



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

End of the blues for networks; sales continue solid
Staggers into the act on TV journalism, subpoenas CBS, NBC data
NAB enters industry's major brief against one-to-a-market
New data on CATV homes in Broadcasting's exclusive Telestatus

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San Francisco, Dallas, Atlanta



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Sports for one thing. More than any other station in Atlanta.

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Lots of sports attractions attract lots of sports fans. And more sports hungry Atlantans listen to WSB Radio than to the next two stations combined.

(ARB, Oct.-Nov. 1970)

Our sports loving listeners stay with us after the final whistle, too. For the quality sound and satisfying service that makes WSB the most listened to station in Atlanta.

If selling adult Atlantans with big league buying power is your game, shouldn't WSB Radio be in your lineup?

WSB Radio 750 Atlanta

Why are we number one? Listen.

300 SPORTS BROADCASTS A YEAR HELP.



 NBC affiliate. Represented by CBS
Radio Spot Sales. A Communications Service of Cox Broadcasting Corporation. Cox
Broadcasting Corporation Stations: WSB AM-FM-TV Atlanta, WHIO AM-FM-TV Dayton, WSOC AM-FM-TV
Charlotte, WIOD AM-FM Miami, WIC-TV Pittsburgh, KTVU San Francisco--Oakland.

Word from network sales vice presidents is that advertising prospects for fall season are 'much better than last year.' Sales, they report, are beginning to assume record proportions after bleak first quarter. See . . .

They've buried the blues at the networks ... 20

Staggers subcommittee subpoenas CBS for *Selling* and NBC for *Say Goodbye* in what looks like preliminary to full-fledged hearing on networks' methods in production of information programing. Stanton refuses outtakes. See . . .

New front opening in TV news war ... 22

Cable television operators will meet in Chicago next week for second round of talks on locally originated programing. Under examination will be economy of local origination by systems. See . . .

CATV's hard push for local origination ... 26

FCC official indicates agency will act within weeks to clarify policy statement on drug lyrics as wide range of challengers question statement's constitutionality in court suits and reconsideration petitions. See . . .

Did FCC go too far on drug lyrics? ... 32

National Association of Broadcasters files massive pleading on FCC's proposal to break up multimedia holdings; argues result would be 'most drastic, extensive and radical restructuring' of industry to date. See . . .

Forget it, NAB says of one-to-market ... 34

FCC Chairman Dean Burch, appearing before House Appropriations Committee with commissioners to justify agency's request for a fiscal 1972 budget increase, speaks of desire to begin major independent study of FCC. See . . .

FCC wants hard look into FCC ... 38

Controversy erupts over charge by Agency Media Research Council that broadcast industry is exerting pressure to reduce TV audience surveys during slack month of May. Claim brings quick retort from agency executives. See . . .

Agencies fight to keep May sweep ... 40

CBS and its Washington affiliate, WTOP-TV, reject citizen's group complaint that they broadcast deceptive advertising. Network says it dropped some of questioned commercials and revised another. See . . .

CBS, WTOP-TV deny laxity about ads ... 41

\$80-million worth of equipment was on display for scrutiny by technical-minded broadcasters at NAB convention two weeks ago. BROADCASTING survey takes a look at entire show, exhibit-by-exhibit. See . . .

Every last nut and bolt ... 43

Approximately 4.5 million CATV-connected homes in U.S. are broken down into market-by-market estimates by A.C. Nielsen in this month's *Teletatus*. Figures show 7.5% of all TV homes now use CATV. See . . .

