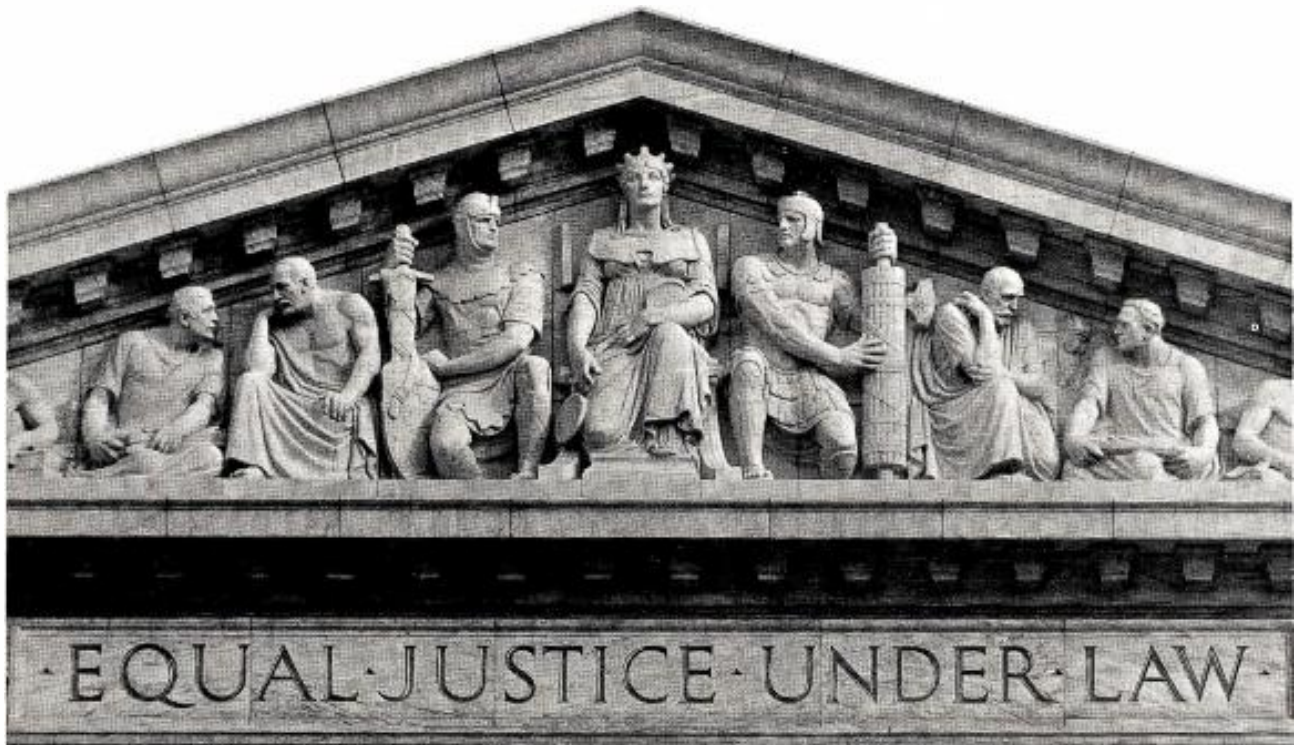
Paper to paper

Donrey Media Group (stations and newspapers) is likely purchaser of Pulitzer Publishing Co.'s KVOA-TV Tucson, Ariz. Sale of station was condition Justice Department attached to clearance of Pulitzer's acquisition of *Arizona Daily Star* in Tucson (BROADCASTING, April 12). Pulitzer and Donrey are said to be close to agreement on sale, at price close to what Pulitzer paid—\$3 million—when it bought station from WGAL Television Inc. (Steinman Group) in July 1968 (BROADCASTING, Aug. 5, 1968).

Traveling party

U.S. delegation to World Administrative Radio Conference on space communications in Geneva beginning June 7 will include representative of television network affiliates—A. James Ebel, KOLN-TV Lincoln, Neb. He has been active in CBS-TV affiliates subcommittee on domestic-satellite matters, is expected to express affiliates' concern when conference turns to question of direct satellite-to-home broadcasting. Another broadcast-industry member on delegation is James Parker, director of transmission engineering, CBS-TV. Raymond Simonds, chairman of RCA's frequency bureau, is also on delegation.

FCC, Office of Telecommunications Policy and Comsat are heavily represented: FCC Chairman Dean Burch, OTP director Clay T. Whitehead and Joseph V. Charyk, Comsat president, are senior advisers. As previously reported, FCC Commissioner Robert E. Lee is vice chairman of delegation for regulations, and Robert C. Tyson, chairman of finance committee of U.S. Steel Corp., is delegation chairman ("Closed Circuit," March 29).



UNFORTUNATELY, TIMES HAVE CHANGED.

There was a time when America's courts were chambers of justice and decorum. In a one hour special "The Crime of Our Courts," Group W shows what our system of criminal justice has become.

Today, a woman can spend twenty eight days in jail because she's unable to post three hundred dollars bond on three traffic violations.

Today, in one Manhattan court, the average criminal hearing takes 102 seconds.

Today, Philadelphia, the fourth largest city in the country, does not even have a courthouse.

Today, in a hallway corner outside one court, an attorney and a prosecutor haggle over a case, reach a compromise,

and present it to the court. No trial. No jury. No search for truth.

And today, more than 83,000 U.S. citizens sit in jail awaiting trial. Convicted of nothing except poverty.

"To the poor man," Attorney General Robert Kennedy once said, "the law is always taking something away."

"The Crime of Our Courts," is a Group W Urban America Unit documentary narrated by Rod MacLeish.

Those who can, must do something to help restore true justice to our courts. Or the crime won't merely be the crime of our courts; it will be our crime as well.



WESTINGHOUSE BROADCASTING COMPANY

At long last, the campaign-spending measure

Unsurprising, Pastore-principled bill reported out

After months of dissension and two hearings, Senate Commerce Committee Friday (April 23) unanimously approved compromise political-spending bill.

Proposed legislation is basically S. 382, sponsored by Democratic Senators John O. Pastore (R.I.), Howard W. Cannon (Nev.) and Mike Mansfield (Mont.).

Legislation permits legally qualified candidates for all federal offices to spend up to five cents per eligible voter (or \$30,000, whichever is greater) on broadcast media in any campaign, for primary or general election. Same limit is imposed on nonbroadcast media—newspapers, magazines and other periodicals, and billboards. No limit is placed on direct mail.

And, it requires all media to charge candidates lowest unit rates 45 days before primary and 60 days before general election.

Bill would permanently suspend Section 315 of Communications Act (equal-time provision) for presidential and vice-presidential candidates. It sets ceil-

ing of \$5,000 on individual contributions to federal-office candidates.

In addition, it calls for complete disclosure of campaign contributions and expenditures, and gives \$100 tax deduction or \$20 tax credit to campaign contributors.

Measure also contains amendment by Senator James B. Pearson (R-Kan.) assuring candidates "reasonable" access to broadcast media by empowering FCC to revoke licenses of broadcasters who "willfully or repeatedly" fail to allow such access.

Bill has been referred to Finance and Rules committees, which will have 45 days to act on it from date Commerce Committee files report on bill with Senate. Rules has jurisdiction over disclosure provisions and amendments to Corrupt Practices Act; Finance has authority over tax section. Finance Committee Chairman Russell B. Long (D-La.) is expected to strike tax provisions. He will reportedly contend that only House of Representatives can originate tax bills.

CBS encampment grows even larger

CBS Inc. has received additional support in its refusal to supply untelevised material to House committee investigating *The Selling of the Pentagon* (see page 36).

National Council of Churches' broadcasting and film commission, and International Radio & Television Society went on record Friday (April 23) as denouncing committee's subpoena.

National Council's broadcasting commission said CBS already has provided critics of documentary opportunity in prime time to inform public of their views and "has met continued public concern with an hour-long discussion of the documentary during prime time." Church group ended statement with: "It is through robust debate, not through investigating the journalist's notebook, that the public will be served best."

IRTS called for withdrawal of subpoenas not only to CBS but NBC as well. "Inherent in these subpoenas," IRTS, through Richard A. R. Pinkham, president, said, "is a chilling threat to freedom of speech and press." IRTS statement said legislative purpose behind subpoenas was unclear, and that

this "threat to freedom of speech and press" becomes "doubly intimidating when it is applied to broadcasters whose license renewals may be prejudiced by innuendo."

Statement concluded: "We believe these subpoenas erode the people's right to know by hampering journalists who serve them. We therefore respectfully urge their withdrawal."

Affiliates, too, support subpoena stand

CBS-TV affiliates have strongly endorsed network's contention that Harley O. Staggers' (D-W. Va.) House Investigations Subcommittee has no right to subpoena nonbroadcast material from *The Selling of the Pentagon* program (see page 36).

In wire to Chairman Staggers last Friday (April 23), Ves R. Box, chairman of CBS-TV Network Affiliates Advisory Board, urged subcommittee to reconsider subpoena action. Any material not broadcast or published should remain confidential, he said.

Mr. Box, also president of KDFW-TV Dallas, said government insistence on inspecting such materials not only vio-

lates First Amendment but "will inevitably reduce the flow of information to the public by inhibiting the media in the exercise of news judgment."

Storer airline subsidiary plans merger with Delta

Delta and Northeast Airlines announced last Friday (April 23) agreement in principle to merge, subject to approval of boards of both airlines plus Storer Broadcasting Co., which owns 86.1% of Northeast.

Earlier agreement of merger of Northeast and Northwest Airlines fell apart when Civil Aeronautics Board refused to permit Northeast to continue profitable Florida run after merger. CAB approval is necessary in new Delta-Northeast merger, which also will involve President Nixon since Northeast routes now extend to Montreal and Bermuda. President must approve national routes.

Agreement calls for Delta to issue one share of Delta for each 10 shares of Northeast common. Agreement also calls for Storer to discharge \$28 million in loans to Northeast, in exchange for seven-year warrants to buy 500,000 shares of Delta common at \$48.

H. Rex Lee objections to Corinthian merger

FCC Commissioner H. Rex Lee says "pattern of speculation for profit rather than of . . . operation to serve the public" emerges from analysis of Corinthian Broadcasting Corp.'s broadcast operations.

He made statement in opinion, issued Thursday (April 22), in which he expressed reasons for dissenting to transfer of Corinthian's five television stations in connection with Corinthian's merger into Dun & Bradstreet Inc. Commission approved transfer week earlier by 4-to-3 vote (BROADCASTING, April 19).

Commissioner Lee noted that Corinthian's major stockholder, John Hay Whitney, publicly sold nearly \$33 million of his Corinthian stock between 1967 and 1968. Merger, he added, will provide Corinthian stockholders with more than \$114 million in D&B securities, of which Mr. Whitney will receive \$44.7 million. (Actually, at time of commission action, transaction was valued at \$137 million, of which Mr.

More "At Deadline" on page 10

Whitney's share would be some \$5 million.)

Commissioner Lee said those facts should be considered in connection with what he found to be "unusually high profits generated by Corinthian stations, the extremely low percentage of revenues devoted to programming and program production, the ostensible poor record of performance in broadcasting news, public-affairs and other programs, and the use of broadcast revenues in the development and promotion of publications and other products." From that combination of factors, he said, "there emerges a pattern of speculation for profit rather than of broadcast ownership and operation to serve the public."

WATE(AM) goes for \$700,000

Nationwide Communications Inc. has agreed to sell WATE(AM) Knoxville, Tenn., to Beaver Valley Broadcasting, subsidiary of group-owner Hall Communications, for \$700,000—subject to FCC approval.

George W. Campbell, NCI vice president-general manager, said his firm, which is subsidiary of Nationwide Mutual Insurance Co., Columbus, Ohio, is parting with WATE in anticipation of FCC ruling prohibiting same-market VHF-radio crossownership. Company also owns WATE-TV Knoxville, which it will retain.

Robert Hall is principal owner of Hall Communications, which also owns WNBH-AM-FM New Bedford, Mass.; WBVP-AM-FM Beaver Falls, Pa.; WMMW(AM) Meriden, Conn.; WICH-AM-FM Norwich, Conn., and WUSJ(AM) Lockport, N.Y.

WATE is full time on 620 khz with 5 kw. Broker: R. C. Crisler & Co., Cincinnati.

Controversy tag plagues Hickel again

NBC authorities said Friday (April 23) that they had denied former Interior Secretary Walter J. Hickel radio time for his April 21 speech not because it was "too controversial" as he had alleged, but because "it was controversial."

NBC explained its policy precludes sale of time to individuals or organizations for use in discussing controversial issues. Additionally, it was explained, NBC felt it had an obligation to its stations because they are affected as licensees by FCC's fairness doctrine.

Mr. Hickel had charged that NBC "reversed" its decision to permit broadcast of speech, entitled "Wanted: a New Breed of Leader," made before Ripon Society (Republican organization) in Seattle. He said he had lined up company which had agreed to spon-

Week's Headliners



Mr. Moore

Richard A. Moore, former president of KTTV-TV Los Angeles, named special counsel to President Nixon (see page 56).

Frank Yablans, executive VP, Paramount Pictures, Los Angeles, appointed president of Paramount Television. He succeeds **Stanley R. Jaffe**, who leaves to establish independent production company under arrangement with Paramount. Also announced was resignation of **Douglas S. Cramer**, executive VP in charge of TV production. No successor has been named.

For other personnel changes of the week see "Fates & Fortunes"

sor broadcast on NBC Radio but that NBC had turned him down after review of advanced text:

Mr. Hickel said he did not want to "blame" NBC but that he could understand networks being "gun-shy in view of some events of the past months."

Suburban sells FM

Suburban Radio Group, Belmont, N.C., has entered into agreement in principle to sell WMDE(FM) Greensboro, N.C., to Capitol Broadcasting Co., Raleigh, N.C. Consideration was said to be \$180,000.

A. J. Fletcher is chairman and prin-

Bob Dole: the new Agnew?

Senator Bob Dole (R-Kan.), chairman of Republican National Committee, Friday (April 23) accused ABC and Democratic National Committee of broadcasting program of "political demagoguery" to Americans. At issue was Democrats' answer to President Nixon's recent progress report on Indochina (see page 38). Reply was aired last Thursday (April 22).

Senator Dole said program did more to turn Vietnam war into politically partisan issue "than anything that has been done before . . ." adding that attack on President was "dishonest and dishonorable."

capital stockholder of Capitol Broadcasting, which is licensee of WRAL-FM-TV Raleigh and owns background-music business operating in North Carolina.

WMDE operates on 98.7 mhz with 100 kw and an antenna 380 feet above average terrain. Broker: Chapman Associates.

Merger for WVON owner

Westchester Corp.'s WIXY(AM) and WDOX-FM Cleveland plus WIXY School of Broadcasting is to be merged with Globetrotter Communications Inc., owner of WVON(AM) Cicero, Ill., and Harlem Globetrotters, according to agreement signed in Chicago late Friday (April 23), subject to FCC approval. Consideration involves exchanges of stock and pooling of respective assets among two privately-owned firms. Westchester's WIXZ(AM) McKeesport, Pa., is not included in merger. Last year GCI paid \$9 million for WVON. GCI plans to go public in fall.

Off quarter for FC&B

Foote, Cone & Belding Communications Inc., New York, reported net loss last Friday (April 23), for first quarter 1971 as gross billings dropped by more than \$8 million.

Arthur W. Schultz, FC&B chairman, blamed loss on "reduced advertising volume due to business uncertainty and lack of offsetting revenue from new clients in the interim 'start-up' time."

For three months ended March 31:

	1971	1970
Earned per share (loss)	\$ (12)	\$.04
Gross billings	50,910,000	59,375,000
Net income (loss)	(254,000)	86,000
Average shares outstanding	2,193,000	2,171,000

CATV: the personal touch?

Cable-TV advertising will not compete with existing national media but will offer more personal advertising link to advertisers, especially neighborhood outlets, Thomas H. Anderson, President, FCB Cablevision Inc., told program conference of National Cable Television Association in Chicago Friday (see page 23). Presently CATV operator, FCB Cablevision is subsidiary of Foote, Cone & Belding.

Donald C. Foote Jr., vice president, Young & Rubicam, New York, explained sponsors are not as interested in cost-per-thousand as many people think: "They are interested in moving goods, not CPM's." He urged CATV operators to help advertisers test medium, make selves better known to agencies and advertisers.


Xenophon M. Mitchell, advertising-sales director, Teleprompter Corp., told of 10-year experience in cable system advertising efforts and said CATV must be local medium if it is to succeed.

It's WHIO in Dayton for the cool, contemporary ring of a cash register. One of Ohio's most profitable markets. Here's why: in a Metro area that totals 849,000, Dayton manufacturing paychecks are highest in the state. Dayton — capital of west central Ohio, is second only to Cleveland in Metro Area Consumer Spendable Income per Household. The Dayton market — fastest growing in Ohio is home of the third

largest concentration of General Motors plants in the world □ Wright-Patterson Air Force Base □ NCR □ McCall's □ The Air Force Museum . . . Ohio's number one tourist attraction □ 1,000 industrial plants □ Four colleges and universities. Statewide, Dayton is a leader. And WHIO leads in Dayton adult listeners. Got a product for Dayton adults? Put it through WHIO . . . they'll get the message. You get the profits.

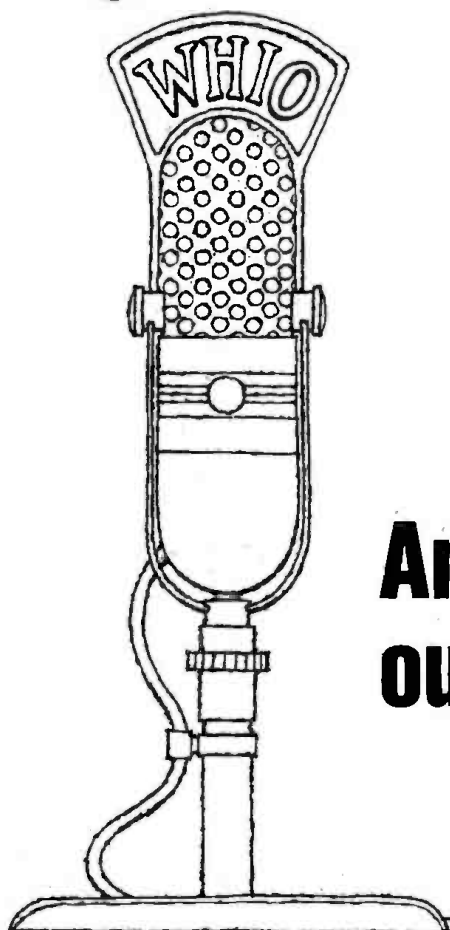
Sources: ARB, Oct/Nov 1970, audience estimates in the Dayton radio market; The 1971 World Almanac; Dayton Area Chamber of Commerce. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

A reflection of Dayton **WHIO Radio**

 A Communications Service of
Cox Broadcasting Corporation

Represented by CBS Radio Spot Sales

It goes in here.



And it comes out there.



We'll share your exposure to Broadcasters Liability losses

You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here's how to handle a bigger judgment: insure the excess with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once.

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21 West 10th, Kansas City,
Missouri 64105. Other U. S.
offices: New York, San
Francisco, Chicago, Atlanta.

CCA

mini- automation



MONO \$5900
STEREO \$6300

Now broadcasters can automate on a partial or full time basis for a modest initial investment. Can be expanded to meet majority of applications.

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N. J. 08030 • Phone: (609) 456-1716

Datebook

A calendar of important meetings
and events in communications

■ Indicates first or revised listing.

April

April 26—Public hearing of *Canadian Radio-Television Commission*. Hearing will deal only with proposed CATV policies and regulations. Sheraton-Mt. Royal hotel, Montreal.

April 26-28—Annual conference of state association presidents, and executive secretaries, sponsored by *National Association of Broadcasters*. Mayflower hotel, Washington.

April 27—Annual meeting of stockholders, *Zenith Radio Corp.*, 1900 North Austin Ave., Chicago.

April 27—Annual stockholder's meeting, *Reeves Industries Inc.*, Miami Lakes inn, Miami Lakes, Fla.

April 27—Forum on cassettes, sponsored by New York chapter of *The National Academy of Television Arts and Sciences*. Royal Manhattan hotel, New York.

April 27—Sales clinic sponsored by *Television Bureau of Advertising*. San Francisco.

April 27—Sales clinic sponsored by *Television Bureau of Advertising*. Indianapolis.

April 27-28—*House Communications Subcommittee* hearings on resolutions opposed to films and broadcast derogatory to ethnic, racial and religious groups. 10 a.m., Room 2123, Rayburn House Office building.

April 27-29—Spring conference, *North Central CATV Association*. Park Motor inn, Madison, Wis.

April 27-30—Convention, *Audio Engineering Society*. Audio equipment used in broadcasting will be featured in addition to other exhibits. Guest speaker at convention luncheon will be Mort Sahl. Los Angeles Hilton.

April 28—Annual stockholders meeting of *Footie, Cone & Belding Communications Inc.* Summit hotel, New York.

April 29—*House Communications Subcommittee* hearing to review activities of FCC. 10 a.m., Room 2123, Rayburn House Office building.

April 29—Sales clinic sponsored by *Television Bureau of Advertising*. Seattle.

April 29—Sales clinic sponsored by *Television Bureau of Advertising*. Atlanta.

April 29—Seminar sponsored by *New England Broadcasting Association*. Focus will be on retail advertising. Anthony's Pier 4, Boston.

April 29-May 6—Eleventh *Golden Rose of Montreux* film competition. Montreux, Switzerland.

April 30—Annual Community Leaders Seminar, sponsored by *Southern California Broadcasters Association*. Baxter hall, California Institute of Technology, Pasadena.

April 30-May 1—Region 5 conference, *Sigma Delta Chi*. Terre Haute, Ind.

Major convention dates in '71

April 28-May 2—20th annual national convention, *American Women in Radio and Television*. Washington Hilton hotel, Washington.

May 13-15—Annual meeting, *American Association of Advertising Agencies*. The Greenbrier, White Sulphur Springs, W.Va.

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

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

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

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

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

April 30-May 2—General Assembly of the *Inter-American Association of Broadcasters*. Bogota, Colombia.

May

May 2-4—Convention, *ABC-TV Affiliates*. Century Plaza hotel, Los Angeles.

May 3-4—Meeting, *Southeastern Religious Broadcasters*. Holiday inn downtown, Richmond, Va.

May 3-5—56th annual advertising seminar, sponsored by *Association of Canadian Advertisers*. Royal York hotel, Toronto.

May 4—Sales clinic sponsored by *Television Bureau of Advertising*. Hollywood, Fla.

May 4—Sales clinic sponsored by *Television Bureau of Advertising*. Boston.

May 4-6—Spring meeting, *Pennsylvania Community Antenna Television Association*. FCC Commissioner Thomas J. Houser will speak. Marriott hotel, Philadelphia.

May 5—Annual stockholders meeting, *Magnavox Co.*, 1700 Magnavox Way, Fort Wayne, Ind.

May 5—Meeting, *Missouri Association of Broadcasters*. University of Missouri, Columbia.

May 5-6—Meeting of *Kentucky Broadcasters Association*. Executive inn, Louisville.

May 5-7—Annual spring meeting, *California Community Television Association*. Senator hotel, Sacramento.

May 6—Dinner sponsored by *Michigan Association of Broadcasters*. Madison hotel, Washington.

May 6—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be FCC Commissioner Thomas J. Houser. Army-Navy Club, Washington.

May 6—Sales clinic sponsored by *Television Bureau of Advertising*. Baltimore.

May 6-9—Conference, *Western States Advertising Agencies Association*. "A New Agency Profile . . . Facing it in the 70s." Spa hotel, Palm Springs, Calif.

May 7—*National Academy of Television Arts and Sciences* Crafts awards at banquets in New York and Hollywood.

May 7-8—Distinguished Service Awards Banquet and joint Region 9 and 11 Conference, *Sigma Delta Chi*. Las Vegas.

May 8—57th annual dinner, *White House Correspondents' Association*. Sheraton-Park hotel, Washington.

May 9—23d annual Emmy awards presented by *National Academy of Television Arts and Sciences*, telecast by NBC-TV. Hollywood Palladium.

May 10—Meeting, *Minnesota CATV Association*. Hyatt Inn Towne motel, Minneapolis.

May 10-12—21st electronic components conference sponsored by *Electronic Industries Association and Institute of Electrical and Electronic Engineers*. Statler-Hilton hotel, Washington.

May 10-13—Spring convention, western chapter, *National Religious Broadcasters*. Honolulu.

May 11—Annual stockholders' meeting, *Storer Broadcasting Co.* Bay Harbor theater, Miami Beach, Fla.

May 11—Membership meeting, *National Public Radio*. Twin Bridges Marriott hotel, Washington.

May 11—Sales clinic sponsored by *Television Bureau of Advertising*. Minneapolis-St. Paul.

May 11—Sales clinic sponsored by *Television Bureau of Advertising*. Roanoke, Va.

May 11—Spring convention, *Connecticut Broadcasters Association*. University of Hartford campus, Hartford.

May 11-13—Region six *Institute of Electrical and Electronics Engineers* conference "Engineering for the Conservation of Mankind" at Wood Lake inn, Sacramento, Calif.

May 12—Convention *NBC-TV Affiliates*. New York Hilton, New York.

May 12—New deadline for comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz band or utilizing higher frequencies (Doc. 16495).

May 12-13—Public Radio Conference. Twin Bridges Marriott hotel, Washington.

May 12-13—Spring convention, *Illinois Broadcasters Association*. St. Nicholas hotel, Springfield.

May 13—Sales clinic sponsored by *Television Bureau of Advertising*, New Orleans.

May 13-14—Annual spring convention, *Ohio Association of Broadcasters*. Featured speakers will be FCC Commissioner Thomas J. Houser, Vincent T. Wasilewski, president of National Association of Broadcasters, and Jack W. Fritz, Blair TV, Carrousel inn, Cincinnati.

May 13-15—International tape seminar sponsored by *The International Tape Association*. Seminar will study both common and novel forms of tape use. Shoreham hotel, Washington.

May 15-16—Annual meeting, *Iowa Broadcast News Association*. Roosevelt hotel, Cedar Rapids.

May 15-16—Meeting, *Louisiana Associated Press Broadcasters Association*. Royal Orleans hotel, New Orleans.

■May 17—New deadline for comments on FCC's proposal concerning availability of TV programs produced by nonnetwork suppliers to commercial TV stations and CATV systems (Doc. 18179). Previous deadline was May 3.

May 17—New deadline for comments from all parties except National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Feb. 15 (Docs. 18110 and 18891).

May 17—World Telecommunication Day, sponsored by *International Telecommunication Union*. United Nations agency. Theme will be "Telecommunications and Space." Place des Nations, Geneva.

■May 17-18—Spring convention, *National Religious Broadcasters*, Eastern chapter. Carvel inn, Yonkers, N.Y.

May 18—Public hearing of the *Canadian Radio-Television Commission*. Baysshore inn, Vancouver, B.C.

May 18—Sales clinic sponsored by *Television Bureau of Advertising*, Detroit.

May 18—Sales clinic sponsored by *Television Bureau of Advertising*, Omaha.

May 20—Spring managers meeting, *New Jersey Broadcasters Association*. Douglass College campus, Rutgers University, New Brunswick.

May 20—Sales clinic sponsored by *Television Bureau of Advertising*, St. Louis.

May 20-21—Annual spring meeting, *Oregon Association of Broadcasters*. Rosel H. Hyde, Washington lawyer and former FCC chairman, and Paul Haney, executive vice president for PR, National Association of Broadcasters, will be featured speakers. Red Lion inn, Medford.

May 20-22—Annual management convention, *Iowa Broadcasters Association*. Holiday inn south, Des Moines.

May 21-22—Meeting, *Kansas Association of Broadcasters*. Radisson hotel, Wichita.

May 21-22—21st annual convention, *Kansas Association of Radio Broadcasters*. Broadview hotel, Wichita.

May 23-27—Convention, *Pennsylvania Association of Broadcasters*. Britannic Beach hotel, Paradise Island, Bahamas.

May 23-27—International colloquium, sponsored by *Illuminating Engineering Society* through its theater, television and film lighting committee. New York. Information: Philip Rose, 6334 Viscount Road, Malton, Ont.

May 25—Sales clinic sponsored by *Television Bureau of Advertising*, Albuquerque, N.M.

May 25—Sales clinic sponsored by *Television Bureau of Advertising*, Kansas City, Mo.

May 25-26—Workshop, sponsored by television committee of *Association of National Advertisers*, on "The Segmented Viewing Public of the '70's—And How to Reach Them." Plaza hotel, New York.

May 26-27—Meeting, *Washington State Association of Broadcasters*. Holiday inn, Yakima.

■May 27—Sales clinic sponsored by *Television Bureau of Advertising*, Chicago.

June

■June 1—Annual stockholders meeting, *MCA Inc.*, Sheraton Blackstone hotel, Chicago.

June 4-5—Meeting of *Wyoming Association of Broadcasters*. Ramada inn, Casper.

■June 6-8—Annual convention, *Florida Association of Broadcasters*. Colony Beach Club, Longboat Key.

June 6-9—Annual student radio seminar, sponsored by *Kansas Association of Radio Broadcasters*. Kansas State University, Manhattan.

June 8—Public hearing of *Canadian Radio-Television Commission*. Government Conference Centre, Ottawa.

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.

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

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

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

Give us a call for a presentation, with absolutely no obligation on your part.



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News or editorial?

EDITOR: Your editorial, "That's journalism" [BROADCASTING, April 5], didn't say it all. The networks, by postulating subjective advocacy (regardless of what they call it), eliminate straight news and destroy the barriers between fiction and opinion. Most of those broadcasters you saw standing to applaud when Al Capp finished his speech at the National Association of Broadcasters convention only ask the networks to label what they are doing so often—editorializing. If they continue to refuse, they are aiding in the transformation of the entire role of contemporary journalism. If network TV and radio journalism loses what little ability it seems to have to be objective, however imperfect, it will merely become an electronic device serving as a social lever for whatever cause may strike the fancy of those who appear on the air, or make policy.

Most broadcasters we know west of the Hudson still believe that given all the facts in as objective a manner as possible, the viewer or listener has the intelligence to put them into perspective himself. *Barron's*, in its March 29 issue [under the headline "Broadcast License: CBS Has Forfeited Access to the Nation"], engaged in precisely what the networks are doing nearly every day of the week: unlabeled editorializing.—*Don C. Dailey, vice president, Springfield Broadcasting Co., Springfield, Mo.*

Thanks but

EDITOR: We appreciate the coverage you gave WLPR for winning the Sigma Delta Chi distinguished service award for editorializing on radio [but] we are an independent FM station and not an AM station as your article stated.—*John L. Harris Jr., general manager, WLPR(FM) Mobile, Ala.*

Returning the favor

EDITOR: Instead of me receiving congratulation on the "Week's Profile" in your magazine April 5, you should be the one. It was very well written, and I must say your accuracy in using quotes has been superior to any other article ever written about our company.—*Richard E. Bailey, president, Hughes Television Network Inc., New York.*

Depending on whose ox

EDITOR: Considering the wild cries by broadcasters and their supporters in the Congress when closed-circuit operators refused to permit home TV of the Clay-Frazier fight, I was amused when NBC,

after obtaining exclusive rights to the National Collegiate Athletic Association basketball tournament, refused to permit affiliates to carry the Villanova-Western Kentucky game in the West and the Kansas-UCLA game in the East. I suppose such action is justified when done by the broadcasting fraternity, but constitutes a monopolistic practice contrary to the public interest when done by an outsider such as closed-circuit TV.—*Robert H. Baker, Baker, Miller & Baker (lawyers), Humboldt, Iowa.*

(NBC declines comment on the grounds that its explanation would be far too involved for an editor's note.)

Two rockin' with us

EDITOR: Regarding your "Rock around the clock" editorial in your issue of April 12: The ASCAP ad says "the men who license music at BMI are broadcasters." We at WYXI own no part of ASCAP or BMI. We have to pay ASCAP twice as much as we pay BMI, even though ASCAP only has a minute percentage of the popular music of today.

Thank you for an excellent editorial.—*John P. Frew, manager, WYXI(AM) Athens, Tenn.*

EDITOR: "Rock around the clock" is well put. Broadcasters are indebted to you.

The "ASCAP pays more" ads are not difficult to understand. [But] broadcasters pay more—much, much more per performance—as a casual check of the most played popular and country records will disclose. The last check we made of the top 75 country tunes showed that ASCAP had only 11 of them, and their "top" tune was number 13 on the list. In the "top 40" field, ASCAP has fewer than 20 of the "most played" 100 songs.

Some broadcasters may own stock in BMI, but most do not. That argument is very thin, when applied to the more than 4,000 stations operating AM and FM facilities.

Lest we forget: some of the ASCAP contracts will expire in 1972.—*Ed Mullinax, chairman, Georgia Broadcasters Music Committee, Atlanta.*

(We add only that, by the FCC's latest count, it's more than 6,500 AM and FM operations.)

Yearbook fan

EDITOR: Congratulations on another fine, informative YEARBOOK. I find it to be a most valuable source in my work.—*Leo R. Fehlhafer, extension information specialist, Washington State University, Puyallup.*

Which of these cities has the least crime?



Boston



New York



Philadelphia



Chicago



St. Louis



San Francisco



Los Angeles

In the last ten years, crime in America has more than doubled. It's the big cities that have been hit hardest. Even Philadelphia, the city with the least crime out of these seven, has a big crime problem.*

There's a CBS Owned AM radio station in each of these cities. And they do something about crime. There's a lot to do, because our stations feel responsible to over 60 million people.

After WCAU in Philadelphia launched an all-out campaign, Philadelphia got more policemen as well as police dogs to cut down subway crime. WCAU also figured the best time to stop a criminal is before he becomes one. So they sponsored a golf tournament to raise money for the Police Athletic League.

The people of St. Louis can turn to KMOX when they're concerned about crime. Recently two residents of a housing project appeared on KMOX to complain that policemen had stopped walking beats in their neighborhood. Shortly thereafter, the police were back.

Of course, each of the seven CBS Owned radio stations is concerned about a lot more than crime. When they aren't busy reporting the news of the day, they're also working for solutions to problems like traffic, pollution, and drug abuse.

The CBS Owned AM Stations

We feel responsible to over 60 million people.

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

*Source: Rankings based on 1971 *World Almanac* data for murder, auto theft, robbery and burglary.

**This year
WHDH News
won more United
Press International
awards
than any other
station in
New England.**



7. WAS THIS AN ILLEGAL
USE OF THE MAILS?

1st Place
Best TV Public Service Program
"Consumer's Quiz"

Reporters Rosemarie Van Camp and Chet Curtis presented situations involving the rights of the consumer and TV viewers rated themselves on their buying know-how using specially prepared score cards. The program was a major step in the fight for better consumer understanding.



1st Place
Best Radio News Story of The Year
"Cardinal Cushing Retires"

The announcement of the Cardinal's retirement came from the Vatican at 7:30 AM on September 8. By 7:30 AM WHDH Reporter Vin Maloney had interviewed the Cardinal for WHDH radio listeners.



Special Citation
Best TV News Story of the Year
"Cambridge Marine"

Reporter Andy Macmillan told the story of Marine PFC Michael Guzzetti Jr's death and his return to Cambridge to be buried. This was the human story behind the Viet Nam statistics.



Special Citation
Best Radio Election Coverage

Bill Harrington, Jack Hynes and Alan Walden acted as anchormen with continuous coverage from 7:30 PM til 2:30 AM the next morning, including the first declaration of Francis Sargent's victory, returns analysis, live coverage of concession speeches, and live reports from the campaign headquarters.



First Place
Best TV Election News Coverage

WHDH News wins this award for the sixth year in a row. Chet Curtis and John Henning were anchormen for a news team that brought viewers the meaning behind the numbers with incisive analysis of how results would affect party power locally and nationally.

WHDH
BOSTON
AM/FM/TV/CBS IN BOSTON

Today's radio buying: an obsolete process?

Radio today, for those of us in the advertising industry, means three distinct impressions.

(1) Radio is what we hear. This is our personal impression, our private, one-to-one relationship with radio. Radio as we hear it is pretty much radio as we choose to control it.

(2) Radio is what we learn about it from our colleagues. This is our professional impression, the sum of what we continue to learn from the actions and statements of others who have an interest in the medium. Radio as our peers see it sometimes seems like a mass of contradiction and confusion. But this is the way of life, and we cannot ignore it or change it. We can only seek to comprehend it. This point of view reflects radio as the marketplace chooses to control it.

(3) We see radio as it is sold to us by reps and stations. Radio as it is sold also tends to be a one-to-one relationship between buyer and seller: radio as it is sold naturally is pretty much radio as the seller chooses to control it.

Let's take these three impressions and see if we can find a way to tie them together for some useful common purpose, reflecting the values and interests of both buyer and seller.

What is radio as we hear it? Radio as we hear it is any one of six thousand varied voices. The voices of radio are an intimate connection between each of us as listeners and a remarkable supply of information input. And we listen to them one at a time. This is our personal impression of radio.

What is radio from a broader point of view? Here is a sample of one group's opinions. Our agency did a survey last fall which asked the top 125 national advertisers and other top advertising agencies to give us their opinions of radio as an advertising medium.

Here are some of the things they told us:

- They believe that radio is a great medium for obtaining frequency, but not so hot for reach.

- They like its flexibility, but complain that it is hard to buy.

- They like its ability to reach specific audiences, but they are skeptical of its audience research.

- They like its apparent low cost per thousand, but they worry about how much it costs to purchase what they consider adequate reach.

- They think it is more useful when they have a short market list than when they have a long one.

In general, these respondents seem to see radio as a medium that is neglected by national advertisers who might otherwise use it, because they lack the comforting assurance of research that might document its relative effectiveness, and because they are more or less overwhelmed by its scope and variety.

Our respondents seem to be hearing the voices, but they don't seem to know where they are coming from, or how to put them to work on a national marketing problem.

Which brings us to our third source of impressions—radio from the salesman's point of view.

Most of the time, radio is sold as one station against the rest, in one market on a list of many. And all 6,000 stations use fairly similar approaches. In other words, radio is sold as we listen to it, one voice at a time. But when we try to look beyond radio as it is sold, so we can use it as we need it for national advertising purposes, the messages have a way of getting all scrambled together. It's hard to sort out the ones we need.

Why does radio make most sense to an advertiser if his market list is short as our survey respondents told us? Not because he has no confidence in the medium beyond that point, but because he has less confidence in his own ability to cope with the medium on anything but a limited basis.

So, in all likelihood radio buying for national advertisers, as we know it today—as a series of single-station purchases—is an *obsolete process* that will

soon disappear in all but a top handful of perhaps 30 or 40 major markets.

On the other hand, radio as it is programmed offers so much to the public that national advertisers who will increasingly want to get in on the action will urge that the medium make itself more accessible to them. In short, radio today is a golden opportunity for national advertising that is being seriously neglected because its packaging is obsolete. Radio salesmen should meet this challenge at the national level by continuing to develop selling patterns of radio designed for national marketing needs. Buyer-oriented patterns. Selling not stations, not even networks or groups as we know them today, which involve one station per market with wide variations in characteristics from market to market. Not "must-buy" station lists, but patterns of "as-appropriate" radio audiences.

Station reps should become radio "super reps" who might even call themselves Media Selling Services. They should offer specified degrees of coverage of a selected audience type in a group of advertiser-chosen markets or a group of advertiser-specified sales districts. They should minimize the need for us to select individual stations, yet they should offer adequate documentation to convince us that we get what we pay for. And like individual stations, they should offer overnight starts on these patterns of aggregate radio, which may range from 10 stations in some markets to single stations in others, all demographically compatible with the marketing problem, all sold as one plan. This would be truly national spot radio.



John Cole is associate media director with the Chicago office of NH&S. His responsibilities include direction of media planning on the Kraft and Morton/Norwich accounts and supervision of all media buying for the Chicago office. Mr. Cole, with NH&S since 1957, previously had worked at McCann-Erickson, Chicago, and Campbell-Mithun, Minneapolis, as well as several Midwest radio stations. He has served for four years as vice president and treasurer of the Broadcast Advertising Club of Chicago.

The Century System—*continued from cover*

And, during a period when American musical tastes have changed more rapidly than at any time in history, when a bewildering variety of musical styles and sounds are considered to be "popular," the Century System consistently selects, edits, and combines recorded music into the most acceptable sound available to your key listening audience. And does it every day, every week, every month, all year long.

The System promotes for you

How do you create a positive awareness of an FM station among the largest number of potential listeners—and potential advertisers?

How do you advertise *yourself*?

For years, most of us simply depended on guesswork, hunches, and hopes. There is probably less known about the techniques of station promotion than any other facet of operation.

The Century System makes sense out of all this confusion. For the first time it answers questions with facts instead of speculation. It tells you exactly how to promote, both on and off the air. Exactly how often to run promotions. When to run them during an hour of air time. And what to run to maximize the impact of your message.

The System sells for you

Can you sell without big ratings?

The answer is yes. And the Century System shows you how.

Because there is a critical difference between ratings—and *acceptance*. And once you begin to use the Century sound on your station, you'll find acceptance builds with startling rapidity among the most important segment of your audience: the business decision-makers in your market.

With the Century sound and Century station promos, you'll have these key decision-makers listening to your station well ahead of the mass audience. And the Century System shows you how to use this business acceptance to sell. Today—not months from now.

When the numbers start to build, the

System shows you how to increase rates—and use the increase as a selling tool; when to say *no* to potential advertisers—and use your refusals to increase business.

The basic ingredients

The Century System of programming, promotion and marketing will be available to one station in each signal area.

The agreement includes a mutual option to discontinue the service. (The System can work only if the station follows its proved procedures; and we'll monitor each licensee to make sure that's what's happening.)

The System consists of 100-plus hours per month of the Century sound; step-by-step directions on combinations and re-combinations of sound segments; tapes demonstrating the right and wrong ways to do station promos; tapes demonstrating the kinds of commercials consistent with your programming—and commercials that will hurt you, and must be refused.

The added ingredients

You also get instructions and fully developed off-air promotions, contests, newspaper advertising campaigns; and step-by-step selling techniques for the three stages of station success: selling your station without the ratings, selling as you move up, and selling when you've arrived.

And there's more. Much more. Monthly mailings, with sample rate cards (and facts on exactly when and how to raise rates), the function of news on your station, unconventional but proved promotional techniques.

If the promise of the Century System sounds interesting, call or write:

Gordon Potter
General Manager
Century Broadcasting Corporation
8833 Sunset Boulevard
Los Angeles, California 90069
Area Code 213-657-6130

The System is ready to go to work now, on your call letters.

The Century System.

It's how
America's No. 1
FM group
got there.



Some things can't wait.

Recently, a listener-participation broadcast by the Fetzer radio station in Kalamazoo, Michigan, featured an official of the local Alcoholism and Addiction Council. One person who called in described symptoms that obviously called for immediate medical attention, and he was helped with hospital care. In the words of the Council Director, "This is probably the only case in history where the actual start of a person's recovery took place on the air." Community communications to help those in need is an important aspect of Fetzer commitment to public service.



The Fetzer Stations

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

Two blueprints for unshackling CATV

Staff papers prepared for use in FCC deliberations propose full-scale entry of cable into major markets

When the FCC begins considering this week the question of cable television's role in American communications, it will use as a starting point staff documents that emphasize CATV service, not the protection of broadcasting.

The documents, prepared by the Cable Television Bureau and the chairman's planning office, will be the subject of a first meeting today (April 26). Both reportedly look to CATV entry into major markets, though not without some limitation and some copyright liability. Both also recommend that the commission pre-empt all jurisdiction for regulation of CATV, but provide for some state and local action—presumably as much to take the administrative load off its shoulders as to defer to any notion of local control.

Both documents are designed to help the commission provide direction to its staff in preparing later, more detailed presentations. Chairman Dean Burch had hoped to have a commission position—though not a final order—ready this month for submission to interested congressional committees.

The Cable TV Bureau is said to focus in its document on the distant-signal controversy, including the question of copyright payment by CATV, and the issue of federal-state jurisdiction. The planning staff, on the other hand, presents a long list of presumed goals for CATV regulation—the kind of service other than TV relay it might provide—and options as to how they might be reached, including recommendations.

There are said to be elements in the planning office's document that both broadcasters and CATV operators would find chilling. In discussing general policy matters, it reportedly suggests that CATV be encouraged as an alternative to further expansion of over-the-air broadcasting. The planning office is said to feel that, with the development of cable, some television channels will not be used and could be turned over

to other services, including land-mobile radio, which claims to be suffering from a spectrum shortage. The planning office would protect existing stations and outstanding construction permits, but would study the possibility of reallocating unoccupied channels.

On the other hand, the planning office is said to recommend steps aimed at helping stations maintain their economic base in the face of CATV competition. By imposing common-carrier service obligations, and requiring cable systems

*Bitter fruit for both sides
in FCC's staff menu:*

CATV as an alternative
to further on-air
TV growth; economic
hobbles to slow
CATV in competing with
existing TV service

to pay copyright, franchise and possibly other fees, the planning office is said to feel the commission would weaken their cash-flow potential, slow their rate of growth and limit the extent to which they could split off audiences from television stations.

One rule that major-market television stations have long considered essential and that is likely to be weakened, at least, if the cable bureau and planning office documents are any indication, is the so-called footnote 69.

This in effect bars CATV systems in major markets from carrying signals of stations in overlapping markets. The cable bureau reportedly would eliminate the rule by treating all signals receivable off the air as local; the planning staff would limit the rule's effect to grade A-strength signals.

From its suggestion that all signals received off the air be considered local, the cable bureau reportedly goes on to propose that CATV systems be permitted to carry all "local" signals and to use microwave to import "distant" signals only to the extent they are needed to provide a basic service of three networks, one educational station and one independent. It would also permit importation of any program for which it has received copyright clearance. The proposal apparently would apply to all markets, regardless of size. But cable bureau officials are known to feel that "local" signals, as defined in their document, would provide cable systems in most of the top markets with an ample supply of programming.

Cable bureau officials point out that their proposed definition would keep in force the Supreme Court's Fortnightly decision, which held that at least those CATV systems that do not originate programming and that do not use microwave to import signals are not liable for copyright fees for the programs they do provide. Thus, they say, the commission need not wait until Congress acts on the copyright question, as it applies to CATV, to resolve its own CATV policy dilemma.

As an alternative to that proposal, or one that could be combined with it, the cable bureau is said to have suggested lifting the freeze on CATV proposals for distant-signal importation into major markets that has been in effect since December 1968, when the commission initiated the present rule-making. The cable bureau is said to feel that action would encourage CATV operators and copyright owners to resolve their disagreement over the degree of copyright liability CATV systems should bear—a disagreement that has long blocked passage of copyright legislation.

In the cable bureau's view, copyright owners would be induced to negotiate

Cable regulation according to Houser

NCTA Chicago meeting told basis for CATV rules could be common carrier

FCC Commissioner Thomas J. Houser has outlined for CATV operators what he considers the favorable aspects of common carrier regulation of cable television. And while not committing himself or the commission to such an application, in a speech delivered at the National Cable TV Association program conference in Chicago last Thursday (April 22), the commissioner did say common-carrier application is "a viable alternative" which the commission may choose in its CATV rulemaking proceed-

ing, now under way and accelerating.

