



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NEWSPAPER

R2801 JOHNS JC 54 98 NK A < MAY 7 /
 J C JOHNSON
 NAVCOM STA
 625 PARK ST
 SHERIDAN
 WY R280

Broadcasters reassess problems, give priority to license renewals
Financial management group fingers slow-pays among agencies
Burch remarks approvingly on pay cable, recognizes broadcasters' dilemmas
OTP throws out the net for guidance on key television-CATV policymaking

Michigan Legislature tackles media controversy.

July, 1971, Lansing, Michigan.

Dispensing with the usual smoke-filled rooms and all-night sessions, Senate and House conferees pushed through a tough, bipartisan resolution concerning certain on-the-air practices of a notorious Detroit radio "personality."

A substantive ruling by the Michigan Supreme Court is expected shortly.

The text of the resolution is reproduced herewith in full.

Senate Concurrent Resolution No. 133, introduced by Senator John Toepp of Cadillac.

A concurrent resolution honoring WJR's Disc Jockey, "J.P." McCarthy.

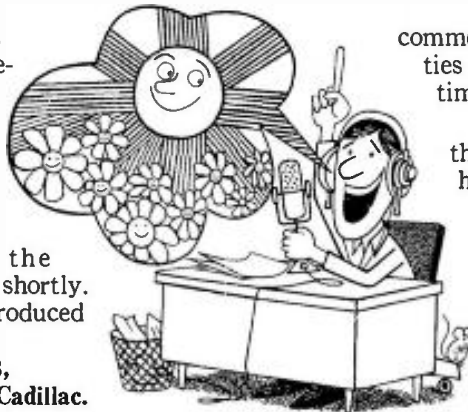
Whereas, Waking up in the morning is a disagreeable task for thousands of Michigan area residents each day; and

Whereas, Getting into a cheerful frame of mind after arising is an equally difficult procedure for those selfsame thousands of Michigan area residents; and

Whereas, It is left to but a few of us to help these normal, but unfortunate, souls to "Put On A Happy Face" and get into high gear without disrupting the family's normal dawn tranquility; and

Whereas, "J.P." (last name McCarthy) has earned the eternal gratitude of these aforementioned sad sacks with his early morning music, news, sports, patter and effervescent humor (even though he himself may not be totally awake) with his popular "Music Hall" wake-up show on Radio Station WJR in Detroit; and

Whereas, Later in the day when they have absorbed his cheerful morning chatter and his low key philosophical



comments, "J.P." sharpens their mental facilities with his thought-provoking and, at times, controversial "Focus" program; and

Whereas, "J.P." (the disc jockey, not the so-called race horse of the same name handled by a jockey of another stripe) has become a virtual household name for accomplishments other than his questionable golf game; now therefore be it

Resolved, by the Senate (the House of Representatives concurring), That their members express their admiration of and appreciation to "J.P." for his success in helping many Michigan area residents over that

difficult period known as "the morning blahs"; and be it further

Resolved, That "J.P." be declared by the Michigan Legislature the "Winner of the Day", the accolade he frequently awards to others on his program; and be it further

Resolved, That members of the Michigan Legislature express the wish that for many years to come "J.P." will continue to "get this turkey on the road" and serve his fellowman in his own inimitable manner; and be it further

Resolved, That copies of this resolution be transmitted to "J.P.", members of his immediate family, and his employer as official evidence of the appreciation and acclaim by the legislature.

Pursuant to rule 32, the concurrent resolution was referred to the Committee on Senate Business.



When you win this award for the second year in a row, you're really doing a job.

WPIX has won the New York State Broadcasters Television Award for
Outstanding Editorial in 1971, as it did in 1970.
Some things just speak for themselves.



Nobody does more for New York than we New Yorkers.

WPIX-TV NEW YORK



The problem of license renewals has replaced cable policy as broadcasting's principal concern of the moment. Industry leaders are taking their case to Congress, though with little hope of prompt action. See . . .

Renewals: industry's prime problem . . . 12

Institute of Broadcasting Financial Management study names 20 major agencies and media buying services as consistently delinquent in payments to stations. The list includes such top firms as J. Walter Thompson. See . . .

Where the slow payers are . . . 16

Nearly two dollars of every three spent on major media in 1970 by the top-100 national advertisers went to television, according to Television Bureau of Advertising. TV has now been number one with top spenders for 16 years. See . . .

Still the big advertiser's choice . . . 18

Senate Commerce Committee staff members deny in detail that the Senate's political-spending bill contains a major loop-hole in its 'cost-of-living' provision, as charged by the *New York Times*. See . . .

Case of the spending-limit loophole . . . 19

The Federal Aviation Administration is asking TV stations not to show a made-for-TV film, 'The Doomsday Flight.' FAA finds a correlation between showings of the film and increased extortion attempts and bomb hoaxes. See . . .

FAA says it fears a real 'Doomsday' . . . 22

Democratic National Committee, after waiting four months for FCC action on fairness complaints—in which DNC sought free network time to answer the President—is taking the commission to court over the delay. See . . .

DNC goes to court over fairness . . . 25

Office of Telecommunications Policy asks five communications-oriented groups to submit written comments on long-range cable policy for the benefit of the President's committee. Short-range negotiation continues. See . . .

OTP solicits guidance on cable . . . 28

FCC Chairman Dean Burch, in a televised interview: (1) broadcasting is serving the public well; (2) cable—and pay cable—is coming, but its full impact is perhaps 10 years away; (3) First Amendment covers broadcast news. See . . .

Burch spans broadcast spectrum . . . 29

A fondness for railroads was one reason J. Leonard Reinsch, president of Cox Broadcasting Corp., went to Russia last month. While there, however, he also toured the Soviet TV center. He returns with a detailed report. See . . .

Inside Russian TV with Leonard Reinsch . . . 32

ABC-TV discloses that it is ready to negotiate a primary-affiliation agreement with Boston Broadcasters Inc., conditioned on BBI's eventually getting the channel from its present occupant, WHDH-TV. See . . .

ABC-TV would rather switch in Boston . . . 33

Departments

AT DEADLINE	6
BROADCAST ADVERTISING	16
BROADCAST JOURNALISM	25
CHANGING FORMATS	24
CHANGING HANDS	30
CLOSED CIRCUIT	5
DATEBOOK	36
EDITORIALS	50
FATES & FORTUNES	37
FOCUS ON FINANCE	33
FOR THE RECORD	39
LEAD STORY	12
THE MEDIA	28
MONDAY MEMO	9
PROGRAMING	22
WEEK'S HEADLINERS	7
WEEK'S PROFILE	49



Broadcasting

Aug. 16, 1971; Vol. 81, No. 7

Published 51 Mondays a year (combined issue at year end), by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington and additional offices.

Subscription prices: one year \$14, two years \$27, three years \$35. Add \$4 a year for Canada and \$6 a year for all other countries. Subscriber's occupation required. Regular issues \$1 a copy. BROADCASTING YEARBOOK published each January, \$13.50 a copy; CATV SOURCEBOOK annually, \$8.50 a copy.

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.



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



WTEV "Community" showcases area people, projects and problems

Representative:
THE MEEKER COMPANY, INC.

WTEV

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

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

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

Rising with the tide

U.S. television households will total 62.1 million as of Sept. 1. That's estimate Nielsen Television Index will be using in counting audiences in 1971-72 season, and it represents gain of 2 million since last Sept. 1. With increase in total homes (to estimated 64,850,000), TV penetration remains at 96%. Nielsen TV estimates by territories, markets and demographics are expected to be available in September.

NTI's new estimate on cable-TV penetration is 11% of homes. That's about 6,831,000 homes, or approximately 821,000 more than year ago, when Nielsen put penetration at 10%.

Second test

U.S. Court of Appeals in Washington will get another crack at issue of fairness vs. access. This time around, appellant will be Communications Workers of America, whose bid for paid time to discuss proposed contract with Bell System was rejected by CBS and NBC O&O's. CWA will seek judicial review of FCC action two weeks ago denying union's request for declaratory ruling that networks' refusal to sell it time constituted fairness violation.

In denying CWA motion on Aug. 6 (BROADCASTING, Aug. 9), commission said that though it hadn't had adequate time to review appellate decision earlier that week, holding that broadcasters could not impose general ban against "editorial" advertising, it felt that decision left licensees prerogative of rejecting certain paid announcements, such as CWA's. CWA attorneys said they will dispute that interpretation in court.

Author, author

Circuit Judge J. Skelly Wright, author of onerous decision denying broadcasters right to reject advertising for expression of opinion (BROADCASTING, Aug. 9) is also one of judges who heard arguments last February on constitutionality of congressional ban on cigarette advertising on air (BROADCASTING, March 1). To be noted, too, was footnote in Judge Wright's latest decision suggesting that commercial advertising is not fully protected by First Amendment. There is some speculation in legal circles in Washington that Judge Wright may have persuaded his colleagues to hold up cigarette decision until he finished writing advertising opinion.

Roving TV

When Apollo 16 is launched on St. Patrick's Day 1972 for another moon exploration, lunar rover will again carry color TV camera, similar to one that performed so well on Apollo 15 mission, but with added feature: transmissions even while vehicle is moving. Under development is plan to keep antenna on rover automatically aligned to earth so pictures can be transmitted continuously. This could not be done during Apollo 15 mission; astronauts had to realign antenna at each stop. Scientists at RCA, which built camera, are working on new feature.

Deadline approaches

President's cabinet committee on CATV policy, appointed June 23, is expected to hold four or five meetings between now and date its report is due, Oct. 1. In meantime its second-echelon task force has been meeting twice weekly. Final report from top committee, headed by Clay T. Whitehead, director of Office of Telecommunications Policy, will be considered in conjunction with FCC's "letter of intent" on CATV regulation submitted to chairmen of congressional committees Aug. 5 (BROADCASTING, Aug. 9). Top committee includes Secretary of HEW Elliot L. Richardson; Secretary of HUD George Romney; Secretary of Commerce Maurice H. Stans; Counselor to President Robert H. Finch; Consultant on the Arts Leonard Garment, and Director of Communications Herbert G. Klein.

Chairman of staff group, which has met half-dozen times so far, is Walter Hinchman, assistant director, Office of Telecommunications Policy. Other members are: Al Synder, radio-TV deputy to Mr. Klein; Dr. George Grassmuck, assistant to Mr. Finch; Bradley Patterson, assistant to Mr. Garment; Robert Powers, chief Commerce Department's office of telecommunications; Albert Horley, director of telecommunications policy, HEW; Alan Siegel, director of environmental factors and public utilities, HUD, and Bruce Owen, economist, OTP. Top panel is seeking advice from industry groups (see page 28).

Boom in barter

Young & Rubicam hopes to follow up its hit cooking TV show, *Galloping Gourmet*, with another half-hour barter series, *Most for Your Money*, which gives shopping tips and other money-saving hints. Agency is close to adver-

tiser deal for talent associates-produced series that would be offered—like *Gourmet*—for stripping by late February.

Another advertiser-syndication show, out of Compton Advertising, is in production and negotiations with stations for clearances are under way. Half-hour travel-action-adventure series, *The American Adventure*, is backed by American-Motors ("Closed Circuit," April 19). Compton is producing with Tom Thomas Productions, Detroit, which will be making its TV program production debut.

Talking it out

Special seminar on billing and paying practices in spot television is to be held by Harrington, Righter & Parsons in New York today (Aug. 16). Rep firm believes meeting could spur candid evaluation of agency-station billing practices from agency point of view and, when given first-hand to stations themselves, might just help chip away at slow-pay problem that continues to plague spot-TV business (see story, page 16). Closed session is for financial managers of some 20 HR&P clients.

HR&P has invited two financial officers from agencies (George Arnold and Larry Lioello, assistant treasurers of Young & Rubicam and Ogilvy & Mather respectively) and two from independent buying services (Joseph Gerard, controller, SFM Media Service, and Dick Scelzo, director of billing, Timebuying Services) to address group. Richard Pasantant, assistant treasurer at HR&P, will conduct meeting.

Their own thing

Management of CBS-owned FM stations is now projecting that all seven stations in group will be on air live with full and separate facilities by 1973 and that group as aggregate may turn profit corner by 1975. WCBS-FM New York, first of stations to go separate way (Oct. 20, 1969), is expected to break even by summer of next year. So far WBBM-FM Chicago is only other station in group to go on air with separate facilities, but timetable now calls for KCBS-FM San Francisco to be established as fully staffed, live broadcasting operation by this fall, with KNX-FM Los Angeles to follow next in spring of 1972. Other stations in group are KMOX-FM St. Louis, WEEL-FM Boston and WCAU-FM Philadelphia. All stations were automated and duplicated programs of AM affiliates 100% of time until 1966.

Mullins sells KARK-AM-FM; is ready for CCC merger

Mullins Broadcasting Co., which is merging with group-owner Combined Communications Corp., has completed last phase of radio divestiture program prior to absorption by CCC. It has sold, subject to FCC approval, KARK-AM-FM Little Rock, Ark., to Ted Snyder, general manager of KARK stations, for \$1 million.

Mullins earlier announced sale of KBTR(AM) Denver—also subject to commission's approval—to Mission Broadcasting Co. for \$1.5 million (BROADCASTING, Aug. 2).

Divestiture of Mullins's radio interests was condition of merger, since FCC's one-to-a-market rule precludes acquisition by CCC of television and radio stations in same city (it is getting Mullins's KBTW(TV) Denver and KARK-TV Little Rock).

Little Rock radio package includes Arkansas Radio Network, which feeds 57 stations in that state with news and other programing, originating from KARK stations.

KARK(AM) is on 920 khz with 5 kw. KARK-FM operates on 103.7 mhz with 100 kw and antenna 1,519 feet above average terrain. R. C. Crisler & Co. was broker.

CBS's latest acquisitions

In separate deals, CBS has acquired X-acto Inc., Long Island City, N.Y., and Popular Library Inc., New York. X-acto, privately owned, is maker of precision knives and tools for hobbyists and others in arts and industry. Popular Library, subsidiary of conglomerate Cadence Industries Corp., New York, is publisher of paperback books. Both acquisitions were for undisclosed amounts of cash. Popular Library acquisition, still subject to execution of definitive contract and agreement on certain unspecified conditions, is not yet final. X-acto will operate as unit of Columbia House mail-order division of CBS, which has been in hobby field since 1969.

POW spots cause problems

Ad Council is under fire from members of Families for Immediate Release (FIR), group seeking freedom for American prisoners of war in Vietnam. Controversy arose last week over council's schedule of public-service spots prepared by SSC&B on behalf of Na-

tional League of Families of American Prisoners and Missing-In-Action in South-East Asia and the American Red Cross. Radio and TV spots and print ads, set for distribution Sept. 8, ask North Vietnamese to allow impartial inspection of prison camps and humanitarian treatment of prisoners.

Opposing Group (FIR), asking for Vietnam withdrawal date and return of prisoners, is seeking equal-time under fairness doctrine. Organization claims council's campaign would delay end of war. Sponsoring "agency" of FIR—Papert, Koenig & Lois—contends that campaign is political, controversial and not in council's domain.

Ad Council spokesmen said they were "perplexed" by FIR's claim that spots would delay end of war and said that POW messages were "consistent with the council's criteria and campaign objectives."

Welch & Morgan gets more into act; buys WXIX-TV

Washington communications law firm of Welch & Morgan will purchase U.S. Communication Corp.'s WXIX-TV (ch. 19) Cincinnati, for estimated \$3 million, subject to FCC approval.

Announcement came last week from James Boaz, WXIX-TV general manager, who negotiated sale together with Frank Reichel, president of AVC Corp., non-diversified parent of U.S. Communications, in last-minute flurry of activity to prevent licensee putting station off air. Both WXIX-TV and U.S. Communications' WPGH-TV Pittsburgh had been scheduled to go dark on Aug. 6 but termination order was reversed at last minute (BROADCASTING, Aug. 9). Negotiations for sale of Pittsburgh station are reportedly underway.

U.S. Communications has been experiencing financial difficulty with its stations, particularly with KEMO-TV San Francisco and WATL-TV Atlanta, both UHF operations, which it was forced to put off air last March 31. And AVC,

M-E's loss is SSC&B's gain

Sauter Laboratories, Nutley, N.J., is moving advertising for its line of Romilar cough-remedy products, billing estimated \$2 million, from McCann-Erickson to SSC&B. Sauter, division of Hoffman-LaRoche Inc., allocated approximately three-fourths of its ad budget to television (\$1.04 million in spot and about \$500,000 in network in 1970).

which owns 69% of U.S. Communications, acquired all interest of subsidiary in faltering WPHL-TV Philadelphia earlier this year, apparently in move to make station more viable. U.S. Communications also owns KJDO-TV (ch. 45) Houston (Rosenbery), Tex.

AVC, formerly known as American Viscose Corp., is closed-end investment-management firm.

Welch & Morgan (senior partners of which are Vincent Welch and Edward Morgan), in addition to Washington law practice specializing in communications matters, has interest in licensee of KGSC-TV San Jose, Calif. Firm also has several diversified investments, including restaurant business. Mr. Morgan also has interest in WDRB(TV) Louisville, Ky.

Independent WXIX-TV, on air since 1968, is said to be one of most viable independent UHF operations in country. Licensee, however, has run into financial trouble, but station officials in Cincinnati contend that WXIX-TV has not contributed to this situation.

WXIX-TV operates with 1,900 kw visual, 285 kw aural and antenna 990 feet above average terrain.

Hot items

Sale of color-TV receivers, both those made in this country and those imported, rose by 43% in first six months of year compared to same period last year, Electronic Industries Association reported today (Aug. 16).

Black-and-white TV sets also were ahead in sales, up 21.5% from first half of 1970. Radio sales were up 6.3% in same period.

At same time, EIA reported that sales of domestically produced consumer electronics products for first seven months of year were up in all categories also: color TV, up 25.4%; monochrome TV, up 9%, and total radios, up 16.6%.

Westen picks up on Wright

Another implication of U.S. Appeals Court decision, mandating paid time for proponents of controversial issues on commercial broadcast stations, was felt last week. In wake of FCC action denying stay of transfer grant for KFMG(FM) Des Moines, Iowa (BROADCASTING, Aug. 9), Tracy Westen, attorney for group trying to block sale, noted that court's action could require Stoner Broadcasting Co., KFMG's new owner, to run spots sponsored by petitioners.

Such spots, Mr. Westen said, would be answer to announcements reportedly

made on station to effect that KFMG has returned to "progressive" rock format petitioners are charging Stoner abandoned when it took over station in June. Petitioners, Committee to Free KFMG, have already asked Stoner to run announcement, asking listeners to tell committee whether they thought KFMG's format measured up to programming prior to Stoner acquisition. If public reaction is affirmative, committee said, petition to deny transfer will be dropped. Stoner's attorneys were reported to be considering committee's proposal last week.

On another front, Mr. Westen, who is also representing group seeking further clarification of FCC's controversial drug-lyrics notice, said he is "seriously considering" court appeal of commission's ruling two weeks ago, in which it refused further action on drug issue.

Lid is clamped on Yonkers pirates

Pirate radio stations broadcasting for over 18 months from Yonkers, N.Y., went off air Friday (Aug. 13). Stations' owners, Joseph Ferraro, 23, and Allan H. Weiner, 18, were arraigned in federal district court in New York last week and charged with criminal violation of Communications Act of 1934 in operating radio stations without license. They pleaded not guilty to charges—Mr. Weiner stating he and his companion were warned to stop broadcasting by FCC last January but were "laughed at" when they attempted to obtain a license.

"We didn't do it for the money or politics," he said, "somebody's got to show the FCC that their domination of the airwaves is just not logical."

Call letters used were WXMN-FM at 87.9 mhz, WKOV(AM) at 1620 khz (with WSEX-FM and WFSR-AM alternating daily on some frequencies). All programmed talk and music from noon to 4 a.m. daily. Stations' facilities, which cost about \$3,000, were open to anyone who had something to say, operators said. No advertising was accepted and costs were covered by donations.

Thumbs down on Relax-n-trim

TV commercial prepared by Relaxaway Corp. for its "Relax-n-trim" weight-reducing product has been tabbed unacceptable by National Association of Broadcasters' code authority. One-minute commercial for company's reducing "belt" (kit and lotion) product was reviewed but Relaxaway failed to make suggested changes. Station code subscribers were notified of action in first week of August.

Code authority said it requested documentation to support advertiser's claims that its contouring wraps and lotion

would take inches off person's body within first application. Authority said its decision on Relaxaway (also makes "Slim-Gym") commercial, which starts with copy line, "Hello, I'm John Howell, an industrial chemist," was made under TV-code standards and under guideline for advertising of products and services for weight reducing.

Andersson back with NCTA

Don Andersson, director of market research and promotion for Television Communications Corp., New York, has joined staff of National Cable Television Association as director of membership services, it was announced Friday (Aug. 13).

Mr. Andersson has been with TVC since 1966. He was responsible for company's research, marketing and adver-

tising. He had been director of information at NCTA for four years.

In his new position, Mr. Andersson will be concerned with membership development, and will also assist with systems relation matters. Membership services department was created last year by NCTA President Donald V. Taverner.

Mr. Andersson succeeds Donald E. (Gene) Burton, who resigned last month.

No rift, Pan Am says

Pan American World Airways official denied categorically Friday (Aug. 13) reports current for two weeks that airline would pull substantial billing (about \$11 million in media) out of J. Walter Thompson Co. (Pan Am's TV in 1970 million in network.)

Reports of rift were tagged "completely untrue" by Pan Am's staff vice president-area marketing development, Robert E. Griffin, who said: "Pan Am is currently planning its budget and strategy for 1972 around all three of our agencies."

In addition to JWT, which handles domestic advertising, airline's agencies are Carl Ally (passenger campaigns) and Tatham, Laird & Kudner (overseas cargo).

Cable's pitch to minorities

Minority groups who have threatened to challenge license renewals of broadcast stations in Bakersfield, Calif., have won response—from cable operator.

Kern Cable TV, Bakersfield, offered free use of facilities for production of daily newsmagazine program giving minorities opportunity to express views. Programs would then be offered to other media free of charge.

Cable system received no immediate response from groups, who have acted as coalition to seek negotiation on programming practices and news coverage. Represented are black groups, including National Association for the Advancement of Colored People, and Chicanos.

Kern is managed by multiple CATV owner Cypress Communications Corp., which plans purchase of system. Cypress spokesmen said last week that proposed cable program was conceived as "complement" to broadcast service. He said area broadcasters had offered no objection to proposal.

Lewis to CBS News London

Phil Lewis, executive producer of CBS *Morning News with John Hart*, network's hour daily news broadcast, named bureau manager of CBS News in London. Post has been filled by acting bureau managers since November 1970. Last permanent London bureau manager was John Lane, now bureau manager of CBS News in Chicago.

Week's Headliners



Mr. Rierson

Mr. Wild

Henry S. Wild, associate director, CBS Corporate Planning, New York, appointed to newly created position of VP-planning and finance, CBS-TV Stations Division. Robert L. Rierson, program director, WTOP-TV Washington, CBS affiliate, appointed director of broadcasting, WCBS-TV New York. Mr. Rierson will be responsible for station's programming, operations, community services, advertising and promotion and press information (see story page 28).

B. David Kaplan, president of NCK/International, named chairman, and Edward A. Roncarelli succeeds Mr. Kaplan as president. Both will have offices in London. Mr. Roncarelli was serving as president of NCK/Western Hemisphere and of NCK/Canada. NCK Organization Ltd., New York, is parent company of NCK/International and Norman, Craig & Kummel Corp. (domestic billing). Overall agency, of which Norman B. Norman is chairman and chief executive, bills more than \$160 million. (Walter W. Bregman is president of the U.S. agency.)

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

"ALL ABOUT FACES" IS SELLING BEAUTIFULLY

Already sold for
prime-time telecasting to
WPIX-TV New York,
WJRT-TV Flint,
WPRI-TV Providence,
WEWS Cleveland,
WPVI-TV Philadelphia,
KTRK-TV Houston,
WKRQ-TV Mobile,
WTVJ Miami,
WCSH-TV Portland,
WTNH-TV New Haven,
WVTV Milwaukee
and WTEN Albany.

"ALL ABOUT FACES" is
the brand new, first-run
series produced exclu-
sively for syndication. It
combines the visual
excitement of a situation
comedy with the fast pace
and suspense of a game
show. That's why it's a
pretty hot selling series.

Beautiful.

"ALL ABOUT FACES"

130 Prime Time half-hours
in color on tape from

SCREEN GEMS 

SOLD

A short course in package-goods advertising

This year the New York office of Ogilvy & Mather will spend over \$75,000,000 of our clients' money producing and placing package-goods television commercials. Seventy-five million dollars in package goods alone! And we're only one agency. Industry-wide the figure could run into the billions.

Yet in many advertising agencies, if a young writer or art director should ask a question about the use of the package in his commercial—there is almost nowhere he can go to find the answer. Virtually nothing has been written or spoken about this vital area of our business.

There is plenty of information about packages themselves—materials, labeling, shipping, graphics, etc.—but precious little on the effective use of a package when we have to feature it in our commercials.

Consumers are being bombarded by thousands of visual images every day. Product misidentification is at an all-time high. In fact, according to the latest Starch figures, only one person in six can identify a commercial on recall. Even worse, one in 12 remembers it as belonging to a competitor.

A greater understanding of the package-emphasis commercial is a must for today's creative team.

I have recently viewed over 4,000 commercials in order to determine the basic packaging formats in use today. This is what I found:

- The static package alone. The first, and perhaps most obvious, category is a client's delight. The package alone is on view throughout the entire commercial—usually filling the frame. It just sits there. Now this sounds as though it might be pretty dull. It can be if we don't use a little imagination along with our static visual.

Last year, a popular soft drink showed a group of bottles nestling in cracked ice. The camera never moved. The sound track filled the air with impressions of summer, ice tinkling and drinks pouring—refreshing, thirst-quenching sounds. What better time for a soft drink!

Which brings up an important point. Any time you can involve your package image with evocative sounds, you've got a powerful psychological plus. Use this sound bonus whenever possible.

- The package as an integral part of a demonstration. Significant sales results from a commercial are achieved when

we can convincingly demonstrate the benefits of our product. We gain an even greater advantage when the package itself is an integral part of this demonstration.

Obviously, not every product makes use of the package when performing its basic function. But if it does, you have a powerful tool around which to build an effective commercial.

- The package as part of the scene. This, by far, is our broadest category. It's universally used—from slices-of-life to stand-up presenters. Here the package is a natural part of the situation. It's there. It may be handled or ignored, but it's part of the environment either dramatically or within the framework of the cinema style. When we can build a slice-of-life around a package we enjoy a decided plus.

- The package is the payoff. In this category, the entire commercial is a build-up to revealing the package—at the very end. Without the final shot the story would be incomplete.

There's a danger here. If your situation and build-up are dull or of no inherent interest—you've lost your viewer and any display of your package. But if you can find a fresh approach, the build-up technique is almost guaranteed to hold your audience. The viewer can't wait for the payoff.

- The package label only. Recently, there have been several commercials built around the label only. It's seldom appropriate to show only a label. Even when it seems fitting, one runs the risk of being dull.

In most of the successful label commercials, an off-beat visual treatment is used to sustain interest. Remember this if you feature your label for a long, 30 seconds.

- The package comes to life. Here's

another of those "once-in-a-while-we-can-use-it" categories. Our package, or the illustration on it, comes to life. Many techniques may be involved and any number of effects achieved. The package may talk, dance, have adventures or go into contortions. (Most of us remember the dancing Old Gold package, the singing Dutch Masters cigar box or the many cartoon characters who stepped off their cereal boxes.)

- The package graphically expressing an idea. When you can find a way for the package to graphically express a product or selling idea—you have a powerful visual tool working for you.

This might be called a package-mnemonic device, but when successful it goes beyond the mere gimmick. This technique can be particularly effective for a 10-second ID.

- The package introduction. This category is actually three groups that have their own distinct function to perform: (1) The new package. Introducing a new package or addition to a product line. (2) The premium or special package. These offers are usually featured in addition to the regular package line—often sitting side by side on the shelf. When this is so, it's advisable to show both packages in the commercial to avoid any confusion in the viewer's mind. (3) The package improvement or special feature. There's a danger here that a lesser known product might encounter. So much time may have to be spent explaining the new feature, that the product itself gets lost in the process.

Product misidentification is a problem every agency and advertiser must seriously face. When we can visually integrate the package into our commercials with memorable emphasis, we go a long way towards offsetting this bug-a-boo.



Robert S. Smith joined Ogilvy & Mather in New York in 1964 as senior art director/TV producer for General Foods, International Business Machines and Lever Brothers. His previous jobs were executive art director of Norman, Craig & Kummel and group art director of Fletcher Richards, Calkins and Holden, both New York. Mr. Smith has been active in the Art Directors Club of New York (president, 1964-65) and has lectured extensively in the U.S., Canada and South America on current TV production trends.

M&H

"ARE THINGS GETTING TOUGHER?"

Only you know. You may not know why, but you do know if the decision making process is getting tougher.

The bitter truth is, management must have more information at hand to make the right decisions. Everybody's newscast is getting better. How do you make yours the best in town? How do you tell which of your on-the-air people from sign-on to sign-off are really helping you, and which ones aren't pulling their weight in rating points? The rating books can give you clues about fifteen minute segments; but these "estimates" tell you nothing about individuals or program content. They give you no clue as to how the audience feels about your station and your programming. Rating books can never tell you why things go wrong.

We've been helpful to over fifty-six clients. Our current clients have used our services for an average of 4.5 years. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making follow-up suggestions—these are all part of it. Give us a call for a presentation, with absolutely no obligation on your part.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9200

OpenMike®

Plaudit

EDITOR: The "Telestatus" report you had on "See Spot Run—Where It's Needed" [Aug. 2] is a very worthwhile item timed perfectly to help an industry which needs to get back to some fundamentals. It long has been evident that spot must remind advertisers of its special values and flexibility, and the data you published will help immeasurably.—*Edward P. Shurick, vice chairman, HR Television, New York.*

Financial flub

EDITOR: It is distressing to see the inaccuracy of the Rust Craft figures reported in your Aug. 2 issue under "Broadcasting: Conglomerates' Bright Penny." In the table you report "consolidated revenues" of \$39,387,848. This figure is actually the total of printed products only. Consolidated revenues amounted to \$51,202,236. Under "broadcasting contribution to revenues" you reported \$9,059,194, whereas the total of our broadcasting revenues (including CATV) was \$11,814,388.