Where all those cables are going ... 59

Departments

AT DEADLINE	9	SPECIAL REPORT	43
BROADCAST ADVERTISING	40	TELESTATUS	59
CHANGING FORMATS	31	WEEK'S HEADLINERS	10
CHANGING HANDS	38	WEEK'S PROFILE	73
CLOSED CIRCUIT	7		
DATEBOOK	12		
EDITORIALS	74		
EQUIPMENT AND ENGINEERING	56		
FATES AND FORTUNES	61		
FOCUS ON FINANCE	52		
FOR THE RECORD	62		
LEAD STORY	20		
THE MEDIA	34		
MONDAY MEMO	19		
OPEN MIKE	16		
PROGRAMING	22		



Broadcasting

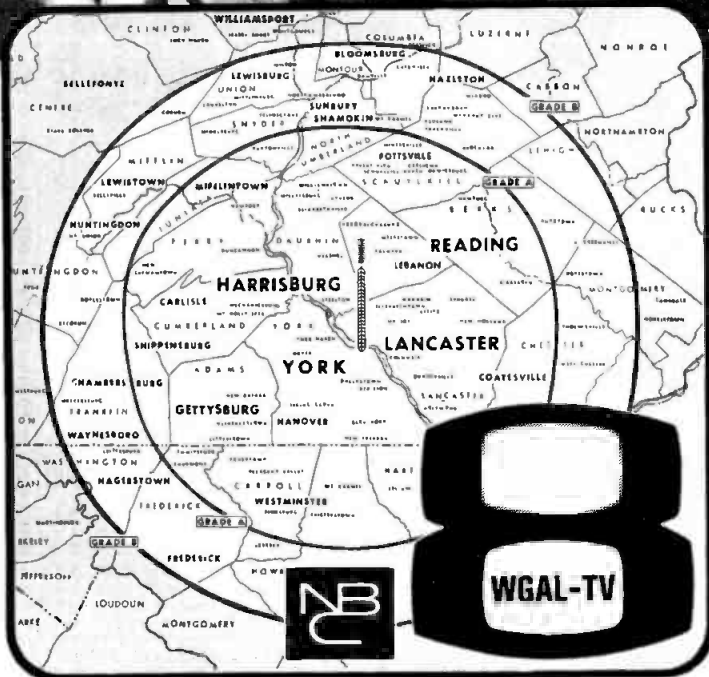
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*Based on November 1970 ARB estimates subject to inherent limitations of sampling techniques and other qualifications issued by ARB. Available upon request.

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WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I./New Bedford-Fall River, Mass.

Other shoe

FCC Chairman Dean Burch is showing more restraint in looking into CBS's *The Selling of the Pentagon* than House Investigations Subcommittee, which is seeking outtakes and other nonbroadcast material involved in production of documentary (see page 22). Commission staff had prepared draft letter to CBS, asking it to comment on charges it had distorted answers that Defense Department's Daniel Z. Henkin had given in interview and that it had failed to comply with fairness doctrine.

Chairman Burch, however, reportedly had reservation about FCC's entering area that could be considered one of journalistic judgment. He will prepare his own draft.

Staff letter was prepared by chief of complaints and compliance division, William Ray, ex-NBC newsman in Chicago, in response to complaints from Representatives Harley Staggers (D-W. Va.), chairman of Investigations Subcommittee and parent Commerce Committee, and F. Edward Hebert (D-La.), chairman of House Armed Services Committee, one of documentary's bitterest critics ("Closed Circuit," March 29).

Asked and bid

Here's where Time-Life Broadcast stands on disposition of its radio properties, following sale of its television stations to McGraw-Hill (BROADCASTING, March 15). KOGO(AM) San Diego goes to Disney interests who own KJEO-TV Fresno, Calif. (Joseph C. Drilling, VP) for \$3 million. KOGO-FM San Diego goes to Kelly family, which owns KCRA-AM-TV and KCTC(FM), all Sacramento, Calif., for \$225,000. KLZ-AM-FM Denver goes to Group One Broadcasting, headed by Roger Berk (WAKR-AM-FM Akron, Ohio, WONE-AM-FM Dayton, Ohio, KBOX-AM-FM Dallas), for \$2.7 million. WOOD-AM-FM Grand Rapids, Mich., goes to local group headed by William Schroeder, incumbent manager, for slightly more than \$2 million. Still on block is WFBI-AM-FM Indianapolis with combined asking price of \$3 million. (Tough labor contract is said to be problem in Indianapolis sale.)