He told the CATV association that there is "feeling both within and without the commission staff, which looks toward some sort of common-carrier regulation of the CATV industry." He added that common-carrier consideration "should not necessarily arouse fears of standardized pricing policies or elaborate rate regulation. . . . This is a matter which should be deferred and considered when sufficient data is available."

There are various ramifications of a common-carrier philosophy of particular benefit to cable operators, he said, including diminishing problems with respect to multiple ownership. As "the responsibilities for hardware ownership and program decision-making are divorced," he said, there is far less reason to fear limited diversity of informational voices.

Noting suggestions that the program-

origination requirements under the commission's new rules, which went into effect April 1, be relieved, he said that if cable operators were required to provide origination studios and equipment through a system of leased-channel access, "the cablecasting requirement could be eliminated or reconstructed in a manner to provide a form of subcontracting in this area."

"I can envision," he told NCTA members, "and I seek your comments and suggestions, the organization of some kind of CATV programing network—a resource for the creation, production and distribution of programing of both limited and mass appeal. Conceivably, this production 'network' could lease time on individual affiliated cable systems and derive revenues from advertising carried with program offerings."

If CATV will offer a leased-channel

by the knowledge that CATV systems would soon be entering new areas with programs unprotected by copyright; the cable owners, on the other hand, would be compelled to negotiate in reasonable fashion by their past commitments to support compromise legislation.

Along with lifting the freeze, the cable bureau would have the commission urge Congress to impose full copyright liability only on the importation of distant signals into the top-50 markets, and to provide for compulsory licensing for local signals in those markets and for all signals in smaller ones. Copyright-owner representatives have indicated they would accept such a compromise.

The planning office, in its discussion of distant signals, reportedly uses the argument of CATV spokesmen—that distant signals will provide CATV with the economic base to provide nontelevision-relay services. It would permit systems in the top-50 markets to import up to four distant signals; in smaller markets, it would permit the importation of signals needed to fill out a 3-1-1 service. As for copyright liability, the office is said to favor a plan under which CATV systems would negotiate with copyright owners; with disputes being referred to arbitration.

Both the cable bureau and the planning office recommend that the commission pre-empt total jurisdiction over CATV. The bureau is said to feel this is necessary to prevent the commission from losing its present control through erosion to state and local authorities moving into the field. But both the bureau and the planning office would provide for specific delegations of some

authority to the nonfederal authorities.

The bureau is understood to be taking a cautious approach in connection with proposals to require CATV systems to provide channels for public use—a prime objective of the citizen groups that participated in the CATV proceeding last month. It is said to feel that there are too many variables among systems and the areas they serve for the commission to impose across-the-board requirements, at least for the present. However, the cable bureau feels that no systems should begin operating without commission approval—and that every new operator should file with the commission information as to the kind of system he will build and the service he will provide.

The planning office, however, apparently takes a harder view. It reportedly would require cable systems to reserve one third of their channels for services other than television relay. It would require systems to make neighborhood cablecasting centers available and authorize low-cost program origination techniques. Local governments presumably should be allowed to rent channels, in the planning office's view.

(A separate document circulating with the planning office's is said to suggest that CATV systems be required to turn over a small percentage of their revenues—perhaps 5%—to local groups for programing. The 5% figure is based on the assumption that there would be a federally imposed limit of 2% on franchise fees; however, the planning office reportedly feels market competition should set fees. The commission proposal to require CATV systems to contribute 5% of their revenues to the

Corp. for Public Broadcasting apparently was not endorsed either by the cable bureau or the planning office.)

The planning office is also said to have provided an answer to the question several commissioners posed in relation to public access to a system's channels: How to guard against abuse of that access? The planning office would hold the individual responsible, not the cable operator. But it would not expect the potential impact of an uttered obscenity, for instance, to be great, since it believes the audience watching the public-access channel would be small—and likely not to be disturbed by such matters in any event.

The planning office appears to envisage cable as providing minority-interest programing on a nationwide or regional basis. It would, reportedly, permit interconnection of systems, provide for cable interconnection with any domestic communications-satellite system that is authorized—and put no limit on the number of systems a company could own.

However, to diversify control of programing, it would split the functions of operating systems and programing them. The planning office reportedly feels that cable systems should operate as common carriers, providing origination equipment and leasing channels but not doing any program origination. This recommendation would require repeal of the commission rule that requires systems with more than 3,500 subscribers to originate programing.

Another reported recommendation aimed at diversification would bar newspapers and radio stations from owning CATV systems, presumably in their re-

service, he continued, some form of immunity from liability of abuse of access will have to be afforded to the cable operator. "To my mind, it would be completely inconsistent to require common-carrier leasing while at the same time imposing liability for these matters on the cable operator," he said.

Concerning the question of who may lease channels, Commissioner Houser said "the commission could create broad guidelines for assignments while "discretionary application" would probably best be left "to intelligence on the local level."

Commissioner Houser also told the association he favored long-term franchise agreements, noting that the [traditional] concept of five-, seven- or ten-year franchises would be inappropriate in such a common-carrier situation. The commission does not have any authority in this area, however.

spective markets, as television stations are now barred.

However, it would permit newspapers and broadcasters to cablecast on leased channels.

The commission is expected to spend most of Monday reviewing the CATV matter.

However, officials believe it will take several sessions before the commission can fashion even a tentative position for presentation to Congress.

Out on a shoestring with CATV programmer

Every evening Chuck Johnson drives from his combination home and studio to the headend of the Mission Cable TV Co. in El Cajon, Calif., where he inserts three hours of home-grown prime-time programming into channel 7 of the 12-channel, 60,000-subscriber system.

Mr. Johnson has leased the channel from Mission Cable, a division of Cox Cable Communications, Atlanta, since October of last year in return for 25% of his income from local advertising. His "one-man-band" operation is an attempt to prove that local programming on a lease basis can work.

So far, cable leasing has proved neither easy nor profitable. Cost of equipment and operations alone has put Mr. Johnson about \$25,000 in the red. He uses a half-inch video-tape recorder to feed programs into channel 7, and although the unit is portable and less expensive than larger video-tape models, it nevertheless necessitates use of a film chain to adapt 16mm movies to his video-tape needs. Mr. Johnson has also

acquired a color camera. Despite a marked increase in spot sales which has enabled him to raise the rate of 60-second spot sales from \$7 when the operation began to \$10 now, creditors are threatening to repossess his equipment if payments are not met shortly. With a to-date revenue of \$5,400, Mr. Johnson had hoped to raise his spot fee to \$25 in mid-May. It is the initial cost of the operation, Mr. Johnson indicated, which is the crux.

Once those start-up costs are met, he is confident of showing a "tremendous profit."

Mr. Johnson, who has been in broadcasting 15 years, more recently was general manager at XEGM (AM) Tijuana, Mexico. When programming for the station was changed from predominantly black to a Spanish bent, Mr. Johnson left to form a black programming network for independent stations. However, financial backing for the venture was lacking, and so he turned his attention to cable.

When the channel 7 operation began, Mr. Johnson offered subscribers a music-and-talk format. Now subscribers are presented with 15 hours of westerns each week, a three-hour country and western music show on Saturday evenings and a *Nightbeat* talk show on Sunday night. The westerns—of Roy Rogers, Bill Elliott and Gene Autry vintage—he obtained from National Telefilm Associates, Hollywood, under a \$13,000 contract.

Response to his operation has been good, according to Mr. Johnson, and he feels that advertising sales for his programming period are "comparable to that of local independent UHF stations." Despite the fact that loan attempts have been futile—Mr. Johnson believes that a general lack of confidence in local cable origination is the cause—his operation is trying to change that attitude by showing "just how economically you can run the system." Confidence in the operation has been shown by manufacturers such as Sony Corp., and RCA, which have donated equipment on a loan basis, and several weeks ago the operation went color.

Although he is plagued financially, Mr. Johnson is pleased with his progress and local programming's potential. If he is successful in El Cajon's white middle-class market, he hopes to obtain a cable franchise in San Diego and serve the market's approximately 80,000 blacks.

But first he must turn his present loss to profit.

"I can't allow myself to go under," says Chuck Johnson, who sees himself as an only momentarily alone pioneer for a coming wave of local cable originators.

Cables' future seen in leasing

Manufacturer of device for selective feeding urges common-carrier role

Channel leasing, not advertising, will be the key to cable-television's growth as a new medium in its own right, Geoffrey M. Nathanson, president of Optical Systems Corp., Los Angeles, told the 1971 programming conference of the National Cable Television Association in Chicago last week.

He explained that special coding techniques would provide desirable privacy and selectivity features on the leased channels.

Also in the NCTA agenda were FCC Commissioner Thomas J. Houser (see opposite page) and Stockton Helffrich, director of the Code Authority of the National Association of Broadcasters.

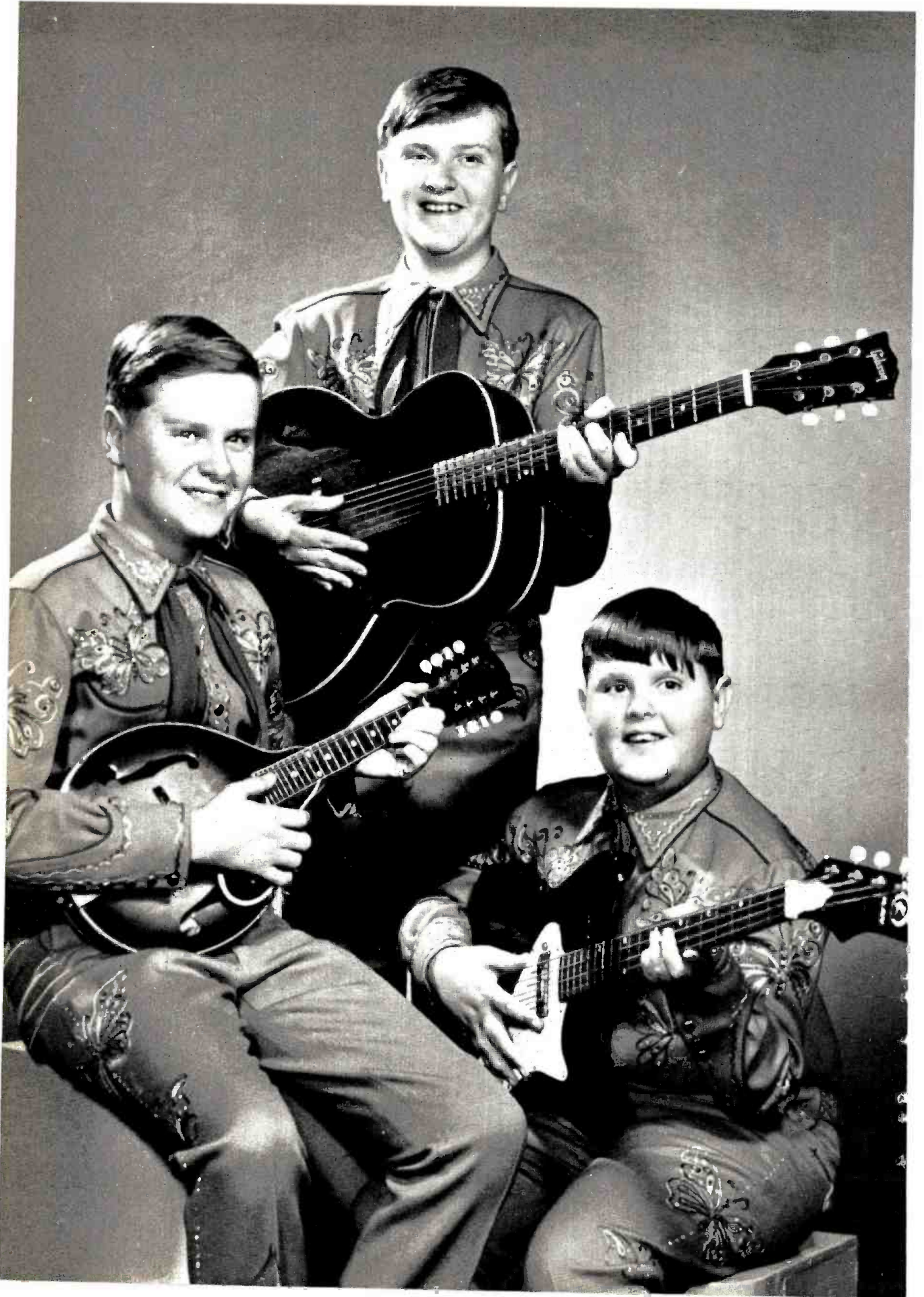
Proper development of the channel-leasing potential of CATV is mandatory if cable operators are to meet the program-origination and public-service commitments expected of them by the FCC and their local markets, Mr. Nathanson said. He claimed that channel leasing is in line with the government's "open-access" and common-carrier concepts of CATV.

Those operators who develop channel-leasing resources will help create a major new merchandising medium, implement the wired-city concept and provide the groundwork for broadband communications of the future, Mr. Nathanson said.

In contrast, he argued, CATV operators who attempt to support local origination of programming through the sale of conventional TV advertising are deluding themselves. "Not only are there not sufficient advertising dollars available for CATV to make such income meaningful," he said, "but because of advertiser and advertising agency policies based on buying according to ratings and demographics, such a CATV course can only be a dedication to frustration."

Mr. Nathanson said, "there is gold in those unused channels." He suggested educational institutions might prove to be big users while others might be department stores, supermarkets, movie houses, sports promoters, church and fraternal groups, mail-order houses, banks and brokerage houses. Local radio stations could lease a channel and simulcast, as some daytime AM's now do at night, he added.

Privacy of the leased channels would be obtained through the coding and decoding devices now under development



We made the Gross Brothers a household word.

At least, if your household happens to be in Cincinnati.

Jerry, Larry and Jamie Gross are three nice kids who have cut a couple of records. They see their future in the country-music field.

But if you're growing up in Rising Sun, Indiana, where do you go to get that future started? One good place is the Nick Clooney Show, the one Rising Sun viewers watch each noon

on Cincinnati's WCPO-TV.

The Clooney Show has the sparkle and pace and production values of any big-time talk-variety program. It books all the names — Merv Griffin, Van Cliburn, Polly Bergen, Glen Campbell, Zsa Zsa Gabor and the rest. But the Clooney Show and WCPO-TV have something even more important — a warm welcome for young Cincinnati-area profes-

sionals. A place for them to hone their skills. To wow the home folks before moving on up.

Scripps-Howard knows that in an age of videotape re-runs and sitcoms, local live means more than ever. It means your town and its people belong in the spotlight.

For a rising star from Rising Sun, success doesn't come out of a can. That goes for station groups, too.

Scripps-Howard hits home.



The Scripps-Howard Broadcasting Co. WEWS (TV) Cleveland, WCPO-TV Cincinnati, WMC, WMC-FM, WMC-TV Memphis, KTEW (TV) Tulsa, WPTV (TV) West Palm Beach, WNOX Knoxville.

by Mr. Nathanson's firm. He claimed as many as 52 such channels could be provided to an unlimited number of consumers.

Mr. Nathanson said his firm had been approached by the promoters of the Joe Frazier-Muhammed Ali fight to rent or buy its encoding-decoding equipment. Had the hardware been available, he explained, an additional 20-million people might have been able to see the fight. "At 50 cents a head," he claimed, "CATV could have doubled the gate and at the same time increased the size of the viewing audience by 20 times."

Mr. Helffrich observed that CATV's prospects of selective private channels might well allow much more adult programming than is now possible in regular TV. He cautioned cable operators to be prepared through some form of code guidelines, however, to meet public reaction when some crisis prompts people to look for a scapegoat, the role TV itself is often forced to play when popular critics mount their attacks.

The NAB code director did not see a time when the codes would be completely abandoned. "I think we will always need guidelines," he explained, "more so in advertising than in programming." He noted the keen competition of the marketplace causes erosion of advertising ethics. The public's quick reaction to programming, however, serves to provide a built-in restraint in that area, he indicated.

Asked if he had any opinion about the FCC's requirement that commercials in programs originated by CATV operators should come at natural breaks, Mr. Helffrich said that some commercial telecasters wish TV had begun that way instead of becoming embroiled in the complex commercial code that has now evolved and which is so difficult to amend. He said many comments reviewed by a TV code subcommittee Wednesday (April 21) morning showed that if TV were to start all over again there would be a strong inclination to have the code limit only the total amount of commercial time per hour. Implementation would then be flexible and could meet the needs of a producer or program as desired, he said.

Members of NCTA's Thursday panel on programming equipment cautioned that if the cable industry itself does not settle soon on reasonable and economical standards it will probably have much more demanding and costly standards imposed by the FCC. The 16mm film was seen as the syndication medium for the indefinite future while video tape was viewed as the most flexible and economical medium for local shows.

Super 8mm film, though, could well find a key role in local documentary or news work and even some syndication eventually, the panel noted. The

chief hang-up as to all currently available origination equipment, VTR or film, was the general inferiority or inadequacy of such gear. The most basic problem: lack of common interface capability among gear for ease of program exchange, especially in VTR.

Lyle O. Keys, president, Telemation Inc., related that VTR equipment tests by his group have shown that only one color VTR machine in the half-inch tape size now on the market could be rated "marginally acceptable" for CATV origination and only two of the one-inch tape machines could be rated at all in the acceptable category. Because of the confused "mish-mash" of helical scan VTR formats and standards, he said, he does not see hope for general acceptance of a one-inch standard and only "faint hope" for a half-inch standard. His best probable compromise: the Sony three-quarters inch cassette system.

Mr. Keys and Mr. Clair Tettemer of Northern Illinois University also told of success in CATV interchange of program materials using microwave links during the late night off-air hours. Recorders on the receiving end can be turned on and off by timers.

Israel Switzer, chief engineer, McLean-Hunter Cable Ltd., Canadian system operator, observed that in many markets the cable channels are more valuable than spectrum channels. He predicted CATV systems may eventually have to put TV translators on the air to reach remote residents with local public service programs economically rather than investing huge sums to run long cable legs to them. "You should not only want to go on the air," he said, "but you may have to go on to fulfill your community responsibilities."

NCTA's panel on new program sources proved controversial, not only among its own nine members from diverse callings but also with the audience which claimed too much of the talk was high theory and unrelated to the market realities of feasibility and funding.

Consultants Martha Stuart and Theodora Sklover and University Research Corp.'s Ann Michaels drew much of the fire for their varied concepts of how CATV can become the community's open classroom and give individuals and groups access to communication forums so long denied to them by regular broadcasters. They particularly drew sparks from Robert Weisberg, president, Telemation Program Services, who held that the public buys TV chiefly for entertainment.

Jack Williams, director of programming, Teleprompter Corp., called for a more careful and modest entry into origination, suggesting public disappointment results if the initial entry is overly ambitious and subsequently must be cut back. He felt the local-access

channel idea may have merit and could help fill the coverage gap.

Offers to help in development of local programming came from Arthur Peltz, community relations division, Department of Justice, and William Sharp, Office of Economic Opportunity. Anthony Kent, National Film Board of Canada, cited vast free film available now.

Tony Cherubini, producer of TV spots for Action for Children's Television, cautioned CATV operators to be careful of shows they may plan for youngsters because ACT will be watching. He said FCC guidelines in CATV also will be asked.

Skeletons rattle in N.J. cable closet

State-legislature committee has hearings on regulation; told of franchise kickbacks

Two cable-television executives told a New Jersey state legislative committee hearing last week they had been asked for kick-backs by officials in two Morris and Monmouth county municipalities in return for franchises.

Testifying before the assembly committee on transportation and public utilities, Mrs. Gloria M. Hall, president of Community Broadcast Co., Red Bank, N.J., said a mayor in a Monmouth county community asked her for \$5,000 and two councilmen in another town solicited a total of \$3,500 "under the table" in return for exclusive cable-TV franchises in their communities.

In January, Mrs. Hall lost her bid for a cable franchise in Asbury Park to Telco Productions Inc., New York. She said she offered the community 8% of her gross receipts, against Telco's 5%. The awarding to Telco has prompted a taxpayers' suit that seeks to void the contract. An Asbury Park official said, however, that Telco sought only a cable-TV franchise while Mrs. Hall wanted to operate both as a community and educational cable-TV station.

Samuel Kravetz, president of Telecommunications Inc., Dover, N.J., also told the committee hearing he had been asked to pay off "more than I cared to pay."

The hearings had been called to consider a bill, introduced by Assemblyman William M. Crane (R-Bergen), which would give the Public Utilities Commission the power to regulate the cable-TV industry, to fix territorial rights and fees and to set operating standards. Assemblyman Crane's bill is aimed at the present system, in which communities sell long-term exclusive franchises without bidding.

KDAL-TV moved out to move up to full color.

"The timing was perfect," says Ron Lund, Director of Photography for the Duluth station. "Management had already decided to move the entire station to a new building, and this fits our plans for a whole new photo department—complete with color processor.

"The Kodak ME-4 process gave us the flexibility we needed to stay on top of color news and sports. Now we can do more, and do it faster. We've had film come

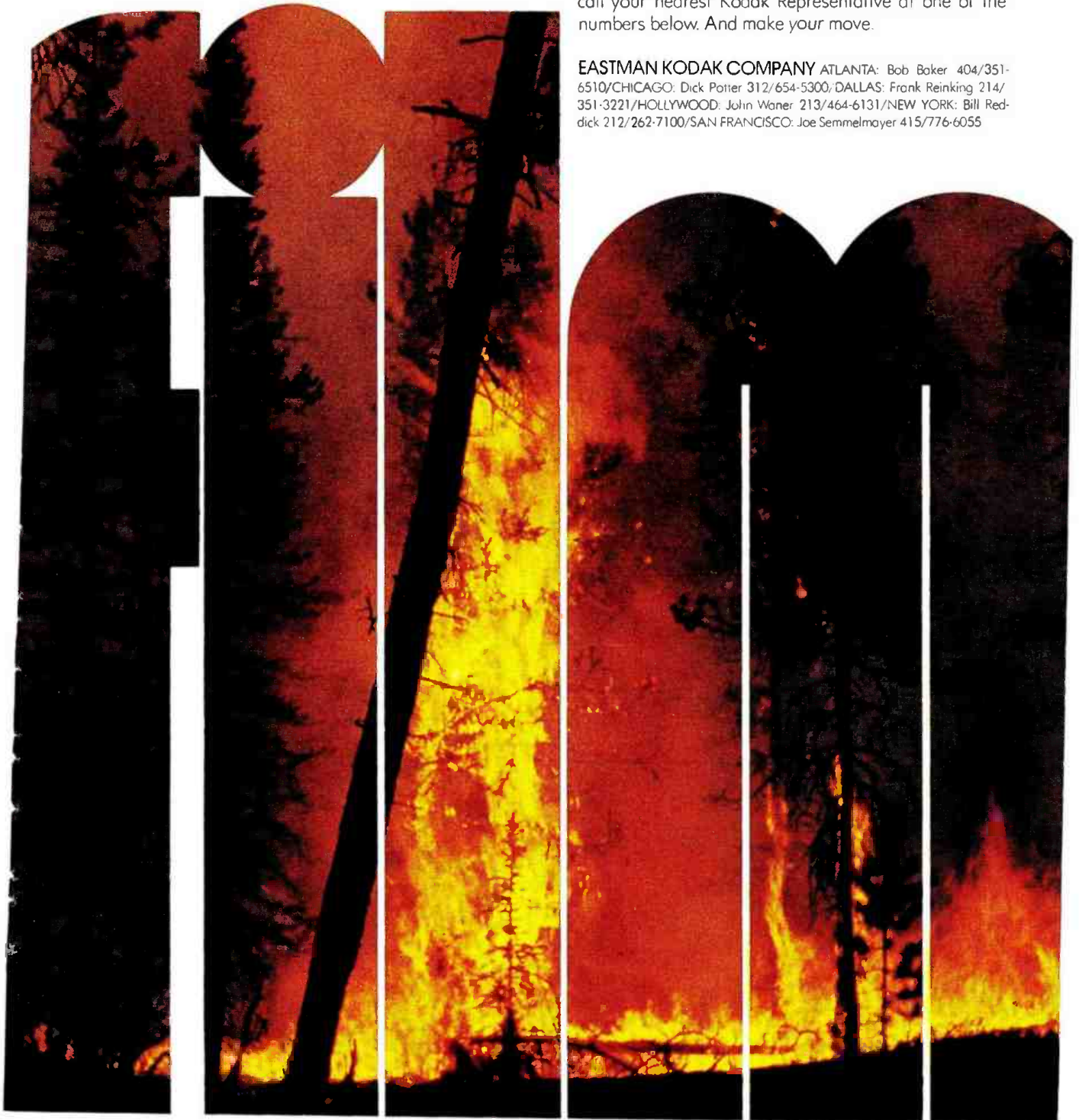
in at 9:15 P.M., and had it on the air for the 10 o'clock evening news. And we've had tremendous community response to our documentaries. We've shot everything from an anniversary of a forest fire to local sports fishing.

"And it's paid off in other ways. We process quite a lot of commercials and industrial films. And we've installed the Kodak Silver Recovery System to add a little more to the profits.

"Color quality? Just great! And we've had excellent results with Kodak's packaged chemicals. In short, we're just glad we moved when we did."

Want to know more about the advantages of ME-4 or mini ME-4 processing? You don't have far to go. Just call your nearest Kodak Representative at one of the numbers below. And make your move.

EASTMAN KODAK COMPANY ATLANTA: Bob Baker 404/351-6510/CHICAGO: Dick Potter 312/654-5300/DALLAS: Frank Reinking 214/351-3221/HOLLYWOOD: John Warner 213/464-6131/NEW YORK: Bill Reddick 212/262-7100/SAN FRANCISCO: Joe Semmelmayr 415/776-6055





DOUBLEDAY HAS ANOTHER BEST SELLER IN PHOENIX.

KRIZ RADIO. And we consider it a most impressive addition to our best seller list. So does ARB October-November '70. So does Pulse September-October '70.

What are our plans for KRIZ? We intend to keep it the winner it already is.

Only more so! Same winning format. New winning personalities and expanded news coverage!

Doubleday knows a lot about the care and feeding of best-sellers. We've been coming up with them for 74 years!

If you'd like to hear more about our new best seller, call Gary Stevens or George Carroll at KRIZ Radio, 602 258-6717, or your RAR man.

KRIZ **ofo**
A Doubleday Station

DOUBLEDAY BROADCASTING:

RADIO: KRIZ, Phoenix; KHOW, Denver; KITE & KEXL-FM, San Antonio — represented by RAR. KROD, El Paso; KDEF & KDEF-FM, Albuquerque — represented by Petry.

TELEVISION: KROD-TV, El Paso and KOSA-TV, Odessa-Midland — represented by H-R TV. KDTV, Dallas — represented by Avco TV Sales.

For facts and figures, write any of our stations, or their representatives.

The new FTC: activism with a vengeance

No longer 'somnambulant sister of Sixth Street,' agency's consumer protection takes its clue from TV

Shortly after President Nixon took office he asked the American Bar Association to study the workings of the Federal Trade Commission. A special ABA task force, headed by a Philadelphia lawyer named Miles W. Kirkpatrick, took on the job. In 1969 it issued a report that found the FTC so bad that, it said, unless it was reinvigorated, it should be abolished.

President Nixon, acting on those recommendations, chose California lawyer Caspar W. Weinberger to be chairman with orders to supply the vigor. Shortly after Mr. Weinberger took over—but after enough time to reorganize the agency into two major bureaus (consumer protection and competition)—Mr. Nixon plucked him out to become assistant director of the new Office of Management and Budget in the Executive Office. The President then picked Mr. Kirkpatrick—yes, the one who had headed the ABA committee—to become chairman of the FTC.

That irony was compounded early this year when a council of businessmen submitted to the President a plan for executive reorganization that recommended dividing the FTC's responsibilities into two new agencies, one for consumer protection and the other on antitrust. The council, whose chairman was Roy L. Ash of Litton Industries, relied heavily on the ABA report of 1969.

Needless to say, Mr. Kirkpatrick and others at the FTC objected vigorously. The trade commission, they said, should not be abolished, nor should two new agencies be established, since consumer protection and competitive entry work hand in glove, sort of, and do indeed belong together. Early this month another ABA committee, this time its antitrust section, submitted other objections to the Ash plan, noting that considering the revitalization of the agency, its breakup is not warranted, and noting also that consumer protection and antitrust belong together.

That the FTC has been revitalized would seem beyond question. No longer is anyone likely to call it "the somnambulant sister of Sixth Street."

Since July last year, when its new



FTC Chairman Kirkpatrick

Philosophy behind an enlivened FTC:

Advertising practices acceptable in print are intolerable in TV—because TV's impact is so much stronger

organization came into being, the agency has poured out a shower of complaints—or notice of intent to issue complaints, as they are called—against such blue-ribbon firms as:

American Home Products Inc. (Easy Off window cleaner); Lever Bros. (Drive and Amaze), Colgate-Palmolive Co. (Punch, Axion and Ajax), and Procter & Gamble (Gain, Biz and Tide XK), all involving claims for enzymes; Mattel Inc. (Hot Wheels and Dancerina doll); Topper Corp. (Johnny Lightning); DuPont (Xerox anti-freeze); Bordon (Kava instant coffee), provisionally settled by consent order; Chemway (Dr. West's germ filter toothbrush); Popeile Bros. (Veg-A-Matic food cutter); Ocean Spray

(cranberry juice cocktail); Swift & Co. (baby food); ITT-Continental (Wonder bread, Hostess cupcakes, Profile bread), and J. B. Williams (Proslim; see page 33).

And, if this isn't impressive enough, consider: For years the FTC sought unsuccessfully for the right to issue preliminary injunctions against challenged advertising. Last year, it got that right from Congress, and in January of this year it issued its first stop order—against Medi-Hair International Inc., a franchising operation dealing with hair replacement.

That much activity would be significant in any season. It is made more so to television advertisers by a comment made earlier this month by Gerald J. Thain, acting assistant director of the food and drug advertising division of the FTC's Bureau of Consumer Protection, who told an American University conference in essence:

Many advertising practices in the past were tolerable in print. Those same practices today have become intolerable because they are on TV—and TV's impact is ever so much stronger than print.

This is not the first time that TV has been named as the reason for the renewed activism at the FTC. Even earlier, Mr. Thain's boss, Robert F. Pitofsky, who is director of the FTC's Bureau of Consumer Protection, was talking about "puffery" in advertising. Some, he said, is permissible. The key element, he said, is whether such statements become factors in the consumer's decision to buy.

Puffery, he said, is acceptable if it consists of immaterial assertions, insubstantial exaggerations, or exaggerations that are not measurable.

Then he made a telling point: Those definitions of admissible puffery are based on standards that were adopted for advertisements in print. Because of TV's significance today, they should be revised. And that is what is going on in one corner of the FTC now, albeit in a very early, very tentative measure.

Mr. Thain made another revealing point at the American University conference. He expressed the view that

subtle selling points directed at unsophisticated audiences might be considered unfair trade practice—and under FTC law, this can bring penalties. Among the examples Mr. Thain mentioned are the emotional approach in some ad campaigns that leave the ingenuous TV viewer impressed with the need for a product to enhance his well-being or his health. The other, he said, is the toy advertisement directed at selling the child, rather than his parents.

Admittedly, these novel approaches to "false and deceptive" advertising are enough to raise eyebrows in the advertising industry. But, the FTC in its recent complaints, touched two new raw nerves. (1) It incorporated the advertising agency along with the advertiser in its complaints. (2) It has proposed that when found guilty, an advertiser be required to run a statement for a year in future advertising telling readers or viewers or listeners that he lied in the previous ads.

This latter, of course, changed raised eyebrows to raised blood pressure in the advertising industry. Such a move had never been suggested before.

In the 10 months that the new team has been aboard, the FTC has aimed its sights at three advertisers, with the complaints including these two new elements. The three read like a blue book of advertising: Hi-C soft drink (Coca Cola), Ocean Spray cranberry drink and ITT Continental Baking's Wonder bread, Hostess cakes and Profile bread.

Under present FTC practice, these notices of intent to file a complaint are given the full news conference treatment and the resulting publicity is indeed harrowing to the advertiser.

As an example, take the March 16 announcement of intent to issue a complaint against ITT Continental, Rye, N.Y., and its advertising agency, Ted Bates & Co., New York.

The FTC charged that the advertising for Wonder bread falsely represented that it is an outstanding source of nutrients distinct from other breads; that it provides children with recommended quantities of all essential nutrients; that it contains protein of high nutritional quality for maximum growth, and that it is the best food parents can give their children during growth years.

In reality, the FTC said, Wonder bread has the same amount and kind of nutrients found in most other enriched breads, which are, it noted, required by federal food standards to contain minimum levels of certain nutrients. The FTC also said that Wonder bread provides only eight of the 17 nutrients recognized as essential in the Recommended Dietary Allowances—and, it continued, to obtain this level a child up to the age of 12 would have to eat, for example, between 40 and 68 slices



Robert Pitofsky, 42, is the first director of the Federal Trade Commission's Bureau of Consumer Protection. A former New York University law professor, Mr. Pitofsky is chairman of the committee on consumer protection of the antitrust section of the American Bar Association.

of Wonder bread daily for calcium, 24 to 40 slices daily for phosphorous, 18 to 33 slices daily for iron, etc.

The FTC also contended that Wonder bread does not contain complete protein of high nutritional quality necessary for maximum growth, nor, it said, is it the optimum contribution parents can make to their children's diets during the growth years.

And, the agency continued, the advertising for Wonder bread "tends to exploit children's aspirations for rapid and healthy growth by falsely portraying [it] as an extraordinary food for producing dramatic growth in them."

On the Hostess cupcakes advertising, the FTC said it is false regarding claims of good nutrition since it does not disclose that sugar is a primary ingredient of the snack cakes. Hostess' claim that it is fortified, representing a major nutritional advance, is false, the FTC maintained, because all this is the use of enriched flour. And, it added, the cakes do not provide children with all essential vitamins, as advertised.

And, again going to subjective values, the FTC said that the advertising for Hostess cakes "tends to exploit" mothers' concern about the nutritional effect of their children eating cakes through falsely unqualified claims that children need Hostess snack cakes in order to have good nutrition.

Profile bread, the FTC maintained, allegedly misrepresents in its advertising that it is lower in calories than ordinary bread and that it is of special significant

value for use in weight control diets. Although Profile bread is purportedly sliced thin for fewer calories, the FTC said, an average slice provides 58 calories—only about five less per slice than ordinary bread.

Also false, the agency claimed, is the Profile bread statement that eating two slices before lunch or dinner will result in loss of body weight without rigorous adherence to a reduced calorie diet.

What did the FTC ask for penalties? First, of course, the legally tried and true prohibition on the alleged misrepresentations. But also—

- A proscription on the use of the trade name "Profile."

- A requirement that at least 25% of each advertisement for the three products for the next year be devoted to "a clear disclosure" that the FTC had alleged they have been falsely advertised.

- A prohibition on advertising distinctions between foods of the same standardized name unless the particular distinction is specifically described, and it is clearly disclosed that the product is otherwise the same as any other food of the same standardized name. In other words: bread is bread—unless it's a hippie talking, when it means money.

All this activity at the FTC has not gone without criticism. Not long ago the American Association of Advertising Agencies noted that in all of 1969, there were eight complaints issued against advertisers, but in only two of these were agencies also named. In the first half of 1970, it noted, only three complaints were issued regarding advertising, and no agencies were named. But, it added, in the second half of 1970, 14 complaints respecting advertising were handed out, and 17 agencies were named (the additional three agencies were attributed to advertisers using more than one agency).

Grey Advertising Inc., New York, in its sprightly newsletter, *Grey Matter*, makes this charge. "There seems to be no question about the anti-advertising orientation of the new FTC leadership," it said in its April issue.

In its exasperation with what is happening at the FTC, *Grey Matter* stated: "If we are to judge future FTC enforcement by its current demands, advertising will be required not only to tell the truth, and the whole truth, but often to go to such impractical, copy-crippling lengths as to reveal ingredients, formulas, process of manufacture; disclose questionable defects; warn of possible health hazards, no matter how remote the possibility; eliminate what one commissioner describes as 'irrelevant appeals which can be most imaginary, emotional or which misdirects the consumer's attention'; compel advertisers to run corrective ads . . . and include as material facts the statement that for

**I've seen Wombats and Muckluks,
And one Flying Scree,
But a Peabody? My!
That's a new one on me!**



MGM Television would like to thank the George Foster Peabody Awards Committee for bestowing the Peabody Award for Distinguished Achievement in Broadcasting on the 30-minute Special, "Dr. Seuss' Horton Hears A Who," produced by Chuck Jones and Ted Geisel for



MGM TELEVISION

1350 AVENUE OF THE AMERICAS (212) 262-2727

FTC monitoring grows ever more ubiquitous

The impact of television in the thinking of the Federal Trade Commission has never been more evident than in the plans now under way to insure that the agency gets a copy of every commercial that runs on network TV—including storyboards.

This arrangement, which has been in progress for the last several months, will result—according to Stuart L. Friedel, the attorney in charge of TV and radio monitoring at the agency—in the FTC's ability to view commercials within a week after they are shown on the air.

And after this move is completed, Mr. Friedel explained last week, a similar arrangement will be worked out with selected broadcast group owners for spot commercials. And later, the agency hopes to work out comparable

procedures for radio network and spot advertising.

At present, the five-man staff (two more attorneys are expected to be added after July 1) receives TV network commercials once a month based on a random week picked by the FTC. Twice a year, it receives spot copy from selected TV stations.

This mass of material, coming to 300 to 400 individual ads per month, is reviewed by three law students who direct certain ads or types of ads to FTC attorneys who request this information. The remainder go to Mr. Friedel and his aide.

The four radio networks provide tapes of their commercials about twice a year; local stations supply similar information once a year. But, as Mr. Friedel puts it, "TV has the highest priority."

good nutrition one must eat a variety of foods rather than rely on the product advertised."

So be it. There is no question that the FTC has energized its consumer protection activities.

Even before its present leadership, when Mr. Weinberger was chairman, he sent a memorandum to the staff telling his people that he and other executives were receptive to "novel and imaginative provisions in orders seeking to remedy alleged unlawful practices."

The FTC has moved expansively to strengthen its consumer processes: it has established consumer committees and consumer advisory boards in major markets—with representation including civic groups, consumer groups, labor unions, as well as industry associations; it has trained a cadre of 100 consumer protection specialists for service in its 11 field offices; its publication service (brochures, pamphlets, bulletins) has been raised to a level several times that of its predecessor activities.

Basic to the FTC's new image is, of course, its leadership. That, right now, means two men: Mr. Kirkpatrick, the chairman, and Mr. Pitofsky, the director of the consumer protection bureau.

Mr. Kirkpatrick is, as would be expected of a Philadelphia lawyer whose father was chief judge of the U.S. District Court for Eastern Pennsylvania, cautious, extremely judicious in his utterances, and (he makes it understood) unable to say anything concrete that might have a bearing on the integrity of his vote on cases.

He did, in an interview with BROADCASTING last week, acknowledge that he is aware of the mounting criticism of the agency's activities in the advertising field. But, he added with a smile: "I

would be wondering if we were enforcing the law if there were none."

He explained in response to a question that he is still hopeful of self-regulation by the advertising industry, but warns, as he has in speeches, of the specter of antitrust violations where companies get together and impose sanctions. Perhaps, he mused, the FTC can help by issuing trade rules that would govern advertising. This would, he suggested, make the trade commission the final authority in dealing with challenged advertising and capable of imposing penalties.

He has one other thought that he mentioned in a talk to an ABA antitrust section meeting in Washington April 1. He said that there is a possibility that the use of false advertising or other forms of deception distorts and obscures product information. This in turn, he implied, might impede and discourage price and quality competition, resulting in a barrier to entry "in the form of consumer ignorance," thereby contributing to industry-wide concentration. "Barrier to entry": That's the key phrase for a company to be prepared for in an antitrust suit by the government.

The other side, complete self-regulation, he sees as a possible answer but only if Congress legislates an exemption from the antitrust laws. And, he acknowledged, that's an almost forlorn hope.

Mr. Pitofsky, on the other hand, has definite views and expresses them unabashedly. The former New York University law professor (his specialty was antitrust law) was named to the post in November 1970 after the FTC was reorganized into its two major bureaus in July of that year. (Interestingly, he

was counsel to the ABA commission that studied the FTC under Mr. Kirkpatrick.)

The Pitofsky philosophy is simple and stems basically from the ABA report he had such a large part in writing: The FTC should do more than it had been doing, which was issuing cease and desist orders that, he feels, were not being taken seriously enough. He also feels that more planning and co-ordination among the staff must and should be undertaken.

The consumer activities of the commission before, he stresses, were of marginal interest. In fact, he insists the end objective really was a matter of adjudicating conflicting competitor's claims. And, primarily, he notes, the attack was on small, relatively insignificant firms.

His attitude, expressed also at the American University conference, is that the FTC's goal now is "to keep the advertiser from saying things that just are not true."

And, again, he says, the ultimate responsibility for false advertising is on the company that pays the bills. He says he wants a company to ponder its advertising before it starts a campaign.

And, he adds, part of this approach is to impose sanctions on advertising agencies that must share the blame for false or misleading advertising. Particularly where they sell a campaign to a client. Agencies, he says, are not unthinking agents of an advertiser.

Mr. Pitofsky admits that corrective advertising is controversial, but he believes it to be an "appropriate remedy" and is losing no sleep over its legality. Let the courts decide that, he says. And anyway, he asserts, the basic notion is to give the consumer the facts, and if that requires a company to admit that previous copy went too far, it might even help the advertiser's image with the consumer.

Some advertising observers have speculated that if the corrective advertising principle actually becomes law (none of the cases in which this is a penalty has yet come to final decision), companies will refuse to advertise a product for a year. This shocks Mr. Pitofsky, who says he would go to court to require such advertising.

Mr. Pitofsky does not think that media come into the penalty phase of the FTC picture yet—although he is as candid as others about the significance of TV in his thinking. He comments that media must be a little more responsible in weeding out fraudulent advertising, but admits that there is a First Amendment problem when a government agency tries to impose its views on media.

The NAB code? It's good, he says, but unevenly enforced. Knowledgeable

people, he says—and he must mean government lawyers and consumer advocates—have lost confidence in media self-regulation. There is no accountability, he says, and there should be. This may be the next step for today's activist FTC.

FTC's latest: attack on Proslim advertising

The Federal Trade Commission wants the J. B. Williams Co., New York, to give up using the name "Proslim" and "Proslim 7-Day Reducing" wafers and diet drink mix, among other reasons because the brand names imply that the products are good for reducing—and, says the FTC, that's not so.

The FTC said last week that it was proposing to issue a complaint against the two products because advertising on TV and radio as well as in print makes false weight reduction claims. It said that the brand names themselves are deceptive.

Parkson Advertising Agency Inc., New York, is also named in the proposed complaint. J. B. Williams spent \$1,561,200 for Proslim wafers and \$135,500 for Proslim diet drink, all in network TV, in 1970, according to TVB.

The FTC said that the firm has falsely advertised the products as of special, unique or significant value for weight reduction. In reality, the trade commission said, the products are substantially similar in effect to other food products, and any reduction in weight or body size is due to a diet plan restricting caloric intake enclosed in the package. The plan also recommends increased physical exercise, another factor in weight reduction, the FTC said.

Also challenged by the FTC are representations that clinical tests and studies have been conducted to substantiate the claims; and that the quantity of protein in the products helps in weight reduction.

This is the third proposed complaint issued recently by the FTC that asks as one of the penalties that the brand name itself be forbidden. The others are Hi-C, made by the Coca Cola Co., and Profile bread, made by IIT-Continental Baking Co.

ANA: detergent warnings won't come out in wash

The Association of National Advertisers filed with the Federal Trade Commission last week a statement opposing a proposed FTC rule that would require manufacturers of detergents to include a "warning statement" in their advertising.

ANA, which submitted the statement in anticipation of FTC hearings on the

proposed rule, said the commission does not have statutory authority to issue such a rule, and the inclusion of "warning statements" in advertising is contrary to the public interest.

ANA pointed out that advertising performs a vital function, creating awareness of products and services, stimulating consumer desires, and spotlighting benefits of specific products and services.

It cited the "physical and mechanical impossibility" of including a warning statement in a 30-second TV commercial and expecting it to fulfill its advertising function. But, beyond that, ANA said, the warning would negate the economic and social usefulness of advertising, citing as an example a hypothetical addition to a U.S. Army recruitment ad: "Warning: life in the Army may at best be dull, intensely uncomfortable and underpaid. It frequently also results in death or permanent disability."

Archa Knowlton will head ANA media policy group

The empty chairman's seat for the media policy committee of the Association of National Advertisers was filed last week by Archa A. Knowlton, director of media services for the General Foods Corp., White Plains, N.Y.

ANA also announced that Joel N. Axelrod, group program manager, Xerox Corp., New York, was named chairman of the advertising planning and evaluating committee, and James G. Damon Jr., manager of audiovisual, design and broadcast services for IBM World Trade Corp., New York, was named chairman of ANA's audio-visual committee.

The new media policy committee was formed last August to examine the "state of the art" in advertising media planning, buying and evaluation and to recommend projects, priorities and directions to help ANA operating committees concerned with various media, including TV and radio.

During its eight months of existence, the policy committee has been concerned with such topics as "clutter" in TV commercial practice; research that can help in budgeting and evaluating media buys; and with media buying services, electronic in-home viewing systems, cable TV and other techniques affecting media decisions, and with the role of monitoring and auditing firms in achieving more sophisticated and accurate audience data.

Mr. Knowlton developed the media department at General Foods which is responsible for the purchase of network and spot TV, scheduling of commercials and other media activities associated with the company's marketing.

Court says no soap to Lever injunction

Lever Bros. lost the first round last week in its bid for a preliminary injunction to stop the Federal Trade Commission from establishing regulations dealing with labeling and advertising of detergents (BROADCASTING, April 19).

The U.S. District Court in Portland, Me., dismissed a Lever petition last Monday (April 19) on grounds that the FTC "merely proposed a rule which may never be adopted or enforced. We do not know what type of rule, if any, will eventually be promulgated by the commission."

Attorneys for the detergent manufacturer said they would appeal the decision to the U.S. First Circuit Court of Appeals. The district court did, however, accept motions filed by Colgate-Palmolive Co., Procter & Gamble Co., and the Soap and Detergent Association to intervene in the suit.

Lever contended the FTC failed to conform with procedures designated by Congress to deal with labeling and environmental matters.

The FTC began rulemaking proceedings on Jan. 25, and called for hearings in Washington today and tomorrow (April 26 and 27).

The rule proposed by the trade commission would require detergent makers to list ingredients on packages and display pollution warnings in advertisements.

Moon wasn't enough for Western Electric

The estimated \$4-million Western Electric advertising account, which includes the company's television advertising, will move from Cunningham & Walsh to Foote, Cone & Belding, both New York, in late July.

Cunningham & Walsh did not take the loss lightly. In an internal memo Carl W. Nichols, the agency's chairman, said Western Electric for several years "enjoyed one of the most unique TV properties in the business, namely the sponsorship of all Apollo moon shots on CBS, which was part of a TV news concept C&W originated and pioneered for them."

Mr. Nichols added: "It is particularly disappointing and also frustrating to lose an account for whom we have done such an outstanding job, year after year."

Mr. Nichols said that as a result of C&W's advertising for Western Electric, awareness of the company and its role in the Bell system is "at an all-time high and has exceeded our established goals."