You also state that in 1967 (presumably meaning the fiscal year 1967-68 ended March 3, 1968) broadcasting contributed 20% of the \$35,585,255 in total revenues, which figure should be \$44,386,513; in 1968-69 you show a total of \$37,632,637 which should be \$47,525,332 and in 1969-70 you show \$38,603,105 which should be \$50,044,256.—*Earl C. Gassenheimer, treasurer, Rust Craft Greeting Cards Inc., Dedham, Mass.*

Right on

EDITOR: I'm enormously impressed with the quality of the piece [about Watermark Inc.'s radio programming efforts, BROADCASTING, Aug. 2]. It's newsy, informative and direct and it tackles our barter heartache with logic and conviction. What's more, the whole story is totally accurate, every quote, every number and every detail is perfect.—*George L. Savage, director of marketing, Watermark Inc., Los Angeles.*

Proud to be in the NBC family

EDITOR: Your article about the Preparation H controversy (BROADCASTING, July 26) noted that WALA-TV Mobile, Ala., is an ABC-TV affiliate. Sorry about that. WALA-TV is proud to have been affiliated with NBC-TV since we began operations in 1953.—*Al Batten, promotion manager, WALA-TV.*

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman.*
Lawrence B. Taishoff, *president.*
Maury Long, *vice president.*
Edwin H. James, *vice president.*
Joanne T. Cowan, *secretary.*
Irving C. Miller, *treasurer.*

Broadcasting®

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone 202-638-1022.

Sol Taishoff, *editor.*

Lawrence B. Taishoff, *publisher.*

EDITORIAL

Edwin H. James, *VP-executive editor.*
Donald West, *managing editor.*
Rufus Crater, *chief correspondent (New York).*
Leonard Zeidenberg, *senior correspondent.*
Frederick M. Fitzgerald, Earl B. Abrams,
senior editors.
Steve Millard, J. Daniel Rudy, *associate editors.*
Clara M. Biondi, Alan Steele Jarvis,
Tom Madden, Don Richard, *staff writers.*
Sandra Bartolina, William Blakefield,
editorial assistants.
Elaine Garland, *secretary to the editor.*
Erwin Ephron (VP-director of marketing
services, Carl Ally Inc., New York),
research adviser.

SPECIAL PUBLICATIONS

Art King, *director;* Joseph A. Esser, *associate editor;* Halina Malinowski, *editorial assistant.*

SALES

Maury Long, *VP-general manager.*
David N. Whitcombe, *director of marketing.*
Jill Newman, *classified advertising.*
Dorothy Coll, *advertising assistant.*
Doris Kelly, *secretary to the VP-general manager.*

CIRCULATION

David N. Whitcombe, *director.*
Bill Griger, *subscription manager.*
Sarah D. Crosby, Julie Janoff, Kwentin Keenan,
Dorothy Ogier, Jean Powers, Shirley Taylor.

PRODUCTION

John F. Walen, *assistant to the publisher for production.*
Harry Stevens, *traffic manager.*
Bob Sandor, *production assistant.*

BUSINESS

Irving C. Miller, *treasurer.*
Sheila Thacker, *Judith Mast.*
Lucille DiMauro, *secretary to the publisher.*

BUREAUS

NEW YORK: 7 West 51st Street, 10019.
Phone: 212-757-3260.
Rufus Crater, *chief correspondent.*
Morris Gelman, *senior correspondent.*
David Berlin, Rocco Famighetti, *senior editors.*
Helen Manasian, Cynthia Valentino,
staff writers.

Robert L. Hutton, *sales manager;* Eleanor R. Manning, *institutional sales manager;* Greg Masefield, *Eastern sales manager;* Georgina Quinn, *Harriette Weinberg, advertising assistants.*

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Stephen Glassman, *staff writer.*

Bill Merritt, *Western sales manager.*
Sandra Klausner, *assistant.*

CHICAGO: Midwest advertising sales representative, Bailey & Co., David J. Bailey, *president.* P.O. Box 562, Barrington, Ill. 60010.
Phone: 312-381-3220

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

© 1971 by Broadcasting Publications Inc.

The First Season

This fall's will be a television season with a difference—the difference made by hundreds of network-affiliated stations faced with the problem, and the opportunity, of programming an extra three-and-a-half hours of prime time each week.

There will be a difference to the networks,

which will have less to sell and will be increasingly dependent on their affiliates' programming impact in making a nationwide mark.

There will be a difference to the stations, which will be in the market to buy new programs, in the market

to sell new spots and time periods, under the gun to carve out a new posture in the program competition.

There will be a difference to the creators and distributors of television programs, who have a new arena in which to compete, and a wide-open new chance to prove their skill.

Each of those differences, among a score of others, will be the subject of depth reporting by *Broadcasting* in its September 6 issue.* The editors believe it will be the most important single television programming story they'll tell in 1971.

Do you have a story to tell?

* Which will be seen and read by the more than 120,000 influentials who read *Broadcasting* regularly. For more details and advertising opportunities available, call your nearest *Broadcasting* representative. Closing date: August 30.

Washington, D.C.

Maury Long
1735 DeSales St., N.W.,
20036
202-638-1022

New York, N.Y.

Bob Hutton,
Greg Masefield,
Eleanor Manning
7 West 51st Street,
10019
212-757-3260

Hollywood, California

Bill Merritt
1680 N. Vine Street,
90028
213-463-3148

Barrington, Illinois

David J. Bailey
P.O. Box 562, 60010
312-381-3220

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

New rank for renewals: industry's prime problem

How to hold on to licenses in face of mounting attacks takes over from CATV as broadcasters' first concern

The problem of CATV—number one among the concerns of broadcasters during the spring and summer—has given way to the problem of license renewals on the list of the industry's priorities. That's the agonizing reappraisal of many prominent among leaders of the National Association of Broadcasters, networks, communications lawyers and even some congressmen and senators. Their consensus, paraphrased: "You can't win 'em all [the industry's various problems—CATV, access, political spending, fairness doctrine, Section 315, etc.] so let's concentrate our fire on the one we have to win to stay in business."

It is to the Congress that broadcasters are now turning to accomplish that end, many in terror and almost all in desperation. Thirteen bills whose aim is to reinstate the FCC's license-renewal policy—overturned by a federal appeals court in June—have been introduced in the House. There is as yet no legislation on the Senate side: John O. Pastore, the Rhode Island senator who last championed this broadcasters' cause legislatively—and unsuccessfully—has made it known he has no intention of trying again. But there is hope that Senator John G. Tower (R-Tex.) may take up the banner. It is known that his staff is researching the subject in conjunction with proposals sent to him by a group of Texas broadcasters. There is as yet no commitment from the senator on the subject—and specifically no immediate plan for his introducing a bill on the Senate side when the congressional recess ends Sept. 8—but he has expressed the view that proper weight should be given to past performance by incumbent licensees, as compared to promises by new applicants. He also has expressed support for the FCC policy on renewals—the approach found illegal by Circuit Judge J. Skelly Wright and his colleagues of the District of Columbia appeals court (BROADCASTING, June 21).

A key element of the legislation proposed by Texas broadcasters, said to be

generated by Mike Shapiro, vice president in charge of WFAA-AM-FM-TV Dallas, which is allied in ownership with the *Dallas Morning News*, is a requirement that the commission decide on the qualifications of an applicant before ordering a comparative hearing with the existing licensee. This procedure would eliminate a number of such applicants right off, it was said, and limit the burden of a hearing on the licensee—should the challenger survive the first test—to such narrow grounds as programming, equipment and facilities.

(WFAA-TV, of course, is under challenge by a local business group for its channel 8, as are several other Texas stations for their channels [BROADCASTING, July 19]. The bill under consideration by Senator Tower has already gained the popular designation of the "Save WFAA Bill.")

FCC Chairman Dean Burch:

"The renewal decision raises one of the problems that we've never grappled with successfully—the conflict between a profit-oriented commercial system and a concept of public service for the sake of public service."

and:

"It seems to me that under the common-law principle there is an inherent value in the license and that it is alienable. That whole concept seems to be up for grabs right at the moment."

Meanwhile, NAB officials have begun consideration of what they would like to accomplish on Capitol Hill. In this the NAB staff is following directions of the executive committee, which last month directed it to give first priority to the license-renewal problem (BROADCASTING, July 26). Previously, the executive committee had told the association staff to work with the FCC in trying to overturn the Wright decision, but the commission last month decided it would not attempt to carry on that battle.

NAB officials are quick to agree, however, that there is small, if any, prospect that Congress will take action this year. It is the hope of Vincent T. Wasilewski, president of NAB, that Congress will act during its second session next year. One apparent cause for the NAB's caution, aside from the obvious need to collect all attitudes among its members, is the strong feeling that the association must tread warily, and that any bill submitted to Congress must not bear the industry imprimatur.

Meanwhile, a Washington lawyer has taken to the hustings, calling on broadcasters to persuade Congress to legislate into law what the FCC tried to institute through regulation. He is Vincent A. Pepper, who has made speeches, drumming up support for this view, before broadcasters at state association meetings in Idaho, California, South Carolina and, last Friday (Aug. 13), at the TV Day conference sponsored by the Georgia Association of Broadcasters.

What the FCC promulgated in 1970 was the principle that where an existing licensee was challenged for his facility, the commission would not accept that application if it found that the existing licensee had provided "substantial service" to his community.

Judge Wright's opinion for the court held, however, that this violated the rights of applicants to a hearing before the commission. At the same time, he stated that an existing licensee could be given a plus in a comparative hearing for "superior" service.

And still another voice was heard on the subject last week: that of the FCC's chairman, Dean Burch. In a televised interview over Washington's WTOP-TV (see page 29) he expressed great concern over the bind in which broadcasters have been placed by the various attacks on their franchises, and said the problem of equating profit and public service was among the commission's primary worries.

The broadcasters' concern with license renewals has yet another aspect—license lengths. For years, broadcasters have been unhappy that they must undergo renewal every three years, the maximum term permitted under the Communications Act. Early in this Congress a baker's dozen of bills were introduced in the House to extend license periods to five years. And, only last week, another Washington lawyer, Marcus Cohn, recommended a six-year license, but only as a reward to those broadcasters who have performed in a superior manner (see page 15).

Meanwhile, comments flooded into the commission last week on its six-point license-renewal proposals that were issued as rulemaking last February. As might be expected, broadcasters opposed most of the proposed practices, although they found several that they liked; various citizens groups, ironically, also objected to some of the suggested practices (see comments below).

No cheerleaders for the FCC's version

Last February, the FCC released a thick volume of proposals that spelled out a sweeping revision of the broadcast license-renewal process (BROADCASTING, Feb. 22). The product of several months of exhaustive investigation by the commission's staff, the proposals were aimed at institutionalizing citizens' role in the renewal process. Last week, broadcasters and citizen groups told the commission what they thought of the proposals. If their advice is to be heeded, the commission staff had better prepare for a long, cold winter.

Most of the comments—the deadline for filing them was last Monday (Aug. 9)—in the renewal proceeding came from the broadcasting industry. Among those parties filing were the National Association of Broadcasters, American Women in Radio and Television, NBC and ABC, and several licensees. Representing the public sector were the American Civil Liberties Union, Office of Communications of the United Church of Christ and Black Efforts for Soul in Television, whose comments were prepared and sponsored by Citizens Communications Center. While the motivations of the various participants

Here a bill, there a bill for renewal reform

Thirteen virtually identical bills, aimed at imposing a brake on the activities of groups challenging existing broadcast licensees, have been introduced in the House. All, in essence, would amend the Communications Act to require the commission to first find an incumbent licensee disqualified before it could entertain applications for his facility.

This is similar to the FCC's 1970 policy statement that was overturned by the U.S. Court of Appeals in Washington last June. The commission's statement on renewals followed in great part provisions of the never-enacted bill introduced in 1969 by Senator John O. Pastore (D-R.I.) and chairman of the Senate Communications Subcommittee.

The bills and their sponsors: H.R. 86, Tom Beville (D-Ala.); H.R. 367, John R. Rarick (D-La.); H.R. 539, James T. Rroyhill (R-N.C.); H.R. 737, Don Fuqua (D-Fla.); H.R. 784, William J. Green (D-Pa.); H.R. 1294, John J. Flynt (D-Ga.); H.R. 1503, William J. Randall (D-Mo.); H.R. 1698, Burt L. Talcott (R-Calif.), all introduced at the opening of the 92d Congress, Jan. 22; H.R. 2458, introduced Jan. 29 by Harold R. Collier (R-Ill.); H.R. 3277, Feb. 2, Jack Edwards (R-Ala.); H.R. 3313, Feb. 2, John J. Rhodes (R-Ariz.); H.R. 3583,

Feb. 4, William L. Scott (R-Va.), and H.R. 9154, June 15, William L. Dickinson (R-Ala.).

Also, one bill in the Senate and 10 bills in the House propose legislation that would amend the Communications Act to permit the FCC to issue broadcast licenses for a five-year term, instead of the present three.

The Senate bill is S. 663, introduced Feb. 8 by Senator Carl Curtis (R-Neb.), and referred to the Commerce Committee. Requests for comments have been solicited from the FCC, the Department of Justice and the General Accounting Office. Only the last has replied—that it had nothing to say.

In the House, these are the 10 bills: H.R. 510, introduced the first day of the new Congress, Jan. 22, by Representative Bob Wilson (R-Calif.); H.R. 594, also introduced on Jan. 22, Tom Beville (D-Ala.); H.R. 5242, March 1, Dave Martin (R-Neb.); H.R. 7862, April 28, James H. Quillen (R-Tenn.); H.R. 7900, April 29, William H. Natcher (D-Ky.); H.R. 7901, April 29, Carl D. Perkins (D-Ky.); H.R. 8522, May 18, and H.R. 9652, July 8, William R. Anderson (D-Tenn.); H.R. 8927, June 4, Jackson E. Betts (R-Ohio), and H.R. 9153, June 15, William L. Dickinson (R-Ala.).

were varied, the commission's proposals were fair game for all. None of the parties filing last week supported all the proposals, some were totally opposed to them, and most requested that some of them be adopted and others dismissed.

Essentially, the commission has made three basic proposals:

- 1) That all licensees be required to announce over the air every eight days throughout the license period a message concerning their obligation to serve the public interest and inviting comments from the public on their service. These announcements would be made during prime time on television stations and local drive time on radio. During the six months preceding the expiration of the station's license, these announcements would be altered to include an explanation of the renewal procedure and how a citizen can participate in it. In addition, stations would be required to maintain on public file for seven years all the letters it receives from its audience.

- 2) The deadline for filing renewal applications would be moved back to 120 days before the expiration of the station's license, from the present 90 days. Extensions of time for citizen groups to file petitions to deny would not be granted unless all the parties of interest (including the licensee) are in accord.

- 3) Television stations would be re-

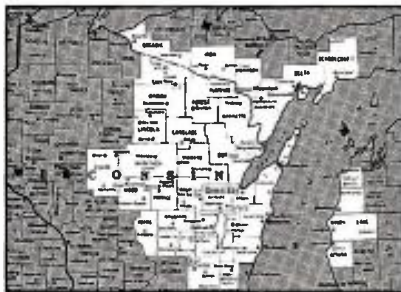
quired to file an annual report on ascertainment of community needs. This would be supplemental to their regular renewal applications, which the commission is also proposing to change to reflect a simplification of the community survey, and a breakdown of programming by time segments of percentages for news, public affairs and "other" programs.

The FCC's first proposal met with unanimous opposition. NBC said that the public has already "demonstrated its awareness" of broadcasters' obligations "by the tremendous volume" of suggestions and criticisms that have been submitted to individual stations and to the commission. The network's arguments against the public-announcement proposal reflected the sentiments of the majority, if not all, of the broadcasters filing in the proceeding. NBC was critical of the redundancy that would result if every station is required to broadcast exactly the same message at regular intervals. It further said that such announcements would "not generate significant comments" to stations or the FCC and "will only serve as an irritant to the public."

The Washington communications law firm of Cohn and Marks was more specific in saying the same thing. The proposed mandatory solicitation of public

The Land of Milk & Money Seven Markets in One!

BLAIR TELEVISION 



A \$2 Billion Income Market & a \$1.4 Billion Sales Market

Green Bay Menominee/Marinette
 Appleton Neenah-Menasha
 Oshkosh Manitowoc-Two Rivers
 Sheboygan Fond du Lac

- Ranks as Wisconsin's 2nd ADI
- Ranks 67th among all ADI's in TRS — \$1,472,249,000 (SRDS ADI Rankings 2-15-71)

The Wonder Market

WBAY 
Green Bay

comments through regular announcements, it said, "amounts to the greatest saturation announcement campaign the world has ever known." The firm pointed out that in the Washington area alone, where there are 37 commercial broadcast stations, "the same message would be heard some 1,702 times per year and some 4,403 times" during a license period.

The licensee of WUAB(TV) Lorain, Ohio, offered a grass-roots approach to that argument: "The people who are most likely to respond to a prime-time announcement are those who happen to be in a bad mood that particular evening and who feel like sounding off," WUAB said. "As long as broadcasters are not common carriers," it continued, "they must be afforded a degree of latitude in making judgments as to what programming is in the public interest."

And ACLU complained that such "pro-forma" announcements "would probably be heard as abrasive and condescending rhetoric" by some who have "been offended or discouraged by the media's insensitivity to their needs." The citizen groups who are sincerely interested in participating in the renewal process will not be affected either way by the proposed announcements, it said.

NAB also had something to say about citizen groups, but not in such complimentary terms. "The vast majority of the petitions to deny or complaints filed in recent years are part of a nationally coordinated movement to restructure broadcasting to its own liking," NAB charged. It did not identify the origin or nature of this movement, but contended that its "principal tactic" is to "avoid prior dialogue with the broadcaster in the hope that a last-minute threat of a petition or complaint will induce the station to submit to its demands." The announcements proposed by the commission, it said, "will not help to resolve this situation."

NAB's objections, however, were directed only to the announcements soliciting comments that would be aired at all times except during the last six months of the license period. While saying that it is "outrightly opposed" to these announcements, it supported the proposal requiring announcements regarding the renewal procedure. But it qualified its support by requesting that these announcements be mandatory only once every 15 days, rather than every eight days, as is presently proposed.

Those filing last week were not in accord on the proposal requiring maintenance of a public letter file. In refuting the argument that an invasion by various citizen groups of the station's quarters to examine such a file would disrupt the station's operations, ACLU asked: "What has a station really to fear? If it has met its obligations to the

This is the week that will be

The FCC last Monday (Aug. 9) designated the following as the composite week to be used by licensees in preparing their program log analyses for renewal applications due during 1972:

- Sunday: Sept. 20, 1970
- Monday: June 21, 1971
- Tuesday: March 9, 1971
- Wednesday: May 19, 1971
- Thursday: Jan. 7, 1971
- Friday, April 23, 1971
- Saturday: Oct. 17, 1970

public interest and is efficient enough to keep good records, it is not in danger. If it has not acted in this way, then it should be moved to correct its failings."

Broadcasters commenting on this proposal took the opposite stance. AWRT, for instance, argued that "the existence of such files invites the harassment and abuse of the individual letter writers by members of the public or citizen groups who hold opposite points of view."

All the broadcasters filing voiced support of the proposal regarding the deadline for filing renewal applications and the accompanying policy statement on petitions to deny. The consensus was that such a policy would be logical relief of the last-minute petitions to deny that are now commonplace. Indeed, they said, the commission's motivation in this proposal was to eliminate such last-minute filings. (In its rulemaking notice last February, the commission said that last-minute renewal challenges are "disruptive to the commission's processes.") Black Efforts for Soul in Television was highly critical of the commission's stance on this issue. "It is paradoxical," BEST claimed, "for the commission to view citizen participation as disruptive. The courts have repeatedly noted the salutary effects of such participation. . . . These groups aid the commission in carrying out its statutory responsibility by subjecting renewal applications to critical scrutiny."

BEST's 80-page brief constituted a direct attack not only on the commission's proposals in this proceeding, but also on the commission itself as a public vehicle. The proposals in question, BEST said, "mark another tragic chapter in the commission's long history of hostility to citizen participation." Moreover, it said, they reflect "the trend of commission insensitivity to the needs and problems of minorities." They signify "the death knell" for black participation in the "decision-making processes of broadcasting," BEST said, and "a sudden lurch toward a racially restricted media."

The Office of Communication of the United Church of Christ, which pioneered license challenges by minority

groups, held that on the whole the FCC proposals "evidence a continuing hostility or insensitivity to the role of community leaders in helping to develop a program service which reflects the tastes, needs and desires of the entire community." The commission plan, in this view, would put license renewals on an "honor system" and "strike a severe blow at public participation in license renewals."

The Office of Communication maintained that certain program records should be made available to the public throughout the renewal term, that community surveys should continue to be required, that licensees should be required to furnish copies of their public records within 24 hours of request and at a charge of not more than 5 or 10 cents a page and that when a community group serves notice of intention to file a petition to deny a license, it should automatically get a 30-day extension of time to file.

The third part of the renewal package—requiring annual TV report forms and revised renewal applications for television stations—was also received with mixed reactions. NBC said it has no objection to the annual report proposal, although it questioned "whether any useful purpose" would be served in forcing licensees to include in the report a summary and comment on the various public complaints they have received in the past 12 months. On the other hand, NAB and several individual licensees were of the opinion that, while the commission's intention of simplifying the procedures for ascertaining community needs is laudable, such a showing on a yearly basis is not necessary. It would be more realistic, they said, to file the report at the termination of each license period. And ABC criticized the proposal, calling it "an unnecessary burden of little public value, which could turn into a de-facto 'annual renewal process.'" In any case, broadcasters felt that the dialogue between licensees and viewers enhanced by the new ascertainment proposals are far superior to the present procedure set forth by the commission's primer on ascertainment of community needs. NAB attacked the primer as having the effect of virtually reducing "broadcasters to the class of automatons" through the "strict adherence to the finest details of some 36 questions and answers."

ACLU attacked the new ascertainment proposal with vigor. It indicated that the primer should be given a chance. The new proposal, ACLU said, would "seriously weaken the ascertainment process." Broadcasters "would be on surer ground" in this area, it said, if they had the assistance of the "incontrovertible, objective data" now afforded by the primer.

Do-it-yourself kit

Mounting participation of public groups in license renewal proceedings has impelled the National Association of Broadcasters to prepare a short primer telling broadcasters how to file comments with the FCC. Many members, the NAB's legal department said in a bulletin that went out last week, would like to make their views known in rule-making proceedings but are dissuaded because they don't know how to file.

The memorandum explains who may file comments, what form they should take, how many copies must be filed, and to whom they should be sent. It even describes how broadcasters can be sure of receiving copies of docket proceedings.

And, the memo notes, broadcasters do not have to have a lawyer; they can file such comments themselves.

The basic problem of broadcaster vs. challenging citizen group at renewal time, with little or no dialogue between the two prior to the filing of a petition to deny, was pegged by many of those filing comments as the primary justifica-

Cohn suggests longer licenses for superior records

A new approach to the problems faced by alarmed broadcasters in license renewals—this one to increase the life of broadcast licenses—was offered last week by a Washington communications lawyer. Writing in the Aug. 14 issue of the *Saturday Review*, Marcus Cohn, of the Washington law firm of Cohn & Marks, makes a simple and direct proposal: Reward those broadcasters who provide superior programming by giving them licenses longer than the maximum three years now permitted by the Communications Act.

In his proposal Mr. Cohn suggests that a six-year license term be mandated by Congress. This would, he notes, balance the FCC's present authority which, he claims, is only negative in the sense that the commission can impose fines or short-term renewals for licensee shortcomings.

Such a carrot-on-the-stick policy, Mr. Cohn says, undoubtedly would stimulate many station owners to upgrade their programming. This would be true, he says for a very simple financial reason: When one station in a market is cited for superior programming, it unquestionably would publicize this honor to its viewers and advertisers, thus causing competing stations in the same area to emulate the esteemed station or be tagged as second rate.

And, Mr. Cohn continues, such a

tion for revising the renewal process. It was also a primary motivation of the commission in initiating the proceeding. The consensus last week was that the commission has failed to alleviate the problem in its proposals. And while most of the participants in this proceeding felt that there is an alternative, few were able to pinpoint it.

Plough Broadcasting Co., in its "modest proposal," was one of the few who attempted. Plough's solution: "prompt and fair commission action on petitions to deny and complaints." It suggested that the commission revise its rules "to make provision for something analogous to a motion to dismiss [petitions to deny] for failure to state a claim. If after examining the renewal [application] and the petition the commission could not grant the motion, the full pleading cycle could be followed."

In a closely related proceeding, also initiated last February, the commission is seeking to define "substantial service" for television stations. Stations will have to show that they have provided service within this definition at renewal time, particularly in the case of a comparative hearing. Comments on this proceeding are due next month.

move would alleviate for many broadcasters the "varying states of general fear and trepidation" at renewal time, plus overcoming the "agonizing period" of five to six months awaiting FCC action on renewals.

In his proposal, entitled "Should the FCC Reward Stations That Do a Good Job?", Mr. Cohn suggests that only 5% or 10% of all licensees receive this honor and that performance be measured over a 6-, 9- or 12-year period.

To overcome the possibility that only major stations in metropolitan markets might have the financial ability to improve programming, Mr. Cohn suggests that the commission include in its judgment consideration of the financial resources available to a station and relate this to the percentage of its money it devotes to improving programming.

Answering potential objections that the choice of stations would be based on vague and amorphous terms, Mr. Cohn notes that school teachers, judges and in some areas even the FCC make such determinations regularly. There should be no problem in this further determination, he says.

Some observers expressed misgivings at Mr. Cohn's recommendations. They felt, they said, that the implications of more government controls over programming might offset the unquestioned benefits of longer licenses.

Century 5

39 Feature Films (34 in color)

Some of the finest titles ever available in syndication including

The Agony and the Ecstasy
The Blue Max
The Flight of the Phoenix
A Guide for the Married Man
Hombre
The King and I
Our Man Flint
Peyton Place
Stagecoach
Two for the Road
Von Ryan's Express
Way...Way Out

AND

Mark 1

11 Motion Pictures (5 in color)

For excellent budget feature-film programming

... both from



444 West 56th Street
New York, N.Y. 10019
(212) 957-5010

Broadcast Advertising

Where the slow payers are

IBFM survey discloses that several top agencies are among those inclined to delinquency

The Institute of Broadcasting Financial Management has identified 20 major advertising agencies or media buying services as having been named by most stations as being consistently delinquent in the payment of station invoices.

A survey made by IBFM of nearly 200 stations—radio and TV—found such top-billing agencies as J. Walter Thompson Co., Ted Bates & Co. and Grey Advertising named among the top offenders. The finding was based on results of studies conducted last winter. Stations were asked to name any of the leading 50 agencies that "consistently pay you more than 60 days from your billing date." Results were published in IBFM's July 12 "newsletter," made available last week. IBFM said its list of 20 agencies or buying services represented all of those named by at least seven responding stations. Of the station questionnaires returned, 58 TV and 28 radio outlets named at least one agency.

Those named by more than seven but fewer than 10 respondents, with the number of stations in parentheses: Dancer-Fitzgerald-Sample (8), William Esty (7), Foote, Cone & Belding (8), Needham, Harper & Steers (7), Ogilvy & Mather (9), Wells, Rich, Greene (7). Agencies identified by 10 or more

but fewer than 25: Ted Bates (21), BBDO and Benton & Bowles (13 each), Doyle Dane Bernbach (11), Clinton Frank (10), Grey Advertising (22), Lennen & Newell (19), Powell, Schoenbrond and Hall (13), SSC&B (12), Edward Weiss (14), Young & Rubicam (16).

Named by more than 25 were J. Walter Thompson Co. (36) and two buying services, RDR Associates (of which timebuying services is a division [26]), and U.S. Media International (35).

According to IBFM, the questionnaire was mailed to its members in mid-January and the results were based on a tabulation of all 197 returned questionnaires.

The survey also took a look at total (account) receivables and delinquent receivables. This showed 142 stations reporting an increase in total receivables (by dollars) and 55 stations reporting a decrease. A total of 152 stations reported an increase in delinquent receivables (31 days and over) and 45 a decrease. The periods used for comparison were Dec. 31, 1970, and Dec. 31, 1969.

Meantime, an American Association of Advertising Agencies group reported that the standard broadcast month and standard invoice would appear to be instrumental in improving the billing and paying situation.

According to George Arnold, assistant treasurer of Young & Rubicam and chairman of the AAAA subcommittee on broadcast standardization, "most people in the industry agree" that "considerable" and continued improvement in billing and paying has come about as more stations follow the standard month and invoice. Mr. Arnold noted that an estimated 85-90% of all TV station invoices and a large proportion of radio station invoices are now on the final Sunday basis.

Mr. Arnold's statement sent to TV and radio stations and their sales representatives earlier this summer was released by the 4A's last week. The statement was circulated to suggest that stations bill for December 1971 on the last-Sunday-of-the-month basis, the

Agency appointments:

▪ Dark-Eyes Co., Chicago, beauty aids and denture care products manufacturer, has appointed A. Eicoff & Co., there as agency. Chicago branch of agency will place spot television ads, while New York office will handle print campaign. Dark-Eyes Co. has made \$250,000 available for initial campaign and agency work on new product development.

▪ I. Miller, New York-based shoe store chain, has appointed Herbert Arthur Morris Advertising, also New York, to handle its account. A spot-radio campaign using 30- and 60-second commercials is set to begin Aug. 22 in 15 markets for Miller Eye, youth-oriented line of shoes. Previous agency was Hecht, Vidmer Inc., New York.

same as for the other 11 months in the year. It said the recommendation was being publicized in answer to a request from a number of stations and station reps for direction as to how to handle billing for December 1971 and January 1972 under the standard broadcast month.

The subcommittee suggested that billing for December run through Sunday, Dec. 26, and billing for January cover the five full weeks from Monday, Dec. 27, 1971, through Sunday, Jan. 30, 1972.

Agencies, the memorandum said, were being notified of the recommendation and "where some clients require exact year-end closing figures, agencies are being urged to work out a method of providing such figures without changing billing patterns or passing the burden of estimating the figures along to the stations."

Keeping it in the family for CBS Radio house ads

The stars of CBS-TV's *All in the Family* series figure in a mutual back-scratching advertising and promotion campaign that is running on radio and TV in the cities served by CBS-owned all-news AM stations. The eight-week campaign (now in its third week in some cities), which was conceived by Louis Dorfsman, vice president in charge of the CBS/broadcast group advertising and design department, promotes news radio—and the CBS station—through 20-second commercials taped in the living-room set of Archie and Edith Bunker (star characters in the series).