Only light support for Van Deerlin ban

Witnesses say prohibition on government timebuying would be discriminatory

A resolution introduced by Representative Lionel Van Deerlin (D-Calif.) that would prohibit government agencies at all levels from purchasing TV and radio time failed to gain wide support at House Communications Subcommittee hearings last week under Chairman Torbert H. Macdonald (D-Mass.).

The legislation was introduced after the U.S. Army Recruiting Command launched a \$10.6-million TV and radio campaign to increase the number of Army volunteers (BROADCASTING, Feb. 22). The campaign, which began March 1 and will run through June, was created by N. W. Ayer & Son, Philadelphia.

Paul Wollstadt, deputy assistant secretary of defense for manpower and utilization, stressed that the purchases are only an experiment in the Army's recruiting efforts and that the Defense Department has not made any decisions about using paid time in the future.

The Army cannot rely on public-service messages to reach its target audience and therefore should not be prohibited from purchasing time. That view was expressed by Horace D. Nalle, senior vice president at N. W. Ayer; Robert P. Keim, president of the Advertising Council; Miles David, president of the Radio Advertising Bureau; Norman E. Cash, president of the Tele-

vision Bureau of Advertising; and Representative William A. Steiger (R-Wis.).

Grover Cobb, executive vice president for station relations for the National Association of Broadcasters, and CBS/Broadcast Group President Richard Jencks opposed the resolution because it discriminates against the broadcast media.

FCC Commissioner Robert T. Bartley said the commission takes no position on the Van Deerlin resolution.

However, the legislation did elicit support from Elizabeth B. Johnson, assistant professor at San Diego State College, and Representative Parren J. Mitchell (D-Md.). They pointed out that governments could use their advertising budgets to manipulate the media.

Business briefly:

Travelodge International, El Cajon, Calif., through Dailey and Associates, Los Angeles, has undertaken a 5,000-spot, \$600,000 national radio campaign including 13-week co-sponsorship of the *Walter Cronkite News* on CBS radio. A supporting spot buy of 30 stations in 17 markets is also planned.

Martin Paint Stores, New York, through Edwin Lewis Advertising, New York, launched a 12-week spot radio campaign for its 60 discount centers, April 12, on nine New York, New Jersey and Connecticut stations.

RJR Foods Inc., through William Esty Co., both New York, is sponsoring "The Frog Prince," its second *Tales from Muppetland*, to be presented Wednesday (May 12) at 7:30 p.m. EDT on the Hughes Television Net-

work. The first Muppetland program, also sponsored by RJR Foods, "Hey Cinderella," will be repeated on Sept. 8, and the "Frog Prince" will be rerun on Dec. 15. The Hughes line-up will carry both. Jim Henson, who created the Muppets, produced and directed the new show.

Where there's Hope, there's still Chrysler

Chrysler Corp., Detroit, through BBDO, New York, has renewed sponsorship in Bob Hope specials on NBC-TV for the ninth consecutive year. Chrysler has purchased for 1971-72 full sponsorship of two one-hour specials and half-sponsorship of the 90-minute Christmas special, featuring highlights of Mr. Hope's 21st yuletide tour of American military bases.

This brings to six the number of Bob Hope specials being broadcast by NBC-TV next season. Kraft Foods previously announced that it will sponsor three specials.

Taft concurs on pre-emptions

The announcement that Avco television stations were eliminating pre-emptible spots and reducing commercial time (BROADCASTING, April 19) drew a favorable response from group owner Taft Broadcasting. In a wire to John Murphy, Avco Broadcasting president, Lawrence H. Rogers II, president of Taft, said the Avco position was "statesmanlike and forward-looking."

Mr. Rogers, currently visiting Russia, left instructions with the Taft staff to study revisions in Taft's own ad policy, to be readied for his return in May.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended March 21, 1971 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended March 21	Total dollars week ended March 21	1971 total minutes	1971 total dollars
	Week ended March 21	Cume Jan. 1-March 21	Week ended March 21	Cume Jan. 1-March 21	Week ended March 21	Cume Jan. 1-March 21				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 8.0	\$ 134.2	\$ 1,403.7	\$ 352.0	\$ 3,187.0	82	\$ 486.2	797	\$ 4,598.7
Monday-Friday 10 a.m.-6 p.m.	1,363.9	15,953.5	3,004.0	36,081.3	1,663.3	19,716.3	803	6,031.2	9,243	71,751.1
Saturday-Sunday Sign-on-6 p.m.	1,369.8	15,529.7	1,329.9	14,367.0	771.2	9,399.5	292	3,470.9	3,130	39,296.2
Monday-Saturday 6 p.m.-7:30 p.m.	353.8	4,282.8	593.3	6,106.5	588.4	7,378.3	92	1,535.5	997	17,767.6
Sunday 6 p.m.-7:30 p.m.	—	901.7	181.2	3,435.9	211.6	2,669.4	16	392.8	210	7,007.0
Monday-Sunday 7:30-11 p.m.	6,069.2	62,650.7	6,610.6	72,255.5	6,947.2	81,548.2	440	19,627.0	4,939	216,454.4
Monday-Sunday 11 p.m.-Sign off	261.6	3,225.3	239.4	2,474.3	581.0	6,177.3	125	1,082.0	1,230	11,876.9
Total	\$ 9,416.3	\$102,551.7	\$12,092.6	\$136,124.2	\$11,114.7	\$130,076.0	1,850	\$32,625.8	20,546	\$ 368,751.9

Note: In BAR report last Issue, NBC cume for Jan. 1 - March 14 should have been listed as \$118,961.3



We've got your lens!

P17X30B2

Broadcast or CCTV, manual or motor, 1" or 1 1/4" plumbicon or 1", 3/8" vidicon—Canon's almost sure to have just the size and performance you need, plus extra features you can't afford to pass up.

There are good reasons why the big names use Canon lenses when they build their cameras—and it's not just price or range. It's also to get the optimum in clear, sharp images for any TV need.

Check our new pride, for example: Canon TV Zoom Lens P17X30B2. Even with a zoom ratio of 17X, the relative aperture at maximum focal length is F2.5 (440-500mm). At 30-440mm it's an impressive F2.2.

This lens is most suitable for telecasting in dim light conditions, providing ideal pictures for field events in huge open areas like race tracks and athletic fields.

Here are a few examples of the whole Canon line.

	Manual	Servorized/Motorized
1 1/4" plumbicon	P17X30B2 P10X20	P10X20B4
1" plumbicon	PV10X16 PV10X15B	
1" vidicon	V10X15 V6X16 V5X20 V4X25	V10X15R(DC) V6X16R(AC/DC) V4X25R (AC/DC, EE)
3/8" vidicon	J10X13 J6X13 J5X15 J4X12	

For 1" vidicon cameras, try the Canon fixed focal length lenses; they range from 100mm to 13mm.

Professional 16mm movie photography takes on a new simultaneous sound recording dimension with the Canon Sound Scoopic 200 (200 ft. film magazine).



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 CANON AMSTERDAM N.V.: Gebouw 70, Schiphol Oost, Holland
 CANON LATIN AMERICA, INC.: Apartado 7022, Panama 5, Panama
 CANON INC.: 9-9, Ginza 5-chome, Chuo-ku, Tokyo 104, Japan

Canon

Face-off on the First Amendment

Scene is set for benchmark case as CBS, with wide support, defies Stagers subpoena

A showdown is in the making on whether broadcast journalism is entitled to the freedom of the press. It pits CBS News, with the backing of such prestigious journalistic organizations as the American Society of Newspaper Editors, against the House Investigations Subcommittee and its chairman, Harley O. Stagers (D-W.Va.). At issue is the subcommittee's authority to subpoena notes, records and unused material connected with the production of the CBS News documentary, *The Selling of the Pentagon*.

The positions on both sides hardened last Tuesday (April 20) during a 90-minute closed session of the subcommittee. In a statement later made public, Mr. Stagers asserted his powers to investigate what he characterized as deceptive journalism in a licensed medium. CBS lawyers stuck to their refusal to provide any information or material beyond the script and film of the program.

When the session ended, the subcommittee announced that CBS had been given 10 days to reconsider. But as CBS saw it, the 10 days would be used to prepare a legal argument. The company's determination to make a test case out of it was made clear the next day, April 21, by Frank Stanton, CBS Inc. president, in a speech to stockholders in Los Angeles.

"We will take every step necessary and open to us to resist this unwarranted action of a congressional committee," Dr. Stanton said, "and to keep broadcast journalism free of government surveillance. Too much is at stake for us to do less."

Dr. Stanton told the stockholders that an unprecedented "outpouring of support" had been evoked by the CBS stand. He explicitly referred to the American Society of Newspaper Editors' resolution aligning the society with the television journalists (BROADCASTING, April 19). He could have listed many others.

On the same day that Dr. Stanton was addressing the CBS stockholders, Julian Goodman, president of NBC, was delivering a speech asserting the need for an overhaul of broadcast regu-

lation. Documentaries used to get awards, said Mr. Goodman. Now they are apt to get subpoenas (see page 40).

In New York, on the same day, the CBS documentary was getting an award to accompany its citation from the Stagers subcommittee. And in presenting the Peabody to *The Selling of the Pentagon*, Paul Porter, one-time FCC chairman, now a Washington lawyer, made a 180-degree turn from the directions he used to travel as a regulator. Mr. Porter called for a new bill of rights for broadcasters, to include the issuance of station licenses in perpetuity, subject only to revocation for serious cause (see page 39).

In his appearance before CBS stockholders, Dr. Stanton outlined the events leading up to the confrontation of the day before. The issue, he said, "boils down to one central and vital question: Is this country going to continue to have a free press or is indirect censorship cynically masquerading as a 'federal standard' to be imposed upon it? The issue is as simple as that—and as crucial."

CBS was not the only recipient of a Stagers subpoena. At the same time the request was issued for CBS material, a similar paper was served on NBC for

a documentary, *Say Goodbye*, it had purchased from the Wolper Organization (BROADCASTING, April 12).

At last Tuesday's session with the subcommittee, NBC delivered a film and written transcript of the program. The next day, outtakes and other subpoenaed material arrived from Wolper.

In his opening statement, Chairman Stagers said: "We are concerned that the public be protected from deliberate staging and distortion of purportedly bona fide news." And, he added: "I cannot accept the proposition that any attempt on the part of . . . Congress to become informed as to the existence and effect of various television production techniques which bear on these questions is offensive to the First Amendment."

He said that the question under inquiry is whether TV documentary producers are "engaging in factually false and misleading filming and editing practices . . . giving viewers an erroneous impression that what they are seeing has really happened, or that it happened in the way and under the circumstances in which it is shown. Certainly this is a matter of legitimate legislative interest." He said that the subcommittee does not intend to sit in judgment of the viewpoints expressed in the programs or try to "curtail the presentation of controversial issues or of unpopular causes or personalities."

Mr. Stagers saw fit to recall that in 1959 the same committee had conducted an investigation of rigged quiz shows, "making use of its subpoena powers to insure that all relevant facts were made known." The result was enactment of Section 509 of the Communications Act prohibiting deception in quizzes.

He said charges of deception in news programming were "of a much more serious nature." He referred to earlier investigations by his subcommittee of CBS News's documentary, *Hunger in America*, its uncompleted documentary on an aborted invasion of Haiti, and the CBS-owned WBBM-TV Chicago's *Pot Party at a University*.

In a letter to Chairman Stagers early



Dr. Stanton



The five-member House Investigations Subcommittee sat for pictures last Tuesday before closing its doors for its sessions with lawyers from CBS and NBC. Here (l-r) are Ray Blanton (D-Tenn.), J. J. Pickle (D-Tex.), Chairman Harley O. Staggers (D-W.Va.), William L. Springer (R-Ill.) and Richard G. Shoup (R-Mont.).

last week asking the subcommittee to reconsider its demands for nonbroadcast material, Robert Evans, CBS vice president and general counsel, anticipated the chairman's statement. Mr. Evans said: "The subcommittee will doubtless disclaim any desire to deter the exercise of First Amendment rights. It may say it is not concerned with 'news judgment,' but only with 'falsification' or 'distortion.'" However, he added, government investigations into these two areas "will inevitably restrict the free and full exercise of rights upon which our constitutional system depends."

Representing NBC at the meeting was Howard Monderer, assistant general attorney. For CBS: Lloyd Cutler and Daniel Mayers of CBS's law firm—Wilmer, Cutler and Pickering—and John Appel, deputy general counsel for CBS.

All five members of the subcommittee were present (see photo above).

Daniel J. Manelli, the subcommittee's acting general counsel, told BROADCASTING that if CBS decides not to comply with the subpoena, the only avenue open to the subcommittee to force the network to provide the material is a contempt-of-Congress citation. Under that procedure, the matter would be brought before the full Commerce Committee for a vote on a motion to be sent to the floor asking the House to issue the citation. If the House approved the motion, the Justice Department would be directed to prosecute the case in court.

Meanwhile, in letters to Chairman Staggers, the Radio Television News Directors Association, the Association of American Publishers and the American Newspaper Guild last week protested the CBS subpoena and requested

that the subcommittee withdraw it. Representative Ogden R. Reid (R-N.Y.), former publisher of the now-defunct *New York Herald Tribune*, lauded CBS for refusing to comply.

The National Academy of Television Arts and Sciences filed a formal protest with the subcommittee terming the subpoena "a clear invasion of traditional journalistic freedom."

Robert Lewine, president of the academy, took the floor during the CBS stockholders' meeting last Wednesday to put the academy on record in support of CBS. The threat against broadcast journalism, he said, was a threat against all kinds of programing.

Friendly finds plot to discredit media

Fred W. Friendly, who left the presidency of CBS News in a dispute with top management, went to his former employer's defense in a speech at Tufts University in Medford, Mass. on April 16. He asserted that "what the administration, led by the second-highest office holder in the land, seems to be systematically attempting to do, with malice aforethought, is to sow seeds of serious doubt about the news media."

Currently a professor of journalism at Columbia University and radio-TV consultant to the Ford Foundation, Mr. Friendly delivered his talk at the dedication of the Edward R. Murrow Memorial Room, Murrow Center, the Fletcher School of Law and Diplomacy at Tufts. Mr. Friendly was a long-time associate of the late Mr. Murrow at CBS News.

He set the stage for his attack by quoting President Nixon as saying that

he has never complained about his treatment by the press since he has been chief executive. Mr. Friendly labeled that "a noble statement," but added:

"The trouble with accepting it at face value is that it ignores what the President's chief officers were practicing at that precise time. Indeed, a documentary on the subject might well juxtapose Mr. Nixon's remark with those of his subordinates."

In that same week, according to Mr. Friendly, Vice President Agnew was denouncing CBS News for *The Selling of the Pentagon* and the news media generally for a wide variety of sins, and the President's director of communications, Herbert Klein, told the National Association of Broadcasters convention that the White House believed in strong local stations. The former CBS news executive amplified on this remark: "Just in case the meaning of this shorthand was obscure, Mr. Klein was reported to have told a CBS station owner, 'You fellows do an excellent news job. Why do you rely on CBS?'"

Of the congressional committee subpoena for nonbroadcast materials related to *The Selling of the Pentagon*, Mr. Friendly said, "In this instance, if (CBS president) Frank Stanton and (CBS News president) Richard Salant do not comply with the subpoena of their files they may well be judged in contempt of Congress, albeit a misguided Congress. But if they yield, and there is no reason to believe they will, they would be in contempt of their own consciences. Stanton and Salant need the support of all who believe that the First Amendment means what it says and what Murrow's life said broadcast journalism could mean."

Goldenson asserts news independence

He sticks by ABC News in giving Democrats time but decries pressures

ABC last week refused a Republican request for reconsideration of its decision to give the Democrats time to discuss U.S. policy in Indochina. It added that the mounting demands for broadcast access by both political parties were a threat to broadcast journalism.

Earlier this month ABC agreed to comply with Democratic National Chairman Lawrence F. O'Brien's request for free prime time to answer President Nixon's April 7 address on Indochina. NBC and CBS had turned down the request. Senator Robert Dole (R-Kan.), Republican national chairman, contended that ABC's grant of time to the Democrats required a response by Republican spokesmen (BROADCASTING, April 19).

(The half-hour ABC telecast last Thursday [April 22] at 9 p.m. EST featured Democratic Senators Henry S. Jackson [Wash.], Hubert H. Humphrey [Minn.], George S. McGovern [S.D.], Birch Bayh [Ind.], Harold E. Hughes [Iowa] and Edmund S. Muskie [Me.]. Each spoke for four minutes; the program was opened and closed by Mr. O'Brien.)

In a letter sent last Tuesday (April 20) to Senator Dole, Leonard H. Goldenson, president of ABC's parent American Broadcasting Companies, pointed out that "on one hand we are challenged by the Democrats because they contend we have been unfair to them and on the other hand by the Republicans who say we have been too fair to the Demo-

crats." He called it "gamesmanship" between the two parties. If the fairness decisions made by ABC News are to be subject to scrutiny by political parties, and then by the FCC and the courts, Mr. Goldenson said, "it would seem obvious that this could become an inhibiting factor in decisions relating to the coverage of political issues and events."

He noted that FCC Chairman Dean Burch, in a speech to last month's convention of the National Association of Broadcasters (BROADCASTING, April 5), had raised the questions: "At what point does access choke off the channels altogether? As the burdens are piled on, when do we break the industry's back?" Mr. Burch had said an over-all review of the fairness doctrine might be indicated.

Mr. Goldenson said that "if the major political parties believe their purposes can be accomplished only through continuing and repetitive attacks on the broadcasting industry's performance and obligations in the fairness area, we would be prepared to join . . . in an over-all congressional and commission review of the basic fairness doctrine."

Mr. Goldenson made four other points in clarifying ABC's position on specific access questions:

- ABC is denying requests by both Republican and Democratic committees for detailed reports and logs of its coverage of the Vietnam war. It does not believe that those who disagree with ABC's news judgment have a blanket right of access to such material.

- The network rejects the Democratic committee's position that every presidential address requires a response by opposition spokesmen. There may be instances when the opposition party is entitled to reply time, Mr. Goldenson said, but not every time networks make time available to the President. "The

Democratic petition candidly declares that they are seeking the adoption of the British Broadcasting Corp.'s policy," said Mr. Goldenson. "We operate our network under the American system, not the British, and have pointed out to the [Democratic committee] that this country's Communications Act provides no absolute right to access or automatic right of response."

- ABC will "vigorously" oppose the Democrats' petition to the FCC for time to reply to Howard K. Smith's March 22 interview with President Nixon.

- The company believes that its news department's judgment was sound in giving the half-hour to Democratic spokesmen to talk about Indochina. Mr. Goldenson said Democratic spokesmen were incorrect in describing ABC's offer of time as a "major breakthrough" in the campaign for automatic access. The offer, Mr. Goldenson said, was limited to the single issue, and the format was to be subject to acceptance by ABC News.

Another GOP showing of network news clips

The Republican National Committee has tentatively scheduled for May 3 or 4 a rerun of network news coverage of the Indochina war (BROADCASTING, April 12). Craig Maurer, press secretary, said last week the committee has already obtained the CBS and NBC tapes and is trying to obtain ABC's.

The material, recorded by Vanderbilt University, is assertedly a compilation of network news coverage of the war from Feb. 25 through March 5, following the Laos incursion.

The first showing of the tapes, arranged by Senator Clifford Hansen (R-Wyo.) for congressmen and the news media, touched off charges by Republican senators that CBS and NBC slanted news of the Laos incursion to discredit the administration. No ABC tapes were shown at that time because Vanderbilt was still in the process of compiling them (BROADCASTING, March 22).

Mr. Maurer said that the committee's showing of the tapes, intended for those with "an expressed interest" in them, is not an attempt to "intimidate anyone."

Lower says subpoena could affect everyone

The public was urged last week by Elmer W. Lower, president of ABC News, to "come in strong support" of freedom of the news media. In a talk before Central Connecticut State College in New Britain, he warned that if



Mr. Goldenson

freedom of the press is limited, "you, not we, will be the big losers. All we lose is our jobs. You lose your country."

Mr. Lower called the current subpoena issued by the House Investigations Subcommittee, calling for CBS to produce all untelevised material gathered for *The Selling of the Pentagon*, a threat to a free press. He said the press, including the electronic media, cannot be free if congressional investigations "are going to call into question what are essentially editorial judgments and decisions."

He contended that the news media "do not have to answer to Congress," claiming "the First Amendment makes that perfectly clear." He said that in his 38 years as a professional journalist he had never before encountered "such a wave of criticism of the mass media."

Porter calls for emancipation

Former FCC chief says broadcasters have earned First Amendment rights

In a blunt defense of broadcast media "under heavy siege from many quarters," Paul A. Porter, Washington attorney and former FCC chairman, called last week for a "bill of rights for broadcasters" that envisioned permanent broadcast licenses "revokable only after hearing and for good cause" ("Closed Circuit," April 19).

In the principal speech at the presentation of the 31st annual George Foster Peabody radio and television awards, Mr. Porter, a charter member of the awards advisory board, said that "broadcasting has, I think, reached a state of maturity where it can be trusted. Broadcasting has demonstrated its guts in the programs recognized today by the Peabody awards."

Those honors included an unprecedented special award for CBS News's *The Selling of The Pentagon*, currently under investigation by a congressional committee. The special award hailed the program, broadcast Feb. 23 and subsequently rebroadcast, as "electronic journalism at its best." It was unprecedented because, Mr. Porter noted, it was the first Peabody award for a program not broadcast during the preceding year.

Mr. Porter gave this outline of the new bill of rights he proposed:

"1. Let us remove the sword of Damocles that now is suspended over the broadcasting media in the form of the three-year limitation on licenses to broadcast. Instead, Congress should permit permanent authorizations, revokable only after hearing and for good



Mr. Porter

cause. Flagrant abuse of the public interest can be prohibited by clearly defined standards. In brief, let us at long last elevate broadcasters to first-class citizenship with full First Amendment rights and privileges.

"2. Let us proclaim the right of the broadcaster to experiment and make mistakes and indeed even to repeat those mistakes if they are honestly made.

"3. Finally, let us expand, not reduce, the time available to networks for news and documentary broadcasts—that which this medium in my judgment does the best. I have no doubt the FCC had laudable and understandable objectives in its policy to recapture one-half hour of network programming in prime time to return it to licensees in the interests of diversity [the so-called prime-time access rule]. But I beg to suggest that such time could be used better by the networks for news and for documentary, expanding their nightly news programming to one hour in prime time each night."

Mr. Porter said he would undertake in the near future to develop the new bill-of-rights concept in greater detail. In the meantime, he said, "let us all try to get a discussion on these basic issues rolling now before it is too late."

The new bill of rights, he said, should be for broadcasters and "for their news reporters and commentators, their producers and directors and for courageous sponsors as well." He described the goal as being "the promotion and glorification of freedom, and to permit talented men and women to perform their journalistic functions free from artificial restraints or real or imagined inhibitions."

Mr. Porter's defense of broadcasting against attempts to inhibit it seemed to veteran observers to mark a dramatic change in his thinking. It was during his FCC chairmanship in the mid-1940's that the commission developed its controversial "Blue Book" assert-

ing new jurisdiction over programing (BROADCASTING, March 11, 1946, et seq.). But he left no doubt last week about where he stands now:

"I have at long last become weary of the constant refrain that 'the airwaves belong to the people.' Of course they do. But this should not become a cliché to support any politician or any small group on either the right or left claiming to act in the people's name to throttle free expression of opinion or responsible reporting on the people's air. The fact that the 'airwaves belong to the people' should not be used as a club.

"We can all stipulate, I hope, that it was not the broadcasters who started the war in Southeast Asia, nor was it the broadcasters who sponsored or created campus unrest, racial strife, hunger in America, malaria in Ceylon or the earthquakes in Peru.

"If we can stipulate that broadcasters didn't cause or create these catastrophes, we should be able to agree also that broadcasters should and did report and they should and did analyze these unhappy events. For reporting bravely and fairly, the broadcaster should be commended, not condemned or castigated—criticized, yes, by everyone who desires to do so."

The 1970 Peabody winners, he said, "again reflect the creativity, the diversity and, most of all, the courage of the broadcast media that is now under heavy siege from many quarters. The programs we salute today constitute a proud and distinguished justification of the role and mission that the broadcast media always should undertake. This is indeed a record that can be publicized and proclaimed under the caption 'For What the Hell Do We Apologize?'"

He expressed confidence that "broadcasting will survive the current attacks upon its integrity and freedom while remaining faithful to the proud heritage bequeathed by such men as Ed Murrow and Elmer Davis."



Mr. Goodman

Goodman wants basic overhaul

He says journalism suffers under Orwellian regulation that needs to be untangled

In a sharp criticism of the current climate of subpoena and government restriction NBC President Julian Goodman warned last week that the fine-line balance between journalistic freedom and broadcast regulation is out of kilter.

"There was a time when excellence in reporting received awards," Mr. Goodman said in an address last Wednesday (April 21) at a meeting of the Canadian Association of Broadcasters in Montreal. "Now it is just as likely to draw a subpoena."

Mr. Goodman called for a redefinition of broadcast regulation along with new guarantees permitting broadcasting to develop in an atmosphere of freedom.

"Much of the nibbling away at freedom in broadcasting is a side effect of regulation," Mr. Goodman said. "And since that is the case we need a redefining of the nature, the purposes and the boundaries of broadcast regulation."

"As a minimum, the standard to be followed demands that where there is a conflict between the power to regulate and the people's right to know, the latter must prevail," the NBC president asserted.

While court decisions repeatedly have tended "to liberate and enlarge the functions of the press—not inhibit them," Mr. Goodman suggested that "the regulators of broadcasting in the U.S. seem to march to a different drummer."

"Taking the public-interest standard of the Communications Act as the

starting point, they have set out to expand freedom by restrictions and guidelines." The result, he observed, "has been a tangle of contradictions George Orwell would appreciate. Restriction is freedom. Stepping back is going forward. Supervision promotes independence. A concept called the fairness doctrine justifies official second-guessing of news judgment."

If, said Mr. Goodman, "the same sort of powers had been imposed on the print media when the country was founded, we might have difficulty today in recognizing the *New York Times*, the *Washington Post*, the *Chicago Tribune* or the *Los Angeles Times*."

The Stagers committee's subpoena of outtakes of *The Selling of the Pentagon* was only one example of government interference with the news function, Mr. Goodman said. In the past year the FCC was involved in hundreds of inquiries into "so-called violations" of fairness by broadcasters.

News organizations are being called on to justify their reporting, he said. If the trend keeps up, said Mr. Goodman, "the public will see less of the kind of reporting it should have in order to understand the world in which it lives." The result, he said, will be inevitable "if stations and networks must automatically yield air time to advocates because a federal agency imposes its judgment on what is fair reporting; if broadcasters are thrust into exhaustive legal arguments and hearings; if news executives relinquish to government officials the judgment of what is adequate coverage."

What is necessary, said Mr. Goodman, is that "news remain free from government intrusion" and that in a redefinition of broadcast regulation "where the government proposes to regulate, the burden of proof should

be on the regulators." The NBC president further suggested that the test of any regulation ought to be "first, whether it serves a specific, tangible social goal or purpose, and second, whether it expands the potential of the medium to serve the public."

Reasoner notes an unwanted honor

ABC News correspondent Harry Reasoner took some time on the air last week to respond to what he said were published reports indicating "there is some kind of scheme in White House circles to make ABC News sort of a teacher's pet while putting a hard squeeze on CBS News, and, apparently, sort of ignoring NBC."

In a commentary on ABC-TV's *ABC Evening News with Howard K. Smith and Harry Reasoner* and on the American Information radio network last Tuesday (April 20), Mr. Reasoner—a former CBS newsman—concluded that "there is only one proper place for journalism in relation to government, or, for that matter, to any special group. That is arm's length or maybe a few inches longer." Mr. Reasoner also made this observation:

"If there is a White House scheme—which I doubt—it puts us in the position of the Mark Twain hero whom I have quoted before, the man who was being tarred and feathered and said if it weren't for the honor of the thing, he would just as soon have missed it."

FCC debates stand on CBS documentary

The FCC will resume consideration today (April 26) of a response to the complaint of House Investigations Subcommittee Chairman Harley O. Staggers (D-W.Va.) about CBS's *The Selling of the Pentagon* and his question about what the commission intends to do about the program (BROADCASTING, April 19).

The commission is reluctant to take any action that might be considered as investigating CBS's news judgment—at least in the absence of evidence that there was a deliberate effort to distort the material.

Some commissioners, such as Robert T. Bartley, would prefer the commission to tell Mr. Staggers that the area simply is not appropriate for commission action.

Others, principally Chairman Dean Burch, would like to go a little further by restating, without comment, the facts involved in the allegation of distortion, then noting that licensees have a responsibility for making sure their practices

are in accord with the public interest.

The FCC is also considering a letter to CBS asking for its response to allegations that the network did not comply with the fairness doctrine in connection with the program.

Minshall wants label on edited news shows

Representative William E. Minshall (R-Ohio) has set out to embody Vice President Spiro Agnew's barbs at network news editing into legislation. The congressman has introduced a "truth-in-news broadcasting" bill (H.R. 6935) as an amendment to the Communications Act.

"With enactment of this measure," Mr. Minshall said on the House floor, "the American television-radio audience will have some assurance that they are receiving factual news and not some network's philosophy."

The measure provides that a licensee must label as "staged, edited, rearranged or altered" any filmed or videotaped program that is purported to be factual reporting but which has been changed in any way. It would further apply to interviews that are altered so that the questions and answers are no longer in their original context.

The bill would also establish the same prohibitions for radio broadcasts. And it would provide that complete unedited transcripts be available in connection with any broadcast-edited interviews. Mr. Minshall's bill also would put the fairness doctrine into law: "Whenever a broadcast station presents one side of a controversial issue of public importance, such station shall afford reasonable opportunity for the presentation of contrasting views."

A star is born: Burch on 'Dinah Shore'

FCC Chairman Dean Burch's visit to California last week was not all behind closed doors. Following his lunch Tuesday (April 20) with a score of television executives, he was a guest on the *Dinah Shore Show*, taped in Hollywood for airing June 14 on NBC.

Later he answered questions from a panel of teen-agers on various aspects of television. Mr. Burch, when asked about the possibility of children's programs without commercials, said that he was not prepared to say that a station or network should be required to do a lot of programing without them. He continued that a philosophy of that nature was self-defeating. Where, he wondered, would the money come from to pay for the programs if there were no commercials?

When asked if he thought television

news was slanted as some government officials have charged, Mr. Burch said that it was not a conscious slanting. "There is no doubt that when you deal with human beings, you're bound to find a bias toward certain subjects and there is some of that in journalism," the FCC chairman said. "When you put someone on camera or television, you make a judgment. But people should not content themselves listening to the same man for their news and never read a newspaper or magazine. There should be more than one source of news. That's the whole theory behind having many stations, to get many points of view," Mr. Burch said.

Broadcast overtones at AP annual meeting

Broadcast membership in the Associated Press rose by 64 members to a total of 3,285 in the U.S. last year, it was announced last week at the AP annual meeting, held in New York. Paul Miller, of the Gannett newspapers, was re-elected president of AP for his 10th consecutive one-year term.

A live linkup of the New York meeting and five AP correspondents in Hong Kong; Tel Aviv; Moscow; Beirut, Lebanon, and Caracas, Venezuela, was arranged by satellite and cable through the facilities of ABC News. Correspondents answered questions from AP members in New York.

Howard K. Smith honored

Howard K. Smith, ABC News commentator, will be one of six journalists to receive 1971 Medalist Awards from the University of Missouri School of Journalism, Columbia, during the school's 62d annual Journalism Week to be held May 3-8. The awards, announced last week by the university, for distinguished service in journalism will also go to Frederick S. Siebert, journalism educator and authority on journalism law; *Fortune* magazine; Oliver B. Ferguson, Missouri journalist; Robert W. Broeg, *St. Louis Post Dispatch*, and *South Bend Tribune*.

Early sales of 'Lancer'

Twentieth Century-Fox Television, New York, has announced sales of the Western-adventure series *Lancer* in nine markets since its release for syndication at the National Association of Broadcasters convention. Stations signed for the 51 one-hour episodes are KPLR-TV St. Louis; KMSP-TV Minneapolis; WDRB-TV Louisville, Ky.; WMC-TV Memphis; KOOL-TV Phoenix; WNEW-TV New York; KTTV(TV) Los Angeles; WTTG(TV) Washington, and KMBC-TV Kansas City, Mo.

Status report on NBC violence study

Network researchers outline methodology, set rough timetable

NBC research authorities said last week that the first findings of a two-year study of the issue of violence in television and its possible effect, if any, upon violence among today's children and youth, can be expected this summer.

Dr. Thomas E. Coffin, NBC vice president for research, said last week that he is aiming for late July but that some of his associates were holding out for sometime in August.

Dr. Coffin and colleagues presented a progress report to key NBC executives and newsmen at an auditorium in the Rockefeller Center complex in New York. It was the first such briefing since Julian Goodman, NBC president, committed NBC to the five-year project in 1969.

Dr. Coffin, in outlining the background of the study and the basic research design, said that already "we are coming up with some interesting data about youth in today's society—findings which are interesting in themselves."

He said that through the research team of Dr. J. Ronald Milavsky, manager of social research at the network, who assisted in the presentation, and Sam Tuchman and Bert Pekowsky, both with the research department, NBC is applying to the problem of measuring social effects of TV the same methodology "that has proved most powerful in measuring the commercial effectiveness of television."

This, he explained, is the use of the Panel Study, which measures the same people at two different points in time and then examines the changes between them. "The panel's ability to measure change enables the researchers to detect 'which came first, the chicken or the egg,'" he said.

Dr. Paul Lazarsfeld, for many years chairman of the department of sociology at Columbia University, and "father" of Panel analysis, is serving as principal adviser for the study.

As applied in commercial research, there are two waves; in the social study, however, NBC is using multiple waves and measuring multiple cycles. Thus, he explained, in the violence study, the same boy is measured at different ages and "in each cycle, not only his viewing and his aggressive behavior, but also a host of other social and environmental influences which affect behavior."

According to Dr. Milavsky, the "NBC Environmental Study of Tele-

vision and Violence," as the project is named, has set up a panel of 866 boys, ages 7 through 18, about equally divided between lower and middle socioeconomic status. The study is taking place in two cities in the central time zone, selected because "many programs popular with children are on the air after their bedtime in the East, but before bedtime there, which maximizes their exposure to prime-time TV."

Dr. Milavsky said the cities, each with three network-TV and one independent outlet, all VHF, bear the code names "Middle America" and "Mainland City." The public school systems in both localities are permitting the study to be conducted among the students and the network has close working relationships with a large university in one of the cities and an educational TV station in the other. These organizations and schools oversee procedures.

He said the boys will be measured for three years, with two to three measurement "waves" each year, and intensive interviews with their parents once yearly. Three waves have been completed.

Drug-lyrics ruling is back in court

FCC notice is challenged in two appeals; it's called burdensome, unduly vague

Critics of the FCC's policy statement on drug lyrics have resumed their court effort to have it declared unconstitutional—the commission's subsequent "clarifying" order notwithstanding.

One appeal was filed last week, and another will be this week, in the U.S. Court of Appeals in Washington, both on behalf of the National Coordinating Council on Drug Abuse Education and Information, two university radio stations and several disk jockeys.

The appeal filed last week seeks reversal of an order by a federal district judge two weeks ago that he lacked jurisdiction to hear the suit (BROADCASTING, April 19). The one to be filed will be aimed at the two commission drug-lyrics statements.

Tracy Westen, of the Stern Community Law firm, counsel for the plaintiffs,

said he does not believe the commission, in its March 16 order disposing of petitions for reconsideration of its March 5 notice, "cleared up" the constitutional questions involved. "I don't think the taint of censorship has been removed," he said.

The commission in its original notice warned broadcasters that their responsibility for knowing the content of material they air extends to song lyrics dealing with drugs. The commission, in its order on reconsideration, said its aim was not to bar the play of any record, or to substitute its judgment for that of licensees.

Mr. Westen's clients as well as a number of commercial broadcasters and the Federal Communications Bar Association had expressed concern over the inhibiting effect they said the March 5 order would have on licensees. That notice cited the complaints the commission has received about drug lyrics tending "to promote or glorify the use of illegal drugs" and warned that a broadcaster can lose his license if no "responsible" person at his station knew the content of the records its broadcasts.

The commission, in its March 16

PerspectiveOnTheNews

What's it all about, FCC?

The agency leaves everyone strung out by its stop-go-maybe orders on lyrics

Short-haired licensees who employ long-haired disk jockeys at rock stations around the country probably spent most of last week puzzling over the FCC's latest discourse on drug lyrics, trying to figure out what those inscrutable bureaucrats in Washington *really* mean. They would have been better off forgetting the whole silly business, as the commission itself would probably like to do, and concentrating on really important matters, like getting to be number one in drive time.

For the order disposing of petitions to reconsider its original (March 5) policy statement on drug lyrics is not one for licensees to decipher, or even for their high-priced lawyers in Washington. There is no way of getting a clear analytical shot at it; it is a classic product of the collectivist bureaucratic mind.

The statement seems designed not so much to clarify—its alleged purpose—as to obscure. Primarily, to obscure the commission's embarrassment at being caught treading so close to the off-limits area of censorship. The FCC seemed to want to take back what it said without confessing error—a commission consent decree, if you will. That's no easy trick

in any case but one made almost impossible by the need to produce a statement that would satisfy seven different commissioners, each with a different point of view and a different degree of commitment, or opposition, to the original policy statement. The result: a patched-in phrase here, a qualification there, a flat warning to broadcasters not to take responsibilities lightly on one page, a paragraph reading like something out of Peter Zenger on another. In short, a pastiche.

All the commission did in its first statement, the second one said, was to remind licensees that their responsibility for knowing what they broadcast extends to song lyrics—particularly lyrics that tend to glorify the use of illegal drugs. But at a time when there was an "epidemic of illegal drug use," wasn't it reasonable, the commission asked, to suggest that broadcasters not be indifferent to whether their stations are being used to promote such use? In other words, why was everyone picking on the commission for simply trying to promote the public interest?

The reason, of course, was that there seemed to be an element of censorship involved. True, there was nothing in the

original notice that barred licensees from playing any particular record. But the vibrations broadcasters were getting had an ominous ring; they indicated that the commission really did not want stations playing lyrics that "promote" the illegal use of drugs—whatever *that* meant. There was that mention of complaints being received about such lyrics; the advice that management-level personnel must know what is being aired; the warning that licenses can be lost if there is discovery of a pattern of such program material being broadcast without management's knowledge. (The FCC did not say what would happen in the event management *was* aware of the lyrics and yet permitted their broadcast—which seemed to suggest that any right-thinking manager simply wouldn't.)

The kind of vibrations broadcasters were getting was indicated in the wholesale scrapping of records by some stations not wanting to take any chances. ("Grossly inappropriate" action, the commission described it in its second statement.) The FCC itself may not have been aware of those vibrations—Commissioner Robert Wells, a former broadcaster, has called the March 5

statement, appeared to back off from an absolute prescreening requirement; it said a record with questionable lyrics might be played once before it was brought to management's attention.

But Mr. Westen said that the commission is still putting an "unjustifiable burden" on stations. He noted that the commission does not require special clearance for a Verdi opera or a network program.

He also feels that a court test would be useful, even if the commission is affirmed. The court, he said, would provide "guidelines," making more explicit the limits of the commission's authority.

'Today' in Rumania

NBC-TV's *The Today Show* will originate one week of programming from Rumania, it was announced last week. According to NBC, the broadcasts will mark the first time that a regularly scheduled TV news program has originated from a Communist nation. Host Hugh Downs and regulars Barbara Walters and Joe Garagiola will tape the programs, which will be flown to the U.S. for telecast starting May 4.

Independents covet network newsfeeds

KTVU manager says competition is stifled under present system

A protest against the TV networks' policy of selling their electronic newsfeed services only to their affiliates was raised last week by Roger D. Rice, vice president and general manager of KTVU(TV) Oakland-San Francisco, an independent owned by Cox Broadcasting Corp.

Mr. Rice said polls of community leaders consistently show the Vietnam war, inflation and civil rights rank at the top of issues of local concern in his area and that an independent station cannot cover these or other nonlocal stories adequately without access to a newsfeed service. These feeds supply news material that contracting stations record for insertion in local newscasts.

Mr. Rice said affiliate-relations officials of all three networks had rejected,

without giving reasons, his efforts to buy such service. Comparable service is not available from other sources, he said, because "by going into the electronic news-service business, CBS, NBC and ABC have successfully shut off all competition that might have supplied a service to independent stations."

Mr. Rice said there are 23 independent VHF stations that program news and need such service and that he was urging all independents to press all three networks to drop the "exclusion policies" before the 1972 election campaigns begin. He cited a 1936 court decision making Associated Press service available to broadcasters, instead of newspapers exclusively, as precedent for his position. He stressed that independent stations are willing to pay for the network newsfeed services at the same rates the affiliates pay.

Officials of all three networks confirmed that their newsfeed services are sold only to their respective affiliates. Generally, they said this was a contract matter in which affiliates also acquire rights to tapes and use excerpts of certain network newscasts or other network programs in addition to the newsfeeds.

notice "innocuous"—but if not, it indicated a disturbing lack of sensitivity in a regulatory area it had always described as "delicate."

The commission, in its clarifying order, tried to shift the blame for the furor over the March 5 statement to the press. It cited headlines in the Washington newspapers over AP and UPI stories stating that the commission had issued what amounted to a stop-order on drug-oriented lyrics. But the really intriguing aspect of the clarifying order was that it seemed at war with itself. At one point, seeking to make clear that the broadcaster was free to make his own decisions on records, the commission cited its ruling in a 1967 case involving a freedom-of-speech issue, which held that "the public interest is best served by permitting the expression of any views that do not involve 'a clear and present danger' of serious substantive evil that rises far above public convenience, annoyance or unrest."

Then it said: "The question of formulating a definitive, concrete standard is not presented in this matter. For, we hold, based on our experience and the complaints received, that whether to play a particular record does not raise an issue as to which the government may intervene."

Immediately following, however, was a passage that seemed to take some of the zing out of that ringing declaration of broadcaster freedom. "There could be extraordinary, unforeseen cir-

cumstances where the stringent requirements of the 'clear and present danger' test might be met in this field. No one can today write a constitutional blueprint for every possible future happenstance and changed circumstance."

Elsewhere, the FCC clarification asserts that "a licensee should know whether his facilities are being used to present again and again a record which urges youth to take heroin or cocaine—that it is a wonderful, joyous experience." And it notes, too, of course, the commission's responsibility for reviewing a broadcaster's performance, though only "on an over-all basis," at license-renewal time.

The commission, lawyerlike, was covering all bets.

Perhaps the most remarkable aspect of the entire exercise was the time devoted to it. The commission spent the better part of two days debating the clarifying order. That effort, plus time devoted to the role the commission will play in the dispute over CBS's *The Selling of the Pentagon*, pre-empted time it had intended to devote to starting work on its major CATV rule-making.

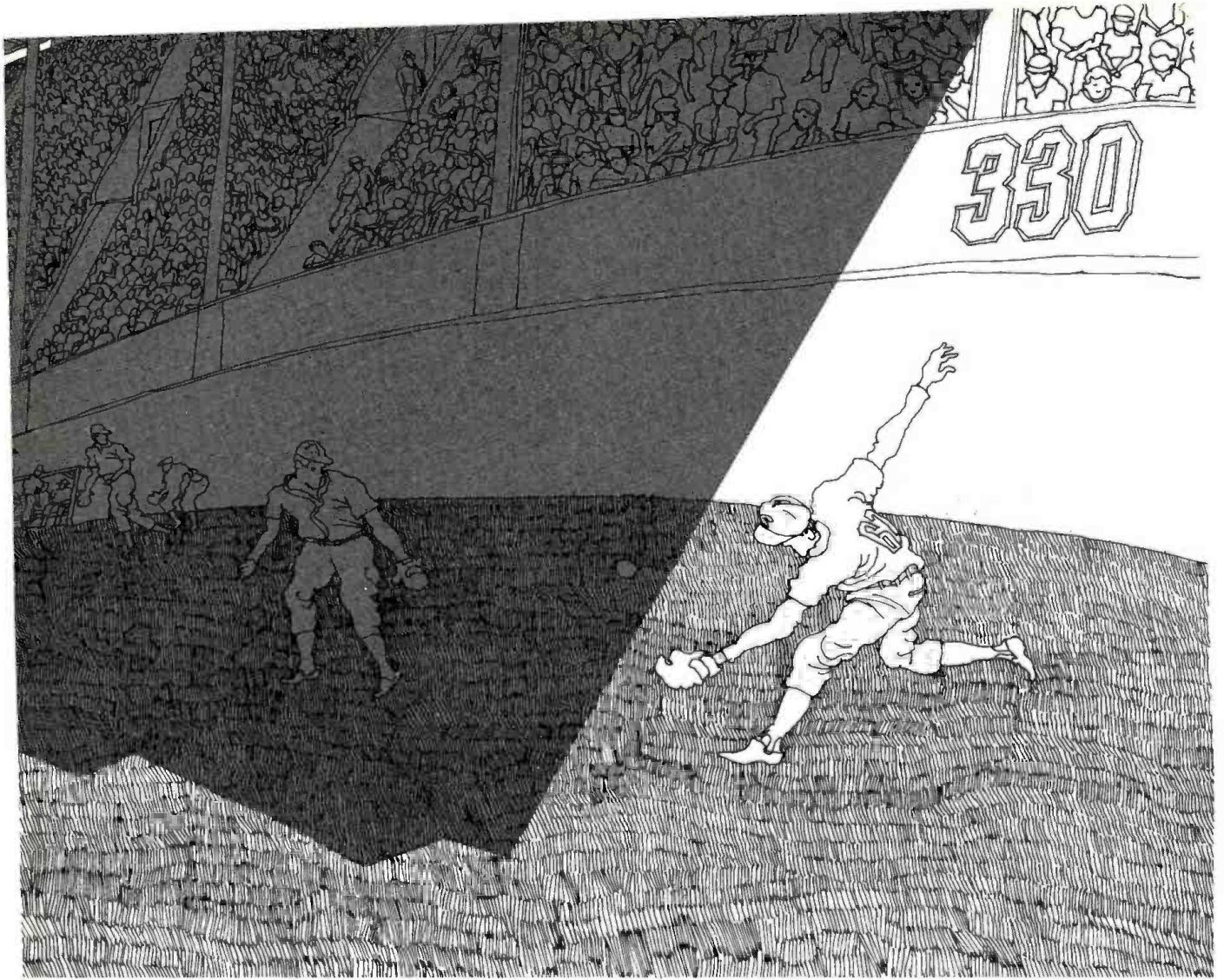
As to the commission's performance in the affair, no one is giving much credit to anyone involved. Not to Commissioner Robert E. Lee, who, for what he considers good and proper reasons, persuaded the commission to adopt the March 5 notice in the first place; not to Chairman Dean Burch, who normally

sees to it that the commission spends its time in more productive labors; not even to Commissioner Nicholas Johnson who, though he dissented to the March 5 notice in a statement denouncing it as "an unsuccessfully disguised effort by the Federal Communications Commission to censor song lyrics that the majority disapproves of," seemed to suggest that other broadcast "speech" might make a more suitable subject for such treatment—song lyrics tending to "glorify" drinking of alcoholic beverages, for instance, or commercials promoting the use of legal drugs.

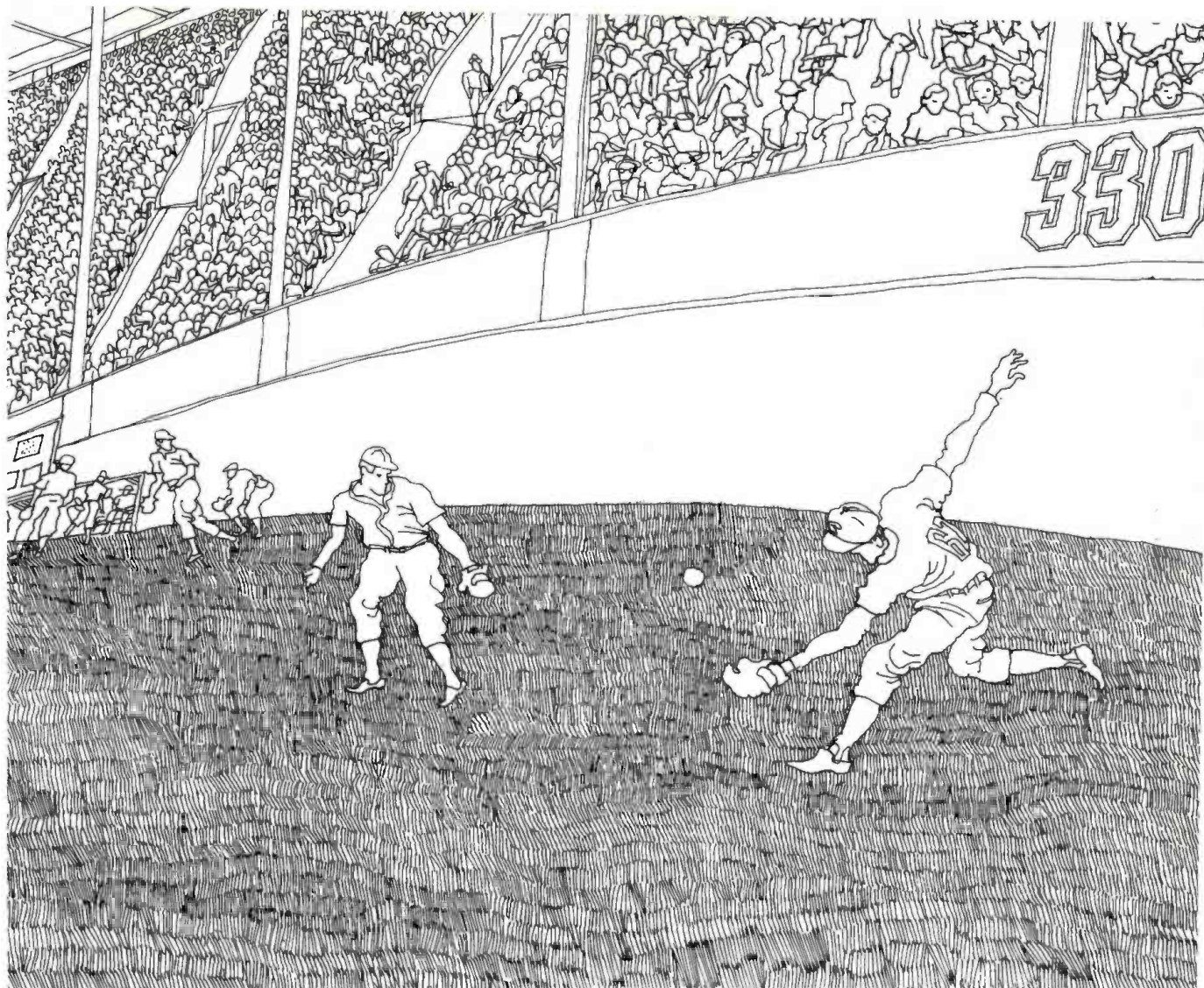
Perhaps it was Commissioner Robert T. Bartley who emerged, if not a hero of the episode, at least the least scathed. He had abstained from voting on March 5, and in an exquisitely concise statement in which he concurred in the clarifying order, said: "This memorandum opinion and order purports to return to the situation prior to release of the Public Notice of March 5, 1971. To the extent that it does so, I concur in the action here taken."

End of statement. End, one could wish, of the drug-lyrics controversy. But it isn't. Some critics of the commission's position are pursuing their court suit that seeks a ruling that the commission's policy statement violates the First Amendment (see page 42).

(This "Perspective on the News" was written by Leonard Zeidenberg, senior editor, Washington.)



The grass is greener...



on our side.

It's the most important play of the game. But it's in the stadium's shadow, where no color camera can capture all the color and action of the scene. The one that comes closest is RCA's TK-44A, the best color camera on the market.

Now the grass is still greener, and the action clearer, on our side.

We've developed a three-part Extended Sensitivity and Scene Contrast Compression option for the TK-44A that cuts the amount of light the camera needs in half. So color and action in dark areas stand out.

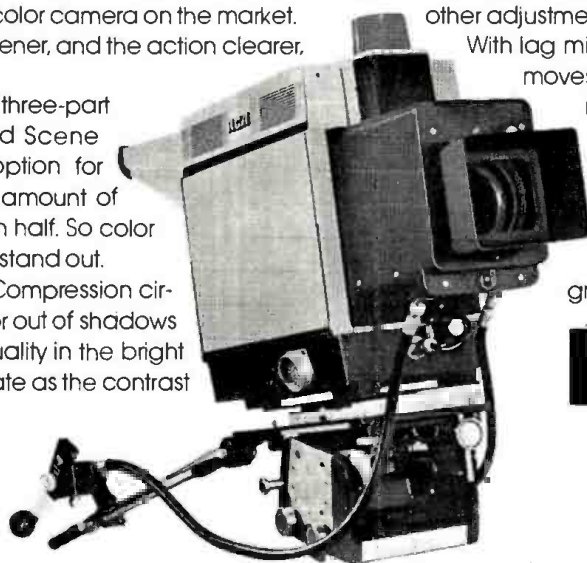
Our Scene Contrast Compression circuit picks detail and color out of shadows without compromising quality in the bright areas. It's as easy to operate as the contrast

control on a television receiver.

The option also includes bias lighting that drastically reduces lag. It can be turned on or off with one switch. No other adjustments are necessary.

With lag minimized, our RGB coring technique removes high-frequency noise, so you can use more video gain at low light levels and still get full video output.

We started by making the best color camera. The TK-44A. Now we're offering you a new option that makes even better. We want the grass to be greener on your side, too.



RCA

Ghosts of children's conference past

Changes called for by mass-media forum appear in final report of White House parley

A controversy seems to be building over a section of the final report of last year's White House Conference on Children that is now expected to be delivered to President Nixon next month.

Focus of the fury, on the part of broadcasters at any rate, is the section on Child Development and the Mass Media. That section contains among its many recommendations a call for advertisers and networks to undertake in children's programs next fall "meaningful innovations in the current TV advertising structure including tests of clustering commercials" to insure uninterrupted programs. It further recommends that tests be undertaken to try out the elimination of all commercials, except for credit lines, in children's TV programs (BROADCASTING, March 22).

In addition, the report carries not-too-subtle criticism of commercial broadcasting and urges that the enforcement of truth in advertising and standards in broadcasting no longer be left to advertisers and broadcasters and that the FCC and the Federal Trade Commission establish a national organization to defend the public interest in the media. One thing this organization should do, the report states, is "to research and act to oppose the renewal of broadcast licenses" and to participate in advisory and prosecuting functions, if necessary, before the FCC and FTC. At the local level, the report states, the organization should mobilize lawyers, law students and interested citizens "to find out the facts and prepare to go to court if necessary to insure accountability of broadcasters and advertisers to the public."

It was language like this that impelled Vincent T. Wasilewski, president of the National Association of Broadcasters, to write on April 2 to Stephen Hess, chairman of the conference, calling the report "not only tragically unfair to the television industry but [also] untrue."

Mr. Wasilewski noted that 16 recommendations had been voted on by almost 2,000 delegates to the full conference, and that television was not one of them. Further, he added, in a list of 25 other recommendations, the mass media suggestions had the lowest vote, with only 89 delegates voting for them.

"Several individuals who attended the conference have informed us," Mr. Wasilewski said, "that not only were these proposals never discussed or voted on, they were not even presented to the full conference."

Mr. Wasilewski also said he had "serious reservations" about the com-

position of the mass-media forum. None of the original 16 members of the group were commercial broadcasters, he commented, and this same group wrote the final report that, as best as can be determined, was never voted upon by the larger group.

Two members of the mass media forum last week disputed some of Mr. Wasilewski's implications and agreed with others.

Fred Rogers, of *Misterogers's Neighborhood* fame, who was chairman of the group, said last week that the reason the entire conference did not vote on the mass media final report was that the mass-media conferees opposed the whole concept of picking out elements that would be submitted to the delegates as "overriding concerns." The en-



It's news time, tigers . . .

You've heard of boudoir politics. Now try boudoir journalism on for size.

WSNS-TV Chicago, an independent UHF which has been slowly expanding its live programming with pretty girls giving the latest news, started at midnight last Monday (April 19) a new live quarter-hour weeknight series, *Heart of the News*, direct from the heart-shaped bed of Linda Fuoco.

The 21-year old brunette—"5 feet 6 inches tall and in excellent health," WSNS-TV says—is delivering the news from her sponsor's product. The Bemco Co., a local mattress manufacturer, is the sponsoring firm.

Miss Fuoco, who formerly appeared on camera at WCIA(TV) Champaign, Ill., is a University of Illinois graduate.

ture report, he said, contained recommendations that were "all urgent and affordable."

Presiding at the mass-media meetings during the conference was Eliot A. Daley, director of program development for Mr. Rogers's Small World Organization, Pittsburgh. Mr. Daley noted that there were representatives of commercial broadcasting or allied fields among the nearly 200 members of that forum; he recalled Richard W. Jencks, president of CBS/Broadcast Group; Richard Hughes, vice president for community affairs, WPIX(TV) New York.

Among those on the drafting group, he noted, were Joan Ganz Cooney, president of the Children's Television Workshop, New York, creator of *Sesame Street*, and Dr. Gerald D. Dorman, president of the American Medical Association.

The recommendations that appear in the final report, Mr. Daley stressed, came from a consensus of the full delegation.

Parentetically, Mr. Wasilewski was attending another White House Conference, this time on youth, last week in Estes Park, Colo. At this meeting, however, there was no forum on mass media or television.

For whom in 1971 Gabriel's horn blows

Winners of the sixth annual Gabriel awards will be presented their statuettes by the Catholic Broadcasters Association at ceremonies in Los Angeles tomorrow night (April 27). Awards will be presented to 31 radio and television stations.

Winner of the television station award was WHEN-TV Syracuse, N.Y., for the "variety, depth and at times uniqueness of its over-all public-service programming." The CBA cited two special areas of merit in presenting the award to WHEN-TV: the number of remote telecasts from community-oriented locations, and the production, at station expense, of instructional programming designed for closed-circuit viewing. "WHEN-TV is a prime example," the Gabriel award says, "of the broadcaster's dedication to the community he serves."

The personal-achievement award went to Dr. Herman W. Gockel, program director for Lutheran Television, Missouri Synod. Dr. Gockel produced one of the first religious television dramas, *The Fisher Family*, and created the *This is the Life* series, currently seen on some 485 stations.

Individual awards for TV programming went to:

The Eye of the Storm by ABC News, New York; *New York Illustrated: the*

Faces of Christ by WNBC-TV New York; *And Who is my Brother* by KNBC(TV) Los Angeles; *Incident on Danker Street* by Paulist Productions, Pacific Palisades, California; *The Teaching (The Eternal Light)* by NBC-TV in association with the Jewish Theological Seminary of America, both New York; *Scene on Sunday—Crisis in Christianity* by WKYC-TV Cleveland in cooperation with the Council of Churches of Christ of Greater Cleveland; *For the Love of Fred* by NBC-TV, New York; *Who Will Answer* produced by KTRK-TV Houston, for United Methodist Churches, Houston; *Telespots (6)* by Franciscan Communications Center, Los Angeles, for the department of communications, United States Catholic Conference; and *Think About It* (spot announcement series) by WBTW(TV) Charlotte, N.C.

A World Of Love by CBS-TV for International Paper Co., both New York; *With These Hands* by Daniel Wilson Productions Inc. in association with ABC News, both New York; *Williamsburg—A Colonial Christmas* by WTOP-TV Washington for U.S. Steel Corp.; *Nine Heroes* by noncommercial WGBH(TV) Boston; *The Volunteer Line* by WBBM-TV Chicago, for Western Electric Company there; *Australia—The Catholic Story* by Crawford Productions for National Catholic Radio & T.V. Center, both Sydney, Australia; *Of People and a Vision* by Maryknoll Fathers (World Horizon Films), Maryknoll, N.Y.; *Let the Rain Settle It* by Franciscan Communications Center; *Tell It Like It Is (The Southern Baptist Hour)* by NBC-TV in association with the Southern Baptist Convention, both New York; and *The Young Musicians* series of three programs represented by *Festival* by WRC-TV Washington, for District of Columbia Youth Orchestra Program.

Man and His Religion by George McManus for KCBS-AM-FM San Francisco; *Inside a Flash of Fear* by WMAQ-AM-FM Chicago; *The Human Time-Bomb* by KNX-AM-FM Los Angeles; *Choice II* by Mennonite Broadcasts Inc. for the Mennonite Church, Harrisonburg, Va., for the Mennonite General Conference, Winnipeg, Man.; *Time Out* by WVA-AM-FM Wheeling, W. Va., for Media/Diocese of Wheeling; *Silhouette #196 (Christmas—What's It All About?)* by the department of TV/radio/films for The American Lutheran Church, St. Paul; *WEEI Editorials* produced by WEEI-AM-FM Boston; *Vince Lombardi—a Tribute to a Great Coach* by WRC-AM-FM Washington; *Pope Paul VI's Australian Visit 1970* by broadcasting station 2SM Pty. Ltd., Sydney, Australia; *Tele-confidences* by CKVL(AM) Verdun, Quebec; and *The Church Gap* by KRLA(AM) Pasadena, Calif.

Muggeridge coins 'Newzak' for TV

British journalist reflects darkly on whither we tend

Malcolm Muggeridge, the British journalist, addressed the American Society of Newspaper Editors in Washington April 16. From his remarks issued a new word for latter-20th century television journalism: "Newzak." This is the pertinent part of his text:

"The camera is essentially for seeing with, not through. And what a multitude of lies it has induced belief in! What a world of fantasy created in which we all live! Like Caliban's Island, full of sounds and sweet airs, so that when we wake—if we ever do—we cry to sleep again. The fantasy of all our hopes and desires—love found in a cigarette, beauty in a jar, peace in a capsule, joy in a brassiere and fulfill-

Mr. Muggeridge to the ASNE:

"In my young days as a journalist, the heroic figure par excellence was the news-hawk padding about the world in search of a scoop; today, he's the Cronkite or Seavareid sitting sedately in a studio with green hair and purple cheeks telling us all what everything is about"

ment in an automobile. The fantasy of violence—was it the Vietnam War, or someone being assassinated, or just another episode in *The Saint*? Finally, the fantasy of news itself, becoming a sort of 'Newzak,' a melange of different stories as Muzak is of different tunes, drooling away in a motorist's ear as he speeds along the motorways from nowhere to nowhere, or assailing a viewer's sleepy eye as he surveys the evening's offerings in his tiny screen.

"One may form some idea of how the process from news into Newzak works by noting what has happened to the White House press conference as a result of the intrusion of the cameras: developed, like numerous other dubious innovations, during the Kennedy regime. Whereas before the proceedings were characterized by a certain informality and spontaneity, now they have

to be a set piece: both the President and his questioners cannot but be conscious that they are under millions of eyes, and react accordingly. As a set piece, any possibility of an unexpected and unrehearsed story emerging can be ruled out. The cameras impose on their subjects the rigidity of a wax-works ensemble; under their aegis, the world becomes a sort of universal Madame Tussaud's Exhibition. . . .

"The last time I was in New York I happened to catch a glimpse of Newzak at the production end. I was walking back to my hotel, and came upon a little group of people standing about in the road. It was, in fact, a demo. There were the usual bearded academics and lib-females carrying slogans, a little group of police with a van, and one or two reporters. Nothing seemed to be happening, and when I asked why I was told that the cameras hadn't turned up. Shortly afterwards they arrived and set up: someone snapped a clapper-board and shouted, 'Action!' and the demo slogan began. The bearded academics and lib-females raised their slogans and shouted in unison: the police grabbed one or two of them and pitched them in their van. Then someone shouted, 'Cut!' and it was all over. Later in the evening I caught the demo on television in my hotel room. It looked fine.

"We were visited the other day in London by one of your citizens named Rubin; also a product of the groves of academe, who signalized his presence among us by shouting obscenities on television and aiming a water-pistol at David Frost, the compere of the show, in its way quite a laudable enterprise. What impressed me about him, however, was not so much this performance—which is fairly routine by now—as the understanding he showed of how television works. 'Television,' he observes, 'creates myths bigger than reality. . . . The medium does not report news; it creates it. An event happens when it goes on television and becomes myth.' 'The way to understand television,' he goes on, 'is to shut off the sound. No one remembers any words they hear; the mind is a Technicolor movie of images, not words. . . . The pictures are the story.' . . .

"Must we, then, resign ourselves to this world of fantasy? Occasionally blowing our tops with Mr. Agnew when we note that, in it, our enemies always seem to come off best, and the forces of dissolution, as Mr. Rubin sees so clearly and gleefully, get all the play. Otherwise meekly submitting.

"I do not think so. At the beginning of our era, in the days of the Emperor Nero, fantasy was pretty strong. If there was no television, there were the games, which in many respects fulfilled the

same function: providing a spectacle of vicarious violence and eroticism to which the Roman public became addicted. Yet it was in these circumstances that the Apostle Paul took the great moral propositions of the New Testament to the pagan world, in the process founding Christendom and the civilization whose inheritors, and perhaps liquidators, we are. It is often forgotten that it was this very Paul, not Henry Ford or Henry Luce, or Dr. Timothy Leary, or even Hugh Hefner, who was our civilization's founding father."

Psychology awards set

The American Psychological Foundation has announced that nominations are open for its 1971 national media awards for outstanding reporting of psychology.

A \$500 award and citation will be presented in each of three categories—TV, radio and movie; newspaper/magazine, and book/monograph. Materials nominated must have been produced or published between May 1, 1970, and May 1, 1971.

Nominations must be sent by May 15 to Jim Warren, public information officer, American Psychological Foundation, 1200 17th Street, N.W., Washington 20036. Winners will be announced in September.

Prime-time access as seen from two coasts

Burch, Goldwater Jr. meet with Hollywood filmmakers to discuss rule's effects

Representative Barry Goldwater Jr. (R-Calif.) met last week with FCC Chairman Dean Burch and motion-picture and guild representatives. And, although the session was closed to the news media, it was understood that the effect of the FCC's prime-time access rule was the principal subject of discussion.

Mr. Goldwater, whose district includes a number of major studios that are suffering from the recession in film production, is planning legislative action that would reverse the rule ("Closed Circuit," March 22).

The major production houses fear they will lose TV-production business when networks cut back their schedules this fall to comply with the rule.

After the meeting Chairman Burch said the FCC is committed to re-evaluating its decision, but first needs to learn as much as possible about the situation. He added that he did not expect the full effect of the prime-time access rule to be known until 1972,

when new programs will go into time slots vacated by the networks.

Among the motion-picture and guild representatives who attended the meeting were Quinn Martin, president of QM Productions; David Charnay, board chairman of Four Star; Card Walker, executive vice president of Walt Disney Productions; Ted Ashley, board chairman of Warner Brothers; William Self, president of Twentieth Century-Fox; and John Mitchell, president of Screen Gems.

Also: Lew Wasserman, president of MCA; Sid Sheinberg, president of Universal TV; Taft Schreiber, vice president of MCA; Paul Picard, vice president in charge of production at Metro-Goldwyn-Mayer TV, and Spencer Harrison, executive vice president at Warner Brothers.

And: Douglas Cramer, who is resigning as vice president in charge of production at Paramount TV (see page 10); Michael Franklin, executive director of the Writers Guild of America; Jack Dales, executive director of the Screen Actors Guild; Joe Youngerman, executive director of the Directors Guild, and Lou Greenspan of the Producers Guild of America.

TEI takes Videocraft under corporate wing

Tomorrow Entertainment Inc., New York, has acquired Videocraft International Inc., New York, and will operate it as a subsidiary.

Thomas W. Moore, president of TEI, said last week that Arthur Rankin Jr., president, and Jules Bass, vice president, will continue to be in charge of the Videocraft operation, which will produce animated TV programs and become active in theatrical film production and in the live-action TV area.

Mr. Rankin and Mr. Bass produced such specials as *Rudolph the Red-Nosed Reindeer*, *The Little Drummer Boy* and *Cricket on the Hearth* and, in association with Motown Productions, will produce a new animated series, *The Jackson 5*, to be telecast on ABC-TV next season.

And now, here's the tooth fairy (ouch)

What can Dick Orkin do after the radio syndication success of *Chickenman*?

The answer came when Mr. Orkin and the Chicago Radio Syndicate Inc. thought up *The Secret Adventures of the Tooth Fairy*, a new series of 65 episodes, each 90 seconds, designed for 13-week runs. A total of 25 stations have signed to date and WLS(AM) Chicago, WIXY(AM) Cleveland and WCOL-

IN NEW ORLEANS
WSMB REACHES MORE ADULTS

Morning, Noon and Evening—ALL DAY LONG—WSMB reaches Metro Area ADULTS. WSMB is #1 in A.M. Drive TOTAL ADULTS, including MEN 25-49 and WOMEN 25-49. 10 A.M. to 3 P.M. WSMB is #1 with the 18 PLUS group. 3 P.M. to 7 P.M. WSMB is #2 with the 12 PLUS group. NEW ORLEANS ARB METRO AREA—AVERAGE ¼ HOUR DELIVERY OCT. NOV. 1970 WSMB New Orleans • 5,000 watts • 1350 kc • Represented by METRO RADIO SALES.

(AM) Columbus, Ohio, already have it on the air.

Each station gets a complete set of customized opens and closes, coming-and-running promos and other production needs. The product is on reel-to-reel tape.

The continuing series follows the adventures of Newton Snookers, dental assistant to Dr. Nelson Armadingo. But, as Chickenman will confide, Newt actually is America's beloved tooth fairy.

TCI pays the price for programs

CATV operator lands NTA, Republic film library for \$7.5 million

Tele-Communications Inc., Denver-based multiple-CATV owner, some of whose principals are broadcasters, announced last week acquisition of control of National Telefilm Associates, New York, and the purchase of the film library of Republic Pictures Corp.

TCI said it was acquiring 78% ownership of NTA, for \$4.5 million payable over a four-year period. It said it was paying \$3 million for the Republic Pictures library.

The transaction puts TCI, which considers itself the fifth largest CATV operator in the country (140,000 subscribers, 73 systems, in 21 states), into the TV-syndication business, as well as the CATV program-supply industry that is just beginning.

NTA owns or has distribution rights



Mr. Hatch

to almost 2,000 feature-length movies, including some from Paramount and 20th Century-Fox; almost 1,500 30-minute TV programs, over 600 cartoons and 1,500 shorts for TV.

It had revenues of \$3.8 million in 1970 from film rentals. Included in the transaction is World Enterprises Corp., theater film distributors.

NTA will become part of TCI Programs Inc., a wholly owned subsidiary of TCI. George C. Hatch, senior vice chairman of TCI and president of KUTV(TV) Salt Lake City, will become chairman of NTA. Remaining in their present NTA posts will be Bernard Tabakin, president; Peter E. Rodgers, executive vice president and general sales manager, and Justin M. Golenbeck, New York lawyer, who is a director of NTA. Sellers were Norman Alexander and Joseph Harris, both New York. The other 22% of NTA will continue to be owned by 9,700 public stockholders.

Both TCI and NTA are publicly traded, over-the-counter firms. TCI also owns an 11,000-mile common-carrier microwave system, Western Tele-Communications, which was one of the eight companies that applied to the FCC for permission to establish a \$66-million all-purpose domestic satellite system. NTA, founded in 1952, has 10,243,028 shares outstanding. TCI has 2,704,000 shares outstanding.

The Republic Pictures purchase was made from Walter Heller Factors, Chicago.

Cronkite given medallion for 1969 White award

CBS News correspondent Walter Cronkite and Associated Press general manager Wes Gallagher collected medallions last week for awards they had won in prior years. The medallions were presented by the William Allen White Foundation—Mr. Cronkite had won his award in 1969 and Mr. Gallagher in 1967.

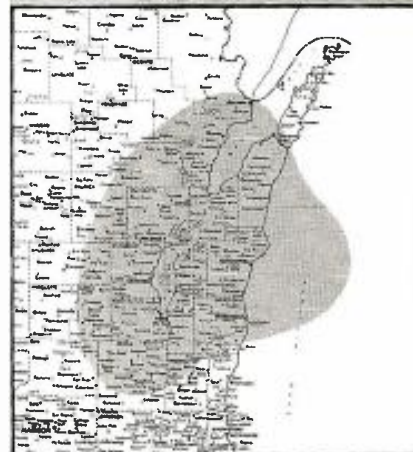
The medallions, recently commissioned by the foundation, also were received by six other journalists who had been past winners.

The award has been made annually since 1950 to newsmen who exemplify the William Allen White ideals in professional and community service. The late Mr. White was an author and editor of the *Emporia (Kan.) Gazette*.

Presentations of the new medallion, denoting the award, were made at a breakfast ceremony April 20 in New York in conjunction with the meeting of the American Newspaper Publishers Association. Other recipients and years they had been cited with their titles at that time: Irving Dilliard, in 1957, edi-

First by a Country Mile...

In Northeastern Wisconsin!



WBAY RADIO

It's Official . . .

In Green Bay and 11 counties . . .

ARB proves WBAY Radio is tops with the over 25 crowd . . .

the ones who buy more of everything from cars to teething rings.

WBAY sells to the people who buy.

ARB: Green Bay 11 County Survey Area. April/May '70.

Country Music Radio in the Land of Milk & Money!

WBAY RADIO GREEN BAY 1360

BLAIR GROUP PLAN MEMBER BLAIR RADIO

torial page editor, *St. Louis Dispatch*; Ernest K. Lindley, 1951, Washington editor, *Newsweek*; Norman E. Isacs, in 1955, managing editor, and Mark Ethridge, 1968, publisher, both *Louisville Courier-Journal and Times*; Paul Miller (now president of Associated Press), in 1963, president of the Gannett newspapers; and Gardner Cowles, in 1966, editor-in-chief, Cowles Communications.

For Mr. Cronkite, it was a week of double honors. The International Radio and Television Society, last Monday (April 19) announced selection of the CBS News correspondent as "Broadcaster of the Year," an honor to be conferred May 18 at a luncheon at New York's Waldorf-Astoria.

More money from Ford for noncommercial

Noncommercial broadcasting will receive hefty new financial assistance from the Ford Foundation. WETA(TV) Washington, owned by the Greater Washington Educational Television Association, will get an \$800,000 grant for its nightly one-hour news show *Newsroom*, covering production costs from April through November 1971. And a \$2,046 grant will go to KQED(TV) San Francisco, owned by the Bay Area Educational Television Association, for partial support of a computer analysis of an audience survey.

Ford said last week that in addition, a \$123,040 grant will be made to the Larchmont-Mararoneck public schools (Westchester county in New York) for a multimedia course. The course, developed by the Center for Understanding Media, New York, will combine the study of television, radio, film and photography with traditional school subjects.

These grants are in addition to those Ford made earlier this year (BROADCASTING, March 1).

Hentoff joins Buckley in AFTRA suit

Writer, jazz critic and AFTRA member Nat Hentoff has joined television commentator William F. Buckley Jr. in his suit challenging the constitutionality of a requirement that he belong to the American Federation of Television and Radio Artists to appear on the air. The suit, naming AFTRA and RKO General Inc., licensee of WOR-TV New York, which carries Mr. Buckley's program *Firing Line*, was filed Jan. 12 (BROADCASTING, Jan. 18) in U.S. District Court for the Southern District of New York.

Mr. Hentoff, who is a staff writer for *The New Yorker*, authorized Mr. Buckley's attorneys to intervene on his behalf

in support of Mr. Buckley. He indicated that he joined Mr. Buckley because he felt "no one—for lack of a union card—should be prevented from exercising his First Amendment right." Mr. Hentoff joined AFTRA more than 20 years ago in Boston and was a shop steward for several years. Mr. Hentoff added that although he did not agree entirely with Mr. Buckley's arguments, he held to the fundamental point that a union card should not be required in order "to express political points of view on the air—the public air."

Mr. Buckley expressed pleasure in Mr. Hentoff's decision to join his suit, and added: "What is involved in my suit is a fundamental civil and human right. As I said when I filed suit, many of the people labeled as 'liberals' eloquently object to compromise of individual rights of the citizen against the government, particularly free speech and privacy. So I think it is time they joined me in this important civil right—the right to speak an opinion without having to join and pay dues to a private organization."

Program notes:

'Turned on' programming ■ Noncommercial WQED(TV) Pittsburgh was presented with the first Community Service Award of the Corp. for Public Broadcasting for *The Turned-On Crisis*, a month-long program project dealing with the problems of drug abuse in the Pittsburgh area. CPB will present this award annually.

A series for Christine ■ Christine Jorgenson has been signed by Altfeatures, California-based film company, for her own syndicated TV show. The 30-minute program will have a talk and variety format for daily strip-slotting.

Carol's replacement ■ CBS-TV has chosen *New TV Faces* as a summer series replacement for *The Carol Burnett Show* starting Monday, June 14, 10-11 p.m. EDT. The comedy-variety program will feature new talent discovered by the network and its affiliates in a 56-city search which began last January.

ABC heart show ■ "How to Stay Alive," a dramatized demonstration of how Americans can feel better and live longer by taking steps to reduce the risk of heart disease, will be shown on ABC-TV, Tuesday, May 4 (10-11 p.m. EDT). The program, which will preempt *Marcus Welby, M.D.*, is narrated by Robert Young.

Hey, big spender ■ Al Hamel Corp. and Dick Clark Enterprises in a joint venture with IFA, all Los Angeles, will begin taping the pilot for a new half-hour daily game show, *Spending Spree*. Game is said to involve three couples vying for up to \$50,000 in merchandise.

Gala occasion for Peabody winners

The 31st annual George Foster Peabody awards were presented last Wednesday (April 21) at a New York luncheon sponsored by the Broadcast Pioneers. Medallions were presented by Warren K. Agee, dean of the Henry W. Grady School of Journalism at the University of Georgia, and attorney Paul Porter, whose remarks on the occasion made news (see page 39). The winners:

For radio news, NBC Radio's news correspondent, Douglas Kiker, for *Jordan Reports*; radio education, NBC Radio for *The Danger Within: a Study of Disunity in America* (accepted by Russell Tornabene, general manager of radio news, NBC News); radio youth or children's programs, WFBE(FM) Flint, Mich., for *Listening/4* (accepted by Susan Kilmer, station manager); radio promotion of international understanding, Garry Moore for Voice of America's *New York*; radio public service, WAHT(AM) Lebanon, Pa., for *Medical Viewpoint* and *Pearl Harbor, Lest We Forget* (accepted by Fred Williams, program manager).

Also: TV news, CBS-TV for *60 Minutes* (accepted by Don Hewitt, executive producer, CBS News) and WPBT(TV) Miami for *Politihon '70* (accepted by Jerome Schnur, executive producer); TV entertainment, NBC-TV *Flip Wilson Show* (by Mr. Wilson), Public Broadcasting Service's *Evening at Pops* (conductor Arthur Fiedler; not pictured) and PBS and WCET(TV) Los Angeles for *The Andersonville Trial* (Lewis Freedman, executive producer); TV education, ABC-TV's *The Eye of the Storm* (Thomas H. Wolf, vice president, ABC News).

Also: TV youth or children's programs, NBC-TV's *Hot Dog* (Frank Buxton, producer) and CBS-TV's Dr. Seuss programs (Theodor Geisel, "Dr. Seuss"); TV production of international understanding, BBC-TV's *Civilisation* (David Webster, U.S. director, BBC-TV education, ABC-TV's *The Eye of the Storm* (Thomas H. Wolf, ABC News).

Also: TV public service, KMEX-TV Los Angeles for *Peace . . . on Our Time: KMEX-TV and the Death of Ruben Salazar* (Daniel Villanueva, station manager) and NBC-TV for *Migrant: an NBC White Paper* (Martin Carr, producer); TV special award, CBS-TV, *The Selling of the Pentagon* (Perry Wolff, executive producer; Richard S. Salant, president, CBS News; Peter Davis, producer and writer), and special individual award, John E. Drewry, dean emeritus of the Grady school of journalism, for his role in founding and administering the Peabodys (accepted by Worth McDougald, head of the school's radio-TV; not pictured).



Douglas Kiker, NBC Radio



Russell Tornabene, NBC Radio



Susan Kilmer, WFBE-FM



Garry Moore, Voice of America



Fred Williams, WAHT



Don Hewitt, CBS News



Jerome Schnur, WPBT(TV)



Flip Wilson, NBC-TV



Lewis Freedman, PBS, KCET(TV)



Thomas Wolf, ABC News



Frank Buxton, NBC-TV



Theodor Geisel (Dr. Seuss), CBS-TV



David Webster, BBC-TV



Msgr. Michael Kennelly, WWL-TV



Daniel Villanueva, KMEX-TV



Martin Carr, NBC News



Dean Agee; CBS News's Perry Wolff, Richard Salant and Peter Davis; Mr. Porter

WHDH tries again with FCC, court

Asks that Boston channel 5 case be reopened, alleging improper conduct by successful challenger

WHDH Inc. has asked the FCC to reopen the drawn-out Boston channel 5 proceeding to investigate allegations of wrongdoing on the part of one of Boston Broadcasters Inc.'s principal stockholders and to determine whether BBI improperly withheld information critical to the commission's consideration of the case.

The petition was filed in one of two moves WHDH made last week in efforts to upset the commission's January 23, 1969, decision stripping WHDH-TV Boston of its license to operate on channel 5 and awarding the franchise to BBI (BROADCASTING, Jan. 27, 1969). The other was a petition urging the Supreme Court to review the decision of the U.S. Court of Appeals upholding the commission's action.

The principal on whom the WHDH petition focuses much of its attention is Nathan David, an attorney, who is a 6.5% stockholder, director and executive vice president of BBI. The allegations of withholding information involve Mr. David and other BBI stockholders and bear directly on the issues on which the commission decided the case—diversification of ownership of mass media and integration of ownership and management—and on BBI's qualifications to be a licensee.

Donald E. Ward, counsel for BBI, characterized the petition as a "desperate, last-ditch effort . . . to save a sinking ship." He said the WHDH allegations consist of statements that are "without foundation or involve facts which are torn from context in a way to make them deliberately misleading." He also said each charge will be answered "in the appropriate forum—the FCC."

In seeking Supreme Court review, WHDH based its argument largely on the ground that the commission had discriminated against it by acting on the basis of criteria normally used for comparing new applicants only—and then, a year later, adopting a policy statement guaranteeing that those criteria would not be used again in comparative hearings involving renewal applicants. WHDH said it was the only renewal applicant in the commission's 35-year history "to be denied renewal rights."

WHDH had received its initial grant in 1957, but it was withdrawn because of ex parte activities on the part of the

late Robert Choate, WHDH president. The commission granted the station a four-month license in 1962, but at the same time invited new applicants to compete for the channel 5 license.

WHDH also told the Supreme Court that the appeals court had erred in basing its decision on grounds the commission had either not considered or had rejected. WHDH noted that the court had cited Mr. Choate's conduct, which did not figure in the commission's decision, and that it had held that WHDH was not a renewal applicant, a finding the commission had refused to make.

WHDH in its petition to the commission said the filing of a lawsuit against Mr. David had prompted it to begin an investigation that, it said, uncovered the information on which it is seeking a reopening of the case. The suit alleges that Mr. David was guilty of misrepresentation, fraud and violation of Massachusetts and federal security laws in connection with the sale of 6,000 shares of unregistered stock in Synergistics Inc., a firm that had interests in CATV.

WHDH said its investigation had uncovered a second "illegal" sale of Synergistics stock by Mr. David, as well as another suit that was never reported to the commission—one involving a law client of Mr. David's. The suit alleges that Mr. David obtained a \$4,400 check from the clerk of the Norfolk County Court through misrepresentations.

In addition, WHDH said, it found that

FCC gives more time

The FCC announced April 16 extensions for proceedings that involve broadcast license renewals and nonnetwork TV programming.

In response to a request by the National Association of Broadcasters for more time in the license renewal proceeding the commission extended deadlines for comments from May 3 to July 2, with replies due Aug. 2 instead of June 3.

The comment deadline in the proceeding involving new rules dealing with availability of TV programs produced by nonnetwork suppliers were extended from March 3 to May 17, replies from April 5 to June 17.

Mr. David had interests not only in Synergistics but in a firm he helped organize to take over Synergistics' CATV holdings, Teletransmissions Inc., that were never reported to the commission. WHDH also said Mr. David had his 11% stock interest in Teletransmissions issued in the name of his son "to conceal his ownership . . . from the commission."

Mr. David's interest in CATV, WHDH indicated, would be of particular interest to the commission in view of the diversification-of-media issue in the channel 5 case.

But Mr. David was not the only BBI stockholder with other media interests not reported to the commission, according to the petition. WHDH said that a BBI filing on Feb. 20, 1969, reporting changes in its application that were "germane" did not disclose that Matthew Brown, chairman of the BBI board, and Martin B. Hoffman were directors of Newton Cablevision Co., and that it "falsely represented" that Mr. Brown had severed his connections with Merrimack Valley CATV Co. WHDH added that the filing failed to report the holdings of C. Charles Marran and Mr. David in Synergistics.

WHDH, in addition, challenged one of the representations on which, it said, the commission had decided the integration of ownership and management issue in favor of BBI—that Richard S. Burdick, 6.77% stockholder, would be general manager of its station.

WHDH produced a number of affidavits from individuals asserting they were aware of efforts on the part of BBI to obtain a general manager other than Mr. Burdick. And a new general manager did surface last week.

He is Robert M. Bennett, vice president and general manager of Metro-media Inc.'s WNEW-TV New York, who had been named in one of the affidavits as having taken the BBI job.

When checked by BROADCASTING on Thursday (April 22), Mr. Bennett at first denied he had accepted the position, but several hours later he called the magazine back to confirm that he would become the BBI general manager. A letter reporting his appointment and indicating he was made a 3% owner of BBI was filed with the FCC also on Thursday.

Mr. Bennett, who reached agreement with BBI on April 8, said that he is "looking forward to working with Dick Burdick, who will be the general manager for creative services." He also said he regarded the Boston position

as a very "exciting opportunity."

The suit that sparked the WHDH investigation was reported to the commission on April 2, in accord with a commission rule requiring the reporting of a "substantial change" in an applicant in a commission hearing. However, WHDH, which said it had learned of the suit earlier, contended that BBI had violated that rule by waiting some three months to report it, instead of bringing it to the commission's attention within 30 days. The suit was filed on Jan. 4.

WHDH saw significance in the fact that, during the time that "BBI was under an obligation to file this damaging information with the commission," WHDH had a petition pending before the commission asking it to reopen the case and a petition pending before the appeals court seeking a rehearing.

"BBI's reason for withholding the filing of information about the . . . suit can only have been its belief that an earlier disclosure would have had a more damaging effect," WHDH said.

WHDH was able to cite the commission's decision awarding the channel to BBI in support of the contention that Mr. David "must be held to have had knowledge of the requirements of the commission's rule." Mr. David had been assistant general counsel with the commission in the early 1940's, and the commission noted that experience provides "assurance of knowledge of the framework of the Communications Act and the commission rules and its policies."

WHDH's wide-ranging foray into Mr. David's affairs turned up the name of FCC Cable TV Bureau chief Sol Schildhouse. The petition said that in planning a new company to take over Synergistics' CATV interests, Mr. David "attempted to bring in a high-ranking FCC official into the company as a stockholder." Affidavits accompanying the petition identify the official as Mr. Schildhouse. William S. Headley, president of Teletransmissions Inc., said Mr. Schildhouse had been approached initially in March 1969, when he was in Boston to visit his son. Mr. Headley said he talked to Mr. Schildhouse about the matter again, in June of that year, at the CATV convention in San Francisco, but that he said he was not interested.

The affidavits also indicate that WHDH used the resources of its parent corporation's *Herald Traveler* in the investigation. They show that at least three reporters and the assistant to the publisher checked on the backgrounds of BBI stockholders whose names appeared in the petition.

In addition, Harold E. Clancy, president of WHDH and the parent *Herald-Traveler Corp.*, submitted an affidavit

recounting an interview with William M. Tetrick, president of Synergistics, concerning Mr. Marran and Mr. David. Mr. Clancy said that John Herbert, editor of the newspaper, and two of the reporters mentioned in the other affidavits, sat in on the interview.

The petition was filed less than a week after the court of appeals turned down an earlier WHDH request for a reopening of the record (BROADCASTING, April 19). That one was aimed at determining whether a majority of a quorum of commissioners supported the findings and conclusions of the commission's decision. The vote was 3-to-1.

The petition was based on a story in BROADCASTING quoting former Commissioner James J. Wadsworth, who had been with the majority, as saying he had been concerned about factors other than those mentioned in the commission's decision.

Charges, countercharges in Midwest renewals

Meredith Corp., licensee of WOW-AM-FM-TV Omaha, asked the FCC last week to renew its Omaha licenses, denying the renewal challenge of Albert J. Treutler.

Mr. Treutler, owner of Treutler Advertising Agency there, had urged the commission to deny Meredith its license-renewal applications for the stations. He alleged that the licensee used its facilities to promote its own political philosophy and "favored political candidates through secretive news acquisition, camera techniques, editing . . . and innuendo with complete disregard for the truth in the public interest (BROADCASTING, April 12)."

Meredith said the charges were unfounded and that Mr. Treutler, who is seeking to collect monetary damages from the licensee in civil litigation, "should not be permitted to use the commission's processes for the avowed purpose of trying to collect damages from a broadcast licensee in connection with [such] litigation [now] in progress."

In defense of another license-renewal challenge, Midcontinent Broadcasting Co., licensee of KELO-AM-FM-TV Sioux Falls, KDLO-FM-TV Florence, and KPLO-TV Reliance, all South Dakota, has taken issue with allegations made by TV Signal Co. of Aberdeen, a CATV firm.

TV Signal charged in part that the licensee was discriminatory in its hiring practices against minority groups. Midcontinent, however, told the commission that it is presently working with minorities in its service area and that it plans to notify the commission shortly of its progress in this area.

Challenges filed against FCC fees

Cables question legality; Time seeks waiver on sale; TV buyer protests payment

The FCC's new fee schedule, designed to make the commission self-supporting, is under court attack in two cases. And a new interpretation of the rules embodying the fees will be sought in a petition for waiver to be filed soon.

The National Cable Television Association and the California Community TV Association last week jointly filed a notice of appeal with the U.S. Court of Appeals for the Ninth Circuit, in San Francisco. At the same time, they asked the FCC to stay the effectiveness of the fee order as it applies to CATV systems, pending court review.

Earlier, Clay Broadcasting Corp. of Texas filed a notice of appeal with the U.S. Court of Appeals for the Fifth Circuit, in San Antonio, Tex. The suit stems from the 2% grant fee the commission imposed on Clay's \$5.2-million acquisition of KFDX-TV Wichita Falls, Tex.—which involves some \$100,000. The commission approved the sale in January (BROADCASTING, Feb. 1).

Time Inc., which would be responsible for paying a grant fee of some \$1.4 million in the event the commission approves the sale of Time's five television stations to McGraw-Hill Inc. (BROADCASTING, April 19), will seek the new interpretation of the rule embodying the fees. It will ask for a waiver of the grant fee—and of a \$5,000 filing fee—on the ground the sales amount to forced divestiture. It will argue that the sale is designed to bring Time—which has cable interests in every market where it operates a station—into compliance with the commission rule banning CATV-TV cross-ownership in the same market.

The two court suits were filed in response to the commission action three weeks ago denying petitions for reconsideration of the order adopting its new schedule of fees (BROADCASTING, April 5).

The NCTA-CCTA notice of appeal does not indicate the grounds of the suit. But in the petition for stay, the appellants indicated it would be based on the contention that the fees established for CATV systems are inequitable and improper. The stay is being requested in view of the imminence of the due date for paying annual fees—May 1.

"The statutory and executive standards of cost of regulation and value of that regulation do not justify the fees

imposed by any reasonable calculation," the petition said. With cable systems paying annual fees of 30 cents per subscriber, NCTA and CCTA said that the industry will pay more than \$1.2 million "without equivalent beneficial services or regulation." They said CATV systems would produce about 4.6% of the revenues the commission expects to collect; the administration is seeking some \$30 million for the FCC in fiscal 1972.

NCTA already has one court suit on file in connection with the new fee schedule. It sued in the D.C. Circuit Court of Appeals six months ago to obtain access to commission data underlying the fee schedule.

Clay Broadcasting's suit argues that the commission did not give sufficient notice, as required by law and commission rules, as to the applicability of the grant fee. The commission, in adopting the schedule on July 1, said that it would become effective on Aug. 1 but that the grant fee would apply to all transfer applications not then on file at the FCC.

The application for the transfer of KFDX-TV was filed on July 27. And the rules—while providing for allocation of the fee between the parties—assign ultimate responsibility for the fee on transfers and assignments to the buyer.

Too many commercials spoil the application

If Mid Atlantic Network Inc. expects clear sailing in obtaining license renewals for its four stations, it had better reconsider its proposal to carry up to 22 minutes of commercial messages per hour. That was the word last week from the FCC, which told Mid Atlantic to submit amended proposals within 20 days.

The stations involved — WSIG(AM) Mount Jackson, WINC(AM)-WRFL(FM) Winchester, all Virginia, and WHYL(AM) Carlisle, Pa.—proposed in their license renewal applications to normally carry 20 minutes of commercial matter per hour, and 22 minutes of commercial matter per hour under certain special conditions, including make-goods, during weekend sales promotions and in the Christmas holiday season.

The FCC, through a letter from Broadcast Bureau Chief Francis R. Welsh, told Mid Atlantic Network that the proposed plans are not acceptable because "the commission is not convinced that your proposed commercial policies have been developed in terms of service to the communities your station serves."

The commission prohibits radio stations from carrying more than 18 min-

utes of commercial messages per hour in more than 10% of their weekly broadcast time. It settled on that policy early last year, when it warned a number of other radio broadcasters that if they proposed over 18 minutes of commercial messages per hour in more than 10% of their broadcast time on a weekly basis they should revise that policy or provide additional justification for it. Without one or the other, the commission has ruled, a hearing on the license renewal may be necessary (BROADCASTING, Feb. 16, 1970). At that time, the commission said the cases would serve as models to be followed by the staff in examining the commercial practices and policies of AM and FM renewal applicants.

FCC says it won't pressure for payments

Citizen groups seeking additional clout in persuading broadcast renewal applicants to make various economic concessions will not find it at the FCC.