Mr. Dorfsman, whose department staffers turned gagsters for the script writing, said last week that the campaign ought to "gain awareness" for the radio stations and "by the same token serve the dual purpose of keeping the Bunkers before the public." In one spot, Archie says: "Now look at this here. Now them stupid meatheads are after the FBI. They're crazy. Hoover is too old." Edith comments: "My mother had a Hoover. It vacuumed perfect for 40 years." Archie sighs and the voice-over tag-line comes in with: "Know what's really going on. Listen to [call letters]. Don't be a dingbat!"

In another spot, Edith says: "Maybe the kids is right. That war's been goin' on too long." Archie (incensed): "Edith, you're startin' to sound like a dove." Edith (lovingly): "Oh, Archie, that's the most romantic thing you've said to me in years." Archie: "Stifle yourself you..."

Also treated in the spots are the Pentagon Papers, pollution, population control, the new morality and the state



"Don't be a dingbat!"

of the economy. In five cities, the station placed the campaign on the CBS-owned TV stations on trade-out (New York, Chicago, Los Angeles, Philadelphia and St. Louis) but in San Francisco and Boston the stations purchased the time (Carl Ally, New York, is the agency).

Two TV's in Boston, including WNAC-TV, which is an ABC-affiliate but which is slated to switch to CBS [see page 33] and four TV's in the San Francisco area are carrying the spots. Carl Ally also placed a schedule in the movies run on two cable systems in New York (Sterling Manhattan and Teleprompter). While frequency varies in the different cities, there are six to 10 spots daily on WCBS-TV New York for WCBS-AM.

NBC will cut ad time in movie programs

NBC-TV's so-called "anti-clutter" drive has now moved into the commercial area. Though total commercial time will remain the same in the Monday, Friday (*World Premiere*) and Saturday movies, the number of commercial interruptions within the two-hour telecasts will be reduced from six to five.

NBC said that under the revised format, the films will be presented in six acts of about 17 minutes each as compared with the current procedure of seven acts averaging about 14 minutes. The new policy will also apply to movies that run beyond the usual two hours. In the 2½-hour movie, for example, the network will reduce the number of commercial interruptions from the current eight to seven.

CBS-TV showed little interest in NBC's action, with spokesmen saying there are now five interruptions in the CBS movie nights and "NBC is following us." ABC-TV programs seven commercial interruptions in its two-hour movies.

NBC-TV first announced last May at a convention of NBC-TV affiliates in New York that it will tighten clutter by reducing nonprogram elements in all of its shows effective with the 1971-72 sea-

son (BROADCASTING, May 17). Announced then were: elimination of the "NBC peacock" opening on most shows; deletion at the program's ending of the animated chime NBC logo and of production company tags, and the restriction of opening and closing credits—exclusive of main titles—to 40 seconds. All clutter cuts take effect Sept. 17.

Herring ads hurt, Miss Hepburn claims

Katharine Hepburn filed a \$4-million damage suit in federal court in New York last week charging that a radio commercial for creamed herring used an actress who imitated her voice and style of delivery.

The suit was brought against Vita Food Products Inc., which is a subsidiary of Brown & Williamson Tobacco Corp., also named as a defendant, along with Vita Food's advertising agency, Solow-Wexton Inc.

Miss Hepburn claimed that soon after the commercials began last January, she asked the herring advertiser to "cease and desist" but that the commercials continued to be played (BROADCASTING, Feb. 8). An agency spokesman said the commercials had been withdrawn after Miss Hepburn's agent complained. The agency also said that the writer of the commercial had tried to convey an "arch-English" and "not a Philadelphia main-line accent."

The suit, filed by Benjamin Aslar of Fittelson & Mayers, New York law firm, charged the commercial use of Miss Hepburn's "distinctive voice, sound, delivery and other qualities" was "unlawful and unauthorized" and that the commercials damaged "her professional stature and livelihood" for the advertiser's own profit.

KM&G readies for Totembags

Ketchum, MacLeod & Grove is assembling a team of packaged-goods ad specialists in its Houston office to handle the \$3-million Totembags account (Gulf Oil Chemicals), which switched recently from Bruce B. Brewer Co., Kansas City, Mo. The account team is headed by W. S. Harrington, vice president and group manager who recently transferred from the San Francisco office. Added have been Patrick J. Sullivan, account executive (from New York), copywriter Marty Jacobson (from Chicago) and Tony A. Wake, vice president and creative director, who has been in the Houston office. Through Ketchum is not spelling out plans, the team reportedly is already concerned with the creation of radio and TV campaigns, for which buying will be handled out of KMG's New York office. Totembags is Gulf's line of polyethylene household bags.

Still the big advertiser's choice

Television remains the chief salesman with top-100 firms continuing heavy spending

Nearly two dollars out of every three spent by the top-100 national advertisers in major media in 1970 went to television. This makes it 16 years in a row that TV has ranked number one with that group.

The top 100 invested a record \$2,273,545,700 in network and spot television, representing a \$155-million increase over 1969 and 65.4% of the total \$3,474 million the advertisers spent in major media. Also, of the top 100, 90 made TV their basic medium and 73 put 50% or more of their budgets into television.

The computations were released last week by the Television Bureau of Advertising along with a statement by Norman E. Cash, TVB president, calling attention to this "endorsement" of television—"especially considering the sluggishness of the economy in 1970." Also reported by TVB is the continuance of TV for the 16th year as top medium. TV received a record \$2,959 million in 1970, or 44.8% of all national and regional advertiser investments in major media. TVB noted that the breakdown by media in 1970 showed television obtaining an all-time high in share of dollars invested by both the top-100 advertisers and by all national/regional advertisers. The findings are spotlighted in the bureau's annual "TVBasics" pocketpiece of facts and figures soon to be released.

Mr. Cash noted that the pocketpiece shows TV's flexibility in performance for the advertiser with a small or moderate budget. He said that in 1970, 87% of all market-by-market advertisers spent less than \$1 million in spot TV and 54% of all network advertisers in-

vested less than \$1 million in network.

TVB's tabulation of the major media, by all advertisers and by the top-100:

National advertising investments in major media *

	1969 (000)	1970 (000)	% change	% of total
Television (network & spot)	\$2,931	\$2,959	+ 1.0	44.8
Magazines	1,376	1,323	- 3.9	20.0
Newspapers	1,059	1,014	- 4.2	15.4
Business papers	752	740	- 1.6	11.2
Radio (network & spot)	427	413	- 3.3	6.3
Outdoor	138	154	+11.6	2.3
Total major media	\$6,683	\$6,603	- 1.2	100.0

Top 100 advertiser investments in major media

	Top 100 in 1969 (000)	Top 100 in 1970 (000)	% change	% of total
Television (network & spot)	\$2,118	\$2,274	+ 7.3	65.4
Magazines	525	504	- 3.9	14.5
Newspapers	310	313	+ 0.9	9.0
Radio (network & spot)	255	233	- 8.5	6.8
Business papers	97	81	-16.3	2.3
Outdoor	54	57	+ 6.4	1.7
Farm publications	10	12	+13.4	0.3
Total major media	\$3,369	\$3,474	+ 3.1	100.0

Rep appointments:

- WLCY-TV Tampa-St. Petersburg, Fla.: RKO Television Representatives Inc., New York.
- KOB-AM-FM Albuquerque, N.M.: Avco Radio Television Sales, New York.
- WVNJ-AM-FM Newark, N.J.: Bolton/Burnside Int'l Ltd, Chicago, for all Midwest markets.
- WEBN-FM Cincinnati; WBCN(FM) Boston; KBey(FM) Kansas City, Mo.;

BAR reports: television-network sales as of July 25

CBS \$323,741,200 (37%); NBC \$301,911,500 (35%); ABC \$239,446,700 (28%)*

Day parts	Total minutes week ended July 25	Total dollars week ended July 25	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday Sign-on-10 a.m.	73	\$ 408,800	2,153	\$ 12,548,800	\$ 12,937,600
Monday-Friday 10 a.m.-6 p.m.	877	5,243,300	26,177	178,490,300	196,265,900
Saturday-Sunday Sign-on-6 p.m.	248	1,549,700	8,026	83,061,100	86,788,000
Monday-Saturday 6 p.m.-7:30 p.m.	88	1,088,100	2,659	40,604,300	46,493,300
Sunday 6 p.m.-7:30 p.m.	12	159,500	467	12,538,800	17,046,300
Monday-Sunday 7:30 p.m.-11 p.m.	447	13,140,200	12,838	501,001,100	553,732,300
Monday-Sunday 11 p.m.-Sign-off	132	1,254,300	3,688	36,855,000	39,658,100
Total	1,877	\$22,843,900	58,010	\$865,099,400	\$952,291,500

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

WTK(FM) Baltimore; and KQRS-FM Minneapolis: ABC-FM Spot Sales Inc., New York.

- WFGL(AM)-WFMP(FM) Fitchburg, Mass.: Eckels & Queen, Boston.
- WCIU-TV Chicago: Spanish International Network, New York.
- KRDS(AM) Tolleson, Ariz., KWOA(AM) Worthington, Minn.: Pro Time Sales Inc., New York.
- WNCR(FM) Cleveland: RKO Radio Representatives Inc., New York.
- KRSY(AM) Roswell, N.M.: AAA Representatives, New York.

Sears spends more; increases TV lead

First-half totals up 22% over last year with most added spending in network

Sears, Roebuck, the country's largest retailer and undisputed TV leader in that field, increased its TV spending by 22% in the first half of 1971. Most of the additional weight was on network television.

The nationwide store chain, according to the Television Bureau of Advertising, put \$14.3 million into TV in the six months, a 22% increase over the comparable period in 1970. In network, Sears was up to \$7,038,000 in first-half 1971, a 58% increase from the \$4,446,400 it spent in network during that period a year earlier. Sears now has a closer balance between network and local investments: it placed \$7,272,100 in local TV in first-half 1971, a 0.2% increase for the period.

Montgomery Ward (\$1,456,000 in local TV, no network) and J. C. Penney (\$1,418,000 in local TV, no network) were runners-up in the department/discount store category in first-half 1971.

Sears' use of TV has been advancing steadily over a number of years. In 1965, for example, the retail chain invested \$1.4 million local but was not in network. By 1970, its network-local total was up to \$29 million, a 68% increase over 1969.

TVB gave this dimension to Sears activity: in the six-month period this year, Sears, Roebuck had used all three networks. Advertised were tires, batteries, building materials and garden equipment in weekend daytime sports programs; appliance centers were in weekday daytime and some nighttime shows, and a non-pollutant detergent was advertised in weekday daytime pro-

grams. In local use of TV, a recent TVB study shows that Sears appliance centers are the most active, followed by apparel, home furnishings, optical departments, sewing centers, building materials, health aids, customer services and beauty aids. (All dollar estimates are based on Broadcast Advertisers Reports [BAR]—in local TV, these estimates are based on 75 markets monitored by BAR).

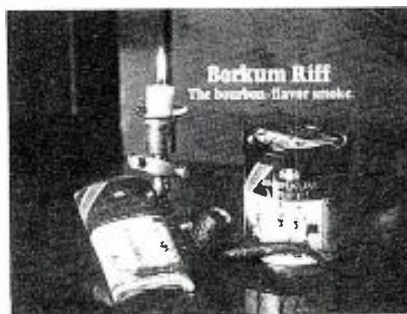
Winning favor with 'bourbon-flavor' ads

A reference to pipe tobacco having a "bourbon-flavor smoke," a wording that won approval last December of the National Association of Broadcasters TV code review board, will appear for the first time in a U.S. Tobacco commercial Aug. 30 on ABC-TV.

The newly produced 30-second commercial (the specific script cleared the code office last April) will promote Borkum Riff pipe tobacco and in it the female voice-over says: "It's exactly what you'd expect from Sweden. A different kind of tobacco. Borkum Riff. It's a bourbon-flavor smoke—a softer, milder smoke. Borkum Riff. It's another thing that Swedish women like about Swedish men." The visuals show a girl filling a pipe for a man.

According to the agency, Warwick & Legler, New York, the commercial—filmed by Christer & Arne Productions, AB, Stockholm—starts Aug. 30 in ABC's coverage of the New York Giants-Cleveland Browns football game and runs through December on selected ABC-TV sports programs. It capitalizes on the Swedish origins of the tobacco and the appeal to the "younger, better-educated, more affluent pipe smoker," the agency said.

NAB code spokesman said the review board's action covers the wording "bourbon-flavor" and "bourbon-flavored" but said this does not extend to variations. The copy for the ad originally read "flavor of bourbon," which was turned down by the code board. (References on the air to hard liquor are frowned upon by code authorities.) Similarly, an advertiser may speak of a product that has "rum-flavor" or that is "rum-flavored."



BROADCASTING, August 16, 1971

Case of the spending-limit loophole

'Times' says it's there in Senate bill; committee staffers say it's mistaken identity

Staff members on both sides of the Senate Commerce Committee last week denied published reports that the Senate's political-spending bill contains a major loophole in a provision granting an automatic cost-of-living increase in the spending limitations.

The provision, inserted into the Commerce Committee version of the bill last April at the request of Senator Marlow W. Cook (R-Ky.), remained in the final bill approved by the Senate earlier this month (BROADCASTING, Aug. 9). It directs the secretary of labor to annually "determine the difference between the price index for the immediately preceding calendar year and the price index for the base period [1970]." And, it stipulates that the bill's spending limits—five cents per eligible voter for broadcast media, the same for nonbroadcast—"shall be increased by such per centum difference (excluding any fraction of a per centum) and rounded to the next highest cent."

A dispute over interpretation of the provision arose in a floor colloquy between Senators Edward Kennedy (D-Mass.) and John Pastore (D-R.I.) on Aug. 5, the day the Senate passed the measure.

Senator Kennedy noted that "the cost-of-living figures already available indicate that we will have 5% inflation, as a very conservative estimate, for 1971. Therefore," he said, "the five-cent limitations would be increased by 5%, and the limitations would therefore rise to 5.25 cents each, and would be rounded up to six cents each. So in 1972 what we are really talking about, as I understand it, is six cents as it applies to each of the two limitations, or 12 cents in all. I think it is a generous figure."

Senator Pastore said Senator Kennedy was correct. But a spokesman said last week that the senator was only agreeing it would be generous if computed that way, which it is not.

Subsequently, it was learned, a Commerce Committee staffer explained to Senator Kennedy the computation method intended by the bill. Mr. Kennedy has said nothing more about it in public.

But the original interpretation was picked up by the *New York Times* last week.

"Arithmetically," said a *Times* story last Monday (Aug. 9), "a 2% increase in the price index would increase a five-cent ceiling to 5.1 cents, but 'rounded to the next highest cent' this becomes a six-cent ceiling." It added that annual increases in the price index and in the voting-age population would substan-

tially increase the limits.

A *Times* editorial last Wednesday (Aug. 11) based on the story termed the Senate provision "more like a balloon than an escalator" and "a loophole big enough to sink the most desperately needed of its proposed reforms."

The *Times* articles are erroneous—there is no loophole, the Commerce Committee spokesmen said last week. Here is the way the formula works, according to their explanation:

- First multiply the voting-age population by 10 cents to arrive at the combined spending limit for broadcast and nonbroadcast media. For presidential candidates, this would be 139 million voters times 10 cents, or a total of \$13.9 million as of now.

- Then, multiply \$13.9 million by the nearest whole percentage increase in the Consumer Price Index, 2% for example, to arrive at a cost-of-living increase of \$278,000.

- Add the cost-of-living increase to the dollar amount allowed under the 10-cents limit to get \$14,178,000. If the total had included a fraction of a cent, then it would be "rounded to the next highest cent." This is the new figure that a presidential candidate would be allowed for broadcast and nonbroadcast spending.

- Divide in half to arrive at the amounts to be allocated for broadcast and nonbroadcast media. This comes to \$7,089,000 for each category.

- To apply the 20%-interchangeability provision of the bill, subtract 20% of the \$7,089,000 in one category and add it to the other category.

Hopefully, one Commerce staff member said last week, the language of the provision will be clarified later in conference if the House passes its own political-spending bill.

Rumrill-Hoyt's outlook for ad rates: rising

Rumrill Hoyt is ready with its readings for 1972 media rates. In a word—up.

The New York advertising agency predicts that rates for spot television will increase proportionately more than other broadcast media. Roger H. Clapp, Rumrill Hoyt vice president, foresees it this way: Spot TV will rise 6-7%, network TV 5-6%, spot radio 5% and network radio 3%. Other national media: outdoor up 8%, consumer magazines and business/trade publications 6% and newspapers 5%.

Mr. Clapp said the network-TV rise

in prices will be a carry-over from the fourth quarter 1971 for which the medium increased rates, even though "the cumulative effect of a below-average first quarter and an above-average fourth quarter should result in no overall increase in 1971 vs. 1970." The substantial hike in spot TV, he said is based on the medium's tendency to increase rates at a "slightly larger increment than network TV," a trend that can be "expected to be accelerated as the increased network prices start to divert potential network funds from network to spot."

Radio, Mr. Clapp observed, "continues to show a healthy growth pattern"—and of network radio specifically, his 3% projection is "based upon historic trends of network radio's average annual growth." He emphasized that the spot-radio rate increase of 5% is an average. "Rate increases," he said, "will fluctuate greatly between stations located in various size markets" as they have in the past.

Are retail chains a weak link in TV?

Georgia TV Day hears how they underweight television advertising

Kenneth P. Donnellon, director of industry relations for the Katz agency, one of the pioneering station reps in efforts to develop retail business for broadcasting, has called for local and national salesmen to work together to sell national and regional chains at all levels.

"Last year," he said in a speech prepared for delivery Friday (Aug. 13) at TV Day in Atlanta, sponsored by the Georgia Association of Broadcasters, "The top-100 general-merchandise chains, which account for 70-80% of all sales, spent over \$100 million on TV advertising. There are estimates they could be spending a billion dollars by the end of this decade."

But they are not now devoting anywhere near as much of their advertising budgets to television as they should be, he said, reporting that the top chains on the average spent about 4% in TV in 1970 when they should in most markets be spending at least 16% to 20%. A 16-20% TV allocation by those now using some TV, he said, could increase their TV spending by 400% to 1,000%, depending on the chain and the market. But, he said, "retail-chain top management is beginning to understand that television must play an increasingly important and precise role in marketing plans," and urged TV

salesmen, local and nation, to work together.

"The important job now is to maximize station revenue," he said. "This means cooperation, not competition, between the station's local staff and the representative. It means applying uniform rates and rate policies to competitive advertisers. It requires selling all levels involved in the chain-store advertising decision-making process—the station, on its home ground, with local and district store managers; the representative at the national and regional headquarters of chain retailers and at a chain's advertising agency or buying service."

Mr. Donnellon also quoted from what he said was the final report of a one-year TV test conducted by Ogilvy & Mather for Sears, Roebuck & Co. over three years ago. The test showed, he said, that on equivalent budgets, a TV-newspaper mix increased store sales appreciably more than newspaper-only campaigns, increased charge-account openings, improved consumer awareness and attitudes, expanded Sears' audience—and produced even better results when TV's share of the mix was increased.

The Sears test results, long kept secret, have been widely credited with accelerating Sears' use of TV, which Mr. Donnellon said now appears to amount to about 20% of the Sears white-space budgets in most markets (see also page 18). Other results of the test began to leak last fall (BROADCASTING, Nov. 23, 1970).

In TV Day session on barter programming, Donald C. Foote, vice president, syndication, Young & Rubicam, told the broadcasters that in effect he did not know what all the debate was about—barter in syndication, he said, has arrived, it is growing and will continue to grow. He said that as more time periods become available the barter show is assuming more importance as alternate programming and as a source of program supply for stations.

Mr. Foote, as the representative of a major agency that helped spark the current wave of barter shows with its *Galloping Gourmet* program series initially backed by Hunt Foods and American Can and now also by General Foods for Jello and Tang and by Johnson & Johnson, has appeared as a panelist agruing the merits of advertiser syndication at two major industry meetings in the past year—at the National Association of Television Program Executives Conference in Houston last February (BROADCASTING, Feb. 22) and at an Edward Petry & Co. seminar during the National Association of Broadcasters Convention in Chicago last March (BROADCASTING, April 5).

Westab aims at youth with rock special

Westab is going after the kids and is paying about \$160,000 in time costs on ABC-TV for a rock-music special it has produced. For Westab, a division of Mead Corp., Dayton, Ohio, the *Good Vibrations from Central Park* program on Aug. 19 (Thursday, 9:30-10:30 p.m.) will be its first use of network TV.

Along with the special, which has a musical-festival format, Westab has prepared commercials that purposely are low-keyed but with emphasis on new products and graphics (Westab sells mod-styled school notebooks and paper products for the youth set). The show was taped live at performances held in New York's Central Park.

The commercials (two 90-second spots, three 60-second spots) are in the pop-music mode of the program and have complex visual effects and unusual musical scores. In one, a 90-second "introduction," a young Westab "designer" guides viewers through the Westab camp notebook line featuring loose-leaf binders emblazoned with pop-art Campbell's soup cans (also Planter's peanuts and Morton salt) and with peace, nature and zodiac-sign covers. A 60-second message has professional football star Don Meredith describing the Westab line of NFL notebooks. Another spot—with no dialogue—shows a model becoming "emotionally involved" with pastel-colored paper ("Love Notes" line). The commercials were produced by Houston East Productions, New York (Hal Emin is producer) for Westab's agency—Altman, Stoller Advertising, New York (Merv Shippenberg is art director).



Love is a Westab paper pad

Recruitment spots are under review

The hope of Army officials that they could continue paid TV and radio advertising for another month to boost enlistments was dashed last week. Department of Defense executives decided that there will be no more broadcast advertising until a Defense committee

decides whether to buy it for all services.

The Defense committee comprises senior civilian and military officials, under the jurisdiction of Roger T. Kelley, Defense manpower chief. A decision is expected in "several" months, it was said last week, marking a change from a report in mid-July that the committee would complete its deliberations shortly after Labor Day.

The Army, which spent \$10.6 million in the three-month campaign on TV and radio (March 1 to May 28), wanted to extend the campaign for another 30 days, primarily to reach young men who face the end of their summer vacations and who have not yet decided what they are going to do afterward. It had \$3 million allocated for this project.

Should the Pentagon decide to use paid broadcast time, a substantial portion of the more than \$40 million that is allocated for all services' recruitment in the fiscal 1972 budget presumably would be available for this purpose. The entire military appropriation, however, is still under consideration by the Congress. As now constituted, it carries these figures for recruiting activities: Army, by far the largest amount, \$24.8 million; Marines, \$7.3 million; Air Force, \$6.9 million, and Navy, \$1.6 million. These are for all facets of recruiting, including purchase of advertising in magazines and on billboards, as well as direct mail and pamphlets.

None of the services can break out the advertising figures from their recruiting totals, but even if this were possible, it was noted, it would be far out of kilter should the Defense Department committee decide to use paid TV and radio advertising. In that case, all the services would reshuffle their recruiting budgets to allocate sums to broadcast advertising.

The 90-day Army recruiting campaign, developed and placed through N. W. Ayer & Son, Philadelphia, was considered a success principally because it more than doubled the number of enlistments for the combat arms (infantry, armor, and artillery) (BROADCASTING, July 19).

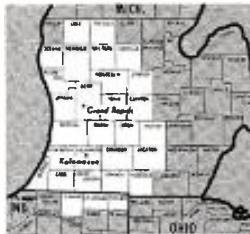
Marsteller buys Lilienfeld

Marsteller Inc., New York, has acquired Lilienfeld & Co., Chicago-based advertising agency. Lilienfeld's broadcast clients account for 70% of its \$3 million in billings, evenly divided between radio and TV. Marsteller, billing \$85 million—mainly in the print medium—handles most of its broadcast activity through its Zlowe division. Zlowe's broadcast accounts include Dannon Yogurt and American Home Products (Aerowax and Griffin shoe polish).



BUT...you can conquer the 36th TV market with the big gun in ratings — WKZO-TV.

WKZO-TV MARKET COVERAGE AREA • ARB



With a 42% prime-time share in the 3-station 36th TV market, WKZO-TV carries out your strategy at one of the lowest CPMs in the top fifty picture.

Avery-Knodel will snap to attention and deliver all the details on this giant 2 2/3 billion dollar retail sales market. Ask them for the latest dispatches on WKZO-TV.

Source: SRDS and ARB. Feb/March 1971

**The smallest army in the world is that of San Marino, with eleven men including officers.*

AM-TV-FM
100,000 WATTS • CHANNEL 3 • 1000' TOWER

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Please send

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

SUBSCRIBER SERVICE

- 1 year \$14
- 2 years \$27
- 3 years \$35
- Canada Add \$4 Per Year
- Foreign Add \$6 Per Year
- 1971 Yearbook \$13.50

1971 CATV Sourcebook \$8.50

Payment enclosed
 Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

FAA says it fears a real 'Doomsday'

It asks stations to kill syndicated film with plot cueing bomb extortions

The Federal Aviation Administration is asking 500 TV stations in 150 American cities to refrain from showing "The Doomsday Flight," a Universal Pictures made-for-TV feature written by Rod Serling and first shown on NBC-TV December 13, 1966.

An FAA spokesman, Dennis Feldman, said last week that there is a direct correlation between the showing of the film, which depicts a plot to extort money from an airline through a bomb hoax, and an increase in the number of both extortion attempts and bomb hoaxes.

A letter from FAA Administrator John H. Shaffer, sent in mid-July, urged the stations that purchased the film in a package from MCA TV, to make the "highest possible contribution" to airline passenger safety by not showing it. So far, 20 stations have replied that they will honor the FAA request, although no reply was requested. The FAA pointed out it has no authority to ban the film from TV.

Two major incidents triggered the

FAA request. The film was shown in Australia shortly before Qantas Air Lines paid \$500,000 to find out that one of its jets did not have a bomb on board, as an extortioner claimed. In Miami, an attempt was made May 27 to extort money from National Airlines through a similar method of operation, again shortly after "The Doomsday Flight" was shown in that city.

Another incident took place after the FAA letter was distributed. "The Doomsday Flight" was shown July 26 in Canada, and on Aug. 3, a British Overseas Airways airliner was diverted in a flight from Montreal to London, and landed at Denver's Stapleton International Airport, which is 5,339 feet above sea level. A bomb-hoax caller had told BOAC that a bomb on board the flight, a Boeing 747 with 379 passengers, would explode when the aircraft flew below 5,000 feet. The incident paralleled the film's plot.

The film, the incidents themselves, and the attendant publicity, according to Mr. Feldman, all contributed to an "extremely high rate" of extortion threats or attempts. Extortion hoax attempts increased, he said, from "almost none to two on May 27, the day after the Qantas extortion, one on May 28, two on the 29th and three on the 30th. In June, the FAA received reports of 15 attempted extortions, and for July, through the 29th, a total of 18."

When the film was first shown, ad-

verse reaction was limited to media critics. M. S. Rukeyser, NBC spokesman, vice president, press and publicity, said he remembered that the film was panned by critics but could recall no official criticism raised about the danger of the plot leading to imitation and thus endangering the lives of airline passengers.

Since the FAA letter was sent, the film apparently has not been seen on American TV, according to Mr. Feldman. He added that the FAA feels MCA will cooperate by removing the film from the syndication package sold to the stations. However, MCA has given the FAA no firm commitment. MCA's Lou Friedland, vice president in charge of syndication, was on a "working vacation" last week, according to his office, along with most of the sales personnel. There was no comment from the company.

PBS enlarges its fall schedule

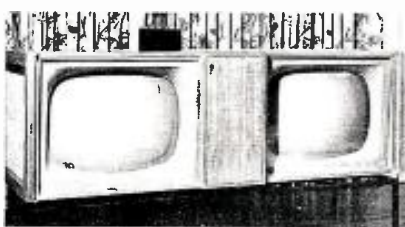
Seven new series will be offered by the Public Broadcasting Service when the noncommercial television network begins its second year of operation Oct. 3. The 1971 schedule also will feature fresh program material from 13 continuing productions.

The new series include *The Special of the Week*, mixing public affairs, dramas, music, opera and dance programs varying in duration from 90 minutes to two hours; *Masquerade*, half hour of improvisational theater for children; *This Week*, half-hour series emphasizing major news stories; *Hollywood Television Theater*, hour dramas; an untitled collection of short series produced for PBS by noncommercial stations around the country; *The Electric Company*, a Children's Television Workshop series teaching children to read, and *Critic at Large*, a commentary on the arts by University of California professor, David Littlejohn.

Among the returning programs PBS has added two six-part programs—*The Six Wives of Henry VIII* (currently being shown on CBS-TV) and *Elizabeth R*—as well as an eight-part serialization of James Fenimore Cooper's "The Last of the Mohicans" to its *Masterpiece Theater* series.

Previously announced for this series were such titles as Thomas Hardy's "Jude the Obscure"; Dostoyevsky's "The Gambler"; Tolstoy's "Resurrection", and Stella Gibbons "Cold Comfort Farm."

Changing times. A telling comment about the changing nature of competition as well as technology in the television business is made by these two pictures, the first (above) taken in 1954, the second (below) in 1971. Both were sent to BROADCASTING editors by Frank Stanton, president of CBS Inc. 1954's was accompanied by a note saying "This is the set for watching your competition," 1971's by the comment "This is my latest 4-way. It's Sony solid state. Cool, man." The Stanton multiple-receivers are designed for simultaneous viewing of various video channels, with a remote control selecting one audio channel at a time. In 1954 only NBC-TV was considered must-monitoring by the CBS chief. Today the field includes, in addition to ABC-TV, the fourth-force of independent and public television. The 1954 models, of course, were black-and-white; 1971's are solid-state color—hence the Stanton reference to their "cool" operation.



Kaiser reaches out for the lost audience

Water-bed set, rock music featured in TV experiment for the youth culture

Kaiser Broadcasting, whose major investments are in UHF television stations, has begun experimenting with a program on its Corona-Los Angeles outlet that may be the first step toward format television. The program is called *Head Shop* and is aimed at the 16-25-year-old.

The loosely structured one-hour show airs seven days a week and features a different host each week. The reason for the show, according to James G. Saunders, KBCS general manager, and director of planning and corporate administration for Kaiser, is to find a way of communicating with young people without talking down to them.

"I don't believe what others have said about that age group not being available to television," Mr. Saunders said. "They're available to radio, books, movies and newspapers so why not to TV?" He says that television has not found a way to reach them with a show that is meaningful. One way he thinks will be successful is with a heavy emphasis on music and discussion of issues of primary importance to young people. "About 75% of the show will be rock music," executive producer Bruce Johansen said. "The music is the language of the kids and it gives us a vehicle to get into other areas."

The station has also commissioned approximately 40 young film makers in the Los Angeles area to produce visual interpretations of popular songs for use in the show. Later, they will join the host on the set—an oversized water bed—to discuss their works. Other information about the youth culture and events will be woven into the show. Although not yet a part of *Head Shop*, Mr. Saunders indicated that the possibility of broadcasting "alternative" news did exist.

The emphasis on music also explains why many of the hosts are connected, in one way or another, with the music industry. Already slated for programs during the first 13 weeks are Doug Cox of KPCC-FM Pasadena, and Ben Fong-Torres of *Rolling Stone* magazine.

Head Shop begins Aug. 16 and Bristol-Myers Co. has already taken partial sponsorship of the program. Messrs. Saunders and Johansen feel the show can set the style for other programs on the station. This format approach would parallel the one taken by

radio with each station serving a specific portion of the total audience.

"Why shouldn't a teen-ager be able to turn on his television set and find a station that caters just to him," Mr. Saunders asks. "We should really be there 18 hours a day with this show, and perhaps we will."

Kaiser is also experimenting with other programming forms, according to Mr. Saunders. The company is producing a children's special in England which may lead to a series and is working with Bob Glover, a man the KBCS general manager calls "a super teacher," in another pilot children's show at Kaiser's Boston station. Most of the efforts, Mr. Saunders noted, are aimed at young people, the "new minority."

Welk's music to bubble on 207-station system

The *Lawrence Welk Show* won't air its first syndicated show until the week of Sept. 10, but producer Don Fedderson reports 207 stations have already signed to carry the program. Estimates by the producers say the show will reach a potential of 58.3 million homes or approximately 96% of the TV homes.

Mr. Fedderson said he expected another 15 stations to join the "network" before the September starting date. Of those already signed, 135 are ABC affiliates, 29 NBC and 27 CBS. The program cleared between 185-202 network stations every week on ABC.

Sponsors for the bartered program are J. B. Williams Co. (Geritol) through Parkson Agency, New York; Block Drug (Polident) through Grey Advertising, New York; Dodge Division of Chrysler Corp., BBDO, New York; Ocean Spray cranberry products, Ted Bates, New York; Mitchum-Thayer (Soterica Hand Cream) through Jacqueline Brandwynne, New York, and Mutual of Omaha, Bozell & Jacobs, Omaha.

The opening show of the new season will be a "musical tour of America" and will highlight many of the cities and states that are part of the new station line-up.

NTA gets more films

A group of 207 films from the library of Commonwealth United Entertainment Inc., has been acquired for distribution by National Telefilm Associates, Beverly Hills, Calif. Included in the package are 16 films that are new to television. The acquisition is the second in recent months. In May, NTA acquired 15 post-1963 features from Heritage Enterprises for TV distribution. The two groups of films bring to 2,165 the number available from NTA.

NAB wants three months more for fairness filings

The National Association of Broadcasters last week asked the FCC to allow more time for comments on the commission's proposed revision of the fairness doctrine. NAB requested that the deadline for filing be extended from Sept. 10 to Dec. 10.

Stressing the volume of material necessary to be digested before offering a position on the fairness issue, NAB argued that the current proposed review of the doctrine is no less important than the last FCC inquiry in this area—which was initiated in 1949 and took two years to complete.

An extension of time, NAB said, would permit broadcasters to more extensively consider the effect of court decisions on the fairness question, specifically the decision handed down two weeks ago by the U.S. Court of Appeals for the District of Columbia, which stated that commercial broadcasters cannot arbitrarily refuse to sell time to proponents of controversial issues. (BROADCASTING, Aug. 9).

Unseen-on-TV Fox films on this 'classic' series

Beginning this fall, WTOP-TV Washington will offer local movie buffs—old-timers as well as novices—an opportunity to relive cinema's earliest days. *Cinema Club 9*, the newly created film society of the air, will screen nearly 70 vintage films featuring such stars as John Wayne, Will Rogers, Clara Bow, Maurice Chevalier, Charlie Chaplin, Buster Keaton and others.

Included will be 50 classics from 20th Century-Fox never before seen on television. Several are silent flicks rescued by the Museum of Modern Art, New York, and the American Film Institute, Washington.

The club is the creation of Ray Hubbard, vice president for programming of the Post-Newsweek Stations, licensee of WTOP-TV. Mr. Hubbard, himself a cinema buff and filmmaker, hopes that the concept will "begin to build a whole new audience for this kind of film." In keeping with its film-society format, *Cinema Club 9* will invite viewers to obtain free memberships in the club, entitling them to receive a monthly packet of program notes, still photographs of the stars, early film reviews and other memorabilia that appeals to movie buffs.

All of the films predate 1935 and some survive because they were part of a Fox project to transfer older motion pictures from perishable nitrate-base



Actor Lionel Barrymore casts a sinister look at heroine, Elissa Landi, in a still photograph taken from the 1931 20th Century-Fox film *The Yellow Ticket*, to be shown this fall over WTOP-TV Washington.

film to longer-lasting safety, or triacetate, film.

The series, scheduled for Saturday evenings at 11:30 will begin on Sept. 25 with Clara Bow's 1932 "comeback" film for Fox, "Call Her Savage." Some programs will be double features or will include old-time cartoons. Silent-film screenings will have live piano accompaniment.

Among the talkies to be presented are the first John Wayne epic, "The Big Trail" (1930); the original version of "State Fair" (1933) with Will Rogers, Victor Jory and Lew Ayres, and "The Power and The Glory" (1933), a Preston Sturges screenplay which inspired Orson Welles' "Citizen Kane."

Included in the silent-picture package is the only Charlie Chaplin film available for television showing, "The Gold Rush." D. W. Griffith's, "Intolerance," and Buster Keaton's "The General," also will be shown.

While classic-film programming is also scheduled for broadcast over the Public Broadcasting Service stations this fall, the unique Fox package thus far has been released only to WTOP-TV. According to Mr. Hubbard, however, Kaiser Broadcasting Stations are negotiating for the package.

Heritage, NTA exchange features

Two television syndicators, Heritage Enterprises Inc. and National Telefilm Associates Inc., last week concluded an agreement valued at \$1.4 million that covers the distribution rights to a total of 22 motion pictures.

Under terms of the deal National Telefilm, Beverly Hills, Calif., gets U.S. and Canadian TV and theatrical distribution rights to 17 motion pictures from Heritage Enterprises. This package includes four features produced by Ivan Tors: "Africa Texas Style," "Daring Game," "Gentle Giant," and "Island of the Lost." Other titles in the package are "The Black Fox," "Battle of Algiers," "Shark," "Gringo," "Last Chance," "Blind Man's Bluff," "Frame Up," "War Devils," "Fort Algiers," "Sweet and the Bitter," "Velvet House," "Satan's Skin" and "The Fellas". Only the first three Ivan Tors films have been shown on television.

Additionally the deal calls for the acquisition by New York-based Heritage Enterprises of five films for National Telefilm for television and possible theatrical distribution in foreign markets. These films include "Good Sam," "God is My Partner," "China Gate," "Showdown at Boot Hill" and "Thundering Jets." All have been shown on television domestically.

Changing Formats

The following modifications in program schedules and formats were reported last week:

- **KBPI(FM) Denver**—Signal Broadcast Productions Inc.—changes station's format from soul and gospel music to "reminiscence" and contemporary programming. Station operates on 105.9 mhz with 30 kw and an antenna 200 feet above average terrain.
- **KYNA(FM) Des Moines, Iowa**—Contemporadio Inc. modifies station's format from a mixture of soul and top-40 music to entirely soul music. Station broadcasts on 93.7 mhz with 35 kw and an antenna 410 feet above average terrain.
- **WNRS(AM) Saline, Mich.**—Lester Broadcasting Corp., announces change of format from contemporary programming to country-and-western music. Station broadcasts on 1290 khz with 500 w directional antenna day.
- **WKNE-AM-FM Keene, N.H.**—WKNE Corp., modifies format of FM facility. Effective Aug. 2, FM programming becomes separate from AM, with

the FM changing from progressive rock to beautiful music with the emphasis on instrumentals. FM operates in stereo on 103.7 mhz with 42 kw and an antenna 550 feet above average terrain. AM broadcasts on 1290 khz with 5 kw directional antenna at all times.

▪ **WPIX-FM New York**—WPIX Inc., announces alteration of station's format from sophisticated album music to contemporary music programming. WPIX operates in stereo on 101.9 mhz with 5.4 kw horizontal, 3.8 kw vertical and an antenna 1220 feet above average terrain.

▪ **WYRU(AM) Red Springs, N.C.**—KNR Broadcasting Corp., announces station will switch from block format to top-40 programming. Station operates on 1510 khz with 1 kw day, 5 kw during critical hours.

Program notes:

A good thing going ▪ NBC-TV and Lee Mendelson Film Productions Inc., Burlingame, Calif., have extended their four-year association for an undisclosed number of years. Three Mendelson productions scheduled for telecast during the 1971-1972 season are: *Babar Comes To America*, Tuesday, Sept. 7 (7:30-8 p.m. NYT); *Snoopy at the Ice Follies*, Sunday, Oct. 24 (7:30-8:30 p.m. NYT); and "The Conservers" (tentative title), to be telecast in April as part of the *Bell System Family Theater*.

Always on a Sunday ▪ NBC-TV has added the Dean Martin Tucson Open to its list of celebrity golf tournaments. As of last week the coverage had not been sold. The tournament is to be telecast from the Tucson (Ariz.) National Golf Club, Saturday, Jan. 22 (5-6:30 p.m. NYT), and Sunday, Jan. 23 (2-2:30 p.m.). NBC-TV's other celebrity golf events are the Bing Crosby Pro-Am, Jan. 15-16, and the Bob Hope Desert Classic, Feb. 12-13.

Forecaster ▪ *Computer Kickoff*, a five-minute radio series featuring computer projections of college and professional football games, will air on over 200 stations beginning Sept. 2, according to the syndicator, Robert Wold Co., Los Angeles. The program has achieved, Mr. Wold claims, an 82% accuracy rate in its predictions of the outcome of selected games over the past four years. Ray Scott and Pat Summerall are hosts of the 18-week series, produced by All-American Football Associates Inc. The Robert Wold Co. has also announced arrangements with eight National Football League teams for road-game transmission facilities. It will provide a similar service for UCLA, USC and Stanford teams as well as lines for San Francisco Giants, California Angels and Minnesota Twins away baseball games.

DNC goes to court over fairness

Presidential-reply issue was unresolved at FCC after four months

The Democratic National Committee, impatient with the FCC, last week went to court to hurry that agency. The reason: Four months have passed without FCC action on complaints filed by the DNC against the TV networks for refusing to provide free time to respond to programs on which President Nixon appeared earlier this year.

These complaints, it should be noted, are not related to the decision of the U.S. Court of Appeals in Washington two weeks ago, in which the DNC was one of the two parties, that held that broadcasters may not impose a flat ban on the sale of advertising for the exposition of controversial public issues (BROADCASTING, Aug. 9). In that case, the DNC and Business Executives' Move for Vietnam Peace were appealing from an FCC ruling that broadcasters need not sell spot time for the expression of controversial issues.

In last week's move, the DNC asked the appeals court in Washington to order the commission to act on the complaints about time to respond to President Nixon. The DNC asked the court to consider the FCC's inaction equivalent to an order denying the complaints, thus making an appeal legally proper.

The DNC complaints to the FCC was filed last April following President Nixon's interview March 15 with Barbara Walters of NBC's *Today* staff, and a week later with Howard K. Smith of ABC, as well as the President's statement April 7 on the Indochina war over all three networks. In the last case, ABC afforded a Democratic spokesman time to reply, DNC noted.

In its complaints to the FCC, the DNC claimed that the fairness doctrine requires the networks to provide time to Democratic spokesmen to answer

four months have elapsed," in its petition last week, the DNC sought an opportunity to see the President. A number of appeals have been made of the decision if a decision is made on these occasions committees have indicated that prompt action is contem-

plated. On July 27, the DNC reiterated the need for a rapid application of the fairness doctrine in a letter to [FCC Chairman Dean Burch] . . . The response to that letter gave no explanation for the delay in deciding the DNC complaints and no indication that any decisions are imminent."

Furthermore, the Democratic committee observed, the commission has shown in the past that it can act with dispatch on fairness matters, noting that the FCC acted within 36 days on a petition by the Republican National Committee seeking FCC action to force broadcasters to provide time to respond to a July 7 television appearance by DNC Chairman Lawrence F. O'Brien.

The commission's failure to act, the DNC said, jeopardizes efforts by Democrats to inform the public that there are other points of view.

"The need for expeditious disposition," the DNC said, "is especially compelling because the issues on which the DNC wishes to speak are current and changing." At this point the DNC referred to the circuit court decision two weeks ago holding that broadcasters may not refuse to sell advertising for the expression of controversial issues.

The Democrats asked the court to consider the FCC's inaction as a final order, establish expedited briefing schedules and to hold argument. In the alternative, the DNC asked the court to direct the FCC to issue final orders within 10 days, and among other things to assess all taxable costs to the commission.

The DNC appeals court petition is part of "an unprecedented one-year party strategy" outlined by Mr. O'Brien in a memorandum last Saturday (Aug. 14) to Democratic leaders.

Part of the nine-point program, designed to help the Democrats regain the White House in 1972, is a push "to redress the imbalance that favors the party in power in the matter of access to television and radio." The DNC chairman vowed: "We shall pursue this effort before the FCC, to the highest court in the land, and in the public forums, until this right is irrevocably established."

Another part of the Democratic strategy as outlined by Mr. O'Brien involves an effort to build DNC financial resources. He noted the need for campaign reform and said the committee "is working closely with the congressional leadership to send reform legislation to the White House in this session of Congress."

Vanocur leaving NBC after 14-year tenure

Sander Vanocur, who became nationally known for his controversial coverage of politics, will leave NBC News some time next month after some 14 years with the network, it was revealed last week. Most recently anchorman of the early evening newscasts on WNBC-TV New York, Mr. Vanocur, in the past, was bitterly criticized by some NBC-TV affiliates for allegedly slanted news coverage during the 1968 national political conventions when he worked as a floor reporter.

An NBC spokesman last week conceded that some stations were not happy about Mr. Vanocur's previous work for the network but he categorically denied that any concentrated effort was made by affiliates to force Mr. Vanocur away from network responsibilities first and subsequently to get him to leave NBC's employ altogether.

After joining NBC in 1957 from the city staff of the *New York Times*, Mr. Vanocur, as a news correspondent, covered the 1960, 1964 and 1968 political conventions for the network. In 1968 he also covered the primary campaigns from New Hampshire to California, closely followed the California campaign of Sen. Robert Kennedy, and reported on the U.S. Senate races for NBC on election night.

Last April Mr. Vanocur took over as anchorman of WNBC-TV's 6 p.m. nightly news programs. There were indications that Mr. Vanocur's lack of impact on the news program's lagging ratings may have influenced his decision to leave NBC. Reportedly he will concentrate on writing projects in the future, with a book about the relationship between government and the media a possibility.

'Yesterday's Men' is now thing of the past

With more a whimper than a bang, the BBC ended an investigation into a political documentary which it broadcast last June. At the time, *Yesterday's Men*, an examination of the ousted Labor party in Britain, received heavy criticism from both Labor and Conservative camps in Parliament (BROADCASTING, July 12). The British controversy came at a time when the U.S. was in a similar controversy revolving around *The Selling of the Pentagon*.

The BBC statement, while upholding

the intent of the documentary in particular and of broadcast journalism in general, admitted that in several instances technical errors, stemming from a divergence of the inherent aims of politicians and journalists may, and in this case, did arise. "Errors," it said "are usually the result of failure to apply correctly principles the BBC has itself laid down." In its statement, the BBC outlined exactly where such misunderstandings occurred.

The BBC board defended the principle behind the documentary—an inquiry into the impact of defeat on the Labor party, as well as the political and personal role of the opposition. It, however, made note of the fact that mid-stream, David Dimpleby, BBC reporter who first conceived the idea for the program, foresaw a modification of intent, leaning more toward a study of the "problems opposition poses." It is that modified desire to capture the "favor" of the opposition, which apparently caused the misunderstanding.

Going beyond the original intent of the documentary, the BBC board also defended the network's approach to the program. Questions posed by BBC interviewers, it affirmed, were related to matters of public interest about which the BBC felt was both "reasonable and relevant" to seek such answers. This it said included questions posed to Labor

leader Harold Wilson about earnings from the publication of his memoirs—a matter which he severely criticized when an apparent distortion of that figure was leaked to the press. While the BBC board would not go so far as to support the assertion that "there was no such thing as indiscreet questions, only indiscreet answers," it believed that the public interest issues surrounding the program made the inquiries permissible.

Finally, the BBC, defended in theory, the editing techniques used in *Yesterday's Men* which it felt are part of all documentary films. "There is always more material available than can or should be finally used." The real test of film editing, as seen by the BBC, is whether "the result was fair and representative." While it felt the results were good, despite the 12 to 1 editing ratio, it speculated that not all the participants knew such techniques to be used.

In general, what came of the investigation—beyond a defense of the intent, approach and outcome of the *Yesterday's Men* documentary—was a plea that although "the BBC may occasionally fall short of its aims, [that fact] should not obscure the high standards and integrity with which its programs on current affairs are made.

"Politics is a minefield. There is inevitably a divergence between the aims of politicians and the aims of journalists . . ." While the BBC, in recognizing that difference, indicted itself for allowing such misunderstanding to occur, it emphatically stated that it would "do nothing that could put at risk the independence of the BBC." "Broadcast journalism has special obligations, but it cannot surrender to any individual or party or government—any more than can the press—its right of independent editorial judgment."

ABC Radio to report on minority happenings

The ABC Radio Network, beginning Aug. 19, will feed weekly news coverage of minority groups as a new service for affiliates of the four network services—American contemporary, entertainment, information and FM radio networks. The minority reports, featuring perhaps as many as 12 individual stories from correspondents in the field, will be fed via closed circuit each Thursday afternoon.

Dry runs of the service indicate that the feeds would run about 15 minutes. They will consist of news actualities, with total emphasis on news of interest to minority groups in the country. Typically, a story might cover the achievements of a successful black businessman and include a news actuality interview with him.

Cotton doesn't cotton to Bill Gill's news

Senator Norris Cotton (R-N.H.) last week complained to ABC that its news coverage of President Nixon's visit to New Hampshire the weekend of Aug. 7 was "grossly biased and inaccurate."

In a telegram last Monday (Aug. 9) to ABC President Leonard H. Golden-son, the senator said reports from ABC News correspondent Bill Gill claimed that New Hampshire was no longer Nixon territory.

The large crowds that greeted the President in Manchester and Nashua were "cordial and enthusiastic," said Mr. Cotton, who was with the President.

"Of course," he added, "a welcome to a President doesn't necessarily mean everyone intends to vote for him but, if New Hampshire is no longer Nixon territory as Mr. Gill avers, there was nothing to indicate it on that day."

Noting that coverage by CBS and NBC was accurate, Senator Cotton concluded that Mr. Gill's "type of reporting lends credence to Vice President Agnew's attack on the news media and it certainly runs contrary to the usual fairness of ABC."

ABC had no immediate comment, but Mr. Gill defended his version of the Nixon visit. "I reported what I saw," he said. "If I were writing it again I would not change it."

For whom the bulletin tolls

Are New York Jets star Joe Namath's bum knees important enough to interrupt regular network programming? Television viewers across the nation last week angrily told NBC it made a mistake by breaking into a *Saturday Night at the Movies* presentation with a news bulletin about the celebrated football player's latest in a series of injuries.

The bulletin came at 9:51 p.m. on Aug. 7, interrupting a showing of the motion picture "Sebastian," for 36 seconds. Preceded by the usual ominous sounding, "we interrupt this program for a news bulletin," the brief report apparently irritated a number of viewers across the country. A sampling of reaction showed 75 calls to NBC in New York, 50 in Cleveland, 75 in Chicago and 100 in Washington. "They were angry as hell," said an NBC spokesman who called reaction against "of any popular program t

The full text of the bulletin "New York Jet quarter back Joe Namath has been injured in a game between the Jets and the Tampa Bay Buccaneers in Tampa, Fla. and action for the entire National Football League season. Doctors say the injury was a stretched left knee. He will undergo surgery in New York tomorrow."

We sell music...

But a lot of people don't know us. We also create, direct and produce imaginative sounds for Station I.D.'s Radio and TV commercials, film scores, syndicated series and records. Give us a call collect and let's get acquainted.



SHOWCASE PRODUCTIONS OF TEXAS, INC.

21 Turtle Creek Square
Dallas, Texas 75219
214/522-4940

**When they win this award
for the second year in a row,
we're really doing a job.**



ti
DNC ch
required the
for Democrat
the President.
"Almost four
the DNC said
"since the DNC
to respond to
of inquiries ha
commission to
forthcoming. On
mission staff m
that no immi

Nobody's done enough for New York.

rum Communications, Inc.

Applicant for Channel 11 in New York City.

BROADCASTING.

OTP solicits guidance on cable

Five industry groups asked to submit comments on CATV issues; copyright talks held last week

The Office of Telecommunications Policy last week asked spokesmen for five communications-oriented groups to submit "concise, written statements . . . on several long-range policy issues" for the consideration of the President's cabinet-level committee on cable TV.

The letter, signed by OTP Assistant Director Walter R. Hinchman, sought the views of those organizations on six questions of cable policy: the public impact of cable, industry structure, access, copyright, impact on existing media, and regulatory framework. It also invited comment on "additional issues which you consider important."

The letter was sent to Vincent T. Wasilewski, president of the National Association of Broadcasters; Gary L. Christensen, general counsel of the National Cable Television Association; Louis Nizer, of the law firm of Phillips, Nizer, Benjamin, Krim & Ballon, representing copyright owners; Dr. Harold Wigren of the National Education Association, who is temporary chairman of "Publicable," an organization of national educational, public-service and community groups, and government agencies, set up for the purpose of protecting the public interest in cable; and Joseph Beirne, president of the Communications Workers of America. More letters are to be sent to other interested parties.

An OTP official said the responses to the letters will form a basis for later oral discussions between representatives of the President's committee and of interested parties.

The President's committee was set up in June to formulate long-range policy on the CATV question (BROADCASTING, June 21). It is expected to issue a report in October. OTP is coordinating the committee's activities, with Mr. Hinchman as chairman. Although industry groups have not met with the committee, they have been meeting with OTP.

An OTP project of greater short-range impact also continued on its course last week—the agency's attempt to bring about an agreement between broadcasters, cablemen and copyright owners. OTP General Counsel Antonin Scalia met last Wednesday (Aug. 11) with NCTA's Mr. Christensen and

Charles Walsh, assistant general counsel. On Thursday, he met with four broadcast representatives: Mr. Wasilewski; A. Louis Read, president of NAB's television board; Jack Harris, KPRC-TV Houston, president of the Association of Maximum Service Telecasters; and Michael Horne, a Washington lawyer representing AMST. Discussion with copyright representatives are scheduled for Monday (Aug. 16).

It was reported that the discussions once again were limited to explaining industry positions. There was some feeling, however, that this week may bring hard attempts to reach agreement. The NAB meeting is scheduled for this Thursday (Aug. 19); meetings will also be held with the cable and copyright groups, although these were still unscheduled late last week.

There was speculation among those attending the meetings that FCC Chairman Dean Burch has been kept fully apprised of the meetings. He is believed to have indicated to OTP Director Clay T. Whitehead that the commission would reconsider certain aspects of the tentative cable rules it announced earlier this month, if OTP can work out an acceptable compromise among the parties. OTP officials denied that speculation.

Muscling up management at the CBS O&O's

A new series of appointments was announced last week in an executive-expansion program aimed at installing new levels of management in the CBS Television Stations Division and in most of the CBS-owned TV stations.

The objective, spokesmen said, is both to ease pressures on present management and to introduce new levels of expertise in the stations and the division. Most if not all CBS-owned stations, they said, will eventually have three new officers operating under their vice presidents-general managers: director of broadcasting, director of planning and administration and director of sales. Last week's appointments gave some clues to how the plan will work.

At the CBS-TV Stations Division,

whose own "new levels" program was launched earlier, Henry S. Wild, CBS associate director of long-term network planning since 1969, was named to the new post of vice president, planning and finance, effective today (Aug. 16). With CBS since 1967, he also has served as sales planning analyst as well as manager of tactical sales planning.

At WCBS-TV New York, Robert L. Rierson was named director of broadcasting, effective Sept. 1, with responsibility for programing, operations, community services, advertising and promotion and press information. Mr. Rierson, who started in broadcasting in 1948 at WBT(AM) Charlotte, N.C., has been program director of WTOP-TV Washington since 1969. He will report to Robert L. Hosking, vice president and general manager of WCBS-TV.

Charles H. Kadlec, controller of the stations division, is moving to Chicago as director of planning and administration for WBBM-TV. Frank Beazley, general sales manager of WCAU-TV Philadelphia, was promoted to director of sales for the station, with a successor as sales manager to be named. The stations division, headed by president D. Thomas Miller, started expansion of its own management corps some weeks ago by naming Ray L. Beindorf executive vice president, a post vacant since 1967 (BROADCASTING, June 28), and continued the process by appointing Thomas F. Leahy vice president-sales, a new position (BROADCASTING, July 26).

After-the-fact stay of Viacom spinoff upheld

A federal court in San Francisco has affirmed a stay order issued last June that forbids CBS to spin off its CATV holdings to a new corporation, Viacom International Inc.

But CBS distributed stock in the new company to its stockholders also last June, following FCC approval of the move. The CBS action was taken to conform to FCC regulations that forbid networks from owning cable TV systems anywhere in the United States.

Just what the latest court ruling does to this transfer of stock was not apparent last week. Most observers said that the stock transfers, although not legal now, required no rescission until a final decision on the merits.

In its action last Wednesday (Aug. 11), the U.S. Court of Appeals for the Ninth Circuit denied a CBS and FCC motion to vacate the stay. In addition,

the court ordered an expedited procedure to hear the case, calling for supplemental briefs by Aug. 30; replies by Sept. 9, and scheduling oral argument the week of Sept. 13.

A prime point of contention before the court was the timing of the announcement of the FCC approval of the spinoff, the filing of the request for a stay and the CBS action transferring its stock to be distributed to its stockholders. The FCC approved the spinoff on June 3, with the action announced June 4. The stay request was filed June 4 and approved the same day.

The lawsuit against CBS was begun last year by three minority stockholders of a San Francisco cable-TV system that was principally owned by CBS. The three, Louis Benedetti, Frank Veroucci Jr. and Marino L. Iacopi, filed an antitrust suit in federal district court in San Francisco accusing CBS of obtaining control of the CATV system, Television Signal Corp., through fraud and asking the court to block transfer of the system's stock to Viacom.

In approving the CBS plan last June, the commission said that CBS directors and officers, broadcast-group presidents and those holding 1% or more of CBS common stock must dispose of their Viacom stock in one year.

WIMA stations now have all changed hands

WIMA-TV (ch. 35) Lima, Ohio, has been purchased by Lima Communications Corp., a newly formed organization headed by Wayne Current, general manager of the *Toledo* (Ohio) *Blade*. The station is being sold by George E. Hamilton and R. W. Mack, who will receive a sum estimated to be in excess of 1.5 million, subject to FCC approval.

Other officers of Lima Communications are Lewis Dickey, president of the licensee of WOHO(AM) Toledo, and John Wiley, associate publisher of the *Blade*.

Messrs. Hamilton and Mack are president and vice president-treasurer, respectively, of Northwestern Ohio Broadcasting Corp., parent company of the WIMA-TV licensee. The firm recently sold WIMA-AM-FM Lima to James E. Meredith, Les Rau and others for \$1 million. That sale was approved by the FCC last month (BROADCASTING, July 12).

WIMA-TV, an NBC-TV affiliate, operates with 202 kw visual, 40 kw aural and an antenna 540 feet above average terrain. The buyers have applied for the new call letters WLIO-TV. Broker was R. C. Crisler & Co., Cincinnati.

Burch spans broadcast spectrum

FCC chairman speaks approvingly of pay cable, understandingly of broadcasters many dilemmas

The chairman of the FCC delivered himself of a number of opinions concerning broadcasting last week, among them:

- That the people are being well-served by traditional, over-the-air broadcasting, although there is ample room for improvement.

- That cable television is definitely on the come in this country, that he believes the FCC's own ideas for cable policy will be made final within the next year, but that he does not believe the more exotic applications of cable are in sight for five or ten years after that, if then. And that, personally, he'd be happy to pay a dollar or two to watch a new movie via a pay cable channel.

- That he feels the commercial broadcaster has been put into a puzzlement by the number of actions that have taken place on many fronts around him, and that the time may have come for redefining of the broadcaster's role in our society—presumably by Congress.

- That he finds the broadcaster well within the protection of the First Amendment insofar as his news functions are concerned, and that only an "outrageous" demonstration of news slanting could persuade him toward governmental intervention.

The forum for these and other opinions was WTOP-TV Washington's *Newsmakers* broadcast last Thursday (Aug. 12), in which Chairman Dean Burch was interviewed by WTOP News correspondents Ford Rowan and James J. Kilpatrick and by Edwin H. James, executive editor of BROADCASTING.

Mr. Burch was asked whether he felt there was as much audience interest in "access" channels in the cable spectrum as there was demand by those who want access, and replied that he had reservations on the point. He said, however, that it was appropriate that the channels be provided and felt that any resultant "babel" would soon give way to a more professional approach.

On another access front—that opened

new production techniques

ROTEC

Rotating quad split



Rotating split





A family of windshield wipes (8)

Enjoy the competitive edge in your market with these exclusive production techniques.

Write or call: 812/332-7251



SARKES TARZIAN, INC.
Broadcast Equipment Division
Bloomington, Indiana 47401

by the decision of the U.S. Appeals Court for the District of Columbia that broadcasters may not reject "editorial" advertising if they accept "commercial" advertising—Mr. Burch said the commission probably would appeal. He indicated being troubled by the idea that price would be the determinant of who would be heard on the air, and suggested that many advocating this type of access—presumably liberals—might be distressed in the long run should such conservative groups as "Texas oil interests" be among the beneficiaries of the court's opinion.

It was in the area of the broadcaster's role that the chairman indicated being most troubled, particularly regarding license renewals and the fairness doctrine. Of the first he remarked that "The renewal decision [by the same court that handed down the ruling concerning editorial advertising] raises one of the problems that in this country we've really never grappled with successfully . . . the conflict [between] a profit-oriented business commercial system and a concept of public service for the sake of public service." He termed the "marriage" of these concepts one of the most difficult jobs before the FCC because "we expect broadcasters to make a living out of their broadcasting station. Quite obviously that's a little

bit different concept than simply being a purely public trustee and giving away all the time you can and hopefully ending up with a zero balance sheet at the end of the year."