The commission made this clear in its letter to the Black Identity Education Association in Omaha that was seeking to deny the renewal applications of 13 radio and television stations in that city.

The commission rejected the petitions on other grounds (BROADCASTING, April 19). But in a passage of its letter commission officials regard as significant, it said, referring to matters raised in the petitions:

"The commission . . . could not legally require broadcast licensees to channel money into the black community or business firms, provide scholarships for minority-group youngsters, or employ minority-group members on their board of directors.

"Such matters are obviously extraneous to the commission's regulatory functions and, thus, we could not lawfully impose such requirements on broadcast licensees. The commission would not, of course, have any objection if broadcast licensees desired to undertake any of these steps."

Changing Hands

Announced:

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

■ WSNL-TV Patchogue, N.Y.: Permit sold by William and Hannah Granik to David H. Polinger, Robert A. Rosen and others for \$45,000. The sellers, principals of Granik Broadcasting Co., which has yet to put this channel 67 facility on the air, told the FCC that without the "leadership, expertise and guidance" of Theodore Granik, who died last



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September, they are forced to abandon their interests. Mr. Polinger is president of Bell Television Inc., a holding company for various interests, and owns a communications consulting firm. He was formerly president of Friendly Frost Broadcast Division, Westbury, N.Y., licensee of WGLI(AM) and WQMF(FM), both Babylon, N.Y. Mr. Polinger is president of Suburban Broadcasting Co., the buyer corporation. Mr. Rosen has a 27.84% interest in Suburban. He owns two real estate and investment concerns, and has 50% interest in a Union City, N.J., bowling alley-restaurant. Mr. Rosen also owns one-third of a hotel at New York's LaGuardia airport, and was formerly a director of WJZR(AM) Hackensack, N.J. WSNL-TV is authorized to operate with 276 kw visual and 55.2 kw aural.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 73).

▪ WCJW(FM) Cleveland and WPNA(FM) Philadelphia: Sold by Storer Broadcasting Co. to SJR Communications for total of \$1.4 million (see page 58).

▪ KDEN(AM) Denver: Sold by F. E. Amole and E. E. Koepke to Douglas C., Bernon L. and Louise B. Stephens for \$580,650. Douglas Stephens was previously employed at KIMN(AM) Denver and KDEN. Bernon Stephens is vice president and Louise Stephens bookkeeper, with Mountain States Insurance Agency, Denver. KDEN is full time on 1340 khz with 1 kw day and 250 w night.

▪ WLNH-AM-FM Laconia, N.H.: Sold by Marion P. Lewis and others to the Rev. Robert Y. and son Robert D. S. Condit for \$275,000. Mr. Lewis and associates own a group of stations: WINC(AM) and WRFL(FM), both Winchester, WSIG(AM) Mt. Jackson and WFVA-AM-FM Fredericksburg, all Virginia; WHYL-AM-FM Carlisle and WAYZ-AM-FM Waynesboro, both Pennsylvania, and WELD(AM) Fisher, W. Va. Mr. Condit is an Episcopalian minister. His son, who was formerly sales manager of WKPT-TV Kingsport, Tenn., will assume the title of general manager at the WLNH stations. WLNH(AM) is a daytimer on 1350 khz with 5 kw; WLNH-FM operates on 98.3 mhz with 3 kw and an antenna height of 235 feet.

▪ KLAR(AM) Laredo, Tex.: Sold by Donrey Media Group Stations to John H. Hicks, John H. Hicks III and Rodger B. Watkins for \$100,000. Don W. Reynolds is the principal owner of Donrey, which owns KFSA-AM-TV Fort Smith and KBRs(AM) Springdale, both Arkansas, KOLO-AM-TV Reno and KORK-

AM-FM-TV Las Vegas. Messrs. Hicks own KLVI(AM) Beaumont, Tex., and have controlling interests in WTAW(AM) College Station and KBYG(AM) Big Spring, both Texas. Mr. Watkins is president of WTAW and has an interest in KBYG. KLAR operates on 1300 khz with 1 kw day.

Cable TV:

▪ Cable TV of Santa Barbara (Calif.) Inc.: Sale to Cox Cable Communications from Independence Communications Inc. has been agreed to. Consideration was set at \$7.8 million in cash and short-term notes in addition to assumption by Cox of about \$1.1 million in existing debts. System serves over 28,000 subscribers.

Addendum:

▪ WRNL-AM-FM Richmond, Va.: Broker in the sale from Media General Inc. to Rust Communications Corp. for about \$1 million (BROADCASTING, April 12) was Blackburn & Co.

NAB's recruitment plan seems to be working

The National Association of Broadcasters signed up 104 new members in March, a record total for any single month in the organization's 49-year

history. The second highest month was back in January 1968, when 51 new members were signed.

New members signed last month include 74 radio stations, six TV stations, and 24 associated organizations. This brings total NAB membership to 5,245—2,156 AM radio stations, 1,259 FM radio stations, 541 TV stations, 282 associate members and seven major radio and TV networks (four and three, respectively).

Vincent T. Wasilewski, NAB president, said the new monthly record "is an early manifestation" of the NAB reorganization and intensified recruiting program. He credited the latter to Alvin M. King, manager of station relations, and the regional managers.

Now, NAB's 'Hotline'

Three publications of the National Association of Broadcasters are being killed, and a new single-sheet newsletter, *Hotline*, is taking their place.

The new publication supersedes *Highlights*, *FMphasis* and the public-relations commentary called *PR/Q*.

Budget for the three suspended publications ran about \$600 week, Paul Haney, public relations executive vice president, said. The new publication will run about \$300 weekly.

25

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Storer FM holdings down to one

FCC gives nod to sale of another two stations to SJR for \$1.4 million

Last year there were six and now there is one Storer Broadcasting Co.-owned FM station. The FCC has approved the sale of two more Storer FM's—WCJW Cleveland and WPNA Philadelphia—to SJR Communications.

The 5-to-1 commission decision (Commissioner H. Rex Lee did not participate) enables SJR, a subsidiary of San Juan Racing Association, a New York investment entity, to expand its growing family of radio facilities. The commission last year permitted the company to acquire WKLS(FM) Atlanta; WTMI(FM) (formerly WKAT) Miami Beach, Fla.; WJMD(FM) Bethesda, Md., and WUST(AM) Washington.

For its newest acquisition, SJR will pay Storer \$1.4 million—\$700,000 each for WCJW and WPNA.

In a separate ruling by the FCC staff, Storer was authorized to increase the power and change the transmitter site of WPNA, which is now off the air, having been permitted to remain silent until April 18.

Storer's applications before the commission for the sales did not go uncontested, nor did the commission give its approval without reservations. Commissioner Nicholas Johnson dissented on both transfers and the other five voting commissioners, while favoring both transactions in principle, concurred. And Commissioner Thomas Houser issued a concurring statement.

Mr. Houser noted that SJR proposed to institute "highly specialized programming" at the two stations, but that it intends to devote only 1.4% of the total broadcast time to news and 0.7% to public-affairs programming. Because Cleveland and Philadelphia have "a plethora of radio signals," the commissioner said, "I am concurring in this action, but do believe that no more than a minimal attempt at serving the public interest has been made in this case."

Objection to the sale of WCJW had been raised by the American Federation of Television and Radio Artists. AFTRA claimed that SJR refused to honor a contract it had with Storer on behalf of the station's employees. The commission, however, dismissed the AFTRA complaint, claiming that the union had taken its allegations to "the wrong forum" and that the National Relations Board was the proper channel for collective-bargaining arguments.

The WPNA sale was objected to by the controlling stockholder of WTVR(FM)

Philadelphia. David L. Kurtz, chairman of the board of the WTVR licensee, accused Storer of trafficking through the sale of WPNA—that Storer had asked the commission to allow WPNA to go off the air and to grant the facilities change solely to insure the marketability of that station. The commission, however, told Mr. Kurtz that it found no basis to support his allegation.

The commission also granted Storer a tax certificate, postponing capital gains taxes arising from the sale of WCJW. Storer requested the tax break, noting that it was selling the station in compliance with the commission's one-to-a-market interim policy.

Storer, a publicly held company, is headed by George B. Storer, board chairman. Within the past year the company has sold WDEE-FM Detroit and WJHR(FM) Miami (to Bartell Media Corp.), and WSPD-FM Toledo, Ohio (to Susquehanna Broadcasting Co.). Storer still owns KGBS-FM Los Angeles.

H. N. Glickstein is board chairman and president of San Juan Racing Association, which in addition to its broad-

cast holdings, owns a horse race track and various real estate interests in San Juan, Puerto Rico.

Moore officially joins White House team

Richard A. Moore, a former president of KTTV(TV) Los Angeles, who was an early backer of moves to curb network operations, has been named a special counsel to President Nixon.

Mr. Moore, who will be used on special projects, moves to the White House staff from the office of Attorney General John Mitchell, where he served as a special assistant for the past year.

Mr. Moore, in an appearance before the Senate Commerce Committee in March 1956, attacked network option-time and must-buy practices charging they were violations of the antitrust laws and should be abolished. The FCC stopped the former practice, while networks abandoned must-buys.

Mr. Moore also said stations should be prohibited from taking more than 75% of their programming from any one source in a 52-week period—an early forerunner of the FCC's prime-time rule, which bars major-market stations from taking more than three hours of prime-time programming nightly from a network.

Mr. Moore, president of KTTV from 1955 until 1962, has been president and 20% stockholder of Western Broadcasting Corp., one of the 10 surviving applicants for the 1110 khz frequency in Pasadena, Calif., that became vacant when KRLA(AM) lost its license. A non-profit organization using the same KRLA call letters has been operating it on an interim basis. Mr. Moore gave up his post as president of Western when he went to work in Mr. Mitchell's office; he returned his stock after being named to the White House staff.

TV news gains inspire \$10-million ANPA program

The American Newspaper Publishers Association Foundation announced last week the initiation of a \$10-million endowment fund to foster professionalism in the press, strengthen public understanding of the press and cultivate better-informed newspaper readers.

At the ANPA convention in New York it was reported that daily newspaper publishers already have pledged more than \$4 million for the program.

In discussing reasons for the new program, Harold W. Andersen, president of the Omaha World-Herald and an ANPA foundation trustee, cited an Eastern Airlines executive who said he gets all his news from television. Mr. Andersen also noted that pollster Burns Roper has reported that the public is



Pennsylvania broadcasters met with their congressional delegation last Wednesday (April 21) in Washington; this week 100 broadcasters from all over the nation will be visiting Capitol Hill to see their congressmen and senators as they gather for the state president's conference sponsored by the National Association of Broadcasters.

The Pennsylvania dinner last week, drew Senate Minority Leader and Mrs. Hugh Scott (R-Pa.) who are shown with Victor C. Diehm, president of Mutual Broadcasting System, owner of WAZL(AM) and WUCD(FM) Hazelton, Pa., and a former president of the Pennsylvania Association of Broadcasters (r).

The PAB dinner was highlighted by the presentation of the association's gold medal to Pennsylvanian Johnny Unitas, the Baltimore Colts quarterback.

Master of ceremonies was David Crantz, WTAE-TV Pittsburgh, who kicked off the evening with the observation: "It isn't often one has the opportunity to talk to a group of people that cigarettes have given up."

"depending more heavily than ever on television as its primary source of news" (BROADCASTING, April 5).

Mr. Andersen pointed out that the comic-strip character, Superman, no longer is a newspaper reporter but is a television news reporter, because Julius Schwartz, "the current mastermind" said that "young kids who read Superman, they don't even know what a newspaper is. Newspapers are from another era."

Commenting that he thought Mr. Schwartz was wrong, Mr. Anderson added: "But we ought to thank him for helping alert us to a problem that will almost certainly get worse—perhaps dangerously worse—unless we do something about it."

In the past 10 years, he pointed out, daily newspapers have spent more than \$48 million to develop more "comprehending readers of newspapers in our public schools and to demonstrate that newspapers do serve people in many different ways. That investment has been made because newspapermen realize that publishing a good newspaper does not automatically assure it will be read, especially in an age where the average child by the time he is 16 has spent more than 15,000 hours in front of his TV set while spending only 10,800 hours in all of his formal schooling."

WNYC-AM-FM-TV hit by New York's cutbacks

New York City's economic crisis is eliminating 82 positions within the municipal service administration department, operator of the city's WNYC-AM-FM-TV.

Milton Musicus, administrator of the city department, said last Wednesday (April 21) that about 60 persons in the city's broadcasting system itself will be affected by the cutback. He added that all broadcasting time on the three stations will be reduced to the minimum required by the FCC license. The broadcast day of WNYC(AM), now 17 hours, will be reduced to 11 hours. Similar time cutbacks will be effective at WNYC-FM, which is now on air 24 hours a day, and on WNYC-TV.

The personnel and broadcast-time cuts are scheduled to go into effect this Saturday (May 1), and are expected to save the department \$750,000 or more a year, Mr. Musicus said. The present budget of the department is approximately \$2.2 million, he added, of which \$1.3 million is for TV and radio operations.

A series of task force meetings to study the future of the city's broadcasting system already is scheduled, Mr. Musicus said, and a report will be presented to Mayor John Lindsay within,

Small ironies dept.

Whether he meant to or not, Wally Briscoe, managing director of the National Cable Television Association, may have thrown a small harpoon into the ranks of the National Association of Broadcasters.

In a speech Mr. Briscoe gave on April 13 to the New England Cable Television Association in Bedford, N.H., he disputed claims that the development of cable TV would destroy over-the-air broadcasting. He used the study done by Spindletop Research, Lexington, Ky., for the President's Task Force on Communications Policy, released in 1969, to maintain that such forecasts are false. He noted, for example, that the Spindletop report said that a TV station with \$2 million in revenues would remain on the air even when 96% of its audience received its signal from the cable.

The project manager for that study at Spindletop at the time was John A. Dimling Jr., now vice president for research at NAB.

hopefully, the next two or three weeks.

Representatives of the MSA and the Educational Broadcasting Corp., licensee of noncommercial WNET(TV) Newark, N.J., plan to meet sometime next month to discuss merging WNET and WNYC-TV, to form a single broadcasting system.

\$3.6-million worth of facilities grants

Awards of funds totaling \$3,629,443 to 18 noncommercial radio and TV stations in 14 states were announced last week by the Department of Health, Education and Welfare. They bring the total expenditures for the fiscal year that ends June 30 to \$5,267,382 for 30 such stations.

The program, part of the educational broadcasting facilities grants, began in 1963 and has resulted in the funding of 246 stations for a total federal obligation of nearly \$46 million. Facility grants in that time have assisted in the building of 117 new TV stations, improvement of 91 TV stations and building or improvement of 38 radio stations.

Here are the latest grants:

KEBS-TV (ch. 15) San Diego, \$324,422 out of total cost of \$469,236, for improvement; KEBS-FM San Diego, \$32,775 out of total cost of \$43,715 for expansion; KPFK(FM) Los Angeles, \$35,480 out of \$47,307, for improvement; University of Colorado, Boulder, \$29,018 out of \$39,070 to activate FM station; WJCT-FM Jacksonville, Fla., \$160,199 out of \$213,559 to establish

station; WABW-TV (ch. 14) Pelham, Ga., \$254,183 to help in establishing station.

Also: KDIN-TV (ch. 11) Des Moines, Iowa, \$394,564 out of \$586,431 for expansion; Colby Community Junior College, Colby, Kan., \$24,894 out of \$33,192 for activation of FM station; WBKY-FM Lexington, Ky., \$44,837 out of \$59,837 for expansion; WFPK-TV (ch. 15) Louisville, Ky., \$300,000 out of \$540,728 for expansion; Mississippi Authority for ETV, Biloxi, \$350,000 out of \$737,600 for establishment of TV station (ch. 19) there; Nebraska ETV Commission, Bassett, \$207,973 out of \$415,946, to establish TV station (ch. 7) there.

Also: University of Nebraska, Omaha, \$46,615 out of \$62,155 to establish FM station there; ETV Council of Central New York, Syracuse, \$95,070 out of \$126,760 to help activate FM station there; Community Radio Workshop, Durham, N.C., \$47,032 out of \$62,710 to help establish FM station there; WOSU-TV Columbus, Ohio, \$410,000 out of \$885,000 for improvement; State Board of Directors for Educational Television, Aberdeen, S.D., \$442,381 out of \$624,130 to activate TV station (ch. 16) there; Northern Virginia ETV Association, Annandale, Va., \$430,000 out of \$914,396 to help activate TV station (ch. 53) there.

CATV operator loses Florida court appeal

A CATV franchise, granted three years ago, has been struck down by the Florida Supreme Court. The ruling upheld a lower state court ruling last year that the cable TV grant by Duval county, Fla., commissioners in 1968 was capriciously and arbitrarily made five weeks before the county commission was abolished.

The state supreme court ruled April 7, in a per curiam order affirming the decision of circuit court Judge Martin Sack.

The 30-year grant was made by the Duval county commissioners to Newey & Associates for what then was the unincorporated areas of the county. Five weeks later, those areas were incorporated into the city of Jacksonville and the commission ceased to exist.

The grant was protested, and the court action begun, by WJXT(TV) (ch. 4) and WJKS-TV (ch. 17), both Jacksonville, and the *Florida Times-Union* and *Journal*, published in Jacksonville.

One of the issues brought by Newey & Associates was the constitutionality of a state law establishing guidelines for granting CATV franchises, although leaving the actual power to make grants in the hands of local municipalities. Judge Sack had also upheld this law.

For affiliates meeting: the state of ABC-TV

ABC-TV will preview its plans, sales outlook and fall programming for its affiliates at their annual meeting May 2-5 at the Century Plaza hotel in Los Angeles. More than 300 executives are expected to attend.

A reception is set for Sunday evening (May 2), with formal sessions beginning Monday. Elton H. Rule, president of the broadcasting division of ABC Inc., will be the Monday luncheon speaker. James E. Duffy, ABC-TV network president, will address the Tuesday luncheon.

The Monday sessions will hear reports on the state of the network by Frederick Pierce, vice president in charge of planning and assistant to Mr. Duffy, and Marvin Antonowsky, vice president and associate director, planning, research and marketing services. Martin Starger, programming vice president; Roone Arledge, president of ABC Sports, and Elmer W. Lower, president of ABC News, will also report on their areas.

News-program screening and discussions are set for Tuesday morning, and a sales seminar led by James T. Shaw, sales vice president, and a competitive analysis of the program schedule by Mr. Pierce for Tuesday afternoon. Final business sessions are scheduled Wednesday morning.

Media notes:

Cox slated for lecture series ■ Kenneth A. Cox, senior vice president of Microwave Communications of America Inc. and former FCC commissioner, will begin a six-part lecture series April 16 at Ohio University, Athens. Mr. Cox, who served as commissioner from 1963 to 1970, is serving this quarter as a visiting professor of radio-television at the university. Topic for the first lecture is "Our Communication System — The Plan and the Reality; a Consideration of Our Assets."

Leadership seminar ■ The Southern California Broadcasters Association will sponsor their annual community leadership seminar April 30 on the campus of the California Institute of Technology, Pasadena. This year's seminar will be a three-way dialogue between community leaders, experts on the pollution problem, and members of the SCBA. Some 500 leaders from Los Angeles and surrounding areas are expected to attend.

Broadcast Skills Bank reorganized ■ The Broadcast Skills Bank, founded by the Urban League in San Francisco in 1963 but inactive for several years, has been reorganized by Roger Rice, vice president and general manager, KTVU(TV) Oakland-San Francisco. Mrs. Gay P. Cobb heads the operation, open to any minority person wishing to apply for a job in the broadcasting industry. All the general managers of Bay Area stations have agreed, according to Mr. Rice, to use the Skills Bank for their hiring purposes. Additional information may be obtained from Mrs. Cobb at KTVU, One Jack London Square, Oakland, Calif. 94607.

New location ■ KBCS-TV Corona-Los Angeles, has moved to new offices and studios. New address is 5752 Sunset Boulevard, Los Angeles 90028. Telephone: (213) 461-3611.

Honors Cobb ■ The Kansas Association of Radio Broadcasters at its annual convention in Wichita, May 21-22, will honor Grover C. Cobb, executive vice president for station relations of the National Association of Broadcasters, also a former Kansas broadcaster (general manager of KVGB[AM] Great Bend, and a founder and former president of KARB). Mr. Cobb, a former chairman of the NAB board, joined NAB last February, from his post as vice president for broadcasting, Gannett Co., Rochester, N.Y., a newspaper-broadcast group.

MBS appoints ■ The Mutual Broadcasting System, New York, has named Larry Lowenstein Inc., there, as its new public relations firm. According to

Mutual, Lowenstein will handle short and long-term projects, day-to-day publicity activities and will work closely with the corporation's subsidiary, Mutual Sports Inc.

Now with NBC-TV ■ WCJB(TV) Gainesville, Fla., has joined NBC-TV as a full-time affiliate, it was announced last week. The station, which went on the air April 7, is owned by Minshall Broadcasting Co. and is on channel 20.

Words in edgewise at CBS annual meeting

There was too a business discussion at last week's CBS stockholders meeting in Hollywood—there just wasn't much of one. President Frank Stanton effectively held the floor with his presentation of the company's case on *The Selling of the Pentagon*. (see page 36).

In what time was left, Dr. Carlton B. Goodlett, director of the National Newspaper Publishers Association, a Negro press association, alleged that CBS was failing in its promises to provide equal employment opportunities to members of minority groups and females. Dr. Goodlett charged that only 2.7% of all the TV jobs available were held by blacks. He also said that CBS was not allocating a fair share of its advertising dollars to black newspapers. "The black community," Dr. Goodlett said, "cannot develop a viable press when corporations such as CBS continue to practice a policy of discrimination and remain insensitive to the black community's demands to receive a proportionate share of CBS's advertising budget."

Part of CBS Chairman William S. Paley's answer to Dr. Goodlett's remarks included a report that minority employment had risen at the network from 3.9% in 1963 to over 13% in 1970. Mr. Paley said he understood the concern in the areas referred to and that Dr. Goodlett and others could be assured that CBS was doing all it could to provide employment and promotion opportunities to minorities.

Mr. Paley also reported that TV operations had experienced a "dramatic surge" in business during March, providing a momentum that gave "promise of a significant recovery for the second half of the year." He said the sharp drop in CBS's first-quarter sales (BROADCASTING, April 19) had been anticipated due to the loss of cigarette advertising revenue.

Shareholders re-elected the board of governors and approved the adoption of a performance-share unit plan. A shareholder's proposal to reduce CBS contributions to nonprofit organizations was defeated.

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Las Vegas plans visits to other cities

KORK(AM) Las Vegas personality Red McIlvaine is embarking on a goodwill tour of 20 major cities in June, and through broadcast facilities in a mobile van dubbed the "Funmobile" he will be able to take his audience along with him.

The tour involves working closely with local radio personalities in each city, broadcasting from the van and awarding free Las Vegas vacations to listeners. Mr. McIlvaine will be accompanied by his wife and a motion-picture cameraman. At most of the stops the Funmobile crew will be joined by a group of Las Vegas showgirls and celebrities, who plan to fly to the various cities as their schedules permit.

The equipment in the van—a mobile telephone, tape facilities and cameras—will enable Mr. McIlvaine to conduct his daily program for KORK and send back periodic filmed reports for telecasting over affiliated KORK-TV. The filmed material will later be edited into a one-hour documentary for national circulation.

The tour, principally sponsored by the Las Vegas Convention Authority, is tentatively scheduled to run from June 1 to July 21.

WISN-TV toots special horn

WISN-TV Milwaukee, a CBS affiliate, is running a spot campaign that promotes television specials on all three networks. A station spokesman said that WISN-TV conceived the 60-second promotional spot to combat some of the negative feeling about TV programming generated by the print media. The theme of the promotion, which continues through this month, is: "The next time someone tells you there really isn't anything good on TV anymore, you tell them . . ." The station's spokesman lists the CBS, ABC and NBC specials scheduled over the next several months. The spot closes with, "Keep your eyes on TV . . . you could be missing something worthwhile."

Promotion tips:

Freedom festival ■ A chance for national TV exposure is offered to entrants in this fall's Chicago International Film Festival. Ford Motor Co. will provide cash awards for a new category of 60-second films on the theme "Free-

dom is . . ." and supply TV stations nationally with a reel of the 20 best entries. The festival, Nov. 5-20, also has TV-commercial categories. Deadline: Sept. 10. Address: 12 East Grand, Chicago 60611.

Open, Sesame Street ■ Amidst pomp and circumstance, the thoroughfare on which the Central Virginia Educational Corp. is located in Richmond was renamed Sesame Street after the non-commercial series of the same name. Central Virginia Educational, licensee of noncommercial WCVE-TV and WCWV-TV (TV) Richmond, claims its new address as a first.



Airwave appeal ■ The Coordinated Catholic Charities Appeal will use 30- and 60-second TV spots and radio to promote their annual fund-raising drive. Seventeen dioceses are combining their efforts in the appeal. In addition to the TV and radio spots, the campaign will also touch the print media.

People are honored ■ Art Linkletter who, with John Guedel, launched *People are Funny* and *House Party*, will be honored by the Pacific Pioneer Broadcasters May 14. Mr. Linkletter will receive the Carbon Mike award for his contributions to the radio and television industry and for his special services to mankind. Mr. Guedel will present the award at luncheon ceremonies in Los Angeles.

PLR for PR ■ Hal LeVay, Zeke Rose and Michael J. Porter, all previously officers of John DeNigris Associates, Inc., New York public-relations firm, have formed PLR Public Relations Inc.,

there, offering corporate, marketing and financial public-relations services. Firm is located at 10 East 40th Street, New York 10016. Telephone: (212) 686-2700.

CBS Radio's fine print for public-service ads

Public-service organizations seeking free time on CBS Radio will have to gear their announcements to a printed set of guidelines issued by the network. In the past, instructions were given verbally. According to the Advertising Council, which will help to distribute the guidelines, CBS is the only network to have instructions in printed form.

Jack Hinton, director of program practices, and Naomi Andrews, director, advertising operations, prepared the guidelines, which set down the regular requirements in regard to length of spots, clearance procedures, audio quality, submission of copy and production techniques. Copies are being sent by CBS Radio to all public-service organizations currently dealing with the network and to those which have submitted announcements in the past.

Spotmaster

TP-1B Tape Cartridge Winder



This rugged and dependable tape winder fills a need in every station using cartridge equipment. No longer is it necessary to restrict your cartridge operation to stock sizes, or to tie up your conventional tape equipment loading cartridges. The TP-1B handles all reel sizes (up to 3600' of 1 mil tape), winds new or old cartridges in any length. Available with or without Spotmaster tape timer, providing precise minute and second calibration for creating exact-length tapes. TP-1B is \$124.50, with Tape Timer \$149.50. Lubricated tape and empty cartridges are also available.

BROADCAST ELECTRONICS, INC.
A Filmways Company

8810 Brookville Rd., Silver Spring, Md. 20910

Cassette revolution slow a'borning

Rhetoric outpaces reality in new medium's early days; hardware battle inevitable, software the eventual key

It has been three years and eight months since CBS announced, with a good deal more restraint than some of its competitors subsequently managed, the development of Electronic Video Recording, a process said to hold promise of eventually developing into the TV counterpart of the long-playing phonograph record.

Since then a lot has happened, but more has been said.

A dozen other companies have announced their entries into the home video-cassette field. Some of them have also backed out. Reams of publicity releases have proclaimed the imminent arrival of "The Cassette Revolution." Speeches, articles and statements have prophesied a communications upheaval in which the cassette would dominate not just the television screen, through which it works, but education, books and magazines, advertising and many of the other elements of marketing and, of course, entertainment.

Companies are spending millions of dollars a year wrestling with their various systems. But timetables for production and marketing keep getting pushed back. There is still no video-cassette instrument in any U.S. home, or in the consumer market, for that matter.

CBS is busily marketing its EVR, but for industrial and educational uses, not the home, which is at least a year away on CBS's schedule. Even in the industrial-educational field, delivery of player units is still in the hundreds, although Motorola Inc., which has the exclusive U.S. license for EVR through this year, was reported last week to have recently reached a production level of 75 units a day. An estimated 7,000 EVR cassettes, embracing 40 to 50 titles, have been processed and shipped, including several hundred for Motorola to deliver with the players, explaining how they work.

For home use, it is unlikely that any system will be on the market, in consequential numbers, before some time in 1972 at the earliest.

If some of the zing has gone out of the initial predictions, however, they still persist. Like the hardware developers, the forecasters have merely pushed

their to-be-wished target dates back a bit.

There are many, of course, as there have been all along, who insist that cassette viewing, whenever it comes, will be in addition to regular broadcast-TV viewing, additive or at least not seriously subtractive. But these views have rarely made the headlines. The headlines have gone to those foreseeing a whole new communications world with cassettes at the center and broadcast television displaced to a supplementary or at least totally different function.

Whatever the ultimate impact of the video record, how much time is likely to pass before a significant proportion of the television audience acquires playing machines? The short answer, based on information, opinions and parallels on both sides of the dispute, is: at least five years and probably not in this decade.

Beyond that, all bets are off.

Two basic reasons are offered for the conclusion that cassettes won't make much of a dent in regular TV for a while:

▪ The multiplicity of systems under development, each going its own way, and the absence of standardization, as long as it continues, can only cause confusion among consumers and delay buying.

For instance, among the principal competitors: CBS, RCA and ABC/Technical Operations Inc. all have systems using different types of film in vastly different ways. Ampex, Avco's Cartridge Television Inc., Philips of Holland and Sony have recorder-playback systems using video tape. Telefunken-Decca uses a plastic foil disk. Others, such as NordMende of Ger-

many and Vidicord of Britain, use super-8 film.

But the systems are incompatible with one another; each will play only programing recorded to its own specifications. Several foreign developers have agreed to cooperate on standards, but in the U.S. the competitive spirit brooks no such cooperation—yet. Until there is some sort of standardization, or the field of competition shakes down to a much smaller number of systems, the buyer of a video player can only hope that the programs he wants to watch will be recorded for the one he bought.

It's like asking a man shopping for a TV set to choose between one that will receive only channel 2 and one that will receive 4. Or only 5. Or 7. Or whatever.

When he already has a set that will get that many channels, and then some, it would seem unnatural for him not to hesitate if asked to spend hard-earned money for a new one that would receive only certain programs, no matter how attractive they might eventually prove to be. Especially if he had to pay as much for the single-channel job as for the multichannel set he already has at home, maybe more, and if he knew he would have to pay for the single-channel programs, to boot.

Undoubtedly many programs eventually will be recorded for many different cassette systems, or the number of surviving systems will get down to a manageable few, but at the outset the prospective buyer will have to think twice—more likely five or 10 times—before buying any system, and he may be put off altogether.

▪ Costs will compound the consumer's confusion, at least at first. Some authorities believe that cost will not be a serious problem, that the modern American consumer has demonstrated that he will pay whatever is necessary to get what he wants, buying on time at \$10, \$12 or \$20 a month. Others, however, are equally insistent that except for a relatively small handful of the well-to-do or venturesome, the price tags will retard buying at least until compatibility has been established.

Caravatt on cassettes:

"A lot of people are going to lose a lot of money on useless programing."
But, "if it's good, people will pay for it."

Probable player prices, where disclosed, range from about \$300-\$400 to \$800-\$900 or more.

CBS's consumer-model EVR and RCA's Selectavision, which have no recording capability, are pegged to enter the eventual consumer market at about \$300-\$400 and about \$400, respectively. ABC/Technical Operation's ABTO, concentrating on the broadcast-TV market while awaiting an angel to help finance a move into the home market, is said by its backers to offer an irresistible combination of feasibility and price, but just what that price may be is unclear.

Among the tape models, which also promise recording capability, Cartridge Television's Cartrivision is expected to be offered at \$800-\$900 with the TV set as well as the recording unit included (a separate recorder-playback attachment for existing sets is envisioned some time later at \$400-\$500). Sony's Videocassette carries a suggested price of about \$400, with another \$100 or \$150 for a recorder. Ampex's Instavideo is rated at about \$1,000 for a recorder-playback unit.

The program prices quoted for the various systems vary, and in some cases are not even quoted. In general it is believed that at the outset a half-hour program will cost \$10 to \$20 or \$30 if bought, depending upon program content, but that many programs, including feature films, will be available for one-time rentals at \$3 to \$5 each.

If they come in at the prices estimated initially, Telefunken-Decca's Teldec Video Disk will be at the bottom end of the price scale: about \$120 for a simple player to twice that for a version incorporating an automatic changer, with program prices also below estimates for other systems.

Time-Life Video Service, which is figuring to make money off cassette programming, is counting on Teldec to help it make good its projection, one of the most optimistic around, that by 1975 there will be four million players in homes. But Time-Life is also hedging its estimate.

Bruce L. Paisner, general manager of the Time-Life unit, figures that if Teldec comes through with the promised low-cost machine by 1972 or early 1973, if in addition "something like Cartrivision" also proves out, and if there is a strong upturn in the economy, there will be three years in which to reach the four-million projection.

Given those conditions, Time-Life estimates that there should be 300,000 cassette players in homes by the end of 1972, rising to a million in 1973, 2.5 million in 1974 and reaching four million by the end of 1975.

Those figures sound much too high to skeptics who recall that black-and-

white television, even though a totally new service, needed approximately four years to get into 1.6 million homes.

The skeptics think cassettes are more directly comparable to color television as a new form of an old service, and color TV, they point out, took nine years, from 1954 through 1962, to sell a little over a million units and 11 years to reach its first million-unit sales year—by which time, 1964, an estimated 3,236,000 color units had been sold.

Motorola's President Elmer H. Wavering, for one, specifically rejects the color-TV parallel, however. In a speech prepared for the first international cartridge-TV, video-cassette and video-disk conference in Cannes, France, last week, Mr. Wavering said "there is enough worldwide financial, production and marketing support for this industry, and enough demand by the consumer for improvement in TV programming, to cut in half the 10-year development time

Gelfman on cassettes:

"Television and the theater have to be concerned with immediacy. Cartridge TV doesn't. If a program reaches a thousand homes a week, by the end of a year it's reached a good audience. By the end of 10 years, it's reached a hell of an audience."

that was required for color TV to make a deep penetration."

Mr. Wavering also said Motorola-EVR players would begin to show up in homes "in testable quantities" later this year although they would not be ready for mass consumer distribution until late 1972.

(While he was there—in Cannes—Mr. Wavering signed a new agreement with the EVR Partnership to manufacture and market the Motorola Teleplayer unit. "Motorola has begun selling its Teleplayer units to other partnership licensees around the world in order to speed up their entry into the market, achieve early standardization and accelerate worldwide acceptance of the EVR format," Mr. Wavering said.)

The consumer trying to decide which system to buy will not be the first one involved in risk-taking. The system developers are taking some big ones of their own, right now. Some of the gambles are suggested in a preliminary prospectus issued last month by Avco's

Cartridge Television Inc. in anticipation of a public offering of 1.1 million shares of stock.

The prospectus reports that since the company's formation in 1968 it had incurred \$4.8 million in research and preoperating costs as of Dec. 31, 1970, says at least another \$7.3 million in preoperating costs will be incurred before the first units can be sold—target date is next year—and adds that another \$7.25 million in capital equipment and tooling is needed.

The prospectus goes heavy on the risks involved—as companies going public are bound by law to do. Examples:

"To date, commercial application of video-tape systems has been limited primarily to industrial and business uses. No assurance can be given that the home video-tape system developed by the company will meet with general public acceptance.

"As production and sale of the Cartrivision system have not yet commenced, the company has no experience as to whether Cartrivision units manufactured in production quantities will operate satisfactorily under conditions of home use or whether they can be sold profitably.

"... Industry standardization on a different type of tape or cartridge could have a seriously detrimental effect on the company's prospects."

No doubt all or most of these caveats would have to be entered in the prospectus of any company currently developing a video-cassette system. Some of them probably would have greater risks to point out, because Cartridge Television is widely regarded as one of the front-runners at this stage of the race to the home market.

RCA, for one, does not appear to be pushing that race as feverishly now as it did at the outset. There have been reports that its Selectavision system—which employs holographic recording on the sort of vinyl used to wrap meats at the market and therefore claims the advantage of an exceptionally low-cost base material—was having trouble. One published account reported early last month that Selectavision was being shelved and that RCA officials were talking with Avco and Sony about a deal involving one of those systems.

RCA stoutly denied the reports. Robert C. Bitting, staff vice president for Selectavision development, said the system not only is not being shelved, but is proceeding "as a very major project." He confirmed that there had been talks with Avco "at Avco's initiative" about RCA's taking a license to manufacture the Cartrivision system. "But," he added, "Avco has been talking to everyone in the business, and we do not plan to go with Avco."

Selectavision, he continued, "is mak-

ing good progress." He said RCA has not modified its original timetable, which called for production to start in 1972, but that "we do feel that perhaps the pressures are a little less strident now than they were a year and a half ago."

"It doesn't look as if the market is going to develop as rapidly as originally expected," Mr. Bitting said. He thought this stemmed "largely from confusion over standards," which cannot help but have a "depressing effect on the market."

The lack of compatibility among systems, assuming it continues, will not pose the only choice the consumer will have to make. He must also decide whether he wants a system that will record as well as play back, or one that will play back only.

Unlike the various tape systems, CBS's EVR and RCA's Selectavision have no recording capability and apparently are not looking for any. Whether this is a drawback depends on whom you're talking to. (CBS did patent an EVR camera, said to work without power, but officials say that was for patent purposes only and that CBS has no intention of developing the camera.)

In the opinion of Robert E. Brockway, president of the CBS EVR Division, home electronic recording is "for gadgeteers," and anyone who really wants a cassette system that will record, either off the tube or for home movies, is welcome to buy a tape system. "Let Sony have them," he says.

This implies no lack of respect for Sony or for any of the other tape systems. He says he doesn't regard EVR and tape as competitive, and for support he cites EVR's licensing of four Japanese manufacturers to make EVR players, all four of whom are also involved in tape-cassette systems of their own. They obviously feel the two lines can co-exist.

"If anybody wants to make home movies," says Mr. Brockway, "he'll have to go a long way to find anything better than Kodak film, and that includes cassettes. Have you ever tried to make a good home tape on a video recorder? I have. It's a very awkward proposition."

Sponsors of the tape systems obviously feel differently. They think recording will be a big appeal to the consumer, both for taking down broadcast programs for viewing at a more convenient time and for home-movie purposes.

So does Al Markim, executive vice president of Teletronics International, one of the leading video-tape commercial houses and already anticipating a big future in cassettes.

"You can be damn sure that a guy who plunks down \$400 to \$500 for a

home video-cassette system isn't going to settle for the player alone," says Mr. Markim. "That's just half a system. The recording capability is what makes it a complete system. That's what gives it its greatest appeal to the home market."

In support of his conviction that "the home camera is what will make the cassette market go," Mr. Markim cites his own experience a few months ago when he took a Sony black-and-white camera home and made a video recording of his own and neighbors' children. "When they saw it on the screen," he said, "the kids went wild. I've never been a bigger hero."

Whatever the outcome of the recorder/no-recorder debate, there appears to be little disagreement on the point that what cassettes bring to the screen will largely determine the future of the business—again assuming that the costs are affordable. The hardware is delaying the introduction, but in the long run the software will determine how big the field becomes.

The question is software

What sort of programs will the cartridge-TV viewer buy? Except for a few pay-TV experiments, the viewer has not had to face that question before. For starters, however, it seems generally agreed that he will not pay much, if anything, for the same kinds of programs he gets free on broadcast TV.

Yet current plans suggest that, at least at the outset, that is exactly what the bulk of cassette programing will be.

Many companies are rushing to get into line to supply programing—how-to and other self-improvement programs, sports and travel, tours of museums and art galleries, concerts, current affairs, the gamut. And of course feature films. (Some exuberant producers say movies of the future will be released first to cassettes, not theaters.)

Except for planning, however, relatively little is being done. Very little new material is being shot expressly for home cassettes.

At Cartrivision, for example, Samuel Gelfman, vice president for programing and production, sees cassettes as a new medium for which new approaches and new programing will develop, but says that Cartrivision's first catalogue will almost necessarily be a sampler, composed mostly or entirely of existing films and tapes. He thinks this material will become obsolete very quickly but will also help producers to get a line on what the public likes and wants and that these insights will encourage new thinking about programing. Like others, he finds it hard to visualize future generations of cassette programing "because we tend to think in established patterns." But he has some ideas about

how future approaches may take shape.

"We will be more interested in content than in form," he suggests. "Form will grow out of content. Length will be unimportant. Nothing will have to be repeated in the program because the viewer can stop, back up and repeat at will. If your program needs 17 minutes and 45 seconds, that's fine. You don't have to worry about the set time patterns of broadcast television, and you certainly don't have to worry about 39 or 26 episodes a year. You don't need stars because most of the time the content is the star. And other production costs will be lower, too, so you don't have all the expenses of TV production."

Mr. Gelfman says polls indicate that what people want in cassettes will be movies in the home, instructional programs, cultural material and some entertainment. The strictly entertainment material, he believes, may be the "most difficult of all because it dates so quickly."

His company has acquired rights to more than 300 feature films, plus National Football League films, prominent prize fights and sports instructions and is seeking rights to original musical programs including symphonies, rock and pop concerts, country-and-western music and classical productions of opera and ballet. Mr. Gelfman says he also has looked at some experimental forms, including "some underground stuff that is pretty wild."

Which leads to another, inevitable program subject: As Allen R. Cooper, NBC vice president for planning, said in a speech early this year, "So far the one kind of programing mentioned most often as being 'unique and different' is the dirty movie."

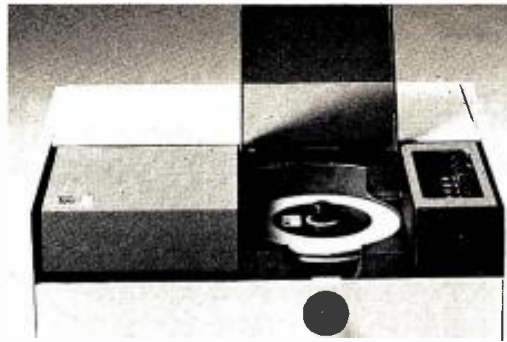
There is sure to be a lot of that around.

Videorecord Corp. of America, formed to provide programing for all cassette systems, has outlined seven areas of programing opportunity and lists entertainment as the last of the seven to emerge. Ahead of entertainment it puts formal education, electronic merchandising (advertising to specific target audiences), distribution of business films, training, internal communications for businesses generally and electronic publishing of, say, home-study courses.

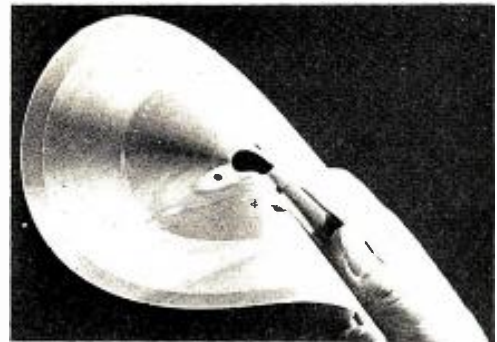
Videorecord Corp. officials are currently packaging training and educational programs for businesses and professional men on EVR, since EVR is the only system currently on the market, and have launched a Videorecord Club whose members will get a choice of programs—two a month at the outset—in addition to the business-related cassettes they pay for. The club will lease EVR players to members along with the cassettes to play on them.



1



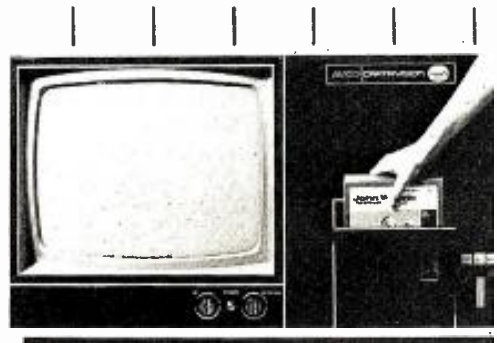
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3



4



5

Principal contenders. *These five systems are among the more conspicuous competitors in the cartridge-television sweepstakes. (1) RCA's Selectavision employs a holographic process on an inexpensive vinyl base. Still in development, it nevertheless has many adherents who believe it could be the eventual winner. (2) CBS's Electronic Video Recording was first out of the starting gate, but faces mounting competition in the stretch. (3) A recent entry, but another whose inexpensive base material plus additionally inexpensive manufacturing technique make it particularly attractive, is Telefunken-Decca's plastic disc. It offers a shorter playing time than the*

others, but can be stamped out much in the manner of a phonograph record. Its player, too, is relatively inexpensive. (4) Sony, whose manufacturing and marketing expertise makes it a formidable competitor, is one of the principal leaders on the tape side of the cartridge competition. The eventual tape standard is likely to evolve from a spirited but sympathetic competition between Sony and its European competitor, Philips. (5) Avco's Cartrivision is a leading American contender in the tape school. Its system combines a cartridge player with a color-television set in the same chassis, with recording capability as an option.

Videorecord expects cassette entertainment programming to take the form of how-to series, classics (plays) and real-life drama. Officials say their own first concentration in the home market, when it opens up, will be on children's classics and special programs "for purposeful living." They aren't counting on a "sizeable" percentage of homes having cassette equipment before the latter part of this decade.

Time-Life's Bruce Paisner says his firm plans to offer "a broadly based package"—with a how-to series already in production and work moving ahead on one dealing with the environment, a music series with Leonard Bernstein and perhaps a sex-education series, among others, in addition to "outstanding" material already on film. He finds it "hard to say" what effect cassettes may have on broadcast-TV viewing. However, since the viewer can watch only one thing at a time, "at least with the present technology," the combination of cassettes and cable-TV "can't help but

affect the TV monopoly" in his judgment. How much? "Who knows? Not much at first, obviously, but more and more later on. I think free TV is going to continue and thrive, but it's going to change."

He feels that cassettes can do almost anything broadcast TV does except provide instant news and free programming, and the latter is not out of the question if, for example, advertisers decide—as many sources think they will—to underwrite product-oriented or other specialized programs as giveaways for the advertising benefit.

Cassettes, Mr. Paisner feels, can also do many things that broadcast TV "hardly does at all," such as "plays you want to watch more than once," concerts, driver's tests, language courses and other educational programs. In these areas, he feels, cassettes will be complementary to, "but will take viewers from," free TV.

Because cassettes can't compete with TV in instant news coverage, he expects

broadcast TV to become even more news-oriented than now as the cassette field expands. But he's not conceding the entire TV news field to broadcast. Cassettes, he says, can provide news background, reflection and depth "as *Time* and other magazines do."

One of the most far-reaching upheavals yet predicted for the cassette future was sketched earlier this year for an American Association of Advertising Agencies seminar by Paul J. Caravatt Jr., senior vice president of the Interpublic Group of Companies.

Mr. Caravatt heads an Interpublic task force that has been studying the cassette phenomenon for the past six months, and he told the cassettes seminar he is convinced "that the impact video cassettes/records/cartridges is going to have upon our business, and even upon our very lives, will be nothing short of enormous." He recognized that "it is not going to be in every home tomorrow" but also told the closed meeting that it is nearer than many

believe and that agencies "must start studying it, testing it, getting ready for it now, or in five years companies other than the advertising agencies will be guiding its use."

If agencies muff the opportunity, he said, "cassette television might become the last straw which will accelerate the fragmentation and disorientation which are even now occurring in our industry, as evidenced by the various specialized services offered in increasing numbers."

Cassettes, he said, will give the agency an opportunity to "return to total involvement in every aspect of the client's communications program" and to "heavy involvement in programing."

Among other things, he said, cassettes:

- "Will ultimately seriously erode television network audience sizes" and "have revolutionary effects upon education, entertainment, public service, retailing and even religion."

- Will provide a "mature market" for program material that at current retail prices could be as high as \$11 billion a year.

- "Represent a major breakthrough in human freedom," providing the individual for the first time with "a full spectrum of communication" and giving him "complete control over the output of his television set—to see and hear what he wants, when he wants, as long as he wants."

In Mr. Caravatt's book, 1973 will be "the real year of introduction to the in-home market" and "there is room for several systems."

With cassettes, which the Interpublic Group dubbed "Telechoice," Mr. Caravatt said program choices will be so great that there may need to be developed "a sub-industry dedicated to helping the viewer program his viewing time that is, in and of itself, an educational experience." The only similarities between today's TV and Telechoice, he continued, are that "both are viewed through a television receiver" and "Telechoice will be, unfortunately, initially using a lot of program material of the type that is shown on television."

But, he said, where broadcast TV sends a program to an audience of millions, cassettes in the future will be sending "millions of programs to an audience of hundreds—or thousands." The potential, he said, cannot be evaluated by today's standards: "cost-per-thousand in the regular sense must be forgotten. Our media and marketing people must learn a whole new set of values for this medium." He continued:

"How big can this medium be—what can it generate in dollar volume? Let me give you one estimate that belies the stories that it won't be big enough to influence our marketing thinking.

"Television today takes up approximately 40% of the consumer's leisure time. Program material sufficient to occupy only 5% of a household's leisure time—combining rentals, purchases and materials given free for various marketing or institutional purposes—in time will cost about \$4 a week or \$200 a year at retail.

"When [cassette-equipped] set penetration reaches 55 million—that would be about 75% penetration of households in about 12 years—simple multiplication gives you a total software volume of \$11 billion. I admit there is no way you can obtain an estimate of this kind based upon current television economics. But let's remember the first LP records and, incidentally, the first \$20 ball-point pen."

Mr. Caravatt, the only agency speaker at the AAAA seminar, also had a word of caution: "A lot of people are going to lose a lot of money on useless programing. A great deal of study and original research is needed right now to tell us, among other things, what the

Cooper on cassettes:

"So far the one kind of programing mentioned most often as being 'unique and different' is the dirty movie."

best software mix will be." But, he added, "if it's good, people will pay for it."

At the other extreme are many who feel with equal certainty that cassettes won't disrupt broadcast TV significantly at all, and may be additive instead.

Julian Goodman, president of NBC, told NBC-TV affiliates late last year, and later circulated his remarks throughout the NBC organization, that cassettes and cable-TV will supplement broadcast TV, not supplant it, because they serve different markets and purposes.

"We have searched for some tangible basis for the predictions that television is on the way out," he said, "and we find nothing but imagination and wishful thinking to support them. On the contrary, the solid evidence shows that the upward growth of the medium—flattened out temporarily by a soft economy—will continue for the long range, as an essential and expanding service to audiences and advertisers.

"We see other forms of home entertainment and information, like cable and cassette video, developing to fill roles that are quite different from television. We believe they will provide specialized services for which special-interest cus-

tomers will pay. But we do not see these specialized-audience services significantly detracting from television's enormous mass appeal, which will continue to be the basis for its unique effectiveness."

CBS/EVR's Robert Brockway says CBS commissioned a major national study that concluded that cassette viewing will be in addition to, not in subtraction from, regular TV viewing. The study, he says, identified two potential audiences for cassettes: people who watch broadcast TV, like it and will add cassettes as an extension of their regular TV viewing, and people who do not watch TV now but will watch specialized programing on cassettes.

The major cassette developers themselves don't talk in terms of cassette viewing by vast numbers.

Cartrivision's Samuel Gelfman, for example, says that one of the great appeals of cassettes is that there is no need for millions or even thousands to assemble at a given place and time.

"If you have ageless product," he said, "you don't have to make your money back right away. You make it over a period of years. Television and the theater have to be concerned with immediacy. Cartridge TV doesn't. If a program reaches a thousand homes a week, by the end of a year it's reached a good audience. By the end of 10 years, it's reached a hell of an audience."

Where the prophecies of wholesale take-over by cassettes break down, in the opinion of many, is in the assumption that John Doe will want to spend the kind of money necessary to make the prophecies come true. In fact, it is pointed out, the average U.S. household's total expenditure for all box-office entertainment currently comes to less than \$37 a year—a fraction of the money being talked about for cassette equipment and programs.

This does not mean that cassettes will not be a profitable business; it does suggest that family spending patterns will have to be drastically rearranged, or cassette costs brought down, or both, before cassettes become a mass medium by current definitions.

And there are still others who say cassettes have already missed the boat—not as a program form but in method of delivery. Distribution, they contend, will not be through retail outlets, milkmen or even the mails. Instead, the home viewer will simply dial up the program he wants to see on his cable-TV console and there it will appear. But that's another issue and, since the FCC will have a hand in its resolution, even less subject to prophecy.

(This "Special Report" was written by Rufus Crater, editorial director, New York.)

A leary look from land-mobile land

Too little too soon is comment on FCC plans for spectrum management

Land-mobile interests are taking a critical view of the FCC's plan to set up new, regional systems of radio-spectrum management, particularly the first Regional Spectrum Management Center in Chicago, slated to begin operation in mid-1972. Early last February, the commission proposed what it thought would eventually mean better control of land-mobile radio by setting up the regional system and reducing the 20 or more blocks of land-mobile frequencies presently available for allocation to two blocks (BROADCASTING, Feb. 8).

What the commission proposed is an initial frequency-pooling plan that would divide land-mobile frequencies into two categories, the first for use by police and fire radio services, and the second for other land-mobile services: public safety, industrial, land transportation, broadcast remote pickup, domestic public land mobile and citizens' radio. Part of the spectrum would be maintained as a frequency reservoir.

One main criticism from land-mobile interests in filing comments last week on the proposal was that the commission was categorizing radio users before obtaining qualitative data on their use of the spectrum.

The Land Mobile Communications Council and the land mobile section of the Electronic Industries Association both urged the commission to halt progress on the project until more data is acquired and a new notice of proposed rulemaking is issued.

LMCC agreed with the commission that spectrum management is needed, but said spectrum management alone would not meet the needs of land-mobile radio users. LMCC said it would be necessary to free blocks of VHF and UHF spectrum from other uses and re-allocate them to the land-mobile services "even under conditions of optimum spectrum management," adding that the commission should thus examine TV-channel allocations as part of the current proceeding.

The organization also called on the commission to push ahead with proceedings to give land-mobile radio users limited access to unused UHF channels

in ten major metropolitan areas—including Chicago—while the spectrum-management rulemaking activity is pending.

Also filing in the proceeding last week was the Association of Maximum Service Telecasters, which gave its support to the regional-management principle and urged adoption of rules to implement that principle.

AMST cautioned, however, that the proposed rules contain little information on the quantitative standards and criteria that will be used to analyze present land-mobile channel occupancy and to project future land-mobile spectrum needs. "It is essential," AMST added, "that all interested parties, not simply land-mobile users in Chicago, have an opportunity to participate in the development of such standards and criteria."

AMST further warned that it is "imperative" that short-range and long-range actions be initiated immediately to eliminate spectrum congestion outside the Chicago region and to organize "the user community by encouraging the development of larger, more effective communications service entities."

Set-sales gains help erase '70 memories

The TV and radio set-sales picture, dismal last year, has undergone a dramatic improvement in the first quarter of 1970, according to the Electronics Industries Association.

For the first quarter, ended March 31, color-TV sales by distributors to dealers were up 18% compared to the same period in 1970, and black and white TV set sales were up 6%, EIA said.

Radio sales were up by 15.1% over the 1970 January-March period.

For the first quarter of 1971:

Television		
Color	1,338,917	1,134,310
Monochrome	1,164,225	1,098,593
Total	2,503,142	2,232,903
Radio		
AM	1,119,430	1,152,178
FM	713,275	622,024
Auto	2,801,605	2,252,203
Total	4,634,310	4,026,405

Fast-feeding projector

Listec Television Equipment Corp., Plainview, N.Y., is distributing in the U.S. a Japanese-innovated and manufactured random-selecting, automatic-threading 16-mm TV projector for video cassettes. The unit, manufactured by Hokushin Electric Works Ltd., Tokyo, is predominantly automated and enables rapid tape insertion and rejection

with no obstacles to impede the intake of film.

The projector (model TC-701) can be fed with up to eight cassettes on a loading rack. Individual cassettes, which have a length equivalent to a 15-minute projection, can be selected either manually or by computer. The projection unit itself is equipped for start and stop, still-frame projection and fast feeding and rewinding.

Inquiries in this country should be directed to Listec Television Equipment Corp., 35 Cain Drive, Plainview, N.Y. 11803. Phone: (516) 694-8963.

Transmitter operators: to see or not to see

The National Association of Broadcasters last week asked the FCC to ease its rules requiring that transmitter operators be able to see the transmitter or remote control and monitoring equipment from their operating positions.

The rules suggested by the NAB would permit the use of "extension meters" so that the operator could tell how his transmitter was operating without actually having to see the transmitter.

In the instance where the transmitter is close enough to the transmitter operator so that a remote-control situation is undesirable, but is not within his sight, the NAB said this or another "intermediate method" of transmitter observation should be allowed.

While the NAB conceded that transmitters must be accessible for repairs, maintenance and inspection, it told the commission "there is grave concern over the need that the transmitter, the remote-control unit or the monitoring equipment be visible from the normal operating position," as is now required.

NAB added that the terms "visible" and "normal operating position" have been subject to wide interpretation and great confusion. Some licensees, NAB noted, have removed partitions, relocated walls "and in some instances a portion of the floor was removed to view the transmitter which was located on a level below the normal operating position." There is little correlation, NAB said, between the transmitter's technical operation and the operator's ability to see the transmitter from the normal operating position.

NAB said the present language should be deleted from the operator requirements and new wordage adopted providing for the use of "extension metering." Such metering, NAB contended,

would allow the operator to observe critical transmitter parameters without having to look directly at the transmitter. Such metering could be limited to transmitters which are located on the licensee's premises, NAB added, with those transmitters off the premises treated as separate studio and transmitter facilities, requiring remote control authorization.

NAB added that the location of the remote-control and monitoring equip-

ment is not crucial to the proper operation of the station, provided such devices are installed within viewing distance of the operating position irrespective of their location within the control center environment.

Technical topic:

The Eidophor system ■ A new Eidophor large-screen color-TV projector system was shown two weeks ago in New York

by the TNT Electronics Division of TNT Communications. The system is manufactured abroad by Gretag Ltd. (Regensdorf, Switzerland). Among the features of the new system are color registration that is automatic; solid-state electronics and a brightness that exceeds 4,000 lumens, or about twice that of most motion-picture theater film projections, including the former Eidophor model. It also is capable of standard and high-resolution TV operation.

FocusOnFinance®

A cigarette burn in ABC first quarter

Economy didn't help either; firm reports 1970 salaries and optimism for future

ABC Inc. reported last week that net income for the first quarter of 1971 dropped substantially from 1970 levels principally because of the elimination of cigarette advertising in broadcasting and the state of the economy. In first-quarter 1970, net income figures stood at nearly \$4.6 million; for the comparable period in 1971—about \$2.8 million.

Leonard Goldenson, president, noted that television business "has firmed up considerably in the second quarter." He conceded that second-quarter results still would be "somewhat lower than the like period of 1970, with a smaller percentage of decline than in the first quarter."

Turning to the last half of 1971, Mr. Goldenson said that ABC was "reasonably optimistic" about prospects for that period. He pointed out that in the company annual report he had held the belief there "would be a strong advertising demand in broadcasting, particularly for the fourth quarter."

He said that "present indications support this belief and our previously expressed optimism appears to be justified."

Also last week, it was reported in a proxy statement accompanying notice of ABC's annual meeting in New York on May 18 that Simon B. Siegel, executive vice president, was the highest salaried officer of the corporation in 1970 at \$130,214.

Mr. Goldenson received \$125,000 in salary last year and was entitled to an additional \$86,400 in deferred compensation (in 1969, his salary was \$125,000 and his deferred compensation was \$104,000). Mr. Siegel also

was paid for 1970 incentive compensation of \$36,000 and earned an additional \$36,000 in deferred compensation (in 1969, he received \$130,214 in salary, \$32,000 incentive compensation and \$50,000 in deferred compensation).

Elton H. Rule, group vice president and president of the broadcasting division, was paid \$125,000 in salary last year and \$26,400 in incentive compensation. Mr. Rule's salary and additional compensation for 1969 were not shown in the company's 1970 proxy statement because he was not then a director of the corporation or one of its three highest-salaried officers.

For the three months ended March 30:

	1971	1970
Earned per share	\$ 0.39	\$ 0.63
Net income	2,776,000	4,450,000

Note: ABC elects not to release interim revenue figures, and does so only at year end, in compliance with federal securities regulations.

First quarter down at Metromedia

Metromedia Inc., New York, reported last week that first-quarter revenues for 1971 dropped to \$35,675,638 from \$37,764,156 for the comparable 1970 period. Net income was \$160,921 or three cents per share, as against \$308,982 or five cents per share in 1970.

John W. Kluge, president and board chairman, attributed the decline to the elimination of certain "unprofitable Metromail activities and to the very soft television-advertising climate."

The revenue drop, he said, was offset substantially by reduced expenses. "Television revenues have recently shown improvement," Mr. Kluge continued. "We expect to show an improvement in the trend of earnings over the balance of the year."

For the three months ended April 4:

	1971	1970
Earned per share	\$ 0.03	\$ 0.05
Revenues*	35,675,638	37,764,156
Net income	160,921	308,982
Shares outstanding	5,756,858	5,732,550

*—Net of agency commissions.

Depreciation allowance ruled out for CATV's

A cable TV company in Oregon is pondering its next move, now that a U.S. tax court has rejected its contention that CATV franchises are depreciable—a benchmark decision in the CATV field.

Yachats Community Television protested a ruling of the Internal Revenue Service that it could not depreciate franchises for Newport and Toledo, both Oregon, because they do not have a "determinable, useful life."

Basing its claim on the fact that new franchises had been issued in 1965, the firm amended its 1963, 1964 and 1965 tax returns to claim an allowance for depreciation.

When IRS denied this claim, totaling almost \$250,000, the firm sought relief in the U.S. tax court.

A full court, with two dissents, held that Yachats had failed to prove that municipal franchises have lives whose length can be determined.

But, the court added, if the firm had been able to prove that the new franchises were different from the old ones, it might have proved its case.

Yachats Community is owned by Liberty Television Inc., which also owns KEZI(TV) Eugene, Ore., and other cable systems in that state.

Slow fiscal '71 start shown by Cox companies

Cox Broadcasting Corp.'s net income for the three months ended March 31 declined to \$1,269,838, or 22 cents a share, from \$1,452,941, or 25 cents a share, for the first quarter of 1971.

Operating revenues for the first quarter of this year totaled \$13,716,098, compared with \$14,229,107 in the like 1970 period.

J. Leonard Reinsch, president of the Atlanta-based company, said the broadcasting division's revenues were down 3%, while television revenues declined

6%. But, he added, this was partially offset by an 11% gain in radio.

Cox Broadcasting owns and operates five VHF television stations and four AM and four FM radio stations in Atlanta, Charlotte, N.C., Dayton, Ohio, Pittsburgh, San Francisco-Oakland and Miami.

The company also holds a 56.3% interest in Cox Cable Communications Inc., Atlanta, which reported that its revenues rose 17% but its income dropped 46% during the first quarter of 1971. Results of the quarter include a \$30,000 reserve for an anticipated loss on the company's sale of a 20% interest in a cable-television system serving Charlotte, N.C.

Henry W. Harris, president of Cox Cable, said the company incurred over \$200,000 in marketing expenses during the quarter and these expenses were primarily responsible for the drop in income. During the last nine months, as a result of an extensive marketing and sales campaign, Mr. Harris said, over 15,000 new customers were added.

Cox Cable serves over 204,000 subscribers in 32 wholly or partially owned systems.

Cox Broadcasting, for the three months, ended March 3:

	1971	1970
Earned per share	\$ 0.22	\$ 0.25
Operating revenues	13,716,098	14,229,107
Net income	1,269,838	1,452,941
Shares outstanding	5,801,500	5,794,000

Cox Cable Communications, for the three months ended March 31:

	1971	1970
Earned per share	\$ 0.06	\$ 0.10
Revenues	2,930,935	2,508,883
Net income	196,693	364,969
Shares outstanding	3,550,625	3,550,414

Company reports:

Needham, Harper & Steers Inc., New York, had billings of \$141 million in 1970, compared with \$115 million in the previous year. The figures include the agency's equity in an Australian firm.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.45	\$ 1.13*
Billings**	141,000,000	115,000,000
Net income	1,210,000	844,000
Shares outstanding	1,609,000	1,461,000

*Includes extraordinary gain from sale of lease in Fifth Avenue, N.Y., building.

**Billings were \$134.6 million in North America for 1970. Includes equity in Australia.

Kaufman and Broad Inc., Los Angeles, parent of Nation Wide Cablevision Inc., reported increases of 44%, 40% and 38% in revenues, net income and per-share earnings, respectively, for the first three months of 1971, over the like period in 1969.

For the three months ended Feb. 28:

	1971	1970
Earned per share	\$ 0.33	\$ 0.24
Revenues	41,136,000	28,574,000
Net income	1,933,000	1,382,000
Shares outstanding	5,914,420	5,872,115

Gannett Co., Rochester, N.Y., group broadcaster and newspaper owner, re-

FCC figures confirm networks' off-year

The FCC made official last week what all had known before: 1970 was not the finest year for the three national television networks and their 15 owned-and-operated stations. A commission report last Wednesday (April 21) showed their combined income before federal income taxes down 25.9% in 1970 from the record achievements of the preceding year: \$167.5 million, as opposed to the \$226 million reported in 1969. Net revenues (after payments to stations and to agencies) also dropped, although not as

dramatically—from 1969's record \$1.5 billion to \$1.457 billion last year, a decrease of seven-tenths of one per cent.

Advertising revenues for the networks alone in 1970 were \$1.546 billion, a 1.6% decline from the \$1.6 billion in billings in 1969. Income from network operations plunged to \$50.1 million, a 46% decline from the previous year's \$92.7 million (before taxes).

The network-owned stations didn't fare much better. Revenues for the 15 were off 3.4% from the 1969 totals—\$312.5 million compared with \$323.3 million. Pretax income amounted to \$117.3 million in 1970, a 12.1% decline from 1969's \$133.4 million.

Broadcast financial data of three national television networks and their 15 owned and operated stations, 1970 (In millions of dollars)

	Total		Networks		15 owned & operated TV stations	
	Amount	% change from previous year	Amount	% change from previous year	Amount	% change from previous year
1. Network advertising revenues			\$1,546.5	-1.6%		
2. Deductions:						
a. Paid to owned-and-operated stations			39.4	-7.1		
b. Paid to affiliated stations			196.2	-8.0		
Total participation by stations			235.5	-7.9		
3. Retentions from network advertising revenues	\$1,350.4	-0.6%	\$1,311.0	-0.4	\$ 39.4	-7.1%
4. Non-network time sales	326.8	-2.5			326.8	-2.5
5. Other broadcast revenues	74.2	2.3	66.5	3.4	7.7	-6.1
6. Total broadcast revenues	1,751.4	-0.8	1,377.5	-0.2	373.8	-3.1
7. Deduct—Commissions to agencies and representatives and cash discounts	294.4	-1.3	233.0	-1.2	61.4	-1.6
8. Net broadcast revenues	1,457.1	-0.7	1,144.6	0.0	312.5	-3.4
9. Broadcast expenses	1,289.6	3.9	1,094.5	4.1	195.1	2.7
10. Broadcast income (before federal income tax)	167.5	-25.9	50.1	-46.0	117.3	-12.1

Note: In some cases, last digits of figures do not add because of rounding.

ported a 34% increase in net income for first quarter of fiscal 1971.

For the three months ended March 28:

	1971	1970
Earned per share	\$ 0.31*	\$ 0.23
Revenues	39,153,336	35,822,472
Net income	2,620,912	1,656,756
Shares outstanding	7,115,557	1,656,756

*Does not include extraordinary gain of six cents on sale of WINR-AM-TV Binghamton, N.Y.

Doremus & Co., New York, advertising and public-relations firm, reported decreased billings and net income in 1970 over the previous year.

For the year ended Dec. 31:

	1970	1969
Earned per share	\$ 1.02	\$ 1.06
Gross billings	42,700,000	43,500,000
Net income	438,860	456,615

Lee Enterprises, Davenport, Iowa-based firm with group broadcast and newspaper properties, registered a slight increase in revenues and net income for first half of fiscal 1971, over the corresponding period a year ago.

For the six months ended March 31:

	1971	1970
Earned per share	\$ 0.84	\$ 0.78*
Revenues	17,948,283	17,393,760
Net income	1,650,550	1,526,879

*Excludes extraordinary gain of 71 cents per share from sales of certain properties and interests.

Reeves Telecom Corp., New York, group broadcaster and real-estate services firm, reported continued losses in 1970—more than double the loss in 1969. But the company's executives

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reported that "life-draining" operational loss, present from mid-1969 to mid-1970, "has now been halted." They said that at this time, "all divisions, with exception of our products services division, are performing at satisfactory levels."

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	(\$ 3.35)	(\$ 1.69)
Revenues	10,820,619	14,660,471
Net income	(7,696,804)	(3,736,689)

Note: Figures include extraordinary losses of \$1,353,479 or 59 cents per share in 1970, and \$205,331 or nine cents per share in 1969.

Meredith Corp., Des Moines, Iowa, group broadcaster and publisher, blamed decline in income in the third quarter of its current fiscal year on "lower revenues and profits from radio and television broadcasting—largely a reflection of current industry trends—and from major direct mail promotions, and to the effects of inflation. . . ." Although the third quarter was strongest yet of Meredith's current fiscal year, income during the period was down over \$200,000 from the same period a year ago.

Income was off sharply from the level after nine months of 1969.

For the nine months ended March 31:

	1971	1970
Earned per share	\$ 0.88	\$ 2.20
Revenues*	102,997,534	109,296,204
Net income	2,427,354	6,107,405
Shares outstanding	2,753,854	2,770,880

*Less returns and allowances.

Tele-Communications Inc., Denver-based CATV and microwave services company, reported that net income for its consolidated operations exceeded its 1969 returns more than four times.

The Broadcasting stock index

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

	Stock Symbol	Ex-change	Closing April 21*	Closing April 14*	Net change in week	1971		Approx. Shares Out (000)	Total Market Capitalization (000)	
						High	Low			
Broadcasting										
ABC	ABC	N	43½	40%	+2%	41%	25	7,073	\$205,117	
ASI Communications	ASIC	O	3%	3%	-¼	4%	2%	1,789	5,152	
Capital Cities	CCB	N	43%	44%	-¾	45%	29	6,061	220,499	
CBS	CBS	N	41%	41%	+¾	43%	30%	27,042	990,548	
Corinthian	CRB	N	37%	38½	-¾	38%	27½	3,381	109,883	
Cox	COX	N	29%	29%	-¾	30%	17%	5,789	128,111	
Gross Telecasting	GGG	A	14%	14	+¼	16	10%	803	11,041	
Metromedia	MET	N	25½	26½	-1½	28½	12%	5,734	137,618	
Mooney	MOON	O	4%	4%	-	5%	4	250	1,188	
Pacific & Southern	PSOU	O	17%	17	+¼	17½	12½	1,636	24,949	
Rahall Communications	RAHL	O	14%	15½	-¾	29	15½	1,040	23,275	
Reeves Telecom	RBT	A	2%	2%	-¼	3%	2½	2,288	7,733	
Scrapps-Howard	SCRP	O	23½	24	-¼	25	18	2,589	55,016	
Sonderling	SDB	A	30%	26%	+3%	30%	24%	991	27,748	
Starr	SBG	M	14%	15%	-¾	15%	8%	461	5,302	
Taft	TFB	N	43%	44	-½	44%	23%	3,712	128,547	
								Total	68,400	\$2,081,725

Broadcasting with other major interests

Avco	AV	N	16%	17%	-1%	18	12%	11,470	\$182,144	
Bartell Media	BMC	A	6%	7	-¾	8	4%	2,254	14,851	
Boston Herald-Traveler	BHLD	O	25	23½	+1½	28	23½	574	13,776	
Chris-Craft	CCN	N	8%	8%	-¼	9%	7%	3,804	32,829	
Combined Communications	CCOM	O	17%	18%	-¾	18%	10½	1,945	27,483	
Cowles Communications	CWL	N	12	11½	+½	12½	8	3,969	37,229	
Fuqua	FOA	N	24%	32%	-8%	25	13%	6,401	132,053	
Gannett	GCI	N	47%	45½	+1%	47½	32%	7,117	275,784	
General Tire	GY	N	25	25	-	25%	21%	18,344	449,428	
Gray Communications	O	7%	7%	+¼	7%	8	475	3,325		
ISC Industries	ISC	A	7%	7%	-¾	8	5%	1,628	10,582	
Lamb Communications	O	2%	2%	+½	2%	2%	475	1,249		
Lee Enterprises	LNT	A	25	26%	-1%	27½	18%	1,957	45,990	
Liberty Corp.	LC	N	22	23	-1	23%	17½	6,744	151,740	
LIN	LINB	O	12	12½	-½	12%	6%	2,244	21,879	
Meredith Corp.	MDP	N	26	25%	+¼	29%	19%	2,744	71,344	
Outlet Co	OTU	N	18%	19%	-¾	22	14%	1,342	22,814	
Post Corp.	POST	O	9%	9%	-	12%	9%	713	8,378	
Ridder Publications	RIDD	O	19%	19%	-¼	27%	18	6,217	145,353	
Rollins	ROL	N	37%	38%	-1%	39	25%	8,053	267,762	
Rust Craft	RUS	A	46%	47%	-1	48%	28%	1,159	38,247	
Schering-Plough	PLO	N	73½	73	+½	74%	60%	25,084	1,749,609	
Storer	SBK	N	27%	25%	+2	28%	19	4,223	97,129	
Time Inc.	TL	N	56%	51%	+5%	55	40%	7,257	342,022	
Trans-National Comm.	O	¾	¾	-	1%	¾	1,000	380		
Turner Communications	O	3%	4	-½	4	2	1,328	3,825		
Wometco	WOM	N	23%	22%	+¾	23%	17%	5,817	114,188	
								Total	134,338	\$4,079,221

CATV

Ameco	ACO	A	10%	10%	-½	17%	8%	1,200	\$10,800	
American Electronic Labs.	AELBA	O	8%	9%	-¾	9%	3	1,620	12,555	
American TV & Comm.	AMTV	O	26%	26%	-¾	26%	17%	2,042	36,246	
Burnup & Sims	BSIM	O	37%	37%	-	37%	23	987	30,232	
Cablecom-General	CCG	A	15%	16	-¾	17%	12%	1,605	21,074	
Cable Information Systems	O	4%	3%	+½	4%	2½	955	2,989		
Citizens Financial Corp.	CPN	A	20	18%	+1%	20%	12%	994	15,536	
Columbia Cable	CCAB	O	13%	12%	+1	13%	9%	900	8,892	
Communications Properties	COMU	O	10%	8%	+1%	10%	7%	1,800	15,534	
Cox Cable Communications	COXC	O	25%	25	+½	25%	18	3,550	69,687	
Cypress Communications	CYPR	O	10%	10%	-	10%	7	1,679	12,173	
Entron	ENT	A	4%	5%	-1%	6%	2%	1,320	4,950	
General Instrument Corp.	GRL	N	25	26%	-1%	27%	16%	6,250	128,938	
Sterling Communications	STER	O	6%	4%	+2%	6%	3%	1,100	5,093	
Tele-Communications	TCOM	O	16	16%	-¼	17%	12	2,704	37,856	
Teleprompter	TP	A	73%	74%	-1%	88	56%	3,086	199,818	
Television Communications	TVCM	O	9%	10%	-¾	10%	7	2,897	25,001	
Viacom	VIA	N	19	19%	-¼	21	15%	3,760	76,629	
Vikoa	VIK	A	9%	10%	-1	14%	8%	2,318	26,055	
								Total	40,865	\$840,058

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share*	\$ 0.12	\$ 0.03
Revenues	8,280,875	5,736,920
Net income	332,065	76,108

*Represents income before extraordinary gains.

Financial notes:

■ Ampex Corp., Redwood City, Calif., has estimated loss of one dollar per share for fiscal 1971, ending May 1. William E. Roberts, board chairman of broadcast-equipment manufacturing company, said loss resulted from "re-valuation" of assets in certain of the

company's divisions amounting to \$9.5 million or 48 cents per share. An accounting policy change resulted in write-off of an additional \$10 million of capitalized engineering or 50 cents per share. Revenues for the year are estimated by Mr. Roberts at \$300 million compared with \$313,582,000 for 1970. The Ampex board chairman said that earnings prior to the charges were estimated at slightly above the break-even point.

■ Ogilvy & Mather International Inc.,

New York, has declared an increase in the regular quarterly dividend from 17½ cents to 20 cents per share, payable May 28 to shareholders of record May 7.

■ Wometco Enterprises Inc., Miami-based diversified company with group-broadcast holdings, has announced its intention to make an underwritten public offering of \$15 million in convertible subordinate debentures. The offering, the company said, will depend upon a "number of factors not now determin-

	Stock Symbol	Ex-change	Closing April 21*	Closing April 14*	Net change in week	1971 High	1971 Low	Approx. Shares Out ('000)	Total Market Capitalization ('000)
Programming									
Columbia Pictures	CPS	N	13½	14%	-1%	17%	11%	6,150	\$96,125
Disney	DIS	N	109¼	101¾	+8	109¼	77	6,012	1,067,912
Filmways	FWY	A	8½	8½	—	11%	7%	1,754	19,084
Four Star International	O	O	1%	1½	-½	1%	1%	668	1,086
Gulf & Western	GW	N	28%	30%	-1%	31	19	14,964	374,100
Kinney National	KNS	N	35%	37%	-2%	39%	28%	10,469	341,603
MCA	MCA	N	28%	29%	-¼	30	21¾	8,165	206,166
MGM	MGM	N	25%	25%	-½	26%	15%	5,883	126,485
Music Makers	MUSC	O	2½	2¾	-¼	3%	2%	589	1,696
National General	NGC	N	22%	24%	-2%	27%	15%	4,910	112,341
Tele-Tape Productions	O	O	1%	1½	-½	2	1%	2,183	4,366
Transamerica	TA	N	16	16%	-¾	17%	16	63,630	1,097,618
20th Century Fox	TF	N	14	13%	+¼	14%	13%	8,562	99,576
Walter Reade Organization	WALT	O	3%	3%	-¼	3%	2%	2,414	7,242
Wrather Corp.	WCO	A	7%	7%	-¼	8%	6%	2,200	16,500
Total								138,551	\$3,571,900
Service									
John Blair	BJ	N	19½	18%	+¼	22%	16	2,583	\$45,538
Comsat	CO	N	76%	80	-3%	83½	49%	10,000	630,000
Creative Management	CMA	A	16	16½	-½	17%	10%	1,102	17,500
Doyle Dane Bernbach	DOYL	O	25	24	+1	26½	21	1,919	47,265
Elkins Institute	ELKN	O	15½	15%	-¼	15%	8%	1,664	17,888
Foote Cone & Belding	FCB	N	8%	8%	—	9%	7%	2,175	20,402
Grey Advertising	GREY	O	13%	13%	+½	13%	9%	1,207	15,546
LaRoche, McCaffrey & McCall	O	O	16	18%	-½	16½	10%	585	8,190
Marketing Resources & Applications	O	O	14½	15	-½	18%	2%	504	7,182
Movielab	MOV	A	3%	3%	+½	4	2	1,407	4,573
MPO Videotronics	MPO	A	6%	6%	-½	8½	5%	558	3,767
Nielsen	NIELA	O	45%	44%	+1	45%	39%	5,299	233,156
Ogilvy & Mather	OGIL	O	31%	32%	-½	32%	24	1,029	27,526
PKL Co.	PKL	A	4½	4%	+¼	8%	3%	743	4,087
J. Walter Thompson	JWT	N	50%	48%	+2½	51%	34½	2,746	116,019
Transmedia International	O	O	3	-3½	-½	3%	3	535	1,873
Wells, Rich, Greene	WRG	A	21%	22%	-¼	25%	15%	1,581	37,596
Total								35,637	\$1,238,108
Manufacturing									
Admiral	ADL	N	11%	12%	-¾	13%	8	5,158	\$56,738
Ampex	APX	N	22	24%	-2%	25%	16½	10,874	209,325
CCA Electronics	CCAE	O	2½	2%	+½	3	2%	897	5,512
Collins Radio	CRI	N	19	18%	+¼	20%	14	2,968	48,230
Computer Equipment	CEC	A	5%	5%	—	6½	3%	2,406	12,944
Conrac	CAX	N	23%	23%	+¼	25%	15%	1,262	29,026
General Electric	GE	N	120%	120	+¾	120%	93	90,884	9,827,287
Harris-Intertype	HI	N	66%	68	-1%	69%	54%	6,308	397,404
Magnavox	MAG	N	48	46½	+1½	48%	37%	16,674	679,466
3M	MMM	N	117	114%	+2%	117	95%	56,058	5,745,945
Motorola	MOT	N	74%	73½	+¼	75%	51½	13,334	848,442
RCA	RCA	N	36%	36%	—	37%	26	68,403	2,146,486
Reeves Industries	RSC	A	3%	3%	-½	4%	3	3,458	13,417
Telemation	TIMT	O	9%	10%	-1%	13%	9%	14,040	154,440
Westinghouse	WX	N	88%	87%	+1%	91%	65%	40,705	3,190,458
Zenith	ZE	N	49%	48%	+¼	51%	36%	19,020	829,842
Total								353,648	\$24,195,052
Grand total								771,339	\$35,906,064
Standard & Poor Industrial Average			114.05	110.42	+3.63				

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over-the-counter (bid price shown)
*-2:30 p.m. prices for American Exchange

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

able," including the state of market at the time of issue. Interest rate, conversion price and "other terms" of the debentures are yet to be set, Wometco noted, and will be determined "immediately prior to offering."

Huge decline for Filmways

Filmways Inc., New York, diversified entertainment complex, registered a drastic drop-off in revenues, net income and per-share earnings for the first half of fiscal 1971.

For the six months ended Feb. 28:

	1971	1970
Earned per share*	\$ 0.10	\$ 0.57
Revenues	32,713,000	49,430,000
Net income	275,000	1,145,000
Shares outstanding*	1,830,000	1,833,000

*1970 figures restated to reflect additional shares or issuable pursuant to acquisition agreements.

Radio has key role in Publishers' start

Publishers Broadcasting Co., Tallahassee, Fla., a part of Publishers Co., Washington, had "significant achievements" in 1970, according to Donald C. Price, president and chief executive officer of the subsidiary. The firm, organized in August 1969, owns WKWK-AM-FM Wheeling, W. Va., and WONS(AM) and WBGM(FM), both Tallahassee, in addition to a sports arena and ice-manufacturing plant in Washington and

a family recreation facility in Florida.

The company's first full year of operations was marked by revenues of \$1.7 million and net income of \$101,270. Corresponding figures for 1969 were given by the company, but only representing returns for the last five months of that year.

For the year ended Dec. 31, 1970, and the period of 1969 after Aug. 1:

	1970	1969 (5 mos)
Earned per share	\$ 0.11	\$ —
Revenues	1,131,752	170,950
Net income	101,673	403

Note: Based on financial statements (portions of which are unaudited) of WONS(AM) and WBGM(FM), and firm's other subsidiaries, pro-forma operating results (as if businesses had all been acquired effective Jan. 1, 1969) would have been as follows: sales and revenues—\$1,552,000; net income—\$67,000; per-share earnings—\$0.07.

Fuqua fares well in opening quarter

Fuqua Industries Inc., Atlanta-based diversified company with broadcast and CATV interests, announced last week a 23% gain in net income for the first quarter of 1971, over the corresponding period a year ago. Revenues, the company said, also were up slightly.

Fuqua also announced that it has agreed to purchase two established sporting-goods companies—"Hutch" in Cincinnati, and "Reach" in Baltimore—for an undisclosed amount of cash. The

company said it has signed a new agreement with a group of banks headed by the Chase Manhattan Bank, New York, which will extend a \$40-million line of credit. Although the full amount will not be used immediately, the company said, it will enable flexible financial planning.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.27	\$ 0.22
Revenues	76,055,000	75,640,000
Net income	1,923,000	1,569,000

Note: On a fully-diluted basis, per-share earnings were \$0.25 in 1971 and \$0.22 in 1970; 1970 per-share earnings have been restated to include additional common equivalent shares.

Fiscal good news for the Outlet Co.

The Outlet Co., Providence, R.I., group broadcaster and operator of retail stores in New England, attained revenues of nearly \$68.5 million in the fiscal year ended Jan. 31, of which the broadcasting division contributed about \$10.5 million.

The company said that revenues from both its major divisions increased in the past fiscal year—broadcasting advancing 2.8%, an increase of \$289,028 over the preceding year, and merchandising showing a 1% improvement, up \$591,544 from the previous 12-month period. The two divisions, the company said, attributed for a consolidated increase in revenues of 1.3%.

In general, it was a profitable year for Outlet's broadcast division, where net income amounted to \$2.3 million, an increase of 1.8% over the preceding fiscal year. This was offset, however, by a 25.5% decline in earnings by the merchandising division, giving the company a consolidated decrease in net income of 10.1%.

The company said that "while all of the broadcasting stations did relatively well, special mention must be made of WJAR(AM) Providence, which showed dramatic improvement in revenues, earnings and ratings."

The firm also said that it has under consideration plans to double the present number of subscribers—to 12,000—for Com-Cable TV Inc., a California cable-TV subsidiary.

For the year ended Jan. 31:

	1970	1969
Earned per share*	\$ 1.39	\$ 1.53
Revenues	68,470,955	67,590,383
Net income	2,060,951	2,291,462
Shares outstanding	1,333,125	1,338,868

* Per-share earnings are pro forma, assuming full dilution.

Ray of hope for MGM in first half of fiscal '71

Metro-Goldwyn-Mayer Inc., Culver City, Calif., plagued by financial setbacks in recent years, reported last week that net income from operations for

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APRIL 21, 1971

340,000 SHARES LVO CABLE, INC.

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PRICE \$10.50 PER SHARE

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Bear, Stearns & Co. Burnham and Company Clark, Dodge & Co.

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E. F. Hutton & Company Inc.

W. E. Hutton & Co.

Ladenburg, Thalmann & Co.

R. W. Pressprich & Co.
Incorporated

Shields & Company
Incorporated

G. H. Walker & Co.
Incorporated

Thomson & McKinnon Auchincloss Inc.

the first half of fiscal 1971 was "the highest" since 1968.

Although sales totals for the first half of 1971 were slightly down from the previous year, \$92.2 million versus \$92.4, sales of television programs were off more than \$4 million. Sales for the 28 weeks in 1971 were \$9,696,000 as opposed to \$13,706,000 for the period. Television distribution of feature films were also down, from \$17,064,000 to \$13,921,000. The loss in television revenues was made up almost entirely by an \$8.3-million increase in theatrical distribution.

James T. Aubrey Jr., president, stressed that 1970's results included an extraordinary gain of more than \$6.5 million while 1971's performance included an extraordinary gain of only \$236,000. He noted that operating income in the first half of 1971 was more than \$4.7 million, compared to a loss of almost \$1.6 million in the comparable

1970 period. Mr. Aubrey said he was optimistic that results the second half of fiscal 1971 will be favorable.

For the six months ended March 13:

	1971	1970
Earned per share	\$ 0.84	\$ 0.84
Gross revenues	\$ 92,192,000	\$ 92,414,000
Net income	4,941,000	4,937,000
Shares outstanding	5,906,955	5,903,978

Comsat profits double in first quarter of '71

Communications Satellite Corp., Washington, reported that its net income for the first quarter of 1971 rose to about \$6.7 million as compared to \$3.3 million in the like period of 1970. Operating revenues also increased 42% to \$22.9 million during the first three months of 1971.

Comsat attributed the rise in income to "an over-all increase" in the number of equivalent half-circuits leased full time by Comsat. Leasing increased to

2,130 half-circuits at the close of the first quarter of 1971, in contrast with 1,566 a year ago. But, the firm noted, the current figure represents a reduction of nine half-circuits from the number reported at the end of 1970.

The Comsat board of directors has declared a quarterly dividend of 12½ cents on each outstanding share, payable June 14 to shareholders of record on May 14.

The company also announced that its annual stockholders meeting will take place May 11 in Washington. In addition to the election of directors, the agenda calls for action on a stockholder's proposal to place a restriction on Comsat's contributions to charitable organizations.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.67	\$ 0.33
Revenues	21,934,000	15,435,000
Net income	6,691,000	3,345,000

Fates & Fortunes

Broadcast advertising



Mr. Jones senior VP of agency.

Bob Jones, VP and Eastern divisional sales manager, Petry Radio Sales, New York, named VP and general sales manager.

Duane C. Bogie, management supervisor, Foote, Cone & Belding, Chicago, named

George H. Gruenwald, executive VP, North Advertising, Chicago, joins Campbell-Mithun, agency, Minneapolis, as executive VP, Twin Cities/Denver division.

R. Bruce Montgomery, art director, LaRoche, McCaffrey & McCall, New York, named VP.

James R. Barker, media director, Honig-Cooper & Harrington, San Francisco, agency, named VP.

R. Garrett Mitchell, senior account executive, J. Walter Thompson, New York, joins DOT Ltd., Denver, agency, as VP for marketing and partner.

Nat Cavaluzzi, VP for Midwest sales, Century Broadcast Communications, independent timebuyer, Chicago, named VP for station relations of firm, New York.

Jackson Fleming, regional sales manager, KTVN(TV) Reno, appointed general sales manager. He is succeeded by

Pat Richie, formerly with KOLO-TV there. **Hermie Lopez**, with KOLO-TV, there, appointed local sales manager, KTVN.

William Cook, with KBTR(AM) Denver, appointed sales manager, KTVA(TV) Anchorage.

Bob Oxarart, local sales manager, KFI(AM) Los Angeles, appointed national sales manager. He is succeeded by **Larry Vanderveen**, with KFI.

Robert A. Zitzler, with WMAQ-AM-FM Chicago, appointed local sales manager.

Larry Grogan, local sales manager, WBEN-AM-FM Buffalo, N.Y., appointed sales manager.

Howie Holland, with WPRO-AM-FM Providence, R.I., joins WJAR(AM) there as sales manager.

Ron Dayle, with WENZ(AM) Highland Springs, Va., joins WHH(AM) Norfolk, Va., as general sales manager.

Herb Weiss, sales account executive, WNEW(AM) New York, joins WRFM(FM) there, as director of station's New York sales.

Raymond F. Marcus, executive VP and treasurer, Redmond, Marcus & Shure, agency, New York, resigns. Mr. Marcus founded company with Louis Redmond and G. Don Shure in 1962.

Thomas R. Will, with Peters, Griffin, Woodward, Chicago, appointed sales manager of that PGW office.

Robert DiMattina, director of operations, CBS Radio Spot Sales, New York, appointed director of finance and

administration, Avco Radio Television Sales there.

Charles W. Butler, VP, Gardner Advertising, St. Louis, appointed general manager of agency's central division there. **Thomas W. Hizar**, account executive, appointed account supervisor. **Charles G. Larson**, assistant product manager, Armour-Dial, Chicago, grocery product manufacturer, joins Gardner, St. Louis, as account executive.

Loomis Rule, media buyer, Clinton E. Frank, West Coast, San Francisco, appointed media supervisor.

Elaine Whalen, media director, Remco industries, toy producer, New York, joins Jack Byrne Advertising there as media manager.

Bruce Sutherland, VP and account executive, Dancer-Fitzgerald-Sample, New York, agency, joins Knox Reeves, Minneapolis, agency, as account executive.

Michael Katz, account executive, William Douglas McAdams, New York, agency, joins Sudler & Hennessey, agency, there, in similar capacity.

David W. Elmore, senior press representative, WCBS-TV New York, appointed coordinator, New York sales development, Kaiser Broadcasting.

Media

Arthur F. Kane, assistant director of news operations, CBS Enterprises, New York, appointed director of international marketing planning there.

A. Donovan Faust, general manager, KOA-TV Denver, named to newly created

position of VP and general manager for all General Electric Broadcasting stations: WGY(AM), WGFM(FM) and



WRGB(TV) Schenectady, N.Y.; WSIX-AM-FM-TV Nashville, and KOA-AM-FM-TV Denver. **Richard M. Schafbuch**, manager of sales, KOA-AM-FM Denver, appointed general manager. He succeeds Richard B. Belkin who moves to WGY, WGFM and WRGB as VP and general manager.

Harold P. See, president, Chronicle Broadcasting Company, licensee of KRON-FM-TV San Francisco, elected chairman. **A. H. Constant**, VP and general manager of both stations, elected president. **Edward R. Tabor**, VP and general manager, KORK-TV Las Vegas, appointed general manager, KRON-TV.



Mr. Constant



Mr. Tabor

James L. Loper, executive VP and general manager, noncommercial KCET(TV) Los Angeles, elected president of parent, Community Television of Southern California, licensee of KCET.

David A. Moss, VP and general manager, WFAS-AM-FM White Plains, N.Y., named president.

Paul A. Butler, general sales manager, WBEN-AM-FM Buffalo, N.Y., appointed station manager.

Gilbert M. Lefkovich, program manager, WHYN-TV Springfield, Mass., appointed station manager.

John F. Bayliss, VP and general manager, WSLR(AM) Portland, Ore., appointed general manager, KIMN-AM Denver.

David C. Croninger, president, Metro-media Radio, New York, appointed general manager, WJRZ(AM) Hackensack, N.J.

Robert R. Saracen, general sales manager, WGAN-TV Portland, Me., appointed station manager.

Murray Resnick, assistant controller, East Coast, ABC-TV, New York, appointed business manager.

James A. Baker, business manager, WPRI-TV Providence, R.I., joins WJAR-AM-TV there in similar capacity.

Programing

Lawrence A. Gordon, VP for development, American International Pictures, Hollywood, joins Screen Gems there as VP for program development.

Victor M. Webb, assistant producer, KNXT(TV) Los Angeles, appointed producer.

Dick Roberts, program director, WASH(FM) Washington, joins WKYC(AM) Cleveland, as program manager.

William H. Hancock, independent producer, appointed director, film division, Dennis Dunn Inc., Baltimore radio and TV production firm.

News

William E. Leeds, director, Cleveland bureau, NBC News, appointed director of public affairs, NBC TV and radio networks, New York.

Andy Cassells, reporter-photographer, WHIO-AM-FM-TV Dayton, Ohio, Cox Broadcasting station, joins Cox's Washington news bureau as correspondent.

Sam Depino, news correspondent, ABC News, New York, joins WALA-TV Mobile, Ala., as news editor-anchorman.