Referring to the FCC's own policy on renewals—overturned by the court's decision—the chairman said that "all we were trying to do . . . was to recognize the fact that people who own broadcast stations have substantial investments in those stations [and that] under common law principle it is settled that there is an inherent value in the license and that it is alienable. That whole concept seems to be up for grabs at the moment."

Commenting upon the commission's plan for a major review of the fairness doctrine, Mr. Burch said that a number of ad hoc decisions had piled one on another until "it's become quite obvious, particularly in the past year or so, that broadcasters interpret the fairness doctrine at their peril."

Mr. Burch dodged any opinion of whether there is a liberal slant in network news, but did say "I don't think there's a strong conservative slant." That point aside, he came down strongly on the side of the broadcaster's protection by the First Amendment. Asked how significant slanting of the news might have to be before he would

have the government intervene, he said: "As far as I personally am concerned it would have to be outrageous because I am more frightened of government interference of news than I am of the news being a bit, well, let's say slanted to—in terms of a philosophical point of view."

AFTRA tactics stiffen in Miami AM strike

The American Federation of Television and Radio Artists has asked sponsors to pull their commercials off Storz Broadcasting's WQAM (AM) Miami as a strike by nine newsmen and disk jockeys entered its second month last week.

The strike, which began July 14, resulted from a breakdown in contract negotiations between station management and union members over "money and job security." About two months ago, union officials said, the station offered a 4% pay increase but since "has refused to budge."

AFTRA has also been distributing leaflets to the Miami public, asking: "Please help us in our struggle to obtain a fair union contract—Don't buy at Sears." Sears is an advertiser on WQAM. An AFTRA spokesman said complaints and charges are directed only at WQAM, not at other Storz-owned stations.

AFTRA petitions have been filed with the Equal Employment Opportunity Commission and the National Labor Relations Board. A petition to the FCC is being considered, the union said.

WQAM General Manager Phillip W. Trammell said last Thursday (Aug. 12) that he would have "absolutely no comment" on the strike. He did confirm that negotiations are continuing.

Changing Hands

Announced:

The following sale of a broadcast station was reported last week, subject to FCC approval:

■ WIMA-TV Lima, Ohio: Sold by George E. Hamilton and Robert W. Mack to Wayne Current, Lewis Dickey, John Wiley and others for sum in excess of \$1.5 million (see page 29).

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 39).

■ KASH (AM) Eugene, Ore.: Sold by Erwin Kincaid to Frederick A. Danz for \$160,000. Mr. Danz is head of Sterling Recreation Organization, a Seattle-based



We are pleased to announce
A CATV TRANSACTION:

*Blackburn & Co., Inc. assisted
in the negotiations between*

*All-State
Cablevision, Inc.
of East Brunswick, N.J. and*

*Wometco
Communications, Inc.
of Miami, Florida*

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 333-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30309
1655 Peachtree
Road, N.E.
(404) 873-5626

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

71-34

theater and recreation-facilities owner. He is also 100% owner of KODL(AM) The Dalles, Ore.; KBFW(AM) Bellingham, Wash., and has an interest in KEDO(AM) Longview and KALE(AM) Richland, both Washington. KASH is on 1600 khz with 5 kw day and 1 kw night.

■ KCBN(AM) Reno: Sold by Richard W. Brown to Howard B. Levine and Lorraine Walker Levine (joint tenants) for \$148,500. Mr. Levine owns a Reno advertising agency. Mrs. Levine is general manager of KCBN. KCBN operates on 1230 khz with 1 kw day and 250 w night.

BBI's David seeks dismissal of SEC suit

Nathan David, one of principals of Boston Broadcasters Inc., which was granted a CP for channel 5 in Boston, following the FCC denial of license renewal for Boston Herald Traveler (WHDH-TV), has called for a dismissal of the lawsuit filed by Boston office of Securities & Exchange Commission last month (BROADCASTING, Aug. 2). The SEC complaint named Mr. David, and four others, charging that they fraudulently sold unregistered securities.

In pleadings filed Aug. 6 with the federal court in Boston with copies to the FCC Aug. 9, Mr. David denied many of the allegations, said he was without knowledge of others and claimed SEC had no cause for the suit. He asked for a speedy hearing on his motion to dismiss the SEC suit, claiming a delay may severely prejudice him and his broadcast group in current FCC proceedings. He also asked that the court deny the SEC's request for the preliminary injunction.

The SEC complaint is related to stock sales of Synergistics Inc., a firm with diversified interests. Mr. David is a stockholder in Synergistics and was formerly a consultant to a subsidiary of the firm. The SEC suit was filed a week after the FCC wrote to the Boston SEC office asking for a report on its investigation of the charges made against Mr. David by a former law client who alleged he had bought Synergistics stock from Mr. David.

In his reply, Mr. David termed "gratuitous" the SEC's references to his relationship to BBI and the channel 5 Case, implying that the SEC investigation and complaint were intended to embarrass him, and BBI, before the FCC.

Blonder-Tongue gets nod

Blonder - Tongue Laboratories, Old Bridge, N.J., has been authorized by the FCC to operate a pay-TV technical system. BTL's "Number 4745" is the second such operation to receive the

commission's okay. Zenith Radio Corp.'s "Phonevision" system was authorized in August 1970.

"Number 4745" uses a scrambling system to disrupt picture and sound of the transmission it sends out. Subscribers to the system will rent a device from BTL which when attached to their TV sets will unscramble the signals.

TV-channel reception: the choice is more

Nearly three out of five television homes now get seven signals, says Nielsen

A total of 57% of U.S. television homes are able to receive programs from at least seven TV stations and 17% can receive from 10 or more, according to a special study made by the A. C. Nielsen Co. and released last week by the Television Information Office.

The number of homes capable of receiving seven or more TV signals represents a gain of four percentage points since a similar study was made in the fall of 1968. The new study was made last fall. The earlier one did not show the number of homes able to receive 10

or more stations. Nielsen officials said both studies took cable-TV viewing into account.

The new study also showed gains in homes capable of receiving six or more signals (66%), eight or more (37%) and nine or more (26%). Those able to receive three or more remained near saturation (97%).

"The continuing increase in the number of stations available to television homes reflects the steady growth of the television industry," according to Roy Danish, TIO director. "This means that, contrary to the belief of some of television's critics, there are now more viewing choices available to more people than ever before."

The study showed station availability signals to U.S. TV households as follows:

Stations received	Fall 1968	Fall 1970
10 or more	*	17%
9 or more	24%	26%
8 or more	34%	37%
7 or more	53%	57%
6 or more	65%	66%
5 or more	79%	79%
4 or more	90%	90%
3 or more	97%	97%

* Not available

25

YEARS
AMERICA'S MOST
EXPERIENCED MEDIA
BROKERS

WANTED: CATV PROPERTIES

We have clients who have asked us to find properties fitting the following categories:

UPPER MIDWEST—3,000 to 4,000 Subscribers

EAST—4,000 to 5,000 Subscribers

NEW ENGLAND—1,500 to 2,500 Subscribers

FAR WEST—6,000 to 7,000 Subscribers

Hamilton-Landis

& ASSOCIATES, INC.

WASHINGTON, D.C. 1100 Connecticut Ave., N.W. 20036 202/393-3456

CHICAGO 1507 Tribune Tower 60611 312/337-2754

DALLAS 1511 Bryan Street 75201 214/748-0345

SAN FRANCISCO 111 Sutter Street 94104 415/392-5671

BROKERS OF RADIO, TV, CATV & NEWSPAPER PROPERTIES / APPRAISALS / FINANCING

Inside Russian television with Leonard Reinsch

His father was a railroad man in the early 1900's, pushing locomotives between Chicago and Fort Madison, Iowa, on the Atcheson, Topeka & Santa Fe line when railroads were the main arteries of commerce and transportation in America. Fondness for the "big iron" developed in this youthful exposure (and perhaps a twinge or two of nostalgia) led J. Leonard Reinsch, president of Cox Broadcasting Corp., to Moscow last month to board the Trans-Siberian Express for a ride to the end of the line in Khabarovsk.

Mr. Reinsch left his home base in Atlanta, July 12, and after a brief stop in London arrived in Moscow the next day. While there, he toured the Soviet television center where all TV production originates in Russia. Here is his report on the state of the media inside the Soviet Union:

EDITOR: The enclosed picture was taken in Moscow. The man in the light gray suit is the Moscow correspondent for NBC News, Edmund Stevens. The man in the darker gray suit is Leonid Kamensky, chief of the Television Center technical department. The television building was opened in 1967 and has 14 floors. All TV production is centered here. They link all USSR. Eastern Eu-



Mr. Reinsch (l.) Mr. Kamensky and Mr. Stevens.

rope is linked to Russia by Intervision and to the rest of Europe by Eurovision. They use direct relays and Sputnik. There are 10 TV studios. Most of the programs are taped with the exception of news, using Fuji black and white tape. I didn't see any color tape though they do color programs. There are 24 audio inputs to all studios. There were four cameras in the news studio.

The Russians don't worry about precise time. Local programs often end with an empty screen for long periods. There are no commercials, of course, unless the government messages are considered commercials. They are still using an old TV center. The large studio is 1,000 square meters (10,760 sq. ft.) with several studios 600 square meters (6,456 sq. ft.). Ten studios in all. The intensity of light is recorded on tape during rehearsals and used as a reference. They are trying new lighting with halogen cycle.

They use 35mm and 16mm film, as well as tape. They have good dressing rooms with every studio and the entire place was spotless. There are buffets on several of the 14 floors and they have a dining room for five hundred. There is a bar in the basement which, our guide remarked, is essential to any TV operation. They have a separate entrance for audience programs with large cloak rooms.

Much white and gray marble is used. The audience studio has wide aisles for easy camera movement. They use 625 lines transmission which is standard

European. The French, as you know, use 819 lines. The news is provided by Tass, plus internal service, plus what Intervision and Eurovision provide. Seven studios will be used to cover the Olympic games from Japan. American satellites will feed Eurovision.

There are four stations in Moscow: national; Moscow regional, featuring local events and local entertainment; an educational station, and a cultural and scientific station. The national station is on from 10 a.m. to 11 p.m. while the Moscow station is on evening hours. The educational station operates the entire day, and the cultural and scientific station only during evening hours.

News is on regular intervals on the national station. Also, the Moscow and cultural and scientific stations begin and close their broadcasts with news. They were using four cameras for a symphony pick-up which was being taped in black and white. Coverage from the tower shown in the picture is 120 kilometers (74.4 mi.).

The tower is 5,530 meters (18,138.4 ft.) high—the tallest building in the world. The foundation is a hexagonal ring 60 meters (106.8 ft.) in diameter. The width of each ring is 4½ meters (14.8 ft.); the ring with surrounding platform is 3½ meters (11.5 ft.) deep; there are no piles, no anchors, and the ring rests on a clay base. This foundation weighs 5,000 tons. The tower weighs 55,000 tons. Three hundred and eighty-five meters (1,163.8 ft.) is concrete. Above it is a steel shaft. A new form of pressing concrete was used in the construction. Pressure on the concrete when cast was 10,700 metric (11,770 tons) tons.

TV/radio is run by a central committee presided over by a chairman with a deputy for TV and a deputy for radio for both domestic and foreign, and a finance director. Each of the fifteen republics has an autonomous group running radio and television—usually one local station and the national Moscow station. On points of national interest they report to Moscow. There are 130 television stations in the USSR—no cable. No surveys are used and audience response is gauged entirely by letters.

Most popular program in USSR today is *Forsyte Saga* which is shown on Sunday evenings with the English audio turned down and a narrator describing in Russian the action of the play.

One of the television programs (news) I observed featured four items from the United States: the Chesapeake & Potomac telephone strike (interview with a striker), a picket line protesting the Vietnam war, and two other industrial strikes.

The movie theaters operate on regular time schedules and tickets are

GBC CUTS VIDICON PRICES IN HALF!

If you're not buying your replacement vidicons from GBC, you're wasting money. These are brand new, first quality, fully guaranteed tubes in factory sealed cartons. Made by Hitachi. How do we do it? The answer is volume. GBC sells more than 90% of the replacement vidicons used in this country.

Model 7735A Very high sensitivity. Provides sharp clear pictures even at low light levels, with minimum lag. \$34.50

Model 8507 Similar to 7735A, but separate mesh design allows overall beaming without loss of detail. Improves resolution and high amplitude response. \$74.50

Model 7038 Used in many live cameras and film chains. \$34.50

Model 7262A Exact replacement for Sony and Panasonic. \$34.50

Model 20 PE11 2/3" vidicon. Used in many low priced cameras. \$34.50

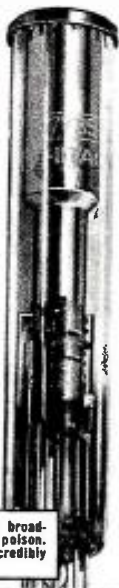
Model 8823 2/3" vidicon. Used in Sony battery operated portable. \$34.50

1" Tivicon Silicon diode faceplate \$895.00

2/3" Tivicon Silicon diode faceplate \$895.00
Prices shown are in lots of 5. Add 10% for lesser quantities.

EXTRA! We also carry a full line of GE broadcast and industrial vidicons. Name your own poison. Whatever you need, we can supply... at incredibly low prices.

GBC GBC Closed Circuit TV Corp.
74 FIFTH AVE., N.Y., N.Y. 10011 / (212) 989-4433



bought for specific times. Each feature film is preceded by a documentary newsreel. The newsreels I saw featured items from eastern European countries. —*J. Leonard Reinsch.*

Mr. Reinsch ended his globe-circling tour Aug. 5 when he returned to Atlanta after a few days in Tokyo.

ABC-TV would rather switch in Boston

Affiliation change hinges on BBI getting ch. 5; buying UHF is ruled out

What was beginning to look like a mystery appeared to be cleared up last week: ABC-TV disclosed that it was ready to negotiate a primary-affiliation agreement with Boston Broadcasters Inc., conditioned on BBI's finally getting channel 5 Boston from WHDH-TV.

It had been widely assumed that BBI and ABC would get together if BBI got the channel, because CBS-TV had announced that its Boston affiliation would move from WHDH-TV to RKO General's WNAC-TV if WHDH-TV lost channel 5 (BROADCASTING, June 28). The assumption, not discouraged by ABC or BBI, seemed realistic, since the only other commercial VHF station in town, Group W's WBZ-TV, was affiliated with NBC. Talks were never started.

What happened, it was subsequently learned, was that ABC-TV took the opportunity to review, in the words of one source, "all possible options," including one that it could not very well have considered as long as it had a Boston affiliate under contract—the possibility of buying a Boston UHF station.

Some sources outside ABC speculated that the network may have had reservations about affiliating BBI in the belief that BBI's commitment for public-service programming were so extensive that clearance of ABC programming would be restricted. ABC sources, however, maintained that the review of options was not specifically motivated but was, instead, "the normal procedure you'd follow in any such case."

In any event, it was reported, the idea of trying to buy a UHF station was rejected "for a variety of reasons," without any approach to the owners of Boston-area UHF stations, Storer Broadcasting (WSBK-TV, channel 38) and Kaiser Broadcasting (WKBG-TV Cambridge, channel 56).

ABC's current readiness to negotiate with BBI—which plans to use the call letters WCVB-TV—was disclosed in the network's release of the text of a telegram from Richard L. Beesemyer, vice president in charge of affiliate relations, to Robert Bennett of BBI. It said:

"ABC-TV network has reached the following decision with respect to your request for primary affiliation. At such time as our present affiliation with station WNAC-TV may be terminated and you may be granted operating authority by the FCC for channel 5 Boston, Mass., we are prepared to enter a pri-

mary affiliation with your station. The terms and conditions of such affiliation are subject to negotiation between us which can begin at your earliest convenience. Our decision to negotiate a primary affiliation with your station is based upon information currently available to us."

ABC officials said last week they expected the negotiations to start shortly. Meanwhile, WNAC-TV remains the ABC outlet, apparently on a day-to-day basis, its regular contract reportedly having expired recently.

Cable credit in New Paltz

Starting with the fall semester on Sept. 13, the State University of New York's College at New Paltz will offer an accredited introductory course in the rudiments of psychology to subscribers of CATV systems in the neighboring cities of Kingston, Poughkeepsie and Newburgh. Called "Psychology Today," equivalent to a course given at the school and worth the same three credits earned by New Paltz students. There will be 24 lessons in all, each running 20 minutes. Two separate lessons will be fed to subscribers each week and each lesson will be aired three times. The program will run until Nov. 29.

Thomas Hull, director of television services at New Paltz, heads the program. Paul R. Brown will be the instructor. It will be carried by NBC-owned Kingston Cablevision, Foote, Cone & Belding's Poughkeepsie Cablevision and Teleprompter's system in Newburgh.

FocusOnFinance®

Company reports:

■ Creative Management Associates Inc., Los Angeles and New York, talent agency, reported decreased revenues and net income for the six months ended June 30. Declines were said to be due primarily to "gear-shifting in the entertainment industry" and a "less-than-gratifying television" season.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.07	\$ 0.23
Revenues	4,247,369	5,107,860
Net Income	62,726	248,063

■ The Liberty Corp., Greenville, S.C., diversified holding company and parent of group owner Cosmos Broadcasting Corp., Columbia, S.C., reported an increase in revenues but a decline in earnings for the six months ended June 30.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.46	\$ 0.50
Revenues	53,600,000	45,900,000
Net Income	3,300,000	3,500,000

■ Capital Cities Broadcasting Corp., New York, group broadcaster and publisher, reported first-half 1971 net revenues and net income increased on the strength of a record-breaking second quarter that showed consolidated net

income (before extraordinary gain) up 22% and net revenues for the quarter up 11%. This was the largest profit ever reported for any quarter in the history of Capcities. The gains were said to stem from April 28, 1971, with the

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405

revenues and net income for the six months ended July 11:

	1971	1970
Earned per share	\$ 0.86	\$ 0.77
Revenues	248,900,000	234,700,000
Net income	14,400,000	12,900,000
Shares outstanding	16,685,174	16,660,426

■ Multimedia Inc., Greenville, S.C.-based owner of radio-TV stations, CATV and newspapers, reported a 33% rise in six-month earnings and an 8% increase in operating revenues. J. Kelly Sisk, president and treasurer, said he expected the last half of the year to show earnings above the comparable 1970

levels but not as high as in the first half. For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.81	\$ 0.60
Revenues	17,530,096	16,228,456
Net income	2,100,575	1,577,638

■ Raytheon Co., Lexington, Mass., reported first-half earnings for 1971 "modestly improved" over last year's figures. Thomas L. Phillips, president, said steady improvement in many of Raytheon's commercial businesses was partially offset by "lower than anticipated" sales and heavy product experi-

tures in the newly formed Data Systems subsidiary.

For the six months ended June 28:

	1971	1970
Earned per share	\$ 1.18	\$ 1.13
Revenues	636,741,000	624,418,000
Net income	17,883,000	17,734,000
Shares outstanding	13,888,731	14,437,483

* Restated to include the sales and earnings of Goodman Records Inc., acquired May 29, 1970, in a pooling of interests transaction.

■ Walt Disney Productions, Burbank, Calif., reported an approximate \$6-million increase in revenues and a \$3-million rise in net income for the nine

	Stock symbol	Ex-change	Closing Aug. 11	Closing Aug. 4	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Programming									
Columbia Pictures	CPS	N	10	10½	- ¼	17½	10	6,342	\$69,001
Disney	DIS	N	103¾	99¾	+ 3¾	128½	77	12,833	1,435,116
Filmways	FWY	A	5¾	5½	- ¼	11½	5½	1,754	11,840
Four Star International		O	1½	1¼	- ¼	1½	1	666	746
Gulf & Western	GW	N	25½	24¾	+ 1½	31	19	14,984	411,510
Kinney National	KNS	N	31¾	31½	+ ½	39¾	28¼	11,230	388,783
MCA	MCA	N	23½	22¾	+ ¾	30	21¾	8,165	194,980
MGM	MGM	N	19½	20½	- 1	26½	15½	5,886	122,135
Music Makers	MUSC	O	2¾	2½	- ¼	3¾	2¼	589	1,696
National General	NGC	N	24¾	23¾	+ ¾	28½	15¾	4,977	126,266
Tele-Tape Productions		O	1¾	1½	+ ¼	2	1	2,183	2,445
Transamerica	TA	N	15¾	16¾	- ½	19	15¼	63,841	1,101,257
20th Century Fox	TF	N	10¾	9¾	+ ½	15¾	8¾	8,562	92,042
Walter Reade Organization	WALT	O	1¾	1¾	- ¼	3¾	1¾	2,414	4,538
Wrather Corp.	WCO	A	6¾	6¾	-	8¾	6¾	2,164	16,490
							Total	146,570	\$3,978,845
Service									
John Blair	BJ	N	18½	19¾	- 1½	24¾	16	2,584	\$54,264
ComSat	CQ	N	62¾	58¾	+ 3¾	84½	49¾	10,000	720,000
Creative Management	CMA	A	8½	8½	-	17¾	7¾	1,050	11,550
Doyle Dane Bernbach	DOYL	O	20¾	21¾	- ¾	26½	21	1,929	42,438
Elkins Institute	ELKN	O	8½	8½	-	16¾	8½	1,664	18,104
Foote, Cone & Belding	FCB	N	10½	10¾	- ¾	13¾	7¾	2,196	27,999
Grey Advertising	GREY	O	13¾	12¾	+ 1	14½	9¼	1,209	18,582
Marvin Josephson Assoc.	MRVN	O	7¾	8½	- 1½	12	7¾	902	7,108
LaRoche, McCaffrey & McCall		O	11	11	-	16½	9	585	5,265
Marketing Resources & Applications		O	6¾	6½	+ ¼	18¾	2½	504	4,410
Movieiab	MOV	A	1¾	1¾	-	4	1¾	1,407	2,983
MPO Videotronics	MPO	A	5¼	5¾	- ½	8½	5	557	3,966
Nielsen	NIELA	O	39	40½	- 1½	49¾	39¼	5,299	227,857
Ogilvy & Mather	OGIL	O	29½	28½	+ 1¼	36	24	1,096	38,228
PKL Co.	PKL	A	4¾	4½	- ¼	6¾	3¾	742	2,783
J. Walter Thompson	JWT	N	42¾	42	+ ¾	60	34½	2,721	140,458
Transmedia International		O	¾	¾	- ¾	3¾	¾	535	134
Wells, Rich, Greene	WRG	A	18¾	17¾	+ 1½	25¾	15¾	1,601	31,500
							Total	36,581	\$1,357,629
Manufacturing									
Admiral	ADL	N	15¾	14¾	+ 1½	21	8	5,163	\$96,135
Ampex	APX	N	14¾	15½	- ¾	25¾	13¾	10,875	191,618
CCA Electronics	CCAE	O	3¾	3¾	-	4¾	2¼	897	3,480
Collins Radio	CRI	N	13¾	13¾	- ½	20¾	11¾	2,968	37,842
Computer Equipment	CEC	A	4¾	4	+ ¾	7¾	3¾	2,434	10,345
Conrac	CAX	N	20¾	21	- ¾	29	15½	1,259	29,587
General Electric	GE	N	55¾	53¾	+ 1½	62¾	52¾	181,626	10,670,528
Harris-Intertype	HI	N	55	50½	+ 4¾	69¾	49¾	6,333	373,647
Magnavox	MAG	N	44	43	+ 1	53¾	37¾	17,283	911,678
3M	MMM	N	117	112	+ 5	123¾	95½	56,099	6,689,806
Motorola	MOT	N	76	73	+ 3	89¾	51½	13,370	1,029,490
RCA	RCA	N	31¼	30½	+ ¾	40¾	26	74,437	2,539,790
Reeves Industries	RSC	A	3¾	4	- ½	6¾	2¾	3,458	12,968
Telémation	TIMT	O	9¾	6¾	+ 2¾	13¾	8¾	14,040	138,715
Westinghouse	WX	N	83	81¾	+ 1¾	94¾	65¾	41,431	3,759,863
Zenith	ZE	N	42¾	43	- ¼	54¾	36¾	19,021	917,763
							Total	450,694	\$27,786,902
							Grand total	887,046	\$41,533,029
Standard & Poor Industrial Average			104.29	103.37	+ 0.92				

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

Shares outstanding and capitalization as of July 14.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

months ended July 4:

	1971	1970
Earned per share	\$ 1.28	\$ 1.18
Revenues	118,411,000	112,859,000
Net income	16,373,000	13,505,000
Averages shares outstanding	12,799,000	12,040,000

▪ **Sonderling Broadcasting Corp.**, New York, group broadcaster, reported a slight increase in revenues and an even slighter decrease in net income for the six months ended June 30. Both revenues and income, however, showed increases for the second quarter.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.70	\$ 0.71
Revenues	11,394,000	10,918,000
Net income	701,000	713,000

Note: On a fully diluted basis, share earnings were 66 cents for the six months, compared with 68 cents in 1970.

Financial notes:

▪ **CBS Inc.**, New York, has declared a dividend of 35 cents per share on common stock, payable Sept. 10 to shareholders of record Aug. 27. Company also declared a cash dividend of 25 cents per share on preferred stock, payable Sept. 30.

▪ A joint venture by **Taft Broadcasting Co.**, Cincinnati, and **Jack Nicklaus**, professional golf champion, will result in a 36-hole public golf center to open next summer adjacent to Taft's Kings Island recreation complex near Cincinnati. Center will be built by **Golforce Inc.**, whose president, **Putnam Pierman**, is Mr. Nicklaus's business partner.

▪ **Vikoa Inc.**, Hoboken, N.J., which has been sustaining continuing operating losses and cash drain from its cable and

wire manufacturing facility in Freehold, N.J., has contracted to sell the plant to **Cerro Corp.**, New York, for \$2 million cash and assumption by Cerro of certain debts. Cerro, a publicly held firm listed on the New York Stock Exchange, also is a cable manufacturer. **Vikoa**, which owns and operates 10 community antenna television systems, and is a manufacturer and supplier to the CATV industry, will market cable products.

▪ **Fairchild Sound Equipment Corp.**, Long Island City, N.Y., whose products are used in AM, FM, multiplex and TV broadcasting, among other fields, has been acquired by **Robins Industries Corp.**, College Point, N.Y. The acquired company will be operated as a wholly owned subsidiary of Robins, which is a manufacturer of prime magnetic tape, cassettes, and a variety of audio and data-processing accessories. Terms of the acquisition were not disclosed.

▪ **Scripps-Howard Broadcasting Co.**, New York, group broadcaster, has declared a quarterly dividend of 35 cents per share, payable Sept. 10 to stockholders of record Aug. 25.

▪ **North American Rockwell Corp.**, Pittsburgh, will invest \$35 million in a new class of \$5 cumulative convertible preferred stock of **Collins Radio Corp.**, Dallas. **North American Rockwell** also will acquire warrants to purchase an additional maximum of \$30 million of a new class of class A common stock that Collins will issue. The initial conversion and warrant exercise price is \$18.50 per share. Under a definitive

agreement, **North American Rockwell** will have the power to designate and elect a majority of the directors on the Collins board. Shareholders of Collins will vote at a special meeting.

▪ **Metromedia Inc.**, New York, has declared a regular quarterly dividend of 12½ cents per common share, payable Sept. 15 to stockholders of record Aug. 20.

Gannett adds newspapers

Gannett Co., Rochester, N.Y., multiple broadcast and newspaper owner, has reached an agreement in principle to acquire the six newspapers of **Honolulu Star-Bulletin Inc.** The transaction, involving an exchange of common stock, would bring into the Gannett fold the evening and Sunday *Honolulu Star-Bulletin* and *Advertiser*; the *Huntington* (W. Va.) *Herald Dispatch* and *Advertiser*; and the *Dickinson* (N.D.) *Press*. In addition, the purchase would include nearly all the stock of **Guam Publications Inc.**, publisher of Guam's daily tabloids, the *Pacific Daily News* and *Dateline*.

In a separate action, Gannett completed acquisition of the **Binghamton** (N.Y.) *Sun-Bulletin*, a morning tabloid with 25,000 circulation. The **Binghamton** and *Honolulu Star-Bulletin* acquisitions give Gannett control of 51 daily newspapers, the largest numerical group in the country. There were no broadcast properties involved. The *Honolulu Star-Bulletin* at one time owned radio and TV properties in Honolulu, Hilo and Wailuku.

Datebook

Ⓞ A calendar of important meetings and events in communications

August

Aug. 22-25—54th annual meeting, *Association for Education in Journalism*. Meeting concurrently with *AEJ is American Association of Schools and Departments of Journalism and American Society of Journalism School Administrators*. University of South Carolina, Columbia.

Aug. 22-25—Joint regional meeting, *Mid-America and Rocky Mountain CATV Association*. Antlers Plaza, Colorado Springs, Colo.

Aug. 23-26—Seminar entitled "Hands On," sponsored by *Advanced Communication Techniques Seminars*, Riverside, Conn.-based firm involved in broadcast education. Seminar will provide instruction in TV program production, technical skills

This week:

Aug. 18—New deadline for filing reply comments in response to FCC's further notice of proposed rulemaking on one-to-a-market rule (Doc. 18110) and cross-ownership of CATV and local newspapers (Doc. 18891).

Aug. 19-21—Fourth annual *Radio Programming Forum*, sponsored by *Billboard* magazine. Ambassador hotel, Chicago.

Aug. 19-22—Annual fall convention, *West Virginia Broadcasters Association*, Greenbrier hotel, White Sulphur Springs, W. Va.

Aug. 20-21—Meeting of *Arkansas Broadcasters Association*. Arlington hotel, Hut Springs.

and related techniques for use in industry. Registration fee is \$375. Contact: ACTS, 1114 Post Road, Riverside, Conn. 06878.

Aug. 24-27—*Western Electronic Show and Convention*. Civic auditorium, San Francisco.

Aug. 29-Sept. 1—Annual fall conference, sponsored by *American Marketing Association*. "Relevance in Marketing: Problems, Research, Action," will be conference theme. Radisson Center, Minneapolis.

September

Sept. 2—New deadline for filing comments in FCC proceeding involving formulation of policies relating to broadcast renewal applicants (Doc. 19154). Reply comments due Oct. 4.

Sept. 9-11—Fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

Sept. 13—Hearings by *Federal Trade Commission* to explore impact of advertising on consumers, with special attention to TV advertising. FTC building, Washington.

Sept. 15-17—Fall convention, *Michigan Association of Broadcasters*. Featured speaker will be former FCC Commissioner **Lee Loevinger**, now Washington lawyer. Hidden Valley.

Sept. 16-18—10th district conference, *American Advertising Federation*. Emerald Beach hotel, Corpus Christi, Tex.

Sept. 21—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton-Peabody hotel, Memphis.

Sept. 21—Fall meeting, radio code board of *National Association of Broadcasters*. Brown Palace hotel, Denver.