Charles F. Eldridge, manager, radio news operations, NBC, New York, appointed manager of radio news, WMAQ-AM-FM Chicago, NBC-owned stations.

Sam Nover, sportscaster, WHC-TV Pittsburgh, appointed sports director.

Home on a wide range

Frank E. Pellegrin, a founder of H-R Representatives and president of its television arm until 1965, has added an \$85-million housing project in Venice, Fla. to undertakings handled by his Pellin Enterprises, a diversified firm with broadcast interests. Mr. Pellegrin, fills out his business agenda with: a one-third interest in WFGA-TV Jacksonville, Fla.; interests in WROL(AM) Knoxville, Tenn., and 25% of Halifax Cablevision Inc., Daytona Beach, Fla. His nonbroadcast interests include: the *Levitown* (N.Y.) *Tribune*; *Media Decisions* magazine, New York; Manhattan Audio Co., sound recording firm, also New York; Starlite Films, CONUS Inc., and Tower-Incarnate Joint Venture, all film production and distribution houses with offices in New York, and the La Mancha Co., New York, which produced "Man of La Mancha." Mr. Pellegrin, who entered the field of broadcasting prior to World War II, served as director of the broadcast advertising department of the National Association of Broadcasters, which later became the Radio Advertising Bureau.

Dick Carlson, sportscaster, KOA-AM-FM-TV Denver, joins KCMO(AM) Kansas City, Mo., in similar capacity.

Jack Douglas, newsman, WCCO-AM-FM Minneapolis-St. Paul, appointed sports broadcast producer.

Promotion

Donald B. Wilburn, promotion and publicity director, WLWD(TV) Dayton, Ohio, appointed promotion manager, WKBW-TV Buffalo, N.Y.

Alan G. Batten, former information officer, U.S. Air Force, appointed promotion manager, WALA-TV Mobile, Ala.

Keith Walker, with publicity staff, MGM, Culver City, Calif., appointed assistant national publicity manager.

Equipment & engineering

William Shimski, technical director, WQXI-AM-FM Atlanta, Pacific & Southern station, appointed director of radio engineering for all radio properties of P & S.

Robert N. Vendeland, sales manager, Conrac division, Conrac Inc., equipment manufacturer, Covina, Calif., appointed manager, professional equipment division, James B. Lansing Sound Inc. (equipment manufacturer), Los Angeles.

Raymond G. Harrison, head of engineering, WGSP-TV Washington, joins Northern Virginia Educational Television Association, Annandale, Va., as chief engineer.

International

David G. McLaughlin, VP, CBS Enterprises, Toronto, appointed director of international sales.

Donald K. Wall, general sales manager, CJOR(AM) Vancouver, British Columbia, appointed general manager.

Deaths

Gilson Gray, 73, participant in formation of standards of practice code for National Association of Broadcasters, died April 21 in Jane Brown hospital, Providence, R.I. Mr. Gray began his career with *New York Tribune* and *New York Times*. In 1927 he joined D'Arcy Advertising, New York, agency, where he coined phrase "The Pause That Refreshes" for Coca-Cola. He is survived by his wife, Mary, two sons and one daughter.

Major George Fielding Eliot, 76, author, columnist and in World War II military correspondent and analyst for CBS, died April 21 in Torrington, Conn., after long illness. He is survived by his wife, June.

As compiled by BROADCASTING, April 14 through April 20 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—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final actions

- Jackson, Miss.—FCC granted application by Lamar Life Broadcasting Co. appealing review board order, released Dec. 31, 1970, which enlarged hearing issues in TV ch. 3, Jackson, Miss., proceeding (Docs. 18845-9). Action April 14.
- Jackson, Miss.—FCC dismissed application by Civic Communications Corp., one of applicants for CP in comparative hearing on TV ch. 3, Jackson, requesting review of action by review board adding issue to ch. 3 hearing to determine whether Civic misrepresented availability of \$300,000 mortgage loan, as part of its financial qualifications to be licensee (Docs. 18845-9). Action April 14.

Existing TV stations

Final actions

- WAPT(TV) Jackson, Miss. Ammac Jackson Corp.—Broadcast Bureau granted mod. of license covering change of name of licensee to American Public Life Broadcasting Co. Action April 9.
- WECT(TV) Wilmington, N.C.—FCC informed Roy H. Park Broadcasting Inc., that issuance of tax certificate on 1968 sale of its minority interest in Atlantic Telecasting Corp., licensee, is not "appropriate" for tax certificate. Action April 16.
- Alliance, Bowling Green and Cambridge, all Ohio—FCC adopted rules reassigning ch. 45 from Youngstown to Alliance with educational reservation, ch. *27 from Bryan to Bowling Green and ch. *44 from Woodfield to Cambridge, all Ohio, effective May 28 (Doc. 19139). Commission said purpose of changes is to permit Ohio Educational Television Network Commission to implement overall plan for educational television network in Ohio. Action April 14.
- Camden, Atlantic City, both New Jersey, Philadelphia—FCC adopted rules shifting ch. 23 from Philadelphia, to Camden, N.J., and reserving it for educational use, assigning ch. 36 as noncommercial educational frequency to Atlantic City, and freeing ch. 57, Philadelphia to make it available for either commercial or educational use there effective May 28 (Doc. 18882). Action April 14.
- Cheyenne, Wyo.—FCC notified Frontier Broadcasting Co., Cheyenne that its divestiture plan submitted in response to order released Feb. 16 is unsatisfactory (Doc. 18797). Action April 14.
- FCC added proposal to redefine Grade B contours for TV's proceeding to revise FM and TV field strength curves (Doc. 16004) and expand use of TV field strength measurement procedures (Doc. 18052). Action April 14.
- FCC dismissed petitions filed by Black Identity Education Association, community group, asking denial of license renewals for stations KETV-TV, KFAB-AM-FM, KGBI-FM, KLNG(AM), KMTV-TV, KOIL-AM-FM, KOOO(AM), KYNE-TV and WOW-AM-FM-TV, all Omaha.
- FCC denied application by Phillip H. Schott, campaign director, Unruh for Governor Committee, and Democratic State Central Committee for California, requesting review of Broadcast Bureau's ruling, Sept. 30, 1970, which found that radio and TV carrying Governor Ronald Reagan's college closing order broadcast had not violated fairness doctrine. Action April 8.

Actions on motions

- Chief, Office of Opinions and Review in San Diego (Gross Broadcasting Co. [KJOG-TV]), TV proceeding, granted motion by United States International University, and extended through April 19, time to file responsive pleadings to application

for review filed by Broadcast Bureau (Doc. 18377). Action April 16.

- Chief Hearing Examiner Arthur A. Gladstone in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, scheduled oral argument for April 21 to consider petition for change in place of hearing filed by WPIX Inc. (Docs. 18711-2). Action April 16.
- Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, denied motion by Cowles Florida Broadcasting Service Inc. for issuance of protective order (Docs. 19168-70). Action April 13.
- Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, denied motion by WPIX Inc. seeking leave to appeal from order of the presiding officer and for other procedural relief (Docs. 18711-2). Action April 9.

Other actions

- Review board in New York, TV proceeding, grants request by Forum Communications Inc. for extension of time through April 29, to respond to petition by WPIX Inc. to modify financial issue in comparative hearing on WPIX's license renewal application for WPIX(TV) New York (Docs. 18711-2). Action April 15.
- FCC in response to requests by several motion picture and TV production companies extended time for filing comments to May 17, and reply comments to June 17 in proceeding involving proposed amendment of rules dealing with availability of TV programs produced by nonnetwork suppliers to commercial TV's and CATV's (Doc. 18179). Action April 14.
- FCC extended time for filing comments and reply comments in two proceedings—formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153), and formulation of policies relating to the broadcast renewal applicant (Doc. 19154). Comments are due by July 2, and replies by Aug. 2. Action April 14.
- FCC in response to petition by Storer Broadcasting Co., asking for 90 day extension of time for filing comments in inquiry into children's programs, extended filing dates to July 2 for comments and to Aug. 2 for replies (Doc. 19142). Action April 14.
- FCC notified number of public groups interested in children's television to submit requests directly to three national networks for films and video tapes to be considered in proceeding on Children's Television (Doc. 19142). If groups are not successful in obtaining material it will "again consider question if raised." Action April 14.
- KFDX-TV Wichita Falls, Tex.—Clay Broadcasting Corp. of Texas, licensee, has filed petition in U.S. Appeals court for review of FCC's memorandum opinion and order released April 1, which denied petitions for reconsideration of report and order (Doc. 18802), amending rules revising schedule of fees. Ann. April 16.

New AM stations

Actions on motions

- Hearing Examiner Charles J. Frederick in

Youngstown, Ohio, and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, scheduled hearing conference for April 19 (Docs. 18768-9). Action April 16.

- Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey), AM proceeding, scheduled hearing conference for April 20 (Docs. 18251-2). Action April 8.
- Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, scheduled hearing conference for April 19 (Doc. 18413). Action April 8.
- Chief Hearing Examiner Arthur A. Gladstone in Greenwood, S.C. (Grenco Inc. and Radio Greenwood Inc.), AM and FM proceeding, granted motion by Radio Greenwood Inc. and ordered requested documents be produced at 10 a.m. on April 19, at offices of counsel for Radio Greenwood Inc. (Docs. 19176-7). Action March 9.

■ Hearing Examiner Chester F. Naumowicz Jr. in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), AM proceeding, on request of Star Stations of Indiana Inc. scheduled prehearing conference for 9 a.m. on April 14 (Doc. 19126). Action April 12.

■ Hearing Examiner Chester F. Naumowicz Jr. in Pikeville, Tenn. (Pikeville Broadcasting Co.), AM proceeding, granted petition by applicant for leave to amend application in financial, suburban and engineering portions (Doc. 19146). Action April 14.

Other actions

- Review board in Alexander City, Ala., AM proceeding, dismissed appeal by Martin Lake Broadcasting Co. from adverse ruling of hearing examiner in proceeding involving mutually exclusive applications for new AM by Martin Lake (Alexander City, Ala.) and Clanton Broadcasting Corp. (Clanton, Ala.) because Martin Lake had failed to secure advance permission for its appeal from hearing examiner as required by rules. In related action review board dismissed as moot Martin Lake's motion to enlarge issues inquiring into Clanton's qualifications because hearing examiner had dismissed Clanton's application with prejudice on April 2 (Docs. 18782-3). Action April 16.
- Review board in Chattanooga, Tenn., AM proceeding, in response to petition by Jay Sadow (WRIP, Rossville, Ga.), has enlarged issues in Chattanooga, Tenn., AM proceeding to include determination whether Rock City trans. site is satisfactory because of conditions in vicinity which might distort proposed ant. radiation patterns (Docs. 18901-2). Action April 7.
- Review board in Centreville, Va., AM hearing issue enlarged, in response to petition by O.K. Broadcasting Corp. (WEEL, Fairfax, Va.), amended one of issues in Centreville, Va., AM proceeding to include determination as to whether CP proposal will receive prohibited overlap from existing co-channel operation of WRAR Tappahannock, Va. (Doc. 18888). Action April 7.

Existing AM stations

Final actions

- KCUZ Clifton, Ariz. Ira O. Toler.—Broadcast Bureau granted CP to increase power to 1 kw

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and install new trans. Action April 2.

■ New York, Mutual Broadcasting System Inc.—Broadcast Bureau granted request for extension of authority to transmit program material to radio stations in Canada (foreign program). Action April 9.

■ WOTT Watertown, N.Y.—FCC granted application of R. B. G. Productions Inc. to change operation of WOTT, on 1410 khz, 5 kw, D, to 1 kw-N, 5 kw-LS, DA. Action April 14.

■ WDRQ Detroit, Bartell Broadcasting of Michigan—Broadcast Bureau granted remote control from studio location at 7441 Second Boulevard, Detroit. Action April 5.

■ WAME Charlotte, N.C. Mission Charlotte Co.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action April 9.

■ WKBX Winston-Salem, N.C. Stuart W. Epperson—Broadcast Bureau granted license covering changes; transmitters. Action April 9.

■ WAGL Lancaster, S.C. Palmetto Broadcasting System Inc.—Broadcast Bureau granted CP to change the MEOV's. Action April 12.

■ WSG Mount Jackson, WINC, WRFL-FM, both Winchester, all Virginia and WHYL Carlisle, Pa.—Francis R. Walsh, chief, Broadcast Bureau, notified four stations licensed to three companies owned by Mid Atlantic Network Inc. that commercial policies proposed in their license renewal applications are not acceptable because "the commission is not convinced that your proposed commercial policies have been developed in terms of service to the communities your station serves." Licensees were given twenty days to submit amendments to their proposals. Ann. April 19.

■ WKTS Sheboygan, Wis.—FCC notified WKTS Inc., licensee, that it has incurred apparent liability for forfeiture of \$1,000 for violation of ex parte rules (off record contact). Action April 15.

■ FCC denied petitions for reconsideration and stay of the public notice on review of lyrics of drug oriented records. Action April 16.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Norristown, Pa. (WNAR Inc. (WNAR)), AM proceeding, granted petition by applicant for leave to amend its application to reflect fact that Charles F. Wister has resigned position as director of WNAR Inc. and has sold his minority stock interest to Victor Mauck Jr., and that Victor Mauck Jr., formerly president-treasurer, has also become general manager of WNAR; ordered that executory contract relating to possible future sale of minority stock in applicant will be associated with this application; set certain procedural dates and scheduled further prehearing conference for May 21 (Doc. 14952). Action April 8.

■ Hearing Examiner Isadore A. Honig in Pine Bluff, Ark. (James J. B. Scanlon (KCAT)), AM proceeding, granted request of applicant and received into evidence Scanlon Exhibit 3; closed record and set certain procedural dates (Doc. 19093). Action April 9.

■ Hearing Examiner David I. Kraushaar in Jackson, Ala. (Radio Jackson Inc. and Vogel-Ellington Corp. (WHOD)), AM proceeding, scheduled prehearing conference for April 16, 9 a.m. (Docs. 18896-7). Action April 9.

■ Hearing Examiner David I. Kraushaar in Louisville and Mebane, both North Carolina (Franklin Broadcasting Co. Inc. (WYRN) and Radio Mebane-Hillsborough Inc.), AM proceeding, scheduled further prehearing conference for April 16 at 10 a.m. (Docs. 18836-7). Action April 9.

■ Hearing Examiner Ernest Nash in Sandersville, Ga. (Radio Station WSNT Inc.), AM proceeding, granted motion by Southern Christian Leadership Conference, et al. and canceled prehearing conference scheduled for April 20 and hearing scheduled for May 17; scheduled prehearing conference for May 21 (Doc. 19167). Action April 12.

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.), renewal of license of KAYE, corrected transcript in numerous respects (Doc. 18929). Action April 12.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc.), AM and FM proceeding, advanced the conference to 9 a.m., April 14 (Docs. 19122-5). Action April 12.

■ Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga (Jay Sadow (WRIP) and Rock City Broadcasting Inc.), AM proceeding, scheduled conference for April 19 at 9:30 a.m. (Docs. 18901-2). Action April 13.

■ Chief, Office of Opinion and Review in Sandersville, Ga. (Radio Station WSNT Inc.), AM proceeding, granted motion by applicant and extended through May 11 time to file petition requesting reconsideration of order designating license renewal application for hearing (Doc. 19167). Action April 13.

■ Chief, Office of Opinions and Review in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, extended through April 30 time to file

application for review of the review board's memorandum opinion and order released April 9 (Doc. 18888). Action April 13.

Other actions

■ Review board in Golden, Colo., AM proceeding, grants motion by Voice of Reason Inc. (KICM-AM) Golden, Colo., asking for extension of time through May 28, to file exceptions to initial decision denying its application for permanent authority to operate KICM (Doc. 18710). Action April 15.

■ Review board in Poughkeepsie, N.Y., AM proceeding, granted petition by Olympian Broadcasting Corp.—license renewal applicant for station WKIP(AM) Poughkeepsie, asking for an extension of time through May 3 to answer petition to modify issues filed by WNAB Inc. (Doc. 19171). Action April 15.

Rulemaking petition

■ FCC proposed rules permitting certain AM's—now required to employ dissipating resistors to reduce power input to their antennas—to accomplish this by reduction of trans. power. Rules would require licensee who wants to reduce trans. output power to furnish technical showing that trans. will perform satisfactorily at reduced power level. Action April 8.

Designated for hearing

■ KRDD Roswell, N.M.—FCC set for hearing application of Reginaldo Espinoza II, for renewal of license for KRDD. Station allegedly has history of failure to file timely and complete applications and records, and had been found to have allegedly violated numerous rules. Action April 14.

■ WREO Ashtabula, Ohio—FCC designated for hearing application by Radio Enterprises of Ohio Inc. for renewal of license on issues to determine whether station ceased carrying advertisements by Local 880 of Retail Store Employees Union of Cleveland, because of economic pressure, and whether grant of license renewal would serve public interest, convenience and necessity. Action April 14.

New FM stations

Applications

■ Palatka, Fla.—Morris Broadcasting Co. Seeks 99.9 mhz, 100 kw. Ant. height above average terrain 500 ft. P.O. address Box 335, Ormond Beach, Fla. 32074. Estimated construction cost \$64,990; first year operating cost \$25,550; revenue \$36,000. Principals: Mr. William E. Morris is owner. Mr. Morris is president of Zep Manufacturing Co., manufacturer of industrial chemicals and cleaning supplies, a division of National Service Industries Inc., and president of Morris Broadcasting. Ann. April 5.

■ Cedar Rapids, Iowa—Stereo Beam Corp. Seeks 102.9 mhz; 100 kw. Ant. height above average terrain 667 ft. P.O. address c/o James I. Mitchell, 6100 Vine, A-4 Lincoln, Neb. 68505. Estimated construction cost \$162,591; first year operating cost \$35,661; revenue \$42,000. Principals: James I. Mitchell, president and treasurer, 100%. Mr. Mitchell formerly had 50% interest in KFXD-AM) Nampa, Idaho. Ann. March 30.

■ Pikeville, Ky.—Pikeville College Inc. Seeks 90.7 mhz, 1 kw. Ant. height above average terrain 1,385 ft. P.O. address Sycamore Street, Pikeville, Ky. 41501. Estimated construction cost \$30,277; first-year operating cost \$24,665; revenue none. Principals: Dr. Robert S. Cope, president of board, et al. Ann. April 9.

■ Crookston, Minn.—University of Minnesota Technical College. Seeks 89.3 mhz, 10 w. Ant. height above average terrain 130 ft. P.O. address Kiehle Building, Crookston, Minn. 56716. Estimated construction cost \$8,000; first-year operating cost \$14,000; revenue none. Principals: Malcolm Moos, president, et al. Ann. March 30.

■ Thief River Falls, Minn.—Area Vocational-Technical School Independent District 564. Seeks 89.5 mhz, 10 w. Ant. height above average terrain 100 ft. P.O. address Highway One East, Route 4, Thief River Falls, Minn. 56701. Estimated construction cost \$15,913.25; first-year operating cost \$2,400; revenue none. Principals: Mervin Prestebak, president, et al. Ann. Feb. 18.

■ Ellisville, Miss.—South Jones Broadcasters Inc. Seeks 102.3 mhz, 3 kw. Ant. height above average terrain 500 ft. P.O. address Route 1, Ellisville, Miss. 39437. Estimated construction cost \$11,128; first-year operating cost \$32,088; revenue \$48,000. Principals: Mr. Glynn E. Holland, president (20%), Mr. Herbert D. Knotts, vice-president (20%), Mrs. Barbara Long Knotts, secretary (20%), Mrs. Lorene Holland, treasurer (20%), et al. Mr. Holland is film editor and engineer for WDAM(TV) Hattiesburg, Miss. Mr. Knotts is program director at WNSL(AM) Laurel, Miss. Mrs. Knotts is teacher, Jones County School System, Ellisville, Miss. Holland is housewife. Ann. April 5.

■ Jefferson City, Mo.—Board of curators of Lincoln University. Seeks 88.9 mhz, 40,000 kw. Ant.

height above average terrain 73 ft. P.O. address 820 Chestnut Street, Jefferson City, Mo. 65101. Estimated construction cost \$52,400.40; first-year operating cost \$11,215; revenue none. Principals: Mr. Carl F. Sapp, president, et al. Ann. Feb. 9.

■ Moberly, Mo.—Moberly Board of Education. Seeks 90.1 mhz, 10 w. Ant. height above average terrain 40 ft. P.O. address 101 Johnson St., Moberly, Mo. 65270. Estimated construction cost \$1,950; first-year operating cost none; revenue none. Principals: William Smith, president, Moberly Board of Education, et al. Ann. April 9.

■ Elizabeth City, N.C.—Love Broadcasting. Seeks 93.7 mhz, 100 kw. Ant. height above average terrain 363 ft. P.O. address 5619 Greentree Road, Bethesda, Md. 20034. Estimated construction cost \$46,336.05; first-year operating cost \$22,829; revenue \$41,200. Principals: Robert A. Bennis (33 1/3%), Michael J. Bennis (33 1/3%) and Robert D. Adgate Jr. (33 1/3%). Mr. Robert Bennis is director WFIL(AM) Lookout Mountain, Tenn. Mr. Bennis is student University of Tennessee, Knoxville, Tenn. Mr. Adgate is president Douglas Contracting Corp., Washington, contractors, and vice-president Sea Kal Corp., land investment and development, Washington. Ann. March 30.

■ Goldsboro, N.C.—Southern Radio & Television Corp. Seeks 102.3 mhz, 3 kw. Ant. height above average terrain 213 ft. P.O. address Box 1355, Goldsboro, N.C. 27530. Estimated construction cost \$21,873; first-year operating cost \$18,000; revenue \$30,000. Principals: Wayne Broadcasters Inc. (94.5%) and Coleman Scott (4.5%). Wayne Broadcasters Inc.—George G. Beasley (60%), James E. Harrelson (30%) and Sammy E. Floyd (10%). Mr. Beasley is general manager of WFMC(AM) Goldsboro, N.C., president-director WKGX(AM) Lenoir, N.C. (35%), vice-president, director, WKYX-AM-FM Paducah, Ky. (33 1/3%), president-director WASC Spartanburg, S.C. (50%), president and treasurer-director, WFNL(AM) North Augusta, S.C. (60%), president and treasurer-director, WMOO(AM) Mobile, Ala. (55%), president and treasurer-director FM applicant Mobile, Ala. (55%), president and treasurer-director applicant to purchase WAFI(AM) Fayetteville, N.C. (55%). Mr. Harrelson is secretary and director WKYX-AM-FM Paducah, Ky. (20%), secretary and director in following: WFMC Goldsboro, N.C. (30%), WMOO(AM) Mobile, Ala. (5%), FM applicant Mobile, Ala. (5%), manager WASC(AM) Spartanburg, S.C., and application to purchase WFAI(AM) Fayetteville, N.C. (10%). Mr. Floyd is stockholder in FWMC(AM) Goldsboro, N.C. (10%), WMOO Mobile, Ala. (2 1/2%), FM application in Mobile, Ala. (2 1/2%), and secretary and director for applicant to purchase WAFI(AM) Fayetteville, N.C.

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(10%). No information is available on Mr. Scott nor is his address known. Ann. March 22.

- **Hershey, Pa.**—South Central Educational Broadcasting Council. Seeks 89.5 mhz, 15.5 kw. Ant. height above average terrain 820 ft. P.O. address Chocolate and Cocoa Ave., Hershey, Pa. 17033. Estimated construction cost \$181,250; first-year operating cost \$52,500; revenue none. Principals: Fred E. Bryan et al. Ann. Feb. 9.
- **Georgetown, S.C.**—Winyah Bay Broadcasting Co. Seeks 97.7 mhz, 100 kw. Ant. height above average terrain 202 ft. P.O. address 631 Church Street, Georgetown, S.C. 29440. Estimated construction cost \$13,078; first-year operating cost \$7,100; revenue \$12,500. Principals: A. I. Fogel, president, (40%), Jack I. Levkoff, vice president (40%), Harry R. Fogel, secretary, treasurer (20%). Mr. A. I. Fogel owns Fogels Department Store Inc. and is president and 50% owner of Carolina Motel Inc.; both in Georgetown. Mr. R. Fogel was newsman and producer with WKAT (AM) Miami Beach, Fla. Mr. Levkoff is financial consultant for various companies, none of which are associated with broadcasting. Ann. March 30.
- **Winner, S.D.**—Midwest Radio Corp. Seeks 93.7 mhz, 100 kw. Ant. height above average terrain 348 ft. P.O. address 346 Main Street, Winner, S.D. 57580. Estimated construction cost \$83,033; first-year operating cost \$16,900; revenue \$20,850. Principals: Al Clark, president, (38.69%), William Assman, secretary (17.98%), Joseph N. Hamm (14.51%), et al. Mr. Clark is stockholder, general manager and president of Midwest Radio Corp., licensee KWAYR-AM Winner. Mr. Assman owns Assman Agency, Winner, general insurance. Mr. Hamm is a doctor in Sturgis, S.D. and stockholder-director in both First National Bank & Trust Co., El Dorado, Kan., and First Security Bank, Glendive, Mont. Ann. April 5.
- **Ladysmith, Wis.**—Stewards of Sound Radio Co. Seeks 92.9 mhz, 100 kw. Ant. height above average terrain 700 ft. P.O. address Route 4, Box 141, Chippewa Falls, Wis. 54729. Estimated construction cost \$69,300; first-year operating cost \$24,000; revenue \$26,000. Principals: Warren D. Steward (100%). Mr. Steward is field representative, ordained minister and missionary consultant for Mid-States Representative of the Conservative Baptist Foreign Mission Society. Ann. April 5.
- **Sheboygan, Wis.**—Joint City School District No. 1 Sheboygan Public Schools. Seeks 91.7 mhz, 10 w. Ant. height above average terrain 104 ft. P.O. address 830 Virginia Avenue, Sheboygan, Wis. 53081. Estimated construction cost \$6,600; first-year operating cost \$1,000; revenue none. Principals: Dr. Warren Soeteber, superintendent, et al. Ann. April 9.

Final actions

- **WTHO-FM Thompson, Ga.**—Walter J. Brown, D/BA Bethany Broadcasting Co.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action April 14.
- **Pendleton, Ind.**—South Madison Community School Corp. Broadcast Bureau granted 91.7 mhz, .018 kw. Ant. height above average terrain 94 ft. 8 inches. P.O. address Mack Bennett, Box 240, Pendleton, Ind. 46064. Estimated construction cost \$18,265; first-year operating cost \$6,000; revenue none. Principals: Thomas W. McAllister, president, et al. Action Feb. 18.
- **Syracuse, N.Y.**—FCC denied Progressive People Inc. non-profit, interracial corp. in Syracuse, N.Y., area, reconsideration of action denying petition to file late application for authority to construct FM in Syracuse. Ann. April 16.
- **Gahanna, Ohio**—FCC granted application by Christian Voice of Central Ohio for review of Review board action modifying suburban community issue (determination of community to be served). CVCO is applicant for CP for new FM in Gahanna, Ohio (Docs. 18308, 18793) in proceeding involving mutually exclusive application of Delaware-Gahanna FM Radio Broadcasting Station Inc., Delaware, Ohio, for new FM in Delaware. Action April 8.
- **Tulsa, Okla.**—FCC consolidated application by American Christian College Inc., for new FM station at Tulsa, Oklahoma in hearing with mutually exclusive applications of Oklahoma Broadcasting Co. (Doc. 18951), and Southwestern Sales Corp. (Doc. 18953) for 98.5 mhz at Tulsa; and mutually exclusive applications for 107.7 mhz by Oklahoma Broadcasting Co., The Village, Okla. (Doc. 18952); All American Broadcasting Corp., Oklahoma City (Doc. 18954) and KTOK Radio Inc., Oklahoma City (Doc. 18955). Action April 8.
- **FCC denied application by Faulkner Radio Inc.,** formerly applicant for new FM at Rockmart, Ga., for review of review board's action denying its request for approval of reimbursement of \$3,000 for expenses, under dismissal agreement with Georgia Radio Inc., also Rockmart applicant (Docs. 18314-5). Action April 14.

Actions on motions

- **Hearing Examiner Frederick W. Denniston in Birmingham, Ala.** (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, scheduled further prehearing conference for April 15 (Docs. 18664, 18666). Action April 8.

- **Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia** (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, scheduled hearing conference for April 21 (Docs. 18456-7). April 8.
- **Chief Hearing Examiner Arthur A. Gladstone in Lake Havasubity, Ariz.** (Lee R. Shoblom and Charles D. Langerveld), FM proceeding, designated Hearing Examiner Charles J. Frederick to serve as presiding officer and scheduled prehearing conference for June 3 and hearing for July 7 (Docs. 19196-7). Action April 12.
- **Chief Hearing Examiner Arthur A. Gladstone in Ardmore, Okla.** (Douglas C. Dillard and Arbuckle Broadcasters Inc.), FM proceeding, designated Hearing Examiner Ernest Nash to serve as presiding officer and scheduled prehearing conference for June 2 and hearing for July 6 (Docs. 19198-9). Action March 12.
- **Hearing Examiner David I. Kraushaar in Omaha** (Pier San of Nebraska Inc.), FM proceeding, granted petition by applicant for leave to amend application to comply with "Primer on Ascertainment of Community Problems" (Doc. 19021). Action April 13.
- **Hearing Examiner David I. Kraushaar in Las Vegas** (James F. Francis and Quality Broadcasting Corp.), FM proceeding, scheduled further prehearing conference for April 16, 11 a.m. (Docs. 18437-8). Action April 9.
- **Hearing Examiner Jay A. Kyle in Leisure City and Goulsds, Fla.** (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, scheduled further hearing conference for April 15 (Docs. 18956, 18958). Action April 9.
- **Hearing Examiner Chester F. Naumowicz Jr. in Virginia Beach, Va.** (Payne of Virginia Inc. and Virginia Seashore Broadcasting Corp.), FM proceeding, granted petition by Virginia Seashore for leave to amend application in certain financial respects (Docs. 19095-6). Action April 13.

Other actions

- **Review board in Searcy, Ark.**, FM proceeding, in response to motion by Horne Industries Inc., Searcy, in case involving mutually exclusive applications of Horne and Tellum Broadcasting Co. of Searcy Inc., for new FM in Searcy (Docs. 18989-90), review board has enlarged issues to determine whether Tellum violated rules requiring applicants to notify FCC of substantial and significant changes in applications or nondisclosure rule. Action April 14.
- **Review board in Hartford, Conn.**, FM proceeding, denied petition by Communicom Media, requesting addition of issues in proceeding involving mutually exclusive applications of Communicom for authorization to construct new FM in Berlin, Conn., and of WHCN Inc., for renewal of license of WHCN-FM, Hartford, Conn. (Docs. 18805-6). Action April 7.
- **Review board in Anderson, Ind.**, FM proceeding, granted request by Broadcasting Inc. of Anderson, applicant in comparative hearing for CP for new FM in Anderson, asking for extension of time through April 23 to reply to responses to its petition to enlarge issues (Docs. 19018-9). Action April 15.
- **Review board in Scottsdale, Pa.**, denied petitions by broadcast bureau to enlarge issues in application of L. Stanley Wall for new FM in Scottsdale, Pa. (Doc. 19054). Action April 14.

Designated for hearing

- **Elizabeth City, N.C.**—FCC designated for hearing application by Professional Broadcasting Inc., for new FM on 106.9 mhz, with power of 100 kw, and ant. height of 500 ft. Action April 14.
- **Lake Oswego-Milwaukie, Ore.**—FCC set for hearing mutually exclusive applications of Walter J. M. Kraus and Willamette Broadcasting Co., for new FM to operate on 106.7 mhz at Lake Oswego and Milwaukie, respectively. Hearing issues include a determination of areas and populations which would receive FM service, together with availability of other primary aural service in such areas, and a determination as to which of the proposals would better provide a fair, efficient and equitable distribution of radio service under Communications Act. Action April 14.
- **Lorain, Ohio**—FCC set for hearing mutually exclusive applications of Lake Erie Broadcasting Co., Lorain Community Broadcasting Co. and Vocom Industries Inc. for new FM to operate on 104.9 mhz with ERP of 3 kw and ant. height of 300 ft. in Lorain, Ohio. Hearing issues include determination of financial qualifications of Lorain Community and Vocom Industries; facts and circumstances regarding ownership, control and legal capacity of Vocom Industries, and whether it is qualified to construct and operate proposed station; and efforts made by three applicants to ascertain community needs and interests of area to be served and means by which they propose to meet those needs and interests. Action April 14.
- **Wilmington, Ohio**—FCC set for hearing mutually exclusive applications of 5 KW Inc. and Clinton County Broadcasting Corp. for new FM

to operate on 102.3 mhz with power of 3 kw and ant. height of 300 ft. at Wilmington. Issues include financial qualifications, areas and populations which would receive FM service and whether other primary aural service in area is available. Action April 14.

- **Shell Lake, Wis.**—FCC set for hearing applications of Erwin Gladdenbegk and Charles R. Lutz for new FM broadcast to operate on 95.3 mhz in Shell Lake, Wis. Charles Lutz, licensee of WCSW (AM) Shell Lake (940 khz, 1 kw, D, II), requested operation with ERP of 3 kw and ant. height of 265 ft. Erwin Gladdenbegk, who has no other broadcast interests, requested operation with ERP of 3 kw and ant. height of 300 ft. Hearing issues to be determined include efforts made by both applicants to ascertain community needs and interests of areas to be served and means by which they propose to meet those needs and interests and which proposals would, on a comparative basis, better serve public interest. Action April 14.

Existing FM stations

Final actions

- **WULA-FM Eufaula, Ala.**—Vogel-Montgomery—Broadcast Bureau granted mod. of license covering change in corporate name to Vogel-Milligan Corp.; granted mod. of CP to change name of permittee to: Vogel-Milligan Corp. Action April 13.
- **WTRE-FM Greensburg, Ind.**—Soundiana, Inc.—Broadcast Bureau granted CP to install trans.; ERP 50 kw; ant. height 275 ft. Action April 9.
- ***WBKY(FM)** Lexington, Ky. University of Kentucky—Broadcast Bureau granted CP to change trans. location near Kentucky highway 25/421; 0.4 mile south of Clays Ferry, Ky.; operate remote control from studio location University of Kentucky campus, McVey Hall; install trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 540 ft. Action April 9.
- **WQDC(FM)** Midland, Mich.—FCC granted application by Hacco Inc. (controlled by Saginaw Valley College), to change location of WQDC (FM) from Midland to Auburn, Mich. Action April 14.
- **KPLD(FM)** Branson, Mo. Taneycomo Broadcasting Corp.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 210 ft. Action April 9.
- **WAWZ-FM Zarephath, N.J.** Pillar of Fire—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action April 6.
- **WCRF(FM)** Cleveland. The Moody Bible Institute of Chicago—Broadcast Bureau granted license covering changes; ERP 25.5 kw; ant. height 660 ft. Action April 9.
- **WNCR(FM)** Cleveland. Nationwide Communications Inc.—Broadcast Bureau granted CP to change trans. location to 7118 State Road, Parma, Ohio; operate by remote control from 9446 Broadview Road, Broadview Heights, Ohio; install new ant.; ERP 29 kw; ant. height 500 ft. Action April 12.
- **KRMG-FM Tulsa, Okla.** Texas Star Broadcasting Co.—Broadcast Bureau granted license covering changes; ERP 62 kw; ant. height 295 ft. Action April 9.
- **WVEN(FM)** Franklin, Pa. Northwestern Pennsylvania Broadcasting Co. Inc.—Broadcast Bureau granted license covering new FM; ant.; ERP 3 kw; ant. height 230 ft. Action April 9.
- **WKJF(FM)** Pittsburgh. WKJF Inc.—Broadcast Bureau granted license covering changes; ERP 41 kw; ant. height 550 ft. Action April 9.
- **WAEI-FM Maricao, Puerto Rico.** WAEI Inc.—Broadcast Bureau granted license covering new FM; ERP 10.5 kw; ant. height 1,950 ft. Action April 9.
- **WLOW-FM Aiken, S.C.**—Carousel Radio Inc. Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 200 ft. Action April 9.
- **KTOD-FM Sinton, Tex.**—Sinton Broadcasting Co. Broadcast Bureau granted CP to install ant.; ERP 21.5 kw. Action April 9.

Fine

- **KSMB(FM)** Lafayette, La.—FCC directed Communication Broadcasting Inc., licensee, to forfeit \$200 for repeated violation of rules by failing to file renewal application for KSMB(FM) at least 90 days prior to expiration date of license. Action April 14.

Renewal of licenses, all stations

- **WKQV(AM)** Sullivan, Ind.—Broadcast Bureau granted renewal of license. Action April 17.
- **Broadcast Bureau granted renewal of licenses** for following UHF translators: K12DU Saratoga-Los Gatos, K73AV Daggett, K71BD Lakeport and Clear Lake Basin, K73BQ, K77BS and K80BG, all Lakeport, K75AO Point arena,

(Continued on page 81)

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RADIO

Help Wanted Management

Experienced sales manager, who will personally solicit new accounts, and service and who can effectively direct the sales effort of sales staff. Salary, bonus, benefits. Send resume, photo and references. Box C-246, BROADCASTING.

Illinois daytime radio station in good location wants a #2 man. This man is some one that is ready for responsibility. This person must be able to manage people, sell and have a first-phone. This position is above average, good pay, and override on station's gross. Send resume to Box D-151, BROADCASTING.

Family type Canadian. TV—AM-FM operation, in med. size market seeking several executives who are mature, with know how in all areas of TV & radio who understand the profit motive but also appreciate and understand it's integrity that counts . . . following positions open: Asst. General manager TV & radio, Asst. sales manager TV, Asst. sales manager radio, Asst. manager radio, trouble shooter for complete chain. Apply Box D-196, BROADCASTING.

Sales

Join our sales staff. We're enthusiastic, ambitious, and successful. Requires successful track record or will consider training experienced announcer who wants to move up to sales. Midwest city under 40,000. Resume, photo. Box C-11, BROADCASTING.

Salesman: If you're a top producer yet legitimately dissatisfied with your station, market, or management—we have a top list backed by top facilities—AM/FM stereo, pleasant living in medium size southeast market. Excellent first year potential. Your efforts are always backed with top promotion. Send resume to Box D-204, BROADCASTING.

Experienced, ambitious salesman with good track record and background, that will bear thorough checking. Excellent opportunity for high income. Major market in Southeast Florida. Send full details and photo. Box D-243, BROADCASTING.

Towers: Need addition to our sales force. Persons interested should have experience in tower sales, AM/FM TV and microwave. Send resume to Box D-275, BROADCASTING.

KFRO-1370, ABC, Longview, Texas offers sales opportunity for man with past announcing, sales experience. Send sales record, resume to James R. Curtis.

Announcers

Opportunity for MOR station morning personality in pleasant 100,000 college market. Must be experienced. Box D-24, BROADCASTING.

Professional needed for morning drive shift on southeast gulf coast full time modern country station. Must have happy mature approach. Strong production necessary. Send tape and resume to program director. Box D-185, BROADCASTING.

We are looking for a creative production/personality combination for outstanding Michigan MOR station. Ability to produce award winning spots and audience grabbing air-shift essential. Pros only. Excellent salary, benefits and working conditions. Tape and resume to . . . Box D-186, BROADCASTING.

Wanted: Operations manager with 1st phone, good voice. Young pro for part of major market group at New England powerhouse. Box D-214, BROADCASTING.

Dedicated radio professional for Central Indiana community-minded station . . . opportunity for family man who understands and enjoys small market radio. Announce shift major responsibility, but must enjoy and be capable in other areas of station operation. Box D-250, BROADCASTING.

Progressive rocker in Pittsburgh is looking for the two best personality progressive jocks. Send tape and resume to Box D-252, BROADCASTING. Tapes will not be returned.

Modern country D.J. wanted by northern Michigan powerhouse. Good money and benefits. Send resume, tape, photo. Box D-260, BROADCASTING.

Announcers continued

Major east coast rocker seeks experienced jock heavy on production. Great opportunity for stable, dedicated professional. Send current tape, resume and picture to Box D-269, BROADCASTING. An equal opportunity employer.

Help wanted announcer with first phone, versatile all phases, news production copy. 5kw Pennsylvania directional, new equipment and facilities. References and background carefully checked. 2 years experience minimum. \$125-\$150 weekly. Box D-271, BROADCASTING.

Phoenix . . . Immediate opening at KRFM for pro with minimum 5 years experience. Prefer happily married, solid citizen 30-40 with some college. Rush tape, resume, photo and salary requirements to Tom Churchill, P.O. Box 10098, Phoenix, B5016. No calls. EOE.

Mature DJ who understands bright MOR operation. Quality personality station in important Florida market. All details first letter with tape and resume. Bill Taylor, Prog. Dir., WDBO Radio, P.O. Box 21, Orlando, Florida.

WEKT-FM stereo in Hammondsport, New York needs announcers with a good voice. We serve wine country U.S.A.

WNVY, Pensacola, Florida is looking for a strong announcer. 24 hour modern country with contemporary announcer approach. Send tape, resume and salary requirements to Mike Wingfield, Box B098, Zip 32505.

Need mature, responsible, affable, articulate radio announcer. Commercial delivery important. Must operate own board. Some remotes. No drifters. Send complete resume and audition tape to: Ken Charles; P.O. Box 518, Marion, Ohio 43302. No calls.

Technical

Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

Chief engineer—asst. general manager . . . need experienced chief engineer ready to assume administrative responsibilities concerned with overall operation. Must be responsible, take-charge kind of guy. 1kw non-directional daytimer with all new studios and equipment including new transmitter. Christian staff and programming. Midwest major market, top pay, permanent job, good working conditions and hours. Immediate opening. Box D-160, BROADCASTING.

Wanted—engineer to live in comfortable 2 bdrm. air/cond. apt. at transmitter site. Ability to perform light daily maint. required. Box D-181, BROADCASTING.

Chief engineer—announcer for class IV in northeast. Main., knowledge of rules & regs. Good MOR. We offer good pay-fringes and growth opportunity. Tape and resume to Box D-249, BROADCASTING.

Chief engineer: AM & FM stereo in exciting university market. Call or write, WNRS/WNRZ, P.O. Box 5, Ann Arbor, Michigan 48107 (313) 663-0569.

News

Experienced newsman for major market rocker. Must be authoritative, stable and professional. Send tape, resume and picture to Box D-270, BROADCASTING. An equal opportunity employer.

Programming, Production, Others

Wanted: Experienced copy-writer/production for WGSA-WIOV, Lancaster County, Pennsylvania. Must have good voice. EOE. Write for preliminary copy-writer-test to WGSA, Ephrata, Pa. 17522.

Situations Wanted Management

Successful general manager seeks new challenges, 16 years radio-TV, all phases, desires medium-major market, \$25,000 minimum plus incentives. Box C-304, BROADCASTING.

Only owners interested in more profit. Successful record. Previous experience—television owner, general manager, sales manager. Box D-251, BROADCASTING.

Management continued

Successful sales manager ready to take charge as general manager and make your small market station the more profitable operation you want. Ownership participation prime consideration. Will consider cash investment with management arrangement to earn greater share or full purchase. Box D-255, BROADCASTING.

Owners, have troubles? You need the right man at the top! 14 years experience all phases of broadcast. Last 4½ years and presently general manager. Proven record of building losers into winners. Age 34, family man, no problems. Prefer Southeast, south or southwest but will consider all offers. \$30,000 a year—stock, percentage or cash. Box D-258, BROADCASTING.

Promotion manager: Currently assistant and relief weatherman. Ready to move up in either direction. B.S. Four years experience. Box D-261, BROADCASTING.

Experienced team, programing, sales, engineering, management. Small-medium suburban market. Will relocate. Trymaster, 65 Champlin Avenue, East Islip, N.Y. 11730.

Sales

Account executive. Every qualification. Seven years broadcasting sales experience. University background. Energetic. Highly motivated. Excellent appearance. Aggressive. Will relocate. Please write: P.O. Box 37, New Britain, Connecticut 06050.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box D-8, BROADCASTING.

First phone ten year pro. Married, contemporary, country, employed . . . \$175 weekly . . . less if moving expense considered. Call (518) 561-1684. Box D-13, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice . . . Box D-50, BROADCASTING.

Michigan . . . surrounding area, disc jockey, copy, production, 1-313-881-9348. Box D-51, BROADCASTING.

First phone, college grad with over 2 years in rock, MOR, country. Some TV experience. Excellent production, writing, and news. Married, 27, will travel anywhere. Box D-113, BROADCASTING.

Available immediately, recent graduate Don Martin School of Radio & TV. Have 1st phone, can run tight board, handle any format, news, sports, etc. Like sales & promo's. Mature and willing. Go anywhere for situation with potential. Call collect 213-657-5886 or write Box D-127, BROADCASTING.

Disc jockey—newscaster—salesman—dependable—experienced—creative—tight board—third endorsed—authoritative news—aggressive salesman—will locate anywhere in U.S. Box D-158, BROADCASTING.

MOR, first, experience in major market. Will relocate. Write Box D-163, BROADCASTING, or call (714) 479-9826 after 5.

Compare everyone else's claims with my facts: At 22, seven years all radio formats, TV booth, free lance voice-over. Bachelor's in radio-TV. 1st phone. Will do MOR, easy listening, booth, for thoughtful management at clean, equipped facility in culturally-oriented community for not less than 12M. Box D-167, BROADCASTING.

Anybody can cue a record—I can do more. Young pro, experienced, first phone, copy, production. Box D-207, BROADCASTING.

First phone, AA in Broadcasting, year experience, want commercial radio break in small market. Desire top 40 or progressive. Sales ability, excellent creative production, very anxious, and will gladly relocate. Tape and resume on request. All replies answered. Box D-208, BROADCASTING or 213-776-0527.

Mature announcer, 40's/1st phone. Prefer small pleasant operation. Dependable, cooperative, consider any area. Smith (305) 843-9525. Box D-209, BROADCASTING.

Situations Wanted

Announcers continued

First phone rock jock—strong copywriting, production—experienced program director—\$200 minimum. Box D-213, BROADCASTING.

Desire someone with ambition, talent, and quick thinking? First ticket, experienced in play-by-play, rock. Smoothly, can boogie with best. Got the good vibration station? I've got the rest. Get the most for your money and receive more. Dale Allen 515-228-1322 after 5:30. Box D-219, BROADCASTING.

Announcer—experienced. First phone—seeks music show, news. Box D-220, BROADCASTING.

Preferably New York, please give me a beginning. Box D-223, BROADCASTING.

Announcer, first phone, over 2 years top 40 experience; Northeast preferred. Box D-225, BROADCASTING.

Experienced announcer, first phone, also engineering experience, veteran, married, Box D-226, BROADCASTING.

Have a place for college graduate, with third endorsed, broadcast school, writing ability, musical knowledge, and dedication? Box D-228, BROADCASTING.

Low key DJ . . . knows production, and enjoys doing a good job—looking for relocation to northeastern top forty, MOR or easy listening station . . . got the voice and knowhow . . . no small town operations please . . . available mid-August. Box D-230, BROADCASTING.

College graduate—broadcasting school graduate, third ticket—good sound—currently college top 40. Box D-232, BROADCASTING.

Audience builder—proven with major market temporary station in New England. Capable production. Seeks new challenge with East coast rocker. Box D-233, BROADCASTING.

DJ available for soul or top 40 station in medium market. Tight board, production 3 yrs., experience, 3rd phone. Box D-244, BROADCASTING.

Chicago sports-casting experience—including full-time NBA background and sports management. Young. Desire sports opportunity. Including play-by-play. Box D-248, BROADCASTING.

First phone, experienced, MOR man, high ratings, 27, married, stable, all considered. Box D-253, BROADCASTING.

Summer replacement—college honors 4 years experience—MOR—27, reliable—anywhere. Box D-256, BROADCASTING.

On the ball, not an eight ball. This family man would like to roll your way. 3rd ticket, broadcasting school, good speaking voice, hard worker, will relocate. Mike Anthony. Box D-259, BROADCASTING.

7 years commercial radio, college grad, draft-free. Well-rounded news and MOR background. Would like TV affiliation too. \$200 minimum. Box D-262, BROADCASTING.

Hire a heavy top 40 jock. Good production. First, draft exempt. Looking for \$200 a week. Box D-264, BROADCASTING.

Have Mike—will travel—near graduate of top broadcasting school, prefers major or medium market. Like east coast, but will consider all requests. Talented, intelligent, reliable. Box D-273, BROADCASTING.

1st class ticket announcer needs break. Some experience. Marv Patton, 2217 E. 2nd, Spokane, Washington 99202.

Give me a chance. I'll give you my best. Broadcast school graduate needs first job. 21 July Bth, stable, draft exempt, 3rd endorsed, right board. Wants position MOR. Prefer East Coast, but will relocate anywhere for opportunity. Write or phone collect for resume, tape and photo. Darrell Clark, 6314 Cheri Lynne, Dayton, Ohio 45415. (513) 890-4352.

First phone—ambitious, hard worker—3 years experience—solid announcing—play-by-play sales—prefer southeastern Wis. Phone 414-387-3895.

Young, very ambitious third from Phoenix desires position at recently established progressive free form outlet anywhere in the country. Ten months in free form radio. Frank, 602-992-8923. Call evenings if possible.

Energetic, hard worker, first job. Twenty, single, reservist, first phone. Available yesterday. Will relocate, some experience. Andrew Graham, 1907 Miles Avenue, Billings, Montana 59102. 406-656-6944.

Announcers continued

1 1/2 years experience in small market top 40. Looking for permanent position in northeastern U.S. Alan S. Campbell, c/o 10 Sunny Acres, Brattleboro, Vermont 05301.

First phone, one year experience, one year college, ambitious, young, \$125.00 week area. Looking for ideal climate. Contact Ken Elliott, 322 Franklin, Clinton, Michigan 49236, 313-456-4778.

First phone, 27, broadcast school graduate, sincerely seeks first permanent position. 501-452-0550.

1st phone, experienced in announcing and electronics, looking for a contemporary or up-tempo MOR station. Announcer, 1800 Bluebird Lane, Munster, Indiana 46321.

First phone. Broadcast school grad. Tight board progressive or top 40. Willing to relocate. Greg Faulkner. Call collect 714-447-4775.

Personable young man, draft exempt, knows (and loves) music, speaks easily, good voice, 3rd endorsed, anxious to learn all phases of radio work. Prefer college town. Jay Wheeler, Box 459, Hugoton, Kans. 67591, Phone (316) 544-2946.

Midwest anncr. 13 yrs. radio-TV seeks pos. with responsible company. Exper. all phases Brcdstg. Excellent morn. mon. \$250.00 start. 1-319-266-1332.

Music director top 30, 3 yrs announcer and program MC, married, 25 years old, will relocate, Jimmie Kaye, 417-269-4149.

Afternoon airshift wanted on uptempo midwest MOR. 27, married, father, 3rd. Experienced personality, production, sales, music/continuity/assistant program director. Run lite-brite-lite show. Stability essential. Looking for the right move. Phone 715-369-4817 collect afternoons. Available June.

I offer—warm MOR type personality who can handle news with authority, production that sells, D.J. and/or telephone talk show that builds an audience, first phone, over ten years experience and solid references. I am a family man, sincere, loyal, hard working and not a Prima Donna. Too good to be true? Try me. I want my first P.D. job and/or air shift with station that offers a solid future. Will go anywhere for the right deal. Call 516-842-0148 for Harry Winston.

In radio since 1966. No beginner. 23, stable, married, ticket. All formats including news. Tight board, top production. I'm ready. Just left American Forces Network Europe. I'm a pro . . . I want a pro station. For tape, resume and the usual goodies, write White, 20B Mountain Road, Windsor, Conn.

Needed! One job for an announcer with 6 months experience . . . anywhere. I'm single, professionally trained with a 1st, draft exempt and available now. Would like to try selling also. If interested call (209) 233-1430 or write Al Robbins, 924 W. Cambridge, Fresno, Calif. 93705.

Technical

First phone. Radio, television transmitter experience. Go anywhere. Competent, reliable. Box D-150, BROADCASTING.

Chief engineer—supervised high power installation operation directional. FM and manufacturing. Desire to head technical department station or group. Box D-224, BROADCASTING.

1st, tech school, married. Experienced other broadcast areas. Carolina area, June. 1716 Home, Hartsville, S.C.

Experienced 1st phone to 50 KW. Good audio. Resume available. Ken MacGregor, 106 Cowan Drive, Mason, Ohio 45040.

1st to assist, tech school grad., exp. in 4 track electronic music studio engineering and production. Wants job in broadcasting. Only definite job openings, please. R. Stefan, Arbor Drive, Norwalk, Conn. 06854.

Pittsburgh area—first phone engineer available immediately! Decided to follow my real interest. Former rock jock makes smart switch, now where are the openings? 412-745-5336. Ask for Ron.

News

Radio-TV newsman/news director. 16 years broadcast experience. Prefer southeast/southwest. Write Box D-109, BROADCASTING.

News director looking for challenge. Let me take your pretty good news department and make it a great news department. Radio or TV. My competitors know my credentials. Let me show them to you. Top 30 markets only. Box D-175, BROADCASTING.

Newsman available July 1. College degree, draft exempt, play-by-play experience. Sales experience with major equipment manufacturer. Relocate anywhere. Box D-195, BROADCASTING.

News continued

Female, attractive, experienced radio-TV news, interviews editing actualities, administration. Box D-218, BROADCASTING.

News director, small market. Gather, write, air all local news. College grad, married, 24. Seeking position with professional news team—Radio-TV—anywhere. Box D-229, BROADCASTING.

Newsman available . . . presently employed 50kw major market station. Gift-edged personal & professional references, excellent air work, journalism degree. Seeks responsible position where growth potential is in proportion to ability, and where the best news operation is the goal. Box D-240, BROADCASTING.

News director—M.A. radio-TV—production—advertising—reporting—announcing. Prefer city 25,000-40,000 population. Describe your station and city. Resume plus tape available. Box D-246, BROADCASTING.

Available now—experienced newsman—with announcing and some sales. Degree, single, draft exempt. Phone 415-655-0604, or write C.G.D., 1516 Fernwood Dr., Oakland, California.

Reporter, leg-man, P-R. Experienced. Prefer sports tie-in. Vet. 26. Journalism degree, Creighton. Roger Morrissey, Box 726, Hastings, Nebraska.

Programming, Production, Others

Mature family man, 42, dependable, disciplined. Not a fuddy-duddy. Only hang-up is honesty. Many years successful business and 4 years small market announcing, production, copywriting, traffic and sales. Seeks challenge as PD country or good music station. Prefer personal interview. Box D-169, BROADCASTING.

Experienced personality communicates with sincerity, intelligence, good voice, creativeness and happiness. Good on production interviews and call-in shows. Married, B.S. degree, first phone. Box D-178, BROADCASTING.

Automating? Get the most from your system. 1st phone announcer-P.D. with mature voice seeks more challenging position. Now working on ATC SP-10 system. Would also like to work into engineering. Box D-215, BROADCASTING.

Operations . . . music . . . first class ticket . . . traffic . . . copy . . . license renewal . . . prefer MOR but will consider all . . . female. Box D-238, BROADCASTING.

Wanted top 40 P.D. gig. Good jock, production man, and teacher. Brought station from #26 to #3 in 6 mo. with small budget and a bad signal. Box D-263, BROADCASTING.

Experienced top 40 personality, college graduate in TV-R, currently in major market, creative production, knows music, excellent employment record, draft exempt. Box D-266, BROADCASTING.

Sports, 28, married, college grad., 4 1/2 years full time experience. Excellent play-by-play of all sports. Two way talk show; writing and producing. Would like the challenge of major market. Box D-267, BROADCASTING.

1st phone 5 years. B.A. degree in radio/journalism. Want PD job in June. Howie Thayer, Box 373, LaMoille, Ill. (815) 638-2083.

You can have professional production and programming talent at your disposal at prices lower than you can imagine. Why not let our staff work for you by mail? Expert experienced service as close as your mailbox! Write for free samples! Mother Cleo Productions, Studio A, Box 521, Newberry, S.C. 29108.

TELEVISION

Help Wanted Management

Wanted CATV system manager. For position in system management, programming and promotion for fast-growing system in the Midwest. Salary commensurate with experience. Send resume and salary requirements to: Box D-161, BROADCASTING.

Commercial manager with proven ability for South Texas VHF. Write Box D-222, BROADCASTING.

Executive search firm expanding in communications field, needs broadcast executive to contact corporate officers for recruiting assignments and find management personnel to fill these openings. \$35,000 to \$50,000 earning potential. Limited travel. Select either New York or Chicago base. Box D-236, BROADCASTING.

Sales

Experienced, hard hitting, professional news man wanted. Good appearance and delivery. Comprehensive writing a must. Send resume with complete broadcast experience and salary requirements to Box D-18, BROADCASTING.

Sales continued

Looking for a hungry account executive currently selling either radio or TV. He's now in a smaller market and would like to move up to an excellent independent in the top 20. If you can handle a heavy list and still make cold calls you're the right man. Excellent earnings. Box D-274, BROADCASTING.

Announcers

Versatile TV announcer to deliver week-end sports and weather shows with a daily booth shift. Top VHF 25 market in northeast. Right money for right man. Send reply to Box D-217, BROADCASTING.

TV announcer—young, aggressive, experienced in all phases on-camera work. Good opportunity to locate in southwest. Send resume to Box 3002, Tulsa, Okla. 74101.

Technical

Experienced, creative technical director for studio productions and on air, with a first class license, and willing to work. Send resume and salary requirements to Box D-17, BROADCASTING.

Chief engineer with excellent technical qualifications and broad experience for South Texas VHF. Box D-221, BROADCASTING.

Experienced only—Studio maintenance/operating technicians. East coast; major market. Send resume to Box D-245, BROADCASTING.

News

Southeast—top 40 market editor. Immediate opening. Handle half-hour at noon weekdays. Salary negotiable to \$160. Either sex. An equal opportunity employer. Box D-241, BROADCASTING.

Major market VHF with complete weather facilities, needs personable, competent and professional meteorologist for on-air work. Send complete resume to Box D-242, BROADCASTING.

Programing, Production, Others

Film editor wanted to handle independent programing and receiving/shipping department. Send background information and salary requirements to Box D-19, BROADCASTING.

Producer/director/continuity/announcer needed. If you are experienced in every aspect of production and want to move up, send complete resume to Box D-20, BROADCASTING. Include salary requirements.

Graphic Arts department needs an artist who can handle all phases of graphic production—Send background information and salary requirements to Box D-21, BROADCASTING.

Traffic manager or assistant. Capital city network affiliate station needs person to handle traffic department. Experience necessary. Good salary and company benefits. Call program manager. Area code 217-528-0465.

Television

Situations Wanted Management

Production manager, experienced in total station operation. Good background in commercial work and sports. MA degree, all experience in a top five market. Top references. Box D-168, BROADCASTING.

Program manager—need a real professional? Box D-231, BROADCASTING.

General manager/sales manager. Presently employed in sales management. Ability proven by nearly 20 years experience in TV sales management. Thorough knowledge of national and local sales, programing, all phases of TV operation. Stable, honest, sober. Top references. Box D-257, BROADCASTING.

Announcers

Chicago soortscasting experience—including full-time NBA background and sports management. Young. Desire sports opportunity. Including play-by-play. Box D-247, BROADCASTING.

Just right for AM-FM-TV. Seasoned, mature approach to radio. Creative, friendly on camera with weather, kids' show and production. Major market experience, degree. I will consider all offers. Box D-254, BROADCASTING.

Technical

Chief of independent U. top 30 markets, desires change. Twelve years experience all phases of broadcasting. Box D-93, BROADCASTING.

Technical continued

Switcher, first, studio-operations, transmitter, B.A. anywhere. 315-478-8896. Box D-97, BROADCASTING.

Experienced engineering supervisor of studio operations and maintenance, desires position at quality operation with future management opportunity. Prefer southeast, Virginia to Texas, but will consider every position with potential. Box D-102, BROADCASTING.

Engineer, 15 years experience in operations, engineering and management. Excellent references. Box D-123, BROADCASTING.

1st phone experienced studio engineer available now write Box D-149, BROADCASTING.

BSEE, first phone, 25, seeking broadcast systems engineering opportunity. Relocate anywhere to right job. Larry Brown, 226 West Ohio, Marquette, Michigan 49855. Available immediately.

News

Network producer/writer wants to be news director. Excellent credits. Extensive local experience in creative and management roles. Box D-69, BROADCASTING.

Professional meteorologist, AMS television and radio seals, eight years top twenty market stations. Box D-162, BROADCASTING.

Seven years, solid experience in all phases of TV news. Seeking position as TV news director in medium-large market. Detailed resume available. Box D-180, BROADCASTING.

Experienced professional meteorologist desires position in small or medium market. Excellent credentials. VTR available. Box D-210, BROADCASTING.

Award-winning reporter (Los Angeles Press Club, American Political Science Association) . . . 32, M/J, w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will relocate. Box D-227, BROADCASTING.

TV newsman/editorialist. 12 years air talent, writing, researching, reporting news plus editorials, documentaries, hosting live shows. Several national and local awards. Currently editorial director, large market station. Available immediately. Box D-239, BROADCASTING.

Top-rated news director/anchorman seeks new challenge. Degree, ten years experience broadcast news. Box D-265, BROADCASTING.

In town tonight host (AFVN), ex-SSG W. Corsair McGroarty looking—how about you? Have interviewed Jessel, New Christy Minstrels, etc. Glad to talk to you. 10 years commercial experience kini, VTR, or audio on request. 100 Park Place, Suite 102, Pawtucket, R.I. 02860. (401) 724-3829.

Programing, Production, Others

Producer who wants to produce. The thrill is gone when the formats become routine and new ideas are discouraged. I've got top market production background, with management experience; but I can't develop myself or programing in an unrewarding (creatively and financially) station situation. Help. Box D-211, BROADCASTING.

Recent junior college graduate seeks off-air TV position. Broadcast production training. 23, married, veteran. Will relocate northeast United States. Reply Box D-212, BROADCASTING.

High potential June graduate of prestige liberal arts college seeks trainee position. Particularly interested in news and production; quality and variety of experience is my prime interest. Some college experience. 22, single, draft free. Box D-234, BROADCASTING.

Young college graduate with New York radio wants break into television programing/production. Writing ability in comedy/satire. Personable. Responsible. Box D-235, BROADCASTING.

Hello Texas—top ten market director seeks good Texas station. Multi-experienced. Box D-272, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irubridge St., Laredo, Texas 78040.

We need one good used, type approved 500 watt (or 1000/500 watt) transmitter. Contact Don Martin, WSLM, Salem, Ind. 47167. Phone (812) 883-5750.

One or more used carousels. Late models. WYXI, Athens, Tenn. 37303.

FOR SALE Equipment

Heliac-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Cassette Blanks. Lowest price in nation. Best Quality for money. Try dozen C-60 postpaid, \$7. Newsroom Brand—Look for our address under recording tape, this section.

Recording Tapes. Lowest price in nation. Best quality for money. Try dozen 7"-1200' for only \$11 postpaid, money back guarantee. Newsroom Brand, 1602 Dunterry Place, McLean, Virginia 22101.

HJ7-50 Andrews Heliac 1 1/2" air coaxial transmission cable jacketed 6,000 feet available 50% of factory price can be cut to order at tremendous savings. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

RCA color TR-22 video recorders, TR-3 playbacks. Excellent condition. P.O. Box 2989, Bon Air, Virginia 23235. 703-272-8428, 703-598-3246.

Houston Fearless super lab processor. 16mm, 1200 foot capacity, maximum speed 100 feet per minute, complete in good condition with manuals. New cost over \$13,000.00 sacrifice for quick sale \$2,995.00 F.O.B. Miami, Florida. Steve Krams, 254 Giralda Avenue, Coral Gables, Fla.

Spring house cleaning of unused items: 100 feet of Andrews 1 1/2" Heliac with factory installed connectors on each end. First \$125. Marti RMC-2A remote control system. Solid state, use on telephone line, microwave, or remote pickup frequency. Just like new. First \$400. KLOQ, Sterling, Kansas.

For sale: Complete IGM automation with model 500 control 6 channels. Write Tom Weir, KXXL Radio, Route #2, Box 42, Bozeman, Montana, or call 406-587-3188.

RCA antenna for sale . . . 6 bay horizontal model BFA-6A and vertical 6 bay model 3006V-CB cut for a frequency of 95.1 mc with RCA power divider. Will sacrifice. Write WRBS-FM, 1130 E. Cold Spring Lane, Baltimore, Maryland 21212.

For sale—Two (2) GE PE-250 color cameras with CBS 527 image enhancers and good plumbicons. The cameras can be seen in operation before purchasing. Call D. L. Balcom, WVVJ-TV, (313) 222-2182.

Color videotape recorders for sale. Two IVC model 860. Almost new, excellent condition. Cost \$7,800 each. Make a reasonable offer. Phone: 904-354-2806.

Tektronix RM 529 waveform monitor, \$650.00; Daven 12B (rack-mount) transmission measuring set, \$495.00. F.o.b. Electroncraft, 34 Johnson Rd., Binghamton, N.Y. 13905 (607-724-5785).

For sale: AM 5 KW Collins 21A transmitter, in good condition. Complete ready to use . . . low price . . . and pay freight. Ted Gray, Box 512, Altavista, Virginia 24517.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International, Box 1555, Min. View, Calif. 94040. (408) 739-9740.

For sale: Gates mono automatic studio type tape deck. 7 1/2" speed. Excellent condition. \$350. Call 212-220-4386 after 7 P.M.

Stereo FM tapes: 75 different one hour programs, automation tones, virgin 3M 138-2500/RPL tape. New productions from bankrupt studio. \$16.00 ea. pod., sample \$3.00. Electronic Specialty, 135 N. Illinois, Springfield, Illinois 62702.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Command Comedy . . . The "best" deejay comedy collection available anywhere! You must agree — or your money back! Volume 1 - \$7.50. Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Business Opportunity

NEW RADIO REP SHOP

Wants working partners in New York, Chicago, Detroit, L.A., S.F., Atlanta, Dallas. Must have strong agency, rep or station experience for new selling concept that's been warmly received by the industry. Great potential. Write

Box D-268, BROADCASTING

Wanted To Buy Stations

Experienced broadcaster of many years wishes to buy small market radio station. Will move, settle and operate. Replies confidential. No brokers, please.

Box D-107, BROADCASTING

FOR SALE Stations

1,000 watt daytimer, Pacific northwest High regarded, excellent earnings Priced at under double the gross Seller must have "cash-out" Qualified principals only

Box D-237, BROADCASTING

STATIONS FOR SALE

1. PACIFIC COAST. Major market. Daytimer. \$250,000. Excellent terms available.
2. SOUTHWEST. Profitable AM-FM. Includes real estate. Negotiable. Terms. Asking \$325,000.
3. UPPER MIDWEST. Exclusive. Full time. \$150,000. Terms possible.
4. SOUTHWEST. Major market. Daytimer. \$300,000. Terms.

Jack L. Stoll
and ASSOCIATES
8430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213-484-7279

TELEVISION

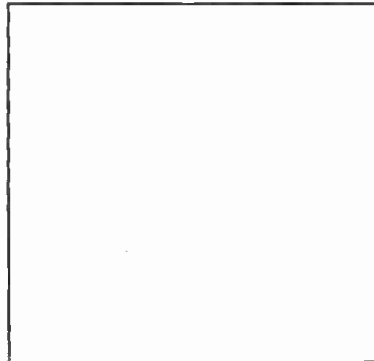
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La.	medium	daytime	90M	29%	East	metro	fulltime	300M	100M
South	metro	FM	180M	20M	Mich.	metro	FM	150M	29%

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(Continued from page 76)

K72AZ, K74AK, K76BJ, K78AD and K80CD, all Ukiah, all California. Action April 14.

■ Broadcast Bureau granted renewal of licenses for following: KBRN(AM) Brighton, Colo.; KDIX-AM-TV Dickinson, N.D.; KODE-AM-TV Joplin, Mo.; KRAD(AM) East Grand Forks, Minn., and WREX-TV Rockford, Ill. Action April 6.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KAVE-TV Carlsbad, N.M.; KBLL-AM-TV Helena, Mont.; KCMS-FM Manitou Springs, Colo.; KDAY-AM Santa Monica, Calif.; KEMM-AM Marshfield, Mo.; KFLN-AM Baker, Mont.; KEMP(FM) Cape Girardeau, Mo.; KISD-AM Sioux Falls, S.D.; KKTU(TV) Colorado Springs; KLRS-AM Mountain Grove, Mo.; KMRC-AM-FM Morgan City, La.; KOLY-AM Moberge, S.D.; KSTR-AM Grand Junction, Colo.; KWOC-FM Poplar Bluff, Mo.; KXRB-AM Sioux Falls, S.D.; WDEE-AM Detroit; WJMX-AM Florence, S.C.; WONE-AM Dayton, WSPD-AM Toledo, WTTT-AM Tiffin, all Ohio, and WXOK-AM Baton Rouge. Actions April 14.

■ KEWQ Paradise, Calif.—FCC granted application of Butte Broadcasting Co. for renewal of license for remainder of regular renewal period for California stations. Action April 14.

■ KYX-60 Quincy, Ill.—Quincy Cablevision Inc. Cable Television Bureau granted renewal of license of CATV relay station. Action April 6.

■ KLC-83 Junction City, Kan.—Manhattan Cable T.V. Service Inc. Cable Television Bureau granted renewal of license of CATV relay station to serve Manhattan, Kan. Action April 14.

■ WTPS Portage, Mich.—Broadcast Bureau granted license renewal. Action April 9.

■ KQ-25 Rochester, Minn.—Jack Kent Cooke Inc. Cable Television Bureau granted renewal of license of CATV relay station to serve community of Winona, Minn. Action April 14.

■ KQ-26 Winona, Minn.—Jack Kent Cooke Inc. Cable Television Bureau granted renewal of license of CATV relay station to serve community of La Crosse, Minn. Action April 14.

■ KYX-71 Clayton, N.M.—Dorate Interstate Co. Inc. Cable Television Bureau granted renewal of license of CATV relay station.

■ KZS-23 Bismarck, N.D.—Meyer Broadcasting Co. Cable Television Bureau granted renewal of license of CATV relay station. Action April 6.

■ WARO(AM) Cannonsburg, Pa.—FCC granted application of Universal Communications of Pittsburgh Inc. for renewal of license for remainder of normal license period for Pennsylvania—Aug. 1, 1972. Action April 14.

■ KMC-69 Lindale, Tex.—Texas Community Antennas Inc.—Cable Television Bureau granted renewal of license of CATV relay station to serve community of Henderson, Tex. Action April 14.

■ KMC-71 Henderson, Tex.—Texas Community Antennas Inc. Cable Television Bureau granted renewal of license of CATV relay station to serve community of Henderson, Tex. Action April 14.

■ KMC-70 Chapel Hill, Tex.—Texas Community Antennas Inc. Cable Television Bureau granted renewal of license of CATV relay station to serve community of Henderson, Tex. Action April 14.

Other action, all stations

■ FCC announced number of copies of pleadings required to be filed by parties has been reduced. Number of copies required to be filed in future are: Hearing cases: Pleadings acted on by presiding officer or chief hearing examiner 7, Pleadings acted on by the Review Board 13, Pleadings acted on by the Commission 20, Rule-making proceedings which have not been designated for hearing 15, All other matters (unless specific rules govern) 12, Requests for assignment of call signs to broadcast stations 2. To guard against shortages parties to proceeding may, on notice, be required to file additional copies of any or all copies of papers filed. Amendments become effective April 23. Action April 8.

Translator actions

■ Ridgecrest and China Lake, both California—FCC granted application by China Lake Community Council for new 100-w UHF translator to serve Ridgecrest and China Lake by rebroadcasting KCET(TV) Los Angeles. Action April 15.

■ K04GD Beowawe and Crescent City, both Nevada—Eureka County TV tax district. Broadcast Bureau granted license covering new VHF translator. Action April 12.

■ Canyonville, Ore.—3 Cities TV Club. Broadcast Bureau granted CP for new VHF translator to serve Canyonville. Riddle and Days Creek, all Oregon, operating on ch. 2, by rebroadcasting KEZI-TV Eugene, Ore. Action April 15.

■ K08AK Port Orford, Ore.—North Curry Recreation Inc. Broadcast Bureau granted mod. of license of VHF translator to change primary TV to

KOBI-TV Medford, Ore., and change type of trans. Action April 15.

- Willowdale, Ore.—Cross Keys Television Corp. Broadcast Bureau granted CP for new VHF translator to serve Willowdale on ch. 3 by rebroadcasting KOIN-TV Portland, Ore. Action April 7.
- Entiat, Wash.—E.A.O., T.V. Broadcast Bureau granted CP's for new VHF and UHF translators to serve farming community south southwest of Chelan Butte, Wash., operating on ch. 3 by rebroadcasting programs of KXLY-TV Spokane, Wash., and ch. 7 by rebroadcasting programs of KHQ-TV Spokane, Wash. Action April 12.

Modification of CP's, all stations

- WHYY-TV Wilmington, Del.—WHYY Inc. Broadcast Bureau granted mod. of CP to change ERP to vis. 166 kw; aur. to 16.6 kw; change type trans. and make changes in ant. system; condition. Action April 12.
- *WTHS-TV Miami—The Board of Public Instruction of Dade county, Fla. Broadcast Bureau granted mod. of CP to change name of permittee to Dade County School Board. Action April 14.
- WTVP(TV) Peoria, Ill.—Illinois Valley Public Telecommunications Corp. Broadcast Bureau granted mod. of CP to change ERP to vis. 1260 kw; aur. 251 kw; change type trans. and make changes in ant. system, granted CP to replace expired permit new station. Action April 12.
- WDTH(FM) Duluth, Minn.—Contemporary Broadcasting Corp. Broadcast Bureau granted mod. of CP to change type ant. Action April 9.
- KMSP-TV Minneapolis—United Television Inc. Broadcast Bureau granted mod. of CP to extend completion date to Oct. 12. Action April 12.
- WCNL-FM Newport, N.H.—Eastminster Broadcasting Corp. Broadcast Bureau granted mod. of CP to change type ant.; delete vertical polarization; ERP 2 kw; ant. height, minus 210 ft. Action April 9.
- WCTF(FM) Cleveland—Community Telecasters of Cleveland Inc. Broadcast Bureau granted mod. of CP to change ERP to vis. 550 kw; aur. 110 kw; trans. location to North Park Drive and State Road on grounds of Parmadale Orphanage, Parma, Ohio; studio location to be determined, Cleveland; type trans.; tyre ant.; make changes in ant. structure; ant. height 1140 ft. Action April 9.
- WDF-33 State College, Pa.—TCI Subsidiary Corp. Cable Television Bureau granted mod. of CP to change name of CATV to Centre Video Corp. Action April 14.
- KNDX(FM) Yakima, Wash.—Corp. of Catholic Bishop of Yakima. Broadcast Bureau granted mod. of CP for extension of time to May 15 to complete construction (Doc. 15937). Action April 6.
- WHBL-FM Sheboygan, Wis.—WHBL Inc. Broadcast Bureau granted mod. of CP to change trans. and ant. Action April 9.

Ownership changes

Actions

- KWDM(FM) Des Moines, Iowa—Granted assignment of license from Jack S. Zohn, receiver for creditors of S. E. Q. Corp., to Contemporadio Inc. for \$61,000. Buyers: Carl L. Williams, president (26.6%), Dwight E. Herbert, vice president (26.6%), Carol L. Bidler, secretary-treasurer (26.6%) and Dr. Harry D. Harper (10%). Mr. Williams is air personality at KDIN-TV Des

Summary of broadcasting

Compiled by FCC, March 1, 1971

	Licensed	On Air STA*	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,314 ¹	2	16	4,332 ¹	58	4,390 ¹
Commercial FM	2,179	0	32	2,211	125	2,336
Commercial TV-VHF	497	2	12	511 ²	13	524 ²
Commercial TV-UHF	167	0	18	185 ²	96	281 ²
Total commercial TV	664	2	30	696	109	805
Educational FM	436	0	12	448	47	495
Educational TV-VHF	78	0	8	86	4	90
Educational TV-UHF	102	0	9	111	16	127
Total educational TV	180	0	17	197	20	217

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on nonreserved channels.

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

Moines, Iowa. Mr. Herbert is promotion-director at KDIN-TV. Mr. Bidler is accountant for state of Iowa, State Educational Radio and TV Facility Board. Dr. Harper has 50% interest in Harper Clinic, Ft. Madison, Iowa, 40% interest in Mid-America, Ft. Madison, Iowa, real estate and stockholder of Ft. Madison Nursing Home, Ft. Madison, Iowa. Action March 16.

KLFB(AM) Lubbock, Tex.—Granted transfer of control of LaFiesta Broadcasting Co. from J. R. Ernest (37.5% before, none after) to John A. Fiache (50% before, 87.5% after). Consideration \$56,250. No party has other broadcast interests. Action March 24.

CATV

Final actions

- KMN-77 Sierra Vista, Ariz.—Sierra Vista CATV Co. Inc. Cable Television Bureau granted CP to change location of trans. to 2445 North Tucson Boulevard, Tucson, Ariz., and change ant. system of CATV. Action April 9.
- San Andreas, Altaville and Angels Camp, all California—FCC granted Group Cable Co. waiver of hearing requirements of rules and authorized to carry distant signals of KTVU(TV) and KBHK-TV both Oakland-San Francisco, KLOC-TV Modesto, KGSC-TV San Jose and KAJC-TV Stockton, all California on CATV systems at San Andreas, Altaville and Angels Camp. Action April 8.
- WHE-21 Santa Barbara, Calif.—Cable TV of Santa Barbara Inc. Cable Television Bureau granted CP for new CTV to bring KCOY-TV Santa Maria, Calif., to CATV in Santa Barbara. Action April 14.
- Crawfordsville, Ind.—Crawfordsville Community Cable Corp. FCC denied request asking waiver of program exclusivity provisions of rules and directed CATV to comply with rules within 30 days. Action April 14.
- Athol and Orange, both Massachusetts—FCC denied petition by Mohawk Valley TV, operator of CATV at Athol and Orange, for waiver of rules (CATV non-duplication requirements). Action April 14.
- WHD-99 Fairmont, Minn.—Medelco Inc. Cable Television Bureau granted CP for new CATV relay to bring KTCA-TV Minneapolis to CATV in Fairmont. Action April 12.
- Carthage, Mo.—FCC granted petition by Carthage Cablevision Inc. for authorization to carry distant signal of St. Louis station *KETC-

(TV) with waiver of proposed rules (leapfrogging) under interim processing procedures. Action April 9.

- Warrensburg, Mo.—FCC denied request by Warrensburg Cable Inc. for stay of construction, by HarriScope Broadcasting Corp., of further CATV facilities in Warrensburg. Action April 14.
- Claremont, N.H.—FCC denied petition by Claremont TV Cable Co. for waiver of rules which require it to provide program exclusivity to WRLP(TV) Greenfield, Mass., and CATV has been directed to comply with program exclusivity requirements within 30 days. Action April 14.
- WHD-88 Coshocton, Ohio—Tower Communications Inc. Cable Television Bureau granted CP for new CATV to bring WOSU-TV Columbus, Ohio, to CATV at Coshocton. Action April 6.
- KGR-88 Defiance, Ohio—Direct Channels of Defiance Inc. Cable Television Bureau granted transfer of control of licensee corporation of CATV from Multi-Channel T.V. Cable Co. of Mansfield to Communications Properties Inc. (a Delaware Corp.). Action April 1.
- WHD-90 Dennison-Uhrichsville, Ohio—Tower Communications Inc. Cable Television Bureau granted CP for new CATV to bring WKBF-TV Cleveland and WLWC(TV) Columbus, Ohio, to CATV at Dennison-Uhrichsville, Ohio. Action April 6.
- WHD-91 Sugar Creek and Cambridge, both Ohio—Tower Communications Inc. Cable Television Bureau granted CP for new CATV to bring WLWC(TV) Columbus, Ohio, to CATV in Sugar Creek and Cambridge. Action April 6.
- KZE-21 Menard and Brady, both Texas—Televison Enterprises Inc. Cable Television Bureau granted mod. of license covering changes in ant. system. Action April 14.
- FCC granted petitions for special relief or for temporary waiver of rules (program origination) by four CATV operators: Cablevision Inc., Sedalia, Mo., to Sept. 1; Antietam Cable TV, Hagerstown, Md., to Jan. 1, 1972; Beckley Antenna Co., Beckley, W. Va., Dec. 1; and Gulf Coast Television, Naples, Fla., Sept. 1. Action April 14.

Other action

- Potsdam, N.Y.—FCC authorized WNTC, campus carrier-current system at Clarkson College of Technology, Potsdam, N.Y., to have its signal picked-up by Antenna Systems Inc., local CATV, and distributed to cable subscribers in general community.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through April 20. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in *italics*.

- San Marcos, Calif.—TM Communications Co. (multiple-CATV owner), Costa Mesa, Calif., has been granted a nonexclusive franchise. The firm has agreed to allocate 20% of its broadcast time to educational and school programs.
- Canton, Ill.—Fulton County Community Antenna Television has been granted a 25-year franchise.
- Lavallette, N.J.—National Video Systems, Vineland, N.J., has applied for a franchise.
- Mt. Vernon, N.Y.—Teleprompter Corp. (multiple-CATV owner), New York, has begun construction.
- Northport, N.Y.—Huntington Cable Co. has been granted a nonexclusive franchise. Installation will be \$25, with a \$6.50 monthly charge.

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Not long ago, Carl Fisher headed a delegation of Oregon broadcasters to a meeting with their representatives in Congress in Washington. The face-to-face discussion of various problems was organized under the Future Broadcasting Committee of the National Association of Broadcasters.

"Every officeholder came and the meeting was a 100% success as far as we were concerned," Mr. Fisher, an area chairman of the committee, says. "We've gained an ear and talked to them at length about the problems they've been hearing smatterings of but never really sat down and devoted their full attention to."

The president and general manager of KUGN(AM) Eugene, Ore., also heads the Fisher station group that includes KBZY(AM) Salem and KUMA(AM) Pendleton, both Oregon.

Considered by some to be a leading exponent of the "new generation" of broadcasters, Mr. Fisher dismisses the label by saying that he's only one of many younger members of the industry who take an active interest in its functions. He says he's one of a group on the radio board of the National Association of Broadcasters with some "get up and git" for the challenge to some of the traditions of the past.

"We want to know, for instance, why the networks should have an automatic position on the board when everyone else has to run for the posts," he says.

Mr. Fisher says that the action within the NAB is necessary if the organization is to continue to be an effective representative of the broadcaster. The recent restructuring of the NAB on a national level was, he says, the result of some "new thinking." Mr. Fisher adds that a change in the manner of doing things will hopefully carry over to other areas.

"The best thing the NAB can do," Mr. Fisher says, "is to awaken the broadcaster to the fact that he has a capability to help us cure the industry's ills."

In his own area, which covers his home state, Washington, Alaska, Nevada, and Hawaii, he has met with key broadcasters and organized within those states a chairman for every congressman.

The ultimate goal, he says, is having a knowledgeable broadcaster on a direct, first-name-basis contact with each member of Congress. Right now, Mr. Fisher says, broadcasters have extensive business contact with politicians—particularly during political campaigns—but the contact is seldom really personal or effective in making the broadcaster's needs known.

"Why that should be, I don't know," he says, "but we're working to change that."

He's pushing for grass-roots attack on industry's ills

Having been on both sides of the fence (he served two terms in the Oregon legislature) Mr. Fisher says the transition from local broadcasting to local or state government is a very natural one. He claims that the broadcaster develops an awareness of local and regional matters. Although the

Week's Profile



Carl Oliver Fisher — president, Fisher station group, Eugene, Ore. (KUGN[AM] Eugene, KBZY[AM] Salem and KUMA[AM] Pendleton, all Oregon); member National Association of Broadcasters radio board of directors and area chairman, NAB Future of Broadcasting Committee; b. May 17, 1925, Portland, Ore.; U.S. Navy, 1943-45; attended University of Oregon, Eugene, 1945-46; joined his father, the late Carl H. Fisher, in Tower Sales and Erecting Co., and Valley Construction Co., both Portland, Ore., 1946; constructed KUGN(AM), 1946; built KUMA(AM) Salem, 1955; acquired KBZY(AM) Pendleton, 1957; elected to state legislature 1958, re-elected 1960, defeated 1962; president of the Eugene Chamber of Commerce, 1964-65; chairman of the ports division, Oregon Department of Transportation, 1969-present; m. Lois Bosserman of Portland, June 16, 1947; children—Margaret, 22, John, 19, Sarah, 16; hobbies—fly fishing, camping, riverboating.

mood of government toward broadcasting was quite different in 1960 when he was in office, he doesn't feel any conflict of interest on that level affected him during his four years. But he notes that legislation of great concern to the industry is being introduced on the state level, and will require an effective response from state broadcasters associations.

Those organizations, he feels, have languished because there never has been a challenge on that level to their continued existence. Now, however, the majority will have to improve.

"It's also going to be up to NAB to stimulate the local broadcaster into realizing that he can help an awful lot in this battle," Mr. Fisher says. "If we do nothing else, we've served a useful and needed function."

Mr. Fisher started in broadcasting in an unlikely capacity—as a partner, with his father, Carl H. (Pops) Fisher, in the Tower Sales and Erecting Co., Portland, building radio and television towers.

It was during 1946, his first year with the firm, that the two men built KUGN Eugene. In 1951, he became a salesman with the station and two years later took over as its general manager and president, a position he continues to hold today.

His father, with whom he had been a partner for 25 years, died in an automobile accident last November. Part of his late father's estate includes a 26% ownership in KVAL-TV Eugene.

A man who served a year as president of his local chamber of commerce, Mr. Fisher is a walking advertisement for his home state. He maintains an A-frame home on the McKenzie River "about 40 minutes from the station door" and uses it to relax from the pressures of his various commitments. An outdoorsman in every sense of the word, he fishes the river, camps with his wife and even does a little riverboating. It keeps the 5-foot, 10-inch businessman in pretty good shape, although he admits to getting a little paunchy around the middle—"the same problems as anybody who spends time behind a desk." In May he and his wife plan to run the Grand Ronde river rapids.

"I've even thought about commuting from our camp, but think it's wisest to keep it tucked away for those rejuvenating moments."

Mr. Fisher admits to having a faint twinge every now and then about selling his stations, but he is optimistic about the industry's future, says emphatically that it will never be legislated out of business or pushed out by the FCC. "The public knows that this medium is very necessary to them," he states, "and if they don't they would as soon as it was in danger."

Anything goes

Harley O. Stagers and his little band of obscure colleagues on the Investigations Subcommittee of the House have chosen to take on the whole fraternity of journalism in a dispute over the protection afforded by the First Amendment to broadcast news. It is an uneven contest. If Mr. Stagers has read the First Amendment, he gives no sign of understanding it.

It stacks up right now as Mr. Stagers versus the networks, the National Association of Broadcasters, the American Society of Newspaper Editors, the Radio Television News Directors and the American Civil Liberties Union, to name only some of the organizations that have publicly gone to the support of CBS News. The odds do not favor Mr. Stagers if he lets this go to an ultimate decision in the courts. Still, the seriousness of the confrontation must not be minimized, however mismatched the principal disputants may be in a prolonged encounter.

It is evident, in a reading of Mr. Stagers's opening statement at the hearing last week, that he is willing to smear CBS. His recital of earlier reports on CBS documentaries was a model of distortion. His analogy between the committee's interest in *The Selling of the Pentagon* and its investigation of quiz scandals in 1959 was totally unprincipled. If CBS resists, as Frank Stanton has pledged, the smearing may be expected to get worse. That's when the support of other journalists will be of critical importance.

The arena

Two major broadcasting organizations will meet this week in Washington. If they wanted to go where the action is, they chose the right place.

The presidents of state associations of broadcasters will confer with the reorganized top echelon of the National Association of Broadcasters and with their congressional delegations. The American Women in Radio and Television will conduct its traditional convention with a strong flavor of government relations because of the site.

Far too many broadcasters, until a few months ago, were disposed to feel that their Washington watchers were unduly exercised over events that, as in the past, would either go away or could be lived with in reasonable comfort. That notion has been dispelled; only the foolhardy are now sitting on their hands. The vast majority know that unless they convince the lawmakers that they are practically bound and gagged, are outlandishly discriminated against and are fair game for irresponsible attacks upon their licenses, their future as viable enterprises is in jeopardy.

For the NAB this year is critical to the survival of the present organization. President Vincent T. Wasilewski has fielded his own team of three executive vice presidents, and, thus relieved of administrative responsibilities, is under mandate to devote his considerable talents to top-level liaison in the executive and legislative areas.

Paul A. Porter, distinguished Washington attorney and chairman of the FCC when the famed "Blue Book," venturing into program content, was unloaded a quarter-century ago, gives timely guidance to distraught broadcasters. In presenting the Peabody awards at a luncheon in New York last Wednesday, Mr. Porter espoused a "new Bill of Rights" for broadcasters, with perpetual licenses, subject to revocation for cause. The title of his speech, "For What the Hell

Do We Apologize?" is a question broadcasters are entitled to ask.

Mr. Porter's project isn't new. Similar ideas for perpetual licenses but with easier access to revocation had been proposed as long ago as the original Radio Act of 1927. That was when total advertising volume for radio—networks, national spot and local—probably did not total \$60 million (as compared to some \$4 billion for all forms of broadcasting today).

Here is a simple, reasonable, rational project on which all broadcasters can unite. This is not a political, partisan proposal. It is one that, we believe, can be sold to Congress, although it will not be easy. It cannot be done overnight or perhaps at a single session. But there never has been a more apt example of an idea whose time has come.

A la carte

The pre-emptible commercial spot has come under fire lately. Peters, Griffin, Woodward proposed several weeks ago that both pre-emptibility and rotation plans be phased out of spot-TV rate cards, and Avco Broadcasting announced 10 days ago that its five TV stations would move from pre-emptible to firm rates effective June 1 (BROADCASTING, March 29, April 19).

There is no doubt that pre-emptibles and rotations have proved valuable in spot-TV sales over the years. There also is no doubt that they have become complex and cumbersome, and that the softness of the economy and the loss of cigarette advertising—plus the stations' imminent acquisition of additional prime time to program and sell under the FCC's prime-time access rule—have eliminated, at least temporarily, the shortage of commercial inventory that the pre-emptibles were originally designed to deal with.

Straight rates and fixed positions are attractive both for their relative simplicity and for the widely held belief that they will expedite payments to stations. Whether to move to one or both will, of course, be decisions for broadcasters individually. The thing for broadcasters to bear in mind is that any new pricing must be kept realistic. Otherwise it will fail its purpose.



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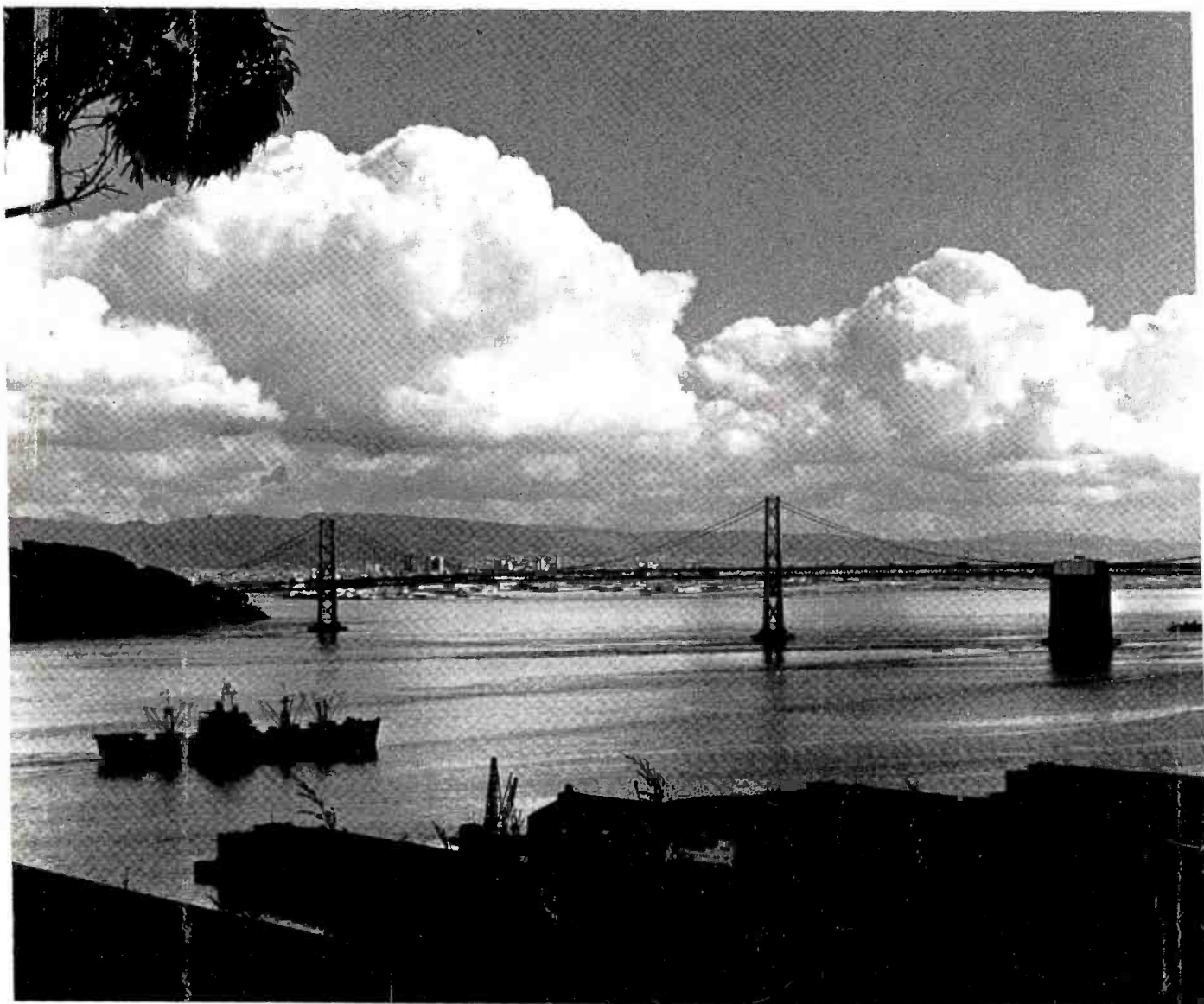
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