Sept. 21—Public hearings of *Canadian Radio-Television Commission*. Inn on the Park, Toronto.

Sept. 22—Sales clinic, sponsored by *Radio Advertising Bureau*. Holiday Inn of Atlanta (airport), Atlanta.

Sept. 23—Sales clinic, sponsored by *Radio Advertising Bureau*. Hilton Inn West, Orlando, Fla.

Sept. 23-25—Annual broadcasting symposium, sponsored by *Group of Broadcasting, Institute of Electrical and Electronic Engineers*. Washington Hilton hotel, Washington.

Sept. 23-25—Meeting, *Minnesota Association of Broadcasters*. Location to be announced.

Major convention dates in '71

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

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

Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*. Fontainebleau hotel, Miami Beach.

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

Broadcast advertising

Emmet O'Neill, senior VP and general manager, Lennen & Newell, Chicago office, named president of that branch.

Fred W. Dudak, VP and associate media director, Dancer-Fitzgerald-Sample, New York, named senior VP for media services, Media Partners, media buying service there.

John C. Lehman, with sales staff, Peters, Griffin, Woodward, New York, station representative, promoted to sales manager.

Gerald A. Pfiffner and **Phillip V. Snyder**, creative directors, N. W. Ayer & Son, New York, and **Margaret A. Myers**, creative director, Ayer/Philadelphia, all elected VP's.

Benjamin G. Garrett Jr., account supervisor, Benton & Bowles, New York, named VP.

David W. Schropfer, account supervisor, SSC&B, New York, elected VP.



Mr. Hill

will not duplicate work of agency's research group, but will deal with evaluation of advances in field, meet agency needs and encourage better use of media research data.

V. William Montuori, assistant treasurer and manager, information management center, Young & Rubicam, New York, joins The Marschalk Co., there, as senior VP and senior financial officer. Mr. Montuori succeeds **Morris Loten**, senior VP and administrative manager for past three years, who transfers to Buenos Aires to handle special worldwide assignments for The Interpublic Group of Companies, of which Marschalk is part.

Terry Reckas, account executive, Grey Advertising, Los Angeles, named VP for account management.

Merwin A. Hiller, administrative VP, creative services division, Leo Burnett, Chicago, named VP of administration, Clinton E. Frank there. **Carol Bild**, media buyer, and **Micheline Rabjohns**,

media business manager, appointed senior media buyer and TV network coordinator, respectively. **Joan Scholl**, media buyer, appointed media planner.

Lois James, broadcast media buyer, Barnes-Carey Advertising, San Diego, appointed assistant media director.



Mr. Kahn

appointed manager of Blair's Philadelphia office. Mr. Satterfield succeeds **E. Gordon Walls**, who retires.

Louis J. Nelson, with development department, Northwestern University, Evanston, Ill., joins Lawrence Homberg Co., Chicago agency, as media-marketing director.

Phil Lincoln, director of corporate identification, American Motors, Detroit, joins Needham, Harper & Steers, New York, as account supervisor.

Bill Oswald, account executive, Kenyon & Eckhardt, New York, appointed account supervisor.

John M. Colwell, director and producer, KDTV(TV) Dallas, joins Mitchell & Manning Advertising there, as director of TV and radio production.

Frank C. Beazley Jr., general sales manager, WCAU-TV Philadelphia, appointed director of sales.

Sherwood Minman, sales manager, KATU(TV) Portland, Ore., appointed general sales manager.

R. Roy Miller, sales development manager and program director, WISC-TV Madison, Wis., appointed local sales manager.

Bernie Thompson, national sales supervisor and marketing manager, WING(AM) Dayton, Ohio, appointed general sales manager, WKLO-AM-FM Louisville, Ky. All are Great Trails Broadcasting stations.

Media

Glen Banks, controller, KTAR Broadcasting Co. of Phoenix, licensee KTAR-AM-FM-TV there, named VP-controller.

George W. Elliott, national and general sales manager, KDTV(TV) Dallas, named VP and general manager, KFSA-TV Fort Smith, Ark. He succeeds **Bob Ordenez**, who became VP and general manager, KORK-TV Las Vegas (BROADCASTING, July 5). KFSA-TV and KORK-TV are both Donrey Media Group stations.

John T. Ensign, executive VP and general manager, VIP Broadcasting Corp., licensee, WVIP-AM-FM Mount Kisco, N.Y., resigns after 12 years association with stations.

Wendell Vice, business manager, KPOL-AM-FM Los Angeles, appointed to similar position, WPVI-TV Philadelphia. All are Capital Cities stations.

Harry Heitzer, administrative manager, business affairs, CBS-TV Hollywood, assumes additional duties as director, music operations.

George U. Lyons, acting general manager, WZZM-FM-TV Grand Rapids, Mich., since death of **William C. Dempsey** (BROADCASTING, July 5), appointed general manager.

Hal Davis, general manager, KBTR(AM) Denver, rejoins Doubleday Broadcasting as general manager, KITE(AM) Terrell Hills-San Antonio, Tex.

Jay M. Epstein, commercial manager, WAKY(AM) Louisville, Ky., joins WBBF(AM) Rochester, N.Y., as general manager.

Al Mangum, with sales staff, KSAL(AM) Salina, Kan., named VP and general manager, KMNS(AM) Sioux City, Iowa.

H. William Koster, general manager, WEAN(AM) Providence, R.I., appointed director of broadcasting and CATV for parent Providence Journal Co. He is succeeded by **Lincoln W. N. Pratt**, who retains his duties as station manager of WEAN's associated WPJB-FM also Providence, R.I.

Gordon Moul II, VP and general manager, Capital Media, licensee of newly assigned FM facility to operate on 92.7 mhz in York-Harrisburg, Pa., this fall, appointed station's supervisor.

Programing

Darryl Hickman, movie, radio, TV actor, and most recently associate producer of CBS-TV's *Love of Life* daytime serial, appointed general program executive in CBS-TV network program department, New York.

Joseph J. Doyle, with Four Star Entertainment Corp., program producer, New

York, for last nine years in administrative jobs, appointed VP in charge of operations.

Vincent Aprigliano, director of accounting, Institute of Life Insurance, New York, appointed VP, administration, Reeves Production Services, program producer, New York.

Helen Slauson, with WISC-TV Madison, Wis., appointed program director.

Marlin Lambrose, with WKMI-AM-FM Kalamazoo, Mich., joins WXIT(AM) Charleston, W. Va., as program director. All are Steere Broadcasting stations.

John A. Evans, consultant, TV service of Jordanian government, Amman, Jordan, appointed director of programming, noncommercial WYES-TV New Orleans.

Duke A. Hayduk, VP, Tomentose Broadcasting Corp., licensee, KTAO(FM) Los Gatos, Calif., opens Arnold Duke Video/Cinematography, Santa Cruz, Calif., film and tape production firm.

Broadcast journalism

John Mangum, associate editor, *Trends* magazine, published by South Carolina State Development Board, Columbia, S.C., joins WWAY(TV) Wilmington, N.C., as news director.

Cameron P. Keyster, afternoon news editor, WXIT(AM) Charleston, W. Va., appointed news director.

Bill Hartnett, news director, WOWO(AM) Fort Wayne, Ind., joins WGR-FM Buffalo, N.Y., in similar capacity.

Ray Jacobs, with news staff, KTVU(TV) Oakland-San Francisco, appointed director of news and special events for station.

Linda Hudson, freelance writer and reporter, joins WMT-AM-FM-TV Cedar Rapids, Iowa, as news writer and reporter.

Gerald Bentley, administrator of press-publicity and information services, WNBC-TV New York, joins KQV(AM) Pittsburgh, as public affairs director.

John Hogan, reporter, WSAU-AM-TV Wausau, Wis., joins WWJ-AM-FM-TV Detroit, as newsman and anchorman.

Robert D. Faw Jr., Urban Journalism Fellow, Center for Policy Studies, University of Chicago, and formerly with news staff, WNAC-TV Boston, joins WBBM-TV Chicago, as reporter.

Robert F. Richards, sports director, noncommercial WHA-TV Madison, Wis., joins news staff, WMTV(TV) there.

Ray McMackin, sports reporter and weekend sports producer, KDKA-TV Pittsburgh, joins KING-TV Seattle, as sports director.

Joe Spagnola, on football squad, Ari-

zona State University, Tempe, Ariz., joins KRIZ(AM) Phoenix, as sportscaster.

Promotion

Ivan B. Rich, assistant director of advertising and TV promotion, WXYZ-TV Detroit, appointed director.

William L. Slatkin, product news manager, Ampex Corp., broadcast equipment manufacturer, Redwood City, Calif., named Midwest regional PR manager, in the firm's Elk Grove, Ill., offices.

Equipment & engineering



Neil R. Vander Dussen, manager, studio equipment engineering and product management, broadcast systems, RCA Communications Systems division, Camden N.J., appointed

Mr. Vander Dussen division VP-broadcast system. Mr. Vander Dussen will be responsible for RCA's broadcast equipment business, including sales, product management, engineering and support activities, as well as company's closed-circuit TV equipment operations in Burbank, Calif.

Robert Doran, installation manager, Sterling Manhattan Cable Television, New York, appointed assistant to Charles D. Snider, VP in charge of engineering.

Albert K. Mieg, former VP, manufacturing, engineering and construction,

Five elected to APBA board

Two incumbents and three newcomers were elected to the board of directors of the Associated Press Broadcasters Association last Monday (Aug. 9). They are: **John M. Day**, VP, WHDH(AM) Boston, re-elected to board from Eastern district, representing stations 5 kw and over; **Thad Sandstrom**, VP for broadcasting, WIBW-TV Topeka, Kan., re-elected from central district, representing TV stations; **Ken Booth**, news director and assistant manager, KEEL(AM) Shreveport, La., from Southern district, as director at large; **W. Jack Brown**, president and general manager, WLON(AM) Lincolnton, N.C., from Southern district, representing stations under 5 kw, and **Robert Tobey**, president, manager and program director, KOTS(AM) Deming, N.M., from Western district, representing stations under 5 kw. Mr. Brown's term will expire in 1973; others in four years.

Telesis Corp., Evansville, Ind., group CATV owner, joins Cypress Communications Corp., Los Angeles as VP, engineering-Midwest. He will continue to have headquarters in Evansville.

John E. D. Ball, member of technical staff, Communications Satellite Corp., Washington, joins Public Broadcasting Service, New York, as manager of transmission engineering.

Allied fields

Albert O. Louer, staff writer, press bureau, Colonial Williamsburg, Williamsburg, Va., appointed radio-TV manager for this historical center.

International

Charlie Edwards, general manager of Broadcast News Limited, Toronto-based news service, serving 298 Canadian radio and TV stations, retires. Mr. Edwards began his journalistic career in late 1920's with Regina newspapers. He entered broadcast newsfield in 1944. Mr. Edwards is succeeded by **Donald Covey**, his assistant.

Deaths

Robert I. Price, 50, VP and advertising account executive, Gross, Pera & Rockey, San Francisco, division of Clinton E. Frank Inc./West Coast, died July 31 of heart attack. Before joining GPR four years ago, Mr. Price was with CBS for 15 years, in both network and local radio and TV sales. He is survived by his wife, Ann, and one daughter.

Henry D. Haynes, 51, better known as "Homer" of Homer and Jethro song and comedy team, who made Kellogg's cornflakes commercials in 1962, died Aug. 8 in Hammond, Ind., of heart attack. Duo first appeared in 1939 after they had met seven years earlier in amateur contest. They produced million seller record "Battle of Kukamonga," and other songs—"Daddy Sang Bass," "Hound Dog in the Window" and "Let Me Go Lover," all of which were recorded by other artists. Mr. Haynes got his start in music at age 10 working at WNOX(AM) Knoxville, Tenn. He is survived by his wife, Elizabeth, two daughters and one son.

Stephen R. Callahan, 60, radio writer-producer with Armed Forces Radio and Television Service until 1966, died Aug. 7 in Falls Church, Va., after long illness. Mr. Callahan also authored radio scripts for *Dragnet* and *Father Knows Best* as well as "The Child" for *Matinee Theater*. Mr. Callahan is survived by his wife, Frieda, and one daughter.

As compiled by BROADCASTING, Aug. 3 through Aug. 10 and based on findings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—direction antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Start authorized

■ WTVP(TV) Peoria, Ill.—Authorized program operation on ch. 47, ERP 558 kw vis., 111.6 kw aur. Ant. height above average terrain, 337 ft. Action June 23.

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Greensburg, Pa. (Warman Communications Inc.), TV proceeding, granted petition by applicant for leave to amend its application to meet ascertainment of community needs issue (Doc. 18939). Action July 29.

Other actions

■ Review board in New York, TV proceeding, added, in response to petition by WPX Inc., in comparative proceeding with Forum Communications Inc., new issue to determine effect of increasing costs of film and technicians' wages in New York City television market on Forum's estimated costs of construction and first three months of operation (Docs. 18711-12). Action July 30.

■ Review board in Fajardo, Puerto Rico, TV proceeding, scheduled oral argument for Sept. 9, on application of WSTE-TV Inc., for extension of time to construct WSTE Fajardo, P.R., and for mod. of its CP. Initial decision released Sept. 24, proposed denial of applications by WSTE-TV Inc. (Docks. 18048-9). Action July 30.

Existing TV stations

Final action

■ WBJA-TV Binghamton, N.Y.—FCC ordered WBJA-TV Inc., licensee, to forfeit to United States \$3,000 for repeated technical violations, and that its pending application for renewal of license for WBJA-TV has been granted for remainder of its regular license term—June 1, 1972. Action Aug. 4.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al. [WLBT(TV)]), TV proceeding, granted petition by Lamar Life Broadcasting Co. for leave to amend its application to reflect fact that management and operation of WLBT was transferred by it to Communications Improvement Inc. as of July 14, and that Robert L. McRaney Jr., vice president of Lamar, continues as manager of WLBT, but as employee of Communications Improvement Inc. (Docs. 18845-9). Action July 28.

■ Chief Hearing Examiner Arthur A. Gladstone in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV], George T. Herrreich [KAIT-TV]), TV proceeding, designated Hearing Examiner Lenore G. Ehrig to serve as presiding officer; scheduled prehearing conference for Sept. 16, and hearing for Oct. 18 (Docks. 19291-2). Action July 30.

New AM stations

Actions on motions

■ Hearing Examiner Charles J. Frederick in Whitley City, Ky., and Jellico, Tenn. (McCreary Broadcasting Corp. and Jellico Broadcasting Corp.), AM proceeding, granted joint petition by applicants for approval of agreement; dismissed with prejudice application of McCreary Broadcasting Corp.; and granted application of Jellico Broadcasting Corp. in accordance with agreement (Docs. 18959-60). Action July 28.

■ Hearing Examiner Jay A. Kyle in Owensboro and Hawesville, both Kentucky (Edward G. Atsinger III, et al.), AM proceeding, by separate actions, granted petition by Hancock County Broadcasters for leave to amend its application to show \$7,000 in addition funds, and to present engineering showings designed to eliminate questions with regard to the adequacy of its proposed ground system; rescheduled the Aug. 3 hearing for Aug. 11; and granted joint petition by L and L Broadcasting Co. and Edward G. Atsinger; accepted agreement subject to condition that reimbursement for expenses shall not exceed sum of \$7,000; dismissed with prejudice applications of L and L and Mr. Atsinger, and retained application of Hancock County in hearing status (Docs. 19068-70). Action July 30.

■ Deputy Chief, Office of Opinions and Review in Vinitia and Wagoner, Okla. (Vinitia Broadcasting Co. and Wagoner Radio Co.), AM and FM proceeding, granted request by Broadcast Bureau and extended through Aug. 13, time to file responses to petition for reconsideration (Docs. 18085-7). Action July 30.

Other action

■ Review board in East St. Louis, Ill., AM proceeding, denied petition by Metro-East Broadcasting Inc., to enlarge issues on AM application of East St. Louis Broadcasting Co. Mutually exclusive applications of East St. Louis Broadcasting, and of Metro-East Broadcasting, for new AM at East St. Louis, were set for hearing by commission on March 9, 1967 (Docs. 17256-7). Action Aug. 9.

Initial decision

■ Hearing Examiner Forest J. McClenning in Jackson, Mo., and Mattoon, Ill., proposed grant of applications of Jackson Missouri Broadcasting Co., for new AM at Jackson, and of Mattoon Broadcasting Co. to change facilities of station WLBH Mattoon (Docs. 18354-5). Ann. Aug. 3.

Call letter application

■ WKTC Charlotte, N.C.—Requests WGHB.

Designated for hearing

■ Eureka, Calif.—FCC set for hearing mutually exclusive applications by Phil D. Jackson, W. H. Hansen, and Carroll R. Hauser for AM CPs for 790 khz, 3 kw-D, in Eureka, to replace former station, in consolidated proceeding. Action Aug. 4.

Existing AM stations

Final actions

■ WOOO Deland, Fla.—Broadcast Bureau granted CP to remove series resistor and increase ant. efficiency. Action July 30.

■ WLOF Orlando, Fla.—Broadcast Bureau granted CP to specify new MEOV's of radiation for nighttime patterns. Action July 30.

■ WQXT Palm Beach, Fla.—Broadcast Bureau granted CP to make changes in ground system; conditions. Action July 30.

■ WSNT Sandersville, Ga.—FCC granted application for renewal of license of WSNT (Doc.

19167). In same action, request by two civil rights groups (Southern Christian Leadership and Black Youth Club of Sandersville) for reimbursement of legitimate and prudent expenses incurred in prosecuting their petition to deny WSNT's application was denied. Action Aug. 4.

■ KAJN Crowley, La.—Broadcast Bureau granted CP to replace expired permit. Action July 30.

■ WHMC Gaithersburg, Md.—Broadcast Bureau denied motion by Nick J. Chaconas to remove for inspection original copy of receipt filed with commission on June 29, as attachment to erratum to Broadcast Bureau's opposition to Mr. Chaconas' petition for reconsideration of commission's decision released March 29, denying his renewal application for WHMC (Doc. 18391). Action July 28.

■ WDBC Escanaba, Mich.—Broadcast Bureau granted CP to make changes in daytime radiation pattern. Action July 30.

■ KDAL Duluth, Minn.—Broadcast Bureau granted CP to change nighttime MEOV's. Action July 30.

■ KAYO Kansas City, Mo.—Broadcast Bureau granted CP to install new trans. for aux. purposes using DA-N and to be operated by remote control from 424 Nichols Road, Kansas City. Action July 30.

■ WRAN Dover, N.J.—Broadcast Bureau granted CP to make changes in daytime directional ant. pattern. Action July 30.

■ WDOE Dunkirk, N.Y.—Broadcast Bureau granted CP to make changes in ant. system. Action July 30.

■ WCVP Murphy, N.C.—Broadcast Bureau granted CP to change ant. atrns. and main studio location to 0.2 miles south of Hawshaw Road and 2.0 miles southeast of Murphy, and increase ant. height. Action July 30.

■ KMEL Wenatchee, Wash.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans.; condition. Action July 30.

■ WISS Berlin, Wis.—Broadcast Bureau granted license covering new AM. Action July 30.

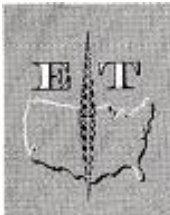
Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spottwood [WKWF]), scheduled prehearing conference for Sept. 30 in Washington, and hearing for Nov. 1, in Key West. (Doc. 19290). Action July 30.

■ Hearing Examiner Isadore A. Honig in Perry, Fla. (WPRY Radio Broadcasters Inc. [WPRY]), granted request by Broadcast Bureau, and extended from Aug. 11 to Sept. 10, time to file replies to proposed findings of fact and conclusions (Doc. 18885). Action July 29.

■ Hearing Examiner David I. Kraushaar in Jackson, Ala. (Radio Jackson Inc. and Vogel-Ellington Corp. [WHOD]), AM proceeding, granted joint petition by applicants to extent only that reimbursement of up to \$3,026.10 in expenses to Radio Jackson, by Vogel-Ellington is approved; dismissed with prejudice application of Radio Jackson; and deferred ruling on request in joint petition that application of Vogel-Ellington (WHOD) be granted, until release of review board's ruling on petition for enlargement filed by Broadcast Bureau and pending before board (Docs. 18896-7). Action July 28.

**EDWIN TORNBERG
& COMPANY, INC.**



**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164

PROFESSIONAL CARDS

JANSKY & BAILEY
 Consulting Engineers
 1812 K St., N.W.
 Wash., D.C. 20006 296-6400
Member AFCEE

JAMES C. McNARY
 Consulting Engineer
 Suite 402, Park Building
 6400 Goldsboro Road
 Bethesda, Md, 20034
 (301) 229-6600
Member AFCEE

—Established 1926—
PAUL GODLEY CO.
 CONSULTING ENGINEERS
 Box 798, Upper Montclair, N.J. 07043
 Phone: (201) 746-3000
Member AFCEE

COHEN & DIPPELL
 CONSULTING ENGINEERS
 Formerly GEO. C. DAVIS
 527 Munsey Bldg.
 783-0111
 Washington, D. C. 20004
Member AFCEE

COMMERCIAL RADIO
 Consulting Engineers
 Everett L. Dillard
 Edward F. Lorentz
 PRUDENTIAL BLDG.
 347-1319
 WASHINGTON, D. C. 20005
Member AFCEE

A. D. Ring & Associates
 CONSULTING RADIO ENGINEERS
 1771 N St., N.W. 296-2315
 WASHINGTON, D. C. 20036
Member AFCEE

GAUTNEY & JONES
 CONSULTING RADIO ENGINEERS
 2922 Telestar Ct. (703) 560-6800
 Falls Church, Va. 22042
Member AFCEE

LOHNES & CULVER
 Consulting Engineers
 1242 Munsey Building
 Washington, D. C. 20004
 (202) 347-8215
Member AFCEE

KEAR & KENNEDY
 1302 18th St., N.W. Hudson 3-9000
 WASHINGTON, D. C. 20036
Member AFCEE

A. EARL CULLUM, JR.
 CONSULTING ENGINEERS
 INWOOD POST OFFICE
 DALLAS, TEXAS 75209
 (214) 631-8360
Member AFCEE

SILLIMAN, MOFFET
& KOWALSKI
 711 14th St., N.W.
 Republic 7-6646
 Washington, D. C. 20005
Member AFCEE

STEEL, ANDRUS & ADAIR
 CONSULTING ENGINEERS
 2029 K Street N.W.
 Washington, D. C. 20006
 (202) 223-4664
 (301) 827-8725
Member AFCEE

HAMMETT & EDISON
 CONSULTING ENGINEERS
 Radio & Television
 Box 68, International Airport
 San Francisco, California 94128
 (415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER
 9208 Wyoming Pl. Hiland 4-7010
 KANSAS CITY, MISSOURI 64114

JULES COHEN
& ASSOCIATES
 Suite 716, Associations Bldg.
 1145 19th St., N.W., 659-3707
 Washington, D. C. 20036
Member AFCEE

CARL E. SMITH
 CONSULTING RADIO ENGINEERS
 8200 Snowville Road
 Cleveland, Ohio 44141
 Phone: 216-526-4386
Member AFCEE

VIR N. JAMES
 CONSULTING RADIO ENGINEERS
 Application and Field Engineering
 345 Colorado Blvd.—80206
 Phone: (Area Code 303) 333-5562
 Data Fone (303) 333-7807
DENVER, COLORADO
Member AFCEE

E. HAROLD MUNN, JR.
 BROADCAST ENGINEERING
 CONSULTANT
 Box 220
 Coldwater, Michigan—49036
 Phone: 517-278-6733

ROSNER TELEVISION
SYSTEMS
 ENGINEERS—CONTRACTORS
 29 South Mall
 Plainview, N.Y. 11803
 (516) 694-1903

ORRIN W. TOWNER
 Consulting Engineer
 11008 Beech Road
 Anchorage, Kentucky 40223
 (502) 245-4673

SERVICE DIRECTORY

TERRELL W. KIRKSEY
 Consulting Engineer
 5210 Avenue F.
 Austin, Texas 78751
 (512) 454-7014

COMMERCIAL RADIO
MONITORING CO.
 PRECISION FREQUENCY
 MEASUREMENTS
 AM-FM-TV
 103 S. Market St.
 Lee's Summit, Mo.
 Phone Kansas City, Laclade 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
 SPECIALISTS FOR AM-FM-TV
 445 Concord Ave.
 Cambridge, Mass. 02138
 Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
 To Be Seen by 120,000* Readers—
 among them, the decision making sta-
 tion owners and managers, chief engi-
 neers and technicians—applicants for
 am fm tv and facsimile facilities.
 *1970 Readership Survey showing 3.2
 readers per copy.

JOHN H. MULLANEY
 CONSULTING RADIO ENGINEER
 9616 Pinkney Court
 Potomac, Maryland 20854
 (301) 299-8272
Member AFCEE

W78AI Cahaba Heights, Vestavia Hill and Mountain Brook, Ala.; W79AE and W83AB, both Detroit; W70AP and W75AI, both Lovington, W71AH and W73AJ, both South Boston and Halifax; W76AE and W78AG, both Rutsburg, W76AG Charlottesville, and rural Albemarle county; W77AE and W79AT, both Chase City, South Hill and rural Mecklenburg county; W81AG and W83AJ, both Danville, all Virginia; W74AG and W82AB, both Darlington, Wis.; K77BZ and K80CL, both Crumpton and Waldron rural area, Ark.; W72AJ, W74AN and W76AI, all Escanaba, and W83AN Stephenson, all Michigan; W80AG Bunnell and Flagler Beach, Crescent City, Fla.; W71AJ Lafayette and W83AM Flintstone and rural Dade and Walker counties, all Georgia; W70AO Fond Du Lac, Wis.; W70AX Kingsport, Tenn.; W71AC, W76AB, W73AD, W78AE, W80AC and W82AH, all Rhinelander, Wis.; W73AN Owensboro and W73AO Whitesburg, both Kentucky; W72AN Gary, Ind.; W73AJ Fort Myers and W79AM Immokalee and Lehigh acres, both Florida; K70ET Kirksville, Mo.; W75AK Jacksonville, Ill.; W70AU Gulfport, Miss.

And: W49AA Springfield and W71AE LaSalle, both Illinois; K18AB El Dorado, Ark.; W75AJ Fond du Lac and W78AJ Sheboygan; both Wisconsin; W70AS Strasburg and Front Royal, W75AL Luray and W77AG Madison, all Virginia; W55AA Rock Hill, S.C.; W83AH La Crosse, Wis.; W72AE Asheville, N.C.; W46AA Guayama and W70AW Utuado, W72AO Maricao, San German and Sabana Grande, W82AL Adjuntas and W83AO Jayuya, all Puerto Rico; W70AV Raleigh, N.C.; K80BS Chaffee, Mo.; W70AQ Ishpeming and W72AA, W75AE, and W77AA, all Iron Mountain, W70AZ L'Anse and W70AT White Pine, all Michigan; K13JH Mena and W13HP Hot Springs and Euclid Heights, both Arkansas; W70AC Pennington Gap, Va.; W04AF, W07AH and W07AX, all Burkesville, Ky.; W02AK Roanoke Rapids, W09AH Roxboro and W13AL Roanoke Rapids, all North Carolina; W08AS Utuado, Puerto Rico; W02AM Winn, Mich.; W07BB, W10AM and W13AX, all Hiawasee and Macedonia, both Georgia and Hyserville, N.C.; W12AL Clayton and Mountain City, both Georgia; W08AR Fontana Village, N.C.; W03AB Manchester, Ky.; W08AB Guayama, Puerto Rico; W12AN Jellico, Tenn.; W04AV and W05AJ, both Boulder Junction, Wis.; W02AW Monroe, La.; W02AJ Cuevas, Long Beach and Pass Christian, all Mississippi; W07AJ Middleboro, Ky.; W08BD Harrogate, Showanee, Cumberland Gap and Arthur, all Tennessee; W02AF Sylva, N.C.; W04AC Gray Hawk, Tyner, Annville and McKee, W04AD Corbin and Woodbine, and W04AH Middleboro, all Kentucky; W04AU Lake City, Tenn.; W04BA Robbinsville and W05AR Bryson City and Whittier, both North Carolina; W06AE Clayton, Ga.; W06AI Marion, W06AJ Franklin, and W06AK Drexel, Valdese and Morganton, all North Carolina; W07AD Manchester, Ky.; W07AM Fort Mountain and Coalfield, Petros and Wartburg, W07AO Crossville, and W08BE LaFollette, all Tennessee; W08BH Andrews and Robbinsville, W09AS Burnsville, W10AK Spruce Pine, W10AL Cherokee, W11AH Tryon and Columbus, and W11AU Canton, all North Carolina; W08BK Gatlinburg, Tenn.; W10AH Carbonade, Ill.; K12FK St. Joseph, Mo.

And: W04AI Jacksonville, N.C.; W02AE Garden City, South Salem, Hidden Valley and Sugarloaf, all Virginia; W07AE Lookout Mountain, Tenn. and Fairyland, Ga.; W07AR Murphy, Marble and Andrews, North Carolina; W13AR Marion, Va.; W07AA and W09AA, both White Pine, and W07AK and W09AJ, both Republic, all Michigan; W04AO Murphy, N.C.; W03AJ Wytheville, Va.; W07AO Oxford and University, both Mississippi; K08FG Helena, Ark.; W09AK Humboldt, W09AL Dyersburg and W09AM Jackson and North Jackson, all Tennessee; K09HE West Helena, and K09HF Forrest City, both Arkansas; K09HV Caruthersville, Miss.; K11HG Jonesboro-Nettleton, and K11HH Paragould, both Arkansas; W12AV, Gatlinburg, Tenn.; W02AG Brevard, W02AH Mars Hill, W02AT Burnsville, W08AO Canton and Lake Junaluska-Maggie Valley, W08AT Cherokee and Soco Valley, W08AX Marshall, W08BA Beaver Dam Creek Valley, Elk Mountain, Woodfin and Pine Burr, W08BF Spruce Pine and Micaville, W08BJ Marion and Old Fort, and W09AD Waynesville, all North Carolina; W09AE Mountain City and Clayton, both Georgia; W09AF Sylva, Webster, Love Field, Cullowhee and Dillsboro, all North Carolina; W09AG Franklin, W09AR Weaverville, W09AV Asheville, W10AD Montreat, Black Mountain, Ridgecrest, and Swannanoa, and W11AN Bryson City, Whittier, Birdtown, Greens Creek, Savannah, Gay, Alaska, Almond and Lauada, all North Carolina; K06GD, K08GN and K13JM, all Kimberling City, Mo.; W09AT Fajardo, Puerto Rico; W07AU and W09AO, both Bessemer, Ramsey and Wakefield, all Michigan; W08AZ Cumberland, Lynch and Totz, all Kentucky; W13AS Marquette, Mich.; W04AG Garden City, South Salem, Hidden Valley and Sugarloaf, all Virginia; W07AS Whitesburg and W07AW and W12AB, both Burnside and Somerset, all Kentucky; W09AU Laurel, Mo.; W05AQ Calumet and W08BG Iron Mountain, both Michigan; W05AA Roanoke, Va.; W02AQ portion of Greenville and contiguous area, S.C.; W05AC Tryon and Columbus, both North Carolina, and Landrum, S.C.;

W05AE Sylva and W05AF Cherokee, both North Carolina; W05AO Pickens, S.C.; W06AD Spruce Pine, W08AN Bryson City, W08BI Hot Springs, and W11AJ Franklin, all North Carolina; W11AF portion of Spartanburg, S.C.; and W11AQ Robbinsville, Andrews and Marble, W12AQ Black Mountain, W12AR Waynesville and Hazelwood, and W12AU Burnsville, all North Carolina. Actions July 30.

■ Broadcast Bureau granted renewal of licenses covering following VHF translator stations: W04AK Waterville, Me.; and W13AW Georges Run Road, W. Va. Action July 28.

Other actions, all services

■ Portland, Ore.—FCC found methods for conducting group interviews of community leaders used by number of Portland broadcasters inadequate to satisfy commission standards for ascertainment of community needs. Action Aug. 4.

■ FCC denied two requests by Communications Workers of America for ruling requiring NBC and CBS to sell CWA time on certain stations licensed to networks for broadcast of messages to union members about recently negotiated agreement with Bell System. Action Aug. 6.

Translator actions

■ Yosemite National Park, Calif.—Yosemite Park and Curry Co. Broadcast Bureau granted CP for new VHF translator station to serve Yosemite Valley and Yosemite National Park, operating on ch. 6 by rebroadcasting programing of KTVU-TV (TV) Oakland, Calif. Action July 30.

■ Dixon, N.M.—Dixon Social Action Committee. Broadcast Bureau granted CP for new VHF translator station to serve Rinconada, Dixon and Embudo, all New Mexico, operating on ch. 11 by rebroadcasting programing of KOAT-TV Albuquerque, N.M. Action July 30.

■ Glendale, Ore.—Glendale TV Booster Club. Broadcast Bureau granted CP for new VHF translator station to serve Windy Creek, Azales, Wolf Creek and Glendale, all Ore., operating on ch. 2 by rebroadcasting programing of KEZI-TV Eugene, Ore. Action July 30.

Modification of CP's, all stations

■ KYUK Bethel, Alaska—Broadcast Bureau granted mod. of CP to add 5 kw. nighttime operation; change hours of operation from daytime to unlimited; change studio and remote control location to Unit 109, Bethel Heights, Bethel. Action July 30.

■ WSST Largo, Fla.—Broadcast Bureau granted mod. of CP to change ant.-trans. and main studio location to bordered on north by State Road 124, on west by railroad. Largo; change type trans.; makes changes in DA pattern and ant. height. Action July 30.

■ WSPB Sarasota, Fla.—Broadcast Bureau granted mod. of CP to make changes in ground system; conditions. Action July 30.

■ WHO-FM Des Moines, Iowa—Broadcast Bureau granted mod. of CP to change type of ant.; ERP 87 kw; ant. height 1,700 ft. Action July 30.

■ WUAZ(FM) Henderson, Ky.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1. Action July 30.

■ WMHI-FM Braddock Heights, Md.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action July 30.

■ WCVB-TV Boston—Broadcast Bureau granted mod. of CP to change aur. ERP to 20 kw; studio location to 16 and 37 Merrill Road, Needham, Mass.; change type trans. and ant.; ant. height 980 ft.; conditions. Action July 29.

■ WBRW Somerville, N.J.—Broadcast Bureau granted mod. of CP for extension of completion date to Nov. 6. Action July 30.

■ WTKO Ithaca, N.Y.—Broadcast Bureau granted mod. of CP's to change night site location to Troy Road approximately 0.75 mile south of intersection of Troy Road and Schoolhouse Road, Ithaca; and to extend completion date to Dec. 3. Action July 30.

■ *WNYU-FM New York—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1. Action July 30.

■ WCTM Eaton, Ohio—Broadcast Bureau granted mod. of CP for extension of completion date to Feb. 1, 1972. Action July 30.

■ KTRM Beaumont, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to Jan. 1, 1972. Action July 29.

■ KVMV-FM McAllen, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 28. Action July 30.

Ownership changes

Application

■ KLME(AM) Laramie, Wyo.—Seeks assignment of license from Albany Broadcasters Inc. to Wycom Corp. for \$97,000. Sellers: Marlin Obie, president, et al. Buyers: William Sims is president and majority stockholder of Wycom Corp., which owns KODI(AM) Cody, Wyo. Ann. June 25.

Actions

KFOA(FM) Honolulu—Broadcast Bureau granted assignment of license from Royal Hawaiian Radio Co. to John Hutton Corp. for \$130,000. Sellers: B. Floyd Farr, vice president, et al. Buyers: John H. Weiser (50%), secretary-treasurer, and John H. Weiser Jr. (49.8%), president. Mr. Weiser Sr. has 50% interest in KUMU(AM) Honolulu, while Mr. Weiser Jr. has 49.8% interest in station. Action July 19.

■ WCTW-AM-FM New Castle, Ind.—Broadcast Bureau granted assignment of license from WCTW Inc. to Public Service Broadcaster Inc. for \$225,000. Sellers: Walter S. Chambers, president, et al. Buyers: Donald G. Jones (20%), president; Joseph O. Shafer (11%), director; Kenneth R. Cordum (10%); George F. Ferry (15%); Uriel P. Daugherty (10%), et al. Mr. Shafer is owner and operator of funeral home. Mr. Cordum owns grocery store. Mr. Ferry is dentist. Mr. Daugherty owns dental lab. Ann. June 24.

■ KFMG(FM) Des Moines, Iowa—Broadcast Bureau granted assignment of license from Iowa Fine Music Broadcasting Corp. to Stoner Broadcasting System Inc. for \$110,000. Sellers: Harold Y. Castle, president, et al. Buyers: Thomas H. Stoner (49.9%), and Ruth H. Stoner (34.2%). Stoner Broadcasting owns KSO(AM) Des Moines, and WGNT(AM) Huntington, W. Va. The firm is engaged in the outdoor advertising business and owns two correspondence schools. Action June 21.

■ WLEW-AM-FM Bad Axe, Mich.—Broadcast Bureau granted assignment of license from Thumb Broadcasting Co. to Thumb Broadcasting Inc. for \$350,000. Sellers: John F. Wismer and James Muehlenbeck. Buyers: A. Arthur Aymen (51%) and Nancy P. Aymen (49%). Mrs. Aymen is housewife and Mr. Aymen is employe of Stevens-Wismer Broadcasting Inc., Port Huron, Mich. Action July 19.

■ WSLT(AM) Ocean City, N.J.—Broadcast Bureau granted transfer of control of Salt-Tee Radio Inc. from Abraham Shore (100% before, none after) to Allen & Hurley Industrial Electronics Corp. (none before, 100% after). Consideration: \$75,000. Principals of Allen & Hurley: Lester H. Allen (42.55%), president; Robert W. Simpkins (37.23%), senior vice president and treasurer, et al. Mr. Allen has 6% interest in Crosswicks Industries, multiple-CATV owner. Action July 27.

■ WSGO(AM) Oswego, N.Y.—Broadcast Bureau granted assignment of license from Clifford C. Harris to Robert C. Gessner for \$200,000. Seller: Clifford C. Harris, sole owner. Buyer: Robert C. Gessner. Mr. Gessner is general manager of Poughkeepsie Cable Vision, Poughkeepsie, N.Y. Action July 28.

■ WKQW(AM) Spring Valley, N.Y.—Broadcast Bureau granted assignment of license from Rockland Radio Corp. to WKQW Radio Inc. for \$225,000. Sellers: Arthur L. Winn Jr., secretary-treasurer, et al. Buyers: George S. Stayner (31.9%), vice president-treasurer, William A. Littauer (14.5%), Zeldia K. Mendelson (17.39%), et al. Mr. Stayner is a physician. Mr. Littauer is a news reporter for WRC-TV Washington. Miss Mendelson is dog breeder. Action June 28.

■ WORD(AM) Spartanburg, S.C.—Broadcast Bureau granted transfer of control of Associated Broadcasting Corp. from James F. McAllister and Billy Hugh Mull (jointly 55.48% before, none after) to Robert B. Brown (44.52% before, 100% after). Consideration: \$253,000. Mr. Brown is president and director of firm, and has 25% interest in WGGG(AM) Gainesville, Fla. Action July 26.

■ KOQT(AM) Bellingham, Wash.—Broadcast Bureau granted assignment of license from Bellingham Broadcasting Co. to Hillcrest Chapel. No consideration involved (assignors wish to make gift of station). Assignors: Ruth S. Waters, president, et al. Assignees: William Hayes, trustee, et al. Action July 22.

■ WOVE(AM) Welch, W. Va.—Broadcast Bureau granted assignment of license from WOVE Inc. to Davis-Major Communications Corp. for \$80,750. Sellers: Kenneth J. Crosthwait, president, et al. Buyers: Gerald E. Davis (65%), president and treasurer, Sharon A. Major (30%), vice president, and Gloria J. Davis (5%). Mr. Davis is engineer at WJW-TV Cleveland. Miss Major is secretary at Parma Community Hospital. Gloria Davis is housewife and married to Gerald Davis. Action July 20.

(Continued on page 48)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Deadline for copy: Must be received by Monday for publication next Monday.
Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.
Help Wanted 30¢ per word—\$2.00 minimum.
Situations Wanted 25¢ per word—\$2.00 minimum.
All other classifications 35¢ per word—\$4.00 minimum.
Add \$1.00 for Box Number and reply service, per issue.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch, 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.
Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio Help Wanted

Management

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

General manager. Opening now in two-station New York state market. Sales ability and programing knowhow vital. Send full background information including dollars earned and dollars wanted. Opportunity for stock purchase or stock option. Will expand to other markets with right man. Box H-147, BROADCASTING.

Aggressive sales-minded station manager for southern AM facility. Sales ability, leadership and ambition leading qualities desired. Stock option, bonuses, salary. Replies confidential. Golden opportunity. Reply Box H-174, BROADCASTING.

Sales manager-investor wanted. Aggressive, experienced broadcaster to join in purchase of AM-FM property. Must have strong personal sales and sales management record. West coast, tough, competitive opportunity market. \$40,000 buys you 25% ownership and option on majority. Object: profit and fun in a magnificent medium market city that is, incidentally, a growth market. All replies confidential. Reply to Box H-191, BROADCASTING.

Immediate opening for manager for Carolina small market. Must have clean record and be willing to sell. Salary-commission arrangement. Prefer man with experience in south. Send complete resume to Box H-194, BROADCASTING.

General manager specializing in sales, knowledge of top 40, small market operation, New England AM-FM combination within 100 miles of Boston. Highly competitive. Prefer someone in New England will consider others. Sell us with your abilities and past performance, include resume, personal and business references, minimum salary requirements and reasons for relocating. Box H-215, BROADCASTING.

Program director, tremendous opportunity at Mass. Three station market of 80,000 people. \$10,000 starting salary plus profit sharing bonus plan, hospital and life insurance. We are a top rated modified contemporary station with heavy emphasis on promotion news and public service. Box H-230, BROADCASTING.

Need manager who can and will sell to manage AM-FM in growing progressive community of 20,000 population. Send resume to Box H-231, BROADCASTING.

Manager immediately. New small AM-FM station near Richmond and Washington. Heavy sales experience. Beautiful country, near college, on river. \$200 week plus percentage profits. Part ownership if wanted. Telephone or write George Clanton, owner, (703) 443-2711, Tappahannock, Virginia.

Sales

#1 station in market 60 miles from New York City wants experienced sales manager to direct 3 man local sales staff and handle rep/agency business. Should have proven sales record in a competitive market and be strong in "creative" sales. Salary open—excellent growth potential—benefits. Send detailed resume to Box H-75, BROADCASTING.

Radio sales for Houston with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box H-87, BROADCASTING.

Salesman. \$500 reward for information leading to apprehension and development of successful salesman. Candidate must have minimum of 3 years on-the-street radio time selling and be able to document sales progress. Person accepted will, in addition, be processed through most successful radio sales training program in industry and will earn in excess of \$20,000 first year. Candidate may turn self in and collect reward if other qualifications are met. E.O.E. Women welcome. Box H-109, BROADCASTING.

Sales continued

Excellent opportunity. Permanent position as selling sales manager for Suburban New Jersey station. Send complete resume and salary requirements to Box H-132, BROADCASTING.

Sharp salesman for aggressive major market AM. Must have proven track record and enjoy selling promotions. Prove yourself and become sales manager within six months. Resume, sales figures in first letter to Box H-148, BROADCASTING.

If you have mesochistic tendencies, if you are married and want domestic relief, if you're single and unfretted, if you are prepared to travel in first class fashion for 3 1/2 weeks of every month, you are a candidate for one of the finest sales positions in America as one of our three Regional Managers. You will make a significant salary, all expenses, plus bonus. You will be associated with the foremost 4A agency in America representing automotive dealers in retail advertising new and used cars. You must be able to figuratively grab our potential clients by the throat when selling our full service to the Automobile Dealers of America. I am interested only in those men whose self image of themselves is that they have "GUTS". Age, color, creed shall not be impediments. Slovenliness is. Box H-229, BROADCASTING.

One of the Rocky Mountain's fastest growing radio groups needs great young sales executive. Must be enthusiastic, ambitious and successful, a great personal salesman capable of taking active role in community affairs and anxious to work in heavily promotion oriented organization. We are established as a leader in the Rocky Mountain area but we intend to do even better! If you're the man we need, we offer a real challenge, long hours, hard work and lotta fun. . . plus the satisfaction of solid accomplishment, a prestige association, high salary and rapid chance for advancement. Send resume, Gary N. Peterson, General Manager, Empire Broadcasting KXXL, Bozeman, Montana.

Florida coastal station offers tremendous opportunity for advancement. Delightful living to person with proven sales list. Salary, commission and a car expense. Send needed guarantee complete resume of jobs since school listing sales by years to Hudson Millar, WIRA-WOVV, Ft. Pierce, Florida, Airmidia Stations. Equal opportunity employer.

Opportunity with America's great suburban radio station: WVIP AM/FM, Mt. Kisco, N.Y., needs professional career-minded man to take over and improve existing accounts, create new ones. Superior facilities, staff, conditions. Immediate opening—send complete info. incl. track record, salary, at once to WVIP, Box 608, Radio Circle, Mt. Kisco, N.Y. 10549. Equal opportunity employer.

Announcers

**EFFECTIVE with the
September 6, 1971 issue**

**Box Number & Reply Service
will carry a \$1.00 charge.**

See Classified heading above.

Florida, experienced D.J. personality for expanding staff in top MOR station located near Disney World. Send air check, resume, references Box G-242, BROADCASTING.

Top money . . . for top jock . . . must be strong in production 1st phone . . . #1 station in S.E. . . . If you're good send tape & resume at once. . . . Box H-130, 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 H-134, BROADCASTING.

3rd phone announcer to do news and board shift. Good voice and delivery. High power FM north-east. Send tape and resume to Box H-142, BROADCASTING.

Announcers continued

Experienced announcer with first class license for western Pennsylvania MOR. Above average pay. Send resume and recent 7 1/2 ips tape. Box H-143, BROADCASTING.

Announcer-boardman (3rd class endorsed) to work 10 p.m.-6 a.m. Monday through Friday, \$100 per week. Deep voice necessary but most commercials on car, beautiful music stereo FM, New England near Boston. Send non-returnable tape, resume, character references (will be checked carefully) Box H-152, BROADCASTING.

Experienced MOR DJ for medium market station in Northern Virginia. Excellent working conditions, fringes, include health insurance. Start \$150, rapid increase according to talents. Please send tape, references and photo first letter, include experience resume. Sales also if interested. Box H-165, BROADCASTING.

Top 40 jock—New England medium size market, tight board, no novices, start \$100, plus overtime, growth with performance, send non-returnable tape, resume, references, to Box H-180, BROADCASTING.

Announcer-salesman. If you want a job where the livin's good, the pay right, and working conditions excellent—if you have a quality commercial voice and production know-how, you should get in touch with this South Carolina station. Send resume, audition tape and snapshot. Box H-188, BROADCASTING.

Carolina single market has opening for combination men due to expanding facility. Salesman-announcer . . . copywriter-announcer . . . announcer-engineer. Good pay, insurance, nice community. Replies confidential. Write Box H-193, BROADCASTING.

Virginia station is filling its first vacant position in several years. We seek the talents of an experienced announcer who is interested in stability, above average earnings and other benefits in exchange for professional work. A personal interview will be arranged at our expense. Send tape and resume in confidence to Box H-195, BROADCASTING.

Bright, alert jock for medium-paced midwest contemporary in top 15 market. First phone preferred. Security, opportunity, excellent benefits. Rush tape to: Box H-210, BROADCASTING.

Announcers-control board (3rd class endorsed). New England stereo FM. One position involves very little production, mostly control board at night. The other position is for a superb voice to do production commercials plus board work. Middle of the road, beautiful music, aimed primarily for housewives. Please write with complete resume, non-returnable tape, minimum salary requirements. Please no floaters, no bad habits. Medium size market, great area facilities. Box H-214, BROADCASTING.

A bright contemporary (not top 40) 5KW Connecticut station in need of experienced first phone personality. On air adult approach. Box H-217, BROADCASTING.

Sterling Broadcasting needs two combo chief engineer/jocks. Also needs highly proficient board man with first phone for KASH-Eugene, Oregon. Contact: R. V. Loudon, Broadcast Mgr. 975 John St., Seattle, Wash. (206) 624-2500.

Announcer with copy and production ability needed by sharp, progressive small market station. Music director's job open to right man. Prefer small market applicant. Good advancement and salary guaranteed for top man. Send tape and resume to Bill Martin, WABO, P.O. Box 507, Waynesboro, Mississippi.

Maryland MOR has position available for experienced announcer with third endorsed. Send tape and resume soonest to WASA, Havre de Grace, Maryland.

First phone—rock jock—Kokomo, Indiana 5000 watt regional. Looking for rock jock with minimum two years of experience. Immediate opening. Send tape and resume to WIOU, P.O. Box 732, Kokomo, Indiana.

Wanted—Contemporary disc jockey for #1 Oklahoma City Contemporary station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

Radio Help Wanted

Announcers continued

Exceptional personality announcer wanted for number one station in fast growing Florida coastal area. We're looking for a man who wants to combine above average pay with delightful living, who is strong on M.O.R. pop standard format, news end production and yet has that gift of gab which will hold the lead in this three county market. If you think we can't afford you, at least try us. Shift 6-9 AM and 11-1:30 PM Mon. thru Sat. with balance on production. No floater. Prefer family man with steady work record who seeks Florida living by the sea. Send resume, salary needs and tape to Hudson Millar, WIRA, Ft. Pierce, Florida, an Airmedia Station, equal opportunity employer.

Pensacola, Florida, modern country station seeking bright, mature personality to capture housewives. If you've got it, get a tape, resume and full particulars to Dennis O'Brien, WNVY Radio, P.O. Box 8098, now.

Immediate opening for experienced announcer hundred miles from New York. Salary commensurate with quality performance call or write H. Borwick, WVOS, Liberty, N.Y. An equal opportunity employer.

Massachusetts station in city of 20,000 in need of mature morning announcer. Individual would also serve as program director. Play-by-play helpful, but not necessary. Call manager 617-632-1340. No collect calls.

5000 watt Eastern powerhouse needs experienced announcer with ability to handle some play-by-play sports. Good salary. No screamers for this secondary market. If you are ready to sink roots in fine local community, call (215) 696-3690.

Needed immediately . . . announcer with 1st ticket. Good position & salary. Also interested in announcer-salesman-1st. Modern country. 314-586-8577. Call for Mgr.

Program director for medium Colorado market. Must be sharp on production and detail. Experienced only. \$600 per month. Tape and resume. EOE/MF. Call Don Bittle, (303) 243-1230.

Combo man needed . . . first phone required for transmitter maintenance and you will do some air work. Call Ed Moshier, a.c. 717-285-4700.

Technical

Qualified, experienced chief engineer with good background in both transmitter and sound maintenance wanted by New England medium market station. Compensation in the \$10,000 area. Work nights and moonlight days for extra income. This is a permanent position. Station has modern equipment. Include full background and references in first letter. Box H-85, BROADCASTING.

Chief engineer—for high powered, major market midwestern FM stereo. Must have transmitter and production experience with first class license. Full department responsibilities, and FCC requirements. Company plans expansion and responsibilities will increase. Salary open. Send resume, photo and references to Box H-107, BROADCASTING.

Assistant chief. East. Excellent opportunity for advancement. No announcing, sales, etc.; just engineering. Excellent pay, benefits and living conditions. E.O.E. Women applicants welcome. Send resume, reference and current picture to Box H-110, BROADCASTING.

Small market West Va. station needs chief engineer. Excellent working conditions, no announcing. Reply to General Mgr. stating salary requirements, experience, references, etc. first letter. WBTH, Box 261, Williamson, West Virginia 25661.

Technical supervisor needed for midwest 50KW. Should have experience in studio, transmitter and directional antenna maintenance. Send qualifications to WOWO, Fort Wayne, Indiana 46802, an equal opportunity employer.

Combo PD/chief for beautiful Colorado market. A pro, please. Tape and resume. EOE/MF. Call Don Bittle, (303) 243-1230.

Hey big town man—tired of traffic, smog? Ready to settle in finest medium town in southwest. Chief for directional AM-FM-Stereo-SCA-do anything. Call mornings 405/233-1391. Equal opportunity employer.

News

Newsman medium size Northeast market, good writing, editing, digging skills. Area station demanding Public Service involvement, documentary production. Start \$100 plus overtime. Send resume, character references, non-returnable tape to Box H-181, BROADCASTING.

News continued

Need an experienced, versatile, mature newsman to take charge of news operation in AM-FM small market station. We have the tools—stringers throughout our area, correspondents in the state capital, a variety of tape recorders, monitors, ABC information net, UPI wire, NOAA weather wire—what is needed can be gotten. Our newsman must be able to deliver the news as well as write it. We'll pay well for a good man, hopefully one who likes small town life. Send resume and recent 7 1/2 ips tape. WVSC, Box 231, Somerset, Pa. 15501.

Programing, Production, Others

Music director, New England stereo FM near Boston. To select schedule and correlate beautiful standards and appropriate contemporaries. Start at \$100 weekly, possibly add duties in second market next year. Ability to program a beautiful, relaxing, cheerful sound on pioneer, wide area facility. Unique position for someone with good character, excellent references, typing skill and musical education and taste. Write Box H-153, BROADCASTING.

Afternoon Drive 'Cooker' . . . exciting, but not a screamer. No losers, floaters, users, flakes, or Prima Donnas need apply. Best top 40 in southern California. Must do heavy production and be ready to work hard. 27th Nat. Mkt. First ticket desired. Tape and resume to Doug Collins, Coordination Director, KFXM, 666 Fairway Drive, San Bernardino, California 92408.

Florida coastal broadcaster wants experienced copy writer. Must be strong on imagination and ideas. Delightful place to live. Opportunity for advancement. Send resume, samples of copy and salary needs to Hudson Millar, WIRA, Ft. Pierce, an Airmedia station and equal opportunity employer.

Program director for medium Colorado market. Must be sharp on production and detail. Experienced only. \$600 per month. Tape and resume. EOE/MF. Call Don Bittle (303) 243-1230.

A Ph.D. in mass communications or related discipline. Must have background in broadcasting. Will teach production and performance oriented courses as well as upper division courses in a six-man department. Salary range \$10,000-12,500. University of Detroit, Phone (313) 342-1000 Ext. 473 or 474. Adrian L. Headley, Chairman.

Situations Wanted

Management

Successful major market general manager seeking new challenge. Nineteen years experience in all phases of broadcast. Strong track record in national-local sales, programing all formats, F.C.C. rules, promotion. Interested in management or part ownership. Box H-23, BROADCASTING.

Major market staffer looking for small/medium market needing operations director/program director. Well rounded, married, with 1st. Strong production. Box H-83, BROADCASTING.

Productive sales minded general manager with thorough knowledge of all phases of radio operations available. In depth experience to program your station to Number One in ratings and sales. Presently employed as sales manager by outstanding 50,000 watt southern giant. Impressive sales and managerial track record by return mail. Major 50 markets only. Prefer top 40 or progressive rock FM format. Be first . . . see me first. Box H-131, BROADCASTING.

V.P. and G.M. major market contemporary station desires change. Full knowledge of programing, promotion, engineering, and finance . . . local and national sales expert. Competitive aggressive and motivated. Known as a fair but strong administrator who gets the job done. Expect executive salary in major market in return for my total devotion and dedication. If high rating, sales records and profits make sense, and if you sincerely believe that winning is everything, please write. . . . Box H-161, BROADCASTING.

Somewhere in the upstate New Yorks or Topeka, Kansas's, a station is willing to pay 15M plus bonus based on results to a professional who is currently group GM earning more but fed up with megalopolis smog and rat race. In return . . . complete knowledge in administration, programing, production, effective sales. FCC reas. budgets, cost control, etc. Box H-163, BROADCASTING.

Fire yours—hire ours! Complete management/programing staff ready with a progressive, above ground approach. A fresh FM format geared to the entire 18-35 spectrum. Box H-177, BROADCASTING.

Dynamic, results-oriented pro seeks complete charge situation for all operations including profit responsibility. 312-227-5523 evenings.

Management continued

Manager sales manager, 20 years experience. Capable all phases except engineering. 38 year old family man, interested in lifetime place in community. 207 Grayling Lane, Monroe, La. Phone 318-387-4111.

Sales

20 years experience selling to radio/TV stations—promotions, jingle, shows, contests, etc. Box H-141, BROADCASTING.

Experienced time salesman. Good sales record. Seeking position that leads to management. Single, sober, age forty. First phone. Personal interview required. Prefer upstate New York. Box H-172, BROADCASTING.

Excellent track record. Presently, pay not commensurate with ability. Community and family oriented. All phases radio . . . Box H-179, BROADCASTING.

Sales-young 25-business type. College with sales training. Don Martin graduate-anxious to get started, West or midwest preferred. Box H-196, BROADCASTING.

Sales; 19 years radio & TV. Heavy sales. Two years management. Small market. Award winning farm and news background. Sports-play-by-play. A Jack-of-all trades. Phone 309-663-1436.

Announcers

Graduate top NYC broadcasting school. Tight board. Authoritative news. Sales oriented. Third endorsed. Dependable. Box G-272, BROADCASTING.

Michigan . . . DJ, copy, production. Experienced, 3rd, good voiced . . . 1-313-881-9348. Box H-26, BROADCASTING.

Announcer with first phone, one ratings, ambition, family, looking for position with good medium or major market station. Will travel. Box H-28, BROADCASTING.

Female, experienced, production superb, versatile, excellent voice, northeast preferred. Box H-78, BROADCASTING.

Versatile top 40 DJ announcer—good production—solid performer—professionally trained and 18 months experience. All offers considered. Call collect (212) 332-5385 evenings. Box H-111, BROADCASTING.

First phone gal with ten months on air experience. B.A., reliable, dedicated, good voice. Desire board shift and want to continue learning. Presently employed. \$125. If you expect a "girl friday" forget it. Box H-156, BROADCASTING.

First phone morning man, experienced, mature sound, reliable, prefer northeast. Box H-168, BROADCASTING.

My qualifications fit in a couple of lines—but my broadcasting potential wouldn't fit on the page. First phone rock/MOR/top 40 personality with college degree, several years experience. Prefer West Coast. Box H-171, BROADCASTING.

Progressive rock jock 3rd endorsed, presently working for third year in top 10 market, min. \$120 week. Box H-175, BROADCASTING.

Ready for majors . . . seasoned veteran . . . starter . . . winning record . . . blazing fast wit . . . screwball personality . . . voice change-up . . . no slider. Prefer New England. Box H-183, BROADCASTING.

Mature announcer. Deep voice best suited to commercials, news and better music. Wish to return to non-personality quality station. Third endorsed. Currently employed. Box H-186, BROADCASTING.

Announcer—some experience, fantastic deep voice, MOR personality diction. Relocate. Salary open. Box H-201, BROADCASTING.

Combo, DJ announcer authoritative newscaster. Family man. Third ticket. Experienced N.Y. Jazz, popular or gospel. Box H-202, BROADCASTING.

Fifteen years experience. Desire move west of Mississippi. Adaptable all formats, MOR to rock. Have worked major markets. Box H-204, BROADCASTING.

Aggressive young anchorman seeks new challenge. 24, college grad, married, presently in medium market . . . let me send you a tape. Box H-206, BROADCASTING.

I've got first phone and three years experience; want to use them in an Eastern rocker. Box H-207, BROADCASTING.

Top rated Rock jock/PD/MD/production manager with first class license seeks paid relocation to Montana, Colorado, Wyoming, Utah, Idaho. Nine years experience no drifter. Have family. Box H-208, BROADCASTING.

Announcers continued

Young man needs start. Seeks starting announcer or newscaster position. At present am a student of top broadcasting school. Can capably write commercials, news, 3rd endorsed. Good voice. Will relocate anywhere. Draft exempt. Ambitious and capable. Box H-211, BROADCASTING.

Big voiced 1st phone announcer desires MOR station. 10 years radio & television experience, play-by-play sports, college grad, married. Box H-218, BROADCASTING.

Young announcer, school trained 3rd ticket endorsed. Veteran & Black. No experience but loads of enthusiasm. Seeks position in news dept. of any format station. Box H-224, BROADCASTING.

First phone—experienced rock jock. Not a blash jock with time and record titles only. If you're looking for a personality in the late afternoon or evening who is highly creative and reliable . . . I'm your man. Box H-225, BROADCASTING.

Contemporary personality with excellent voice and six years experience. Available now! Box H-226, BROADCASTING.

First ticket, 2 years, tight pro sound, MOR, C&W, or contemporary, young and dynamic. Box H-227, BROADCASTING.

This disc jockey/announcer is ready to go anywhere, do anything, for any salary, to do what is in my heart and is truly what I live for. I am young, single, draft exempt, 3rd endorsed, have some experience and a graduate of top broadcasting school in NYC. I can offer you a wide range of voices, characters, and personalities and can be moulded to suit your station's expectations. I do what I'm told with respect and dedication. No hassles; no hang ups. Please send for tape and resume now. Box H-232, BROADCASTING.

First phone experienced PD-MD (714) 232-7205—2059 Albatross, San Diego, Calif.

I.B.A. graduate, third-endorsed, some experience, tight-board; married, draft-exempt. Sincerely wants to begin career in radio near the Pittsburgh, Pa. area. Contact Don Drew, 172 Ulysses St., Pittsburgh, Pa. 15211.

June Broadcast grad. career Academy, Wash., D.C. Carl W. Yoder. Will relocate. Contact 717-998-7393 Manheim, Pa. 17545.

Top 40 jock, 3 years experience. Available after Sept. 15. Single. Military complete. 3rd endorsed. Phone 215-368-1292.

First phone—good young announcer—one year experience news music will travel. Gary Shimanek, 171 Balmoral, Toronto, Ontario, Canada WA 2-2782.

Experienced first phone announcer. Some engineering and sales. Dependable. Mature voice. Desire south or midwest area. Bill Hannen, Prior Lake, Minn. 55372, 612-447-2835.

Young announcer, 23, with experience, available 15th August, seeking challenging opportunity. 3rd class ticket, 2 years college, broadcast major. Background in MOR, R&R, and progressive format. Tape, photo, resume available and will come for personal interview. Dan Von Jeneff, 1240 Burr Oak, Barrington, Ill. 60010.

3rd phone openminded female can handle any staff position well. S. Battaglia, 3421 Library Rd., Pgh., Pa. 15234 (Call: (412) 884-0364).

1st phone, Black, top 40 and soul experience—willing to relocate. After 5:30—(203) 522-0871.

Announcer wants to return to the South. Now employed in Pennsylvania. Married. No children. C&W or MOR. First phone. No maintenance. 11 years experience. For resume with references, write Bill Love, 1402 Wenrich Street, Harrisburg, Pennsylvania 17112 or phone (717) 545-7257.

Bill Blatz, 606 Chamblee, St. Louis, Mo. 63141 (314) 878-8225 (1st, college, young).

Experienced DJ desires permanent position on C&W station in southeast or southwest. Family man, draft exempt, 3rd endorsed. Salary open. Clyde Bass, 446 Behney, Mishawaka, Indiana 46544. (219) 259-8115.

Dependable with experience, 24, 3rd, hard worker, will relocate, Howard Kane, 15 Catherine Street, Portland, Maine 04102, 207-772-7839.

Beginner, 3rd endorsed, loves radio, need experience at small market, work anywhere in United States. Dennis Jacoba (712) 323-6884.

Creative young DJ with first phone and college radio experience . . . anxious to start my broadcasting career. Tony Dodd (Chief Engineer) KALX, 500 Eshelman Hall, Berkley, Calif. 94720.

Announcers continued

Experienced personality rock jock . . . first . . . P.D. . . . copy . . . production . . . presently employed . . . avail. Sept. . . . will relocate . . . phone 617-256-5736.

Situations Wanted Technical

Exp. Engr. radio director FM, stereo, TV. Will consider all offers, incl. Cable TV. Box H-25, BROADCASTING.

Chief engineer desires move up. Experienced in AM, FM, directions, CATV, local origination TV, microwave. Young with family. Request resume. Box H-124, BROADCASTING.

Experienced. Chief engineer, announcer & installation AM directional C&W. 32 yrs. old, married, mature and reliable. Prefer Florida. Box H-155, BROADCASTING.

Capable maintenance engineer needs honest stable employer. Urgent. Box H-213, BROADCASTING.

First phone for transmitter watch and maintenance, 19, draft-free, single. Radio experience in other than broadcasting. A.A.S. in electronics. Will relocate. Charles Creager, Jr., 535 West Cecil Street, Winchester, Virginia 22601. 703-662-4646.

Planning new studios, renovations, a remote unit, some cart racks? Maybe you have some ideas or maybe we can give you ours. Send a note about any design, installation, construction problems. All work guaranteed; prices competitive with local craftsmen. Broadcast Design/Engineering, Box 127, Clayton, New York 13624.

Transmitter engineer. 1st. 2 years major market experience. Southern California only. 1-714-461-1190.

First phone—Bill Blatz, 606 Chamblee, St. Louis, Mo. 63141 (314) 878-8225 (Announcer).

Experience chief or maintenance position. 10 years experience. Wants permanent offers only, available Aug. 18th. Phone: Don 216-798-9978.

News

Newsman—professional—14 years experience—excellent reader-writer—money talks but security and long term benefits more important. Box H-61, BROADCASTING.

Young aggressive, and experienced electronic journalist wants to move up. Box H-63, BROADCASTING.

Experienced radio-TV newsman wants midwest medium market combine where ego placement takes back seat to team work. Box H-90, BROADCASTING.

Talk-show host, news, sports, variety. More than 20 yrs. experience. Available almost immediately. Above average talent seeking living wage. Presently employed major market. Also play-by-play and records. Box H-102, BROADCASTING.

Overseas, long or short term, 7 year radio newsman, single, responsible, college graduate, veteran, references, currently employed. Box H-114, BROADCASTING.

Recent college graduate (Michigan state) with degree in radio-TV, single, draft deferred, available. Have worked summer jobs as newscaster reporter. Know production, promotion. Top grades. Box H-164, BROADCASTING.

Sports play-by-play; experienced-willing to relocate for right opportunity. Box H-170, BROADCASTING.

Pro news director (RTNDA) seeks New England radio or TV as writer/reporter. Presently employed. Box H-219, BROADCASTING.

Pro sportscaster-director-employed-seeks New England radio or TV play-by-play. Will do complete job for any size station. Box H-220, BROADCASTING.

Sportscaster, experience includes New York air exposure, leading harness track caller, can do basketball color, production, writing ability. Box H-221, BROADCASTING.

Radio/television newsman. 12 years experience. College degree. Family. I'm 28 years old and looking for challenging position. Box H-228, BROADCASTING.

Experienced newsman. Also strong play-by-play. I dig news and write and report professionally. First phone. Prefer northeast. Call Rich (201) 572-1928.

Ambitious reporter-writer, 25, anxious for first full-time newsbeat. Will go anywhere. Newsman, DJ; commercial radio (part-time) N.D., Talk-host: College radio, M.S.J., B.A., Pol. Sci., 1 yr. law school. Married. Military obligation just completed. Mark Wisan, c/o Bonyng, Wilton, N.H. 03086.

Programing, Production, Others

Major market jock/MD wants program director position. Seeking progressive station with challenge, responsibility, stability. Administrative experience, first phone, excellent references. Box H-88, BROADCASTING.

Aggressive program/production director looking for off-the air gig at innovative con-MOR in top 30 markets. \$350 week minimum. Box H-173, BROADCASTING.

Experienced, degreed. 5 years announcing in news, copy, production, play-by-play. Currently in PR. Seek permanence in programing, public affairs, news, sports, or staff announcing, public affairs, news sports, or staff announcing; radio and/or TV. V.I.R. available. 28, married, B.S. R-IV. Box H-189, BROADCASTING.

It takes guts to move when you're happy! 13 years with same station, from announcer to station manager, under 35, married. 50% of ratings, and enjoying record-breaking local sales. 5 KW, regional, midwest contemporary, 225,000 market. However, this is the pinnacle here. Desire more responsibility and participation in ownership. Programing, sales, management, FCC, renewals. Will consider anywhere if challenge and opportunity right. Let's discuss further. Box H-203, BROADCASTING.

5 years experience, 25, college grad. Seeking medium or small market program/music director position in the West. Have programed both top 40 and MOR—prefer progressive MOR, Box H-212, BROADCASTING.

Copywriter/producer. Over 12 years broadcast experience including all phases of retail writing, presentations, narrations, and agency production. Seeking new challenge. 1-316-276-3074.

Good production engineer. 1st. Imagination, coordination. Good references. Major market experience. Rock or heavy—southern California only. 1-714-461-1190.

Small stations—college, awards, Bill Blatz, 606 Chamblee, St. Louis, Mo. 63141.

Television Help Wanted

Management

TV sales manager. Large midwest—\$30,000 plus. Salesman with management potential considered. Box H-199, BROADCASTING.

Technical

Maintenance engineer, first phone. Strong electronic background desirable. Military electronics training accepted. Expanding to color. Send resume, and salary: Reid Wilson, CE WSRV-TV, Pensacola, Fla. 32504. Equal Opportunity Employer.

Opportunity if you know image-orths. Must maintain and shade. Remote-van operation. Salary open. Contact Dick Shilvock, Rapid City TV-productions, Inc. 1021 Quincy, Rapid City, South Dakota 57701. Call 605-343-4162.

News

Professional sportscaster—sports director for major market V. Successful applicant must have big league play-by-play experience and desire to do complete job for station on and off the air. Box H-57, BROADCASTING.

If you have the ability to make weather both entertaining and informative at a top 100 market TV station, send audio or video tape with salary requirements to Box H-95, BROADCASTING.

Professional newscaster/anchorman with capabilities to organize and administrate complete department into a top flight news operation. Applicant must have strong on and off the air personality and become an intricate part of the community. This is a challenging position in a major market V. Please send complete resume with photo and tape. Box H-209, BROADCASTING.

Experienced broadcast reporter for general TV news. Reporting, writing, interviewing, some on air. Immediate opening for expanded operation at WOKR-TV, Rochester, N.Y. Network affiliate. Salary open. Call Mr. Laws or Miss Davis collect—716-334-8700 Monday-Friday 9 A.M.-6 P.M.

Programing, Production, Others

Small SW market VHF seeking two qualified directors. Direct-on air and produce result getting commercials. Send resume, references, salary expectations and recent snapshot. Box H-160, BROADCASTING.

Opportunity to learn. Combination on-air TV sports and production. Send tape and resume to Erol Wuertz, production director; KAYS-TV; Box 817; Hays, Kansas, 67601.

Instructions continued

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 4011 Aurora Ave., North Seattle, Washington 98103. Phone 206-634-1353.

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. **ELKINS** in Dallas*** - Atlanta*** - Chicago*** - Denver - Hartford - Houston** - Memphis* - Minneapolis* - Nashville* - New Orleans*** - San Francisco*** - Seattle.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Oct. 6-Jan. 5, April 12. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

1971 Tests-Answers . . . Original exam manual for F.C.C. First and second class licenses. Plus—"Self-Study Ability Test." Proven! \$9.95. Satisfaction guaranteed. Command, Box 26348-R, San Francisco 94126.

Zero to first phone in 5 weeks. R.E.I.'s class begins Sept. 6, tuition \$395.00. Rooms \$15-\$20 per week, call toll free: 1-800-237-2251 for more information, or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. Class begins Aug. 23, Sept. 6, Sept. 27. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

Don't take time off to prepare for your F.C.C. license. Learn by correspondence, at home. Get complete preparation (not just practice tests) and our money-back warranty. G.I. Bill approved. Free catalog. Pathfinder Division of Grantham Schools, 1509 N. Western, Hollywood, California 90027.

Why pay more? 1st phone in 5 weeks. Guaranteed results! Tuition \$250.00, Room \$9.00 weekly. Next class August 22nd. Academy of Radio and Television, 1120 State Street, Bettendorf, Iowa. 319-355-1165.

First class F.C.C. license in 5 weeks. Classes begin every third Monday. Complete course. Ticket is guaranteed. Total tuition \$300.00. Write United Broadcasting College, 3217 Atlantic Blvd., Jacksonville, Fla. 32207.

Management continued

PRESS/PUBLIC RELATIONS MANAGER

Major market independent television station with an exceptional story to tell needs a bright young public relations executive who needs a challenge and a showcase. Broadcasting background, a quick flow of ideas, careful follow-through are prime requirements.

Write fully including salary requirement to

Box H-185, BROADCASTING

Technical

TELEVISION

A Central New Jersey educational institution has positions available in its Div. of Instructional T.V.

TECHNICAL SUPERVISOR

Requires educational background and 3 years experience in the field of T.V. operations, equipment, and maintenance; plus a first class S.C.C. radio-telephone license; and T.V. supervisory experience.

Duties include: Establishing and maintaining control over studios and various operations; liaison to technical areas; equipment, records, and other duties as assigned. Starting salary is \$9,044.

ASSISTANT PRODUCER/DIRECTOR

Requires educational background in Communications; experience in T.V. and some background in radio, theatre, or motion pictures desirable. Serves as an assistant to the Producer/Director to insure that the many tasks necessary for a T.V. production are accomplished. Starting salary is \$7,812.

Benefits include: 3 weeks vacation, free hospitalization, and educational opportunities. Interested candidates send current resume to

BOX H-197, BROADCASTING

An Equal Opportunity Employer

Radio Help Wanted Sales

SALES MANAGER

MAJOR MARKET GROUP BROADCASTER

has immediate opening in sales management. The person filling this position must have a proven track record and be able to train and supervise the sales staff under his direction. Sales management experience is desired. The man who fills this position will have a stable employment record and the potential to move into a station manager position. Future unlimited with this growth-oriented company.

Send resume, including salary history, to

BOX H-216, BROADCASTING

(Our employees are aware of this advertisement)

Situations Wanted

Programing, Production, Others

I've done the major market trick. Now it's time to find a station that wants to be a winner. I'm a man who thinks anything is possible if you try hard enough. I'm looking for the sleeping giant that's ready to awaken!

BOX H-222, BROADCASTING

Television Help Wanted

Management

EXECUTIVE DEVELOPMENT

Leading broadcast group needs director of Executive Development to recruit top executives from other broadcast companies. Major concentration will be in television. Sales experience essential. Age open. Salary range \$31,500 to \$35,000. Reply to President.

BOX H-200, BROADCASTING

Help Wanted Technical

IS THERE SUCH A MAN? . . .

Chief engineer-directional AM-FM Stereo-SCA who wants to open mornings and be News and Sports Director, too. Finest medium town in Southwest. Call mornings 405/233-1391

Equal Opportunity Employer

Television Help Wanted

News

WEATHER WIZARD OR WIZARDRESS

Network owned VHF in top market needs a youthful, personable, attractive and promotable guy or gal to handle the weather. Meteorological background preferred. Full time permanent position. Equal opportunity employer. Send resume and tape if possible to

BOX H-198, BROADCASTING

Miscellaneous

HOW MANY MILLIONAIRES ARE THERE IN THE UNITED STATES?



... and how many NEW millionaires join the ranks every year? How did they acquire their wealth? The number and the reasons may astonish you! This amazing story is revealed in a valuable new booklet, "NEW ROADS TO WEALTH AND OPPORTUNITY." Even more exciting are the factual details about a specific business opportunity that is nothing short of a gold mine. Why? Because, as an associate of the organization providing the opportunity, you help others to succeed. For your free copy of "New Roads to Wealth and Opportunity," phone, wire, or write immediately to:

B.R.O.K. INTERNATIONAL
Box 22125 • Denver, Colorado 80222 • (303) 757-5500

Minority Neglect?
The Real Youth Market
CHILDREN'S PROGRAMING
Draws Weekend Revenue
Details & Demo . . .

BOX H-190, BROADCASTING

Wanted To Buy Stations

Working broadcasters desire purchase Florida East Coast AM. Prefer location in Area from Vero Beach to Coral Gables. Replies confidential.

BOX H-187, BROADCASTING

For Sale Stations

FOR SALE

Daytime 1KW station in single station market in Eastern Washington State. Presently absentee operated and showing slight profit. Good potential. Full price \$50,000.00 including real estate. 29% down.

BOX H-20, BROADCASTING

For Sale Stations continued

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

OPPORTUNITY!

We are selling complete radio station real estate including 3.97 acres of land. 250 watt daytime, 1070 KHZ. Station off the air. Pay us \$39,000 cash. Apply for frequency, pull switch and you're on the air. Call letters were KNNN, Friona, Texas. Write
Si Willing, Winnsboro, La. 71295

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1567 202/223-1553

CP-FM . . . AVAILABLE

Rapid growth city Southern California

BROADCAST ADVISORY

(714) 835-5525

1431 So. Village Way
Bldg. #5
Santa Ana, Cal. 92705

STATIONS FOR SALE

1. CALIFORNIA. Full time. AM-FM. Economically diversified market. \$675,000. Terms.
2. SOUTHWEST. Absentee owned. Fulltime. \$200,000. Terms.
3. PACIFIC NORTHWEST. Fulltime. \$120,000. Excellent terms.
4. SOUTHEAST. Regional daytime. Excellent terms.

Jack L. Stoll and ASSOCIATES

6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213-464-7279

Tenn.	small	AM + FM	\$50M	sold	N.M.	medium	AM + FM	\$350M	nego
Ga.	medium	daytime	200M	cash	Wisc.	small	AM + FM	446M	29%
NE	metro	profitable	285M	29%	South	small	daytime	85M	29%
West	sub	FM	500M	145M	Conn.	metro	fulltime	300M	100M
SW	small	AM + FM	100M	cash	NE	medium	AM + FM	265M	100M

CHAPMAN ASSOCIATES
media brokerage service®

ATLANTA • CHICAGO • DALLAS • DETROIT • NEW YORK • SAN DIEGO
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

(Continued from page 42)

CATV

Applications

- San Jose, Campbell and parts of Santa Clara county, all California—San Jose Cable TV Service. Seeks distant signal of KTXL(TV) Sacramento, Calif. (ARB 60). Ann. Aug. 3.
- Loveland, Colo.—Loveland Video Inc. Seeks distant signals of KCIT(TV) and KBMA(TV), both Kansas City, Mo. (Denver, Colo. ARB 38). Ann. Aug. 3.
- Coldwater Township, Mich.—Coldwater Cablevision Inc. Requests distant signal of WGIE-TV Toledo, Ohio. (Onondogs, Mich. ARB 28). Ann. Aug. 3.
- Warrensburg, N.Y.—Champlain Cablevision Inc. Requests distant signals of WNEW-TV, WOR-TV and WPIX(TV), all New York; CFCF-TV Montreal, and WMHT Schenectady, N.Y. (Albany-Schenectady-Troy, N.Y. ARB 42). Ann. Aug. 3.
- Mount Vernon, Ohio—Mount Vernon Cablevision Inc. Seeks distant signals of WTOL-TV Toledo, and WUAB(TV) Lorain, both Ohio (Columbus, Ohio ARB 28). Ann. Aug. 3.

Final actions

- Corning, Calif.—FCC granted State TV Cable, operator of CATV at Corning, special temporary authorization for 60 days to operate station in community antenna relay service to relay signals of stations KTUU(TV) Oakland, KCRATV(TV) Sacramento, KOVR(TV) Stockton and KBHK(TV) San Francisco, all California, to subscribers in Corning. Action Aug. 6.
- KBN-96 Cape Coral, Fla.—Cable Television Bureau granted license covering CP for new community antenna relay station and to delete frequency 12775-12800 mhz. Action Aug. 6.
- Lafayette, La.—FCC ordered All Channels Cable TV Inc. to cease and desist from further violation of rules by importation of KPLC-TV Lake Charles, La., and two Beaumont, Tex., stations (KFDM-TV and KBMT-TV) on its CATV system at Lafayette. Commission action affirmed initial decision by FCC Hearing Examiner Forest L. McClenning (Doc. 18779). Action Aug. 4.
- WEF-83 Battle Creek, Mich.—Cable Television Bureau granted license covering CP for new community antenna relay station. Action Aug. 4.
- WI-56 Battle Creek, Mich.—Cable Television Bureau granted CP for new community antenna relay studio to head-end link station to be used with CATV in Battle Creek. Action Aug. 4.
- Clearfield, Pa.—FCC granted request by Clearfield County Television for waiver of evidentiary hearing provisions of rules, and for authority to carry signals of WOR-TV and WNEW-TV, both New York, on its CATV at Clearfield. Action Aug. 4.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Aug. 10. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants.

Franchise grants are shown in italics.

- Clearwater, Fla.—TM Communications Co. of Florida, a subsidiary of TM Communications Co. (multiple-CATV owner), Costa Mesa, Calif., and Teleprompter of Florida, a subsidiary of Teleprompter Corp. (multiple-CATV owner), New York, have applied for a franchise.
- Galesburg, Ill.—Northwest Illinois TV Cable Co., a subsidiary of LVO Cable Inc. (multiple-CATV owner), Tulsa, Okla., has begun operation.
- Ft. Dodge, Iowa—Cox Cable Communications (multiple-CATV owner), Atlanta, has applied to city council for a 25-year nonexclusive franchise.
- Oskaloosa, Iowa—Hawkeye Cablevision Inc., a subsidiary of Des Moines Cable Television Inc. (80%), Des Moines, Iowa, and Cox Cable Communications Inc. (20%), Atlanta, has applied for a franchise.
- Rockaway, N.J.—Borough council has received a franchise application from Telecommunications Inc. (multiple-CATV owner), Dover, N.J.
- Watervliet, N.Y.—City council has granted a 15-year franchise to Capital Cable-Visions Systems Inc., Albany, N.Y.

John Gwin snuffs out a cigarette, leans back in a borrowed chair several sizes too large for him, and stares for a moment at the ceiling. The words finally emerge, leisurely but emphatic. "Don't," he says, "make this a rags-to-riches story. It's not that way."

He has his own reasons for making the comment; Mr. Gwin doesn't claim either to have started with rags or to have acquired great riches, and he resists the stereotype. But another reason suggests itself: Precisely because the external details, the personal credentials, do lend themselves too easily to a local-boy-makes-good chronicle, a conscious effort should be made to avoid it.

Consider his career to date: After graduating from the University of Illinois and spending four years in the Air Force, he acquired or managed several different small businesses, immersed himself in local politics, and only gradually became involved on a national level in cable television. In 1968, he began negotiations with what was then Cox Cablevision Inc., and that company eventually acquired his system in Robinson, Ill. ("I never worked for anybody," he likes to say, "until I went to work for Cox.") Today, the same John Gwin is vice president and regional manager for Cox Cable Communications Inc., one of the country's largest multiple-CATV owners—a company whose parent, Cox Broadcasting Corp. is, to boot, a major group broadcast owner.

And, to top it off, Mr. Gwin is now national chairman of the National Cable Television Association (an unsalaried position to which he will devote an enormous amount of time, while continuing to be paid by a broadcast company's subsidiary).

Watch him as he talks: a soft-spoken, friendly man of compact build, closely cropped hair, slightly less than average height. A man who speaks in an accent peculiar to the Midwest—that easy-going, twanged speech that always seems about to become a Southern drawl, yet never does. A set of lateral hand motions, reserved for points of emphasis. An occasional moment of subdued impatience (the conversation may not be following quite the common-sense course he thinks it should; watch out—John Gwin doesn't care for that kind of digression).

It is not hard to understand why an industry source who has known him for several years says that, in many ways, "John Gwin is a typical Middle American, a solid Midwestern businessman." But the same man continues:

"John's going to make a difference. Two things come to mind: He's an innovator, particularly in his approach to relationships among people. And he's an activist; he demands action"—which is a quality many cablemen

The low profile and the low key for John Gwin

think has been lacking in their leadership.

And, remember, this is a young man—not by the standards of professional football, perhaps, but young by the yardsticks applied to business and to Washington politics. The new NCTA chairman is still several months shy of his 39th birthday.

His business career began only a dozen years ago. After he left the Air Force, Mr. Gwin and his brother Bob borrowed \$4,000 to launch a TV appliance store in Robinson, Ill. He now says that the two brothers chose that small town, rather than their native

Week's Profile



John Paul Gwin—chairman, National Cable Television Association; division VP, Cox Cable Communications Inc.; b., Nov. 28, 1932, Springfield, Ill.; B.S., University of Illinois (banking and finance), 1955; USAF, 1956-59, discharged as 1st lieutenant; partner, Gwin TV & Appliance Co., 1959-65; partner, Flat Rock Coin Laundry Inc., 1962—; president and director, Robinson TV Cable Co., Robinson, Ill., 1962-70; vice president and director, Rustic Land Development Corp., 1964—; Midwest regional VP and division manager, Cox Cable Communications Inc., 1970—; member, Robinson (Ill.) Chamber of Commerce (president 1968, director 1964-70); m. Joene Guyer, Sept. 1, 1961; children: Susan, 8; Bobby, 7; Beth, 4; and Matthew, 4 months.

Springfield, because it was easier to start a business with limited funds in Robinson; however, he "never got time to leave." Robinson is still home.

Three years later, confronted with the prospect of CATV in Robinson, the Gwins at first regarded it as a threat. After looking into it, however, they concluded that cable was the wave of the future, went after the franchise themselves, and won.

Mr. Gwin subsequently owned or participated in seven other systems (as well as assorted other businesses), although he sold a number of holdings to finance the rebuilding of his Robinson system.

The issue that first drew John Gwin into the politics of CATV was state regulation. When cable operators banded together to form the Illinois-Indiana CATV Association, Mr. Gwin was named secretary-treasurer (later president) of the organization. The immediate result of their group effort was legislation that left regulation of cable to the cities. The longer result was that Mr. Gwin became more deeply involved in industry politics. In 1967, he was named to the NCTA legislative committee; from that point, he rose by degrees within the organization until being named national chairman at this year's NCTA convention.

Having been named to that post, he trains his eyes on two goals: to "keep things on an even keel, to foster a good working atmosphere here" and to bring cable operators in the hinterlands "closer to an understanding of what's going on" in Washington.

To the former task, he brings his own evenhanded approach to things. To the latter, he brings a dual experience—as operator of a small system, and executive in a large communications company.

To the larger questions of public policy, he brings a conciliatory attitude. Of the historic differences between CATV and broadcasting, he says: "There will be acceptance of cable by broadcasters. Once cable's niche is established and guidelines are drawn, then we know the ground rules and we can take advantage of the natural alliances between the two industries. The potential for cooperation between broadcast and cable is great."

The quiet comment is fairly typical of John Gwin. His background is traditional; his demeanor is folksy-polished; his impact led one broadcaster to remark: "John's a nice guy—I've enjoyed dealing with him—I . . . you know, I don't really know the guy." What distinguishes him is not his flair for the bold or spectacular move—he has none—but a shrewd, straightforward, businesslike kind of tenacity. At this unsettled moment in cable's history, that may be precisely what the industry needs.

Inflation

According to dependable sources, the FCC will soon take action on a recommendation that it establish a special office to counsel members of the public on matters involving the communications interests that the agency regulates. The recommendation is a refined version of one submitted six weeks ago by a staff committee (BROADCASTING, July 5).

The original proposal was that the commission set up a group of lawyers to act as an in-house public-service law firm representing citizens in grievances against licensees. That drew little support from FCC members, except, of course, Nicholas Johnson. The modification would reportedly substitute an advisory office providing general counsel on how to make waves without overtly engaging in the wave-making.

The watered-down version may sound harmless enough in the modern context of consumerism and efforts to make the government more responsive to public needs. If implemented, however, it could lead only to the ends the original staff workup prescribed. In the immutable traditions of the civil service, the advice would get less general and more specific and more and more of it would be offered. Before the process could be stopped lines of citizens would have been recruited to protest anything any citizen didn't like.

It is not as though lines of citizens were not already forming, at the encouragement of foundation-supported law firms. The spate of challenges to license renewals wherever renewals come up is its own testimony to the adequacy of present counsel to the public. Another staff and another budget for this purpose are just about the last things the FCC now needs.

Expendable

This publication looks twice at any assertion of cause and effect between television entertainment and antisocial behavior. The assertion is usually made for want of an easier target than television.

A second look at the Federal Aviation Administration's assertion of a relationship between showings of the syndicated made-for-television movie, "The Doomsday Flight," and actual threats to bomb airplanes persuades us that the FAA may have a point. As detailed elsewhere in this issue, the agency has detected what must be presumed to be more than coincidence between broadcasts of the film and attempts, one of them successful, to extort ransom from airlines. The plot of "The Doomsday Flight" provides a handy guide for the commission of that crime.

Responsible broadcasters who have bought the MCA TV package containing this film will keep "The Doomsday Flight" from air play. More than that, MCA TV ought to withdraw the film.

This is not an exercise of government censorship. It is a sensible suggestion that ought to be voluntarily honored.

Home work

Who would have thought just a few months ago that the Senate would vote 88-2 for legislation that would go a long way toward repeal of the political-broadcasting law?

Even if nothing more happens to implement the revised S. 382, the pre-recess action of the Senate to amend the equal-time requirement, making it inapplicable to candidates for federal office, must stand as a new high in recognition of the true significance of broadcast journalism.

The outlook is different in the House, which will move toward consideration of the Representative Torbert Macdonald (D-Mass.) version soon after Congress reconvenes Sept. 8. At this writing the differences appear irreconcilable. But in the interplay of politics miracles often are wrought.

There are provisions of S. 382 that are highly objectionable to broadcasters. The monetary aspects, although toned down, are still discriminatory. But, as we pointed out last week on this page, the most obnoxious provision of the revised bill that passed virtually unnoticed would empower the FCC to impose sanctions against licensees for failure to provide access to political candidates.

Broadcasters today are not in an exactly ideal posture to elicit maximum cooperation from all members of the House. Many congressmen are still smarting over the rebuke given a key committee chairman—Representative Harley O. Staggers (D-W. Va.)—in the CBS-Stanton contempt case. There's a feeling among public officials, not excluding highly placed ones in the executive branch, that most network "super-star" newsmen are too big for their britches.

These verities, however, should not deter broadcasters from taking advantage of this congressional recess to inculcate in their elected representatives the validity of their arguments and the merits of sound reform legislation.

Wait and see

In what was described as a plan to tidy up administration at the FCC, the agency's Office of Information which previously was answerable to the commission itself, has been put under the jurisdiction of the FCC's executive director. The idea is attributed to Chairman Dean Burch who is said to have wanted fewer people reporting to him.

If this is merely an administrative convenience, it may turn out to make sense. If, however, it inserts the executive director between the chief information officer and the commissioners themselves, it could create a bottleneck in the flow of intelligence about FCC affairs and actions.

Under the incumbent chief, Leonard Weinles, a man with professional experience in journalism, including broadcast, the information office has functioned with commendable efficiency. Hopefully the new arrangement won't get in Mr. Weinles's way.



Drawn for BROADCASTING by Sid Hix
"She's at that awkward age . . . too old for the cosmetic commercials and too young for the laxative spots!"

**A tissue
is a tissue
is a tissue.
But only a
Kleenex[®] tissue is
from Kimberly-Clark.**

That's one reason we spell our name with a capital "K."
Another is that the Kleenex brand name stands for a whole
line of quality household paper products. When you use it,
please make it a capital K. And use our whole name,
like Kleenex tissues, never just Kleenex.
Thank you.

Kleenex is a registered trademark of
the Kimberly-Clark Corporation.

Kimberly-Clark  Corporation

If you lived in San Francisco...



...you'd be sold on KRON-TV