Tune in next week

Merger of Corinthian Broadcasting Corp. and Dun & Bradstreet has reassumed its role as cliff-hanger at FCC. With item back on agenda last week for

first time since November, commissioners appeared divided, 3-to-3, on whether to approve transfer of five Corinthian television stations or set applications for hearing, with new member, Republican Thomas J. Houser, holding balance of power. He asked for additional time to reflect, and got it. Matter is expected to be on agenda again this week.

No vote was taken when merger came up last week, but impression remains that Republicans Dean Burch, Robert E. Lee and Robert Wells favor approval while Democrats Robert T. Bartley, Nicholas Johnson and H. Rex Lee favor hearing. That's how commission split last November, when it was short one member, forcing companies to extend cut-off date of deal. New deadline of May 1 now approaches.

Fine print

Prospects that TV broadcasters will succeed in efforts to get product-usage questions knocked out of diaries for American Research Bureau's May sweep, or perhaps out of any ARB local-market reports before 1972-73 season, appeared dim last week—and for reason considered ironic. At meeting with subcommittee of Committee on Local Television and Radio Audience Measurement (COLTRAM), ARB officials reportedly said one reason they could not drop product questions was that—though broadcasters are agitating for it—ARB contracts with broadcasters forbid it. Contracts extending through 1971-72, they said, forbid methodology changes without prior testing. But they said they would conduct tests on this and other methodology questions in connection with next November's sweep. It's too late, they said, for tests on May sweep. Some broadcasters say their own research satisfies them it is product-usage questions that cause viewing levels reported by ARB to be considerably below those reported by Nielsen.

One track

FCC Commissioner Robert T. Bartley has suddenly revived campaign he opened eight years ago to make station trading more difficult. At last week's FCC meeting he proposed rule requiring station buyer to prove that acquisition would upgrade broadcast service. Fellow Democrats Nicholas Johnson and H. Rex Lee were said to have indicated interest, but proposal was put off at suggestion of freshman member, Thomas

J. Houser, who said it should be considered later when FCC takes up study of conglomerate ownerships and changes in multiple-ownership rules. Mr. Bartley's idea was once introduced as legislation (BROADCASTING, July 15, 1963) but never got far.

Best of both

NBC's long-term research into effects of television and other influences on children's behavior has reached, after two years of five-year minimum commitment to project, what NBC authorities regard as milestone: development of new methodology that harnesses conflicting strengths and weaknesses of conventional laboratory and conventional survey approaches. Laboratory is good on cause and effect but does not approximate real life; surveys take real life into account but don't track cause and effect. NBC feels its approach combines best of both. Progress report has been presented to NBC management and will be given to other key officials in two-hour session April 20 by Dr. Thomas Coffin, research vice president, and Dr. Ron Milavsky, social research manager.

Full house

All major noncommercial-broadcasting operations in Washington will soon be housed together, half block from headquarters of FCC. They'll fill entire eight-story building, now under construction at 2025 M Street, N.W. Occupancy is targeted for fall. Here are tenants: Corp. for Public Broadcasting, National Association of Educational Broadcasters, Public Broadcasting Service, National Public Radio, production unit of National Educational Television, noncommercial WETA-TV.

The politic thing

NBC officials have pretty well decided that, even if current negotiations lead to sale of their six AM and six FM stations (probably to several different buyers), NBC Radio network operations will be maintained, probably by NBC. They are aware of touchiness that Washington historically was exhibited when there was talk of closing any radio network, and they think it unlikely they will find buyer for whole string of stations who would also want to operate network. Thus they are prepared to maintain network even without owned stations.



**A LITTLE BOY NEEDS HIS MOTHER.
UNFORTUNATELY, MOTHERS DON'T ALWAYS
NEED LITTLE BOYS.**

His mother may be a prostitute.
His father? Who cares.

His nursery is the street. Begging
and stealing. Years of ruinous
orphanages and brutal reform schools.

And then, if he's lucky, he's
handed over to one of Italy's nine
"Citta dei Ragizzi" for orphaned,
abandoned or emotionally disturbed
boys.

In a one hour special, "Love is the
Answer," Mike Douglas narrates the
story of the "Citta dei Ragizzi," or
"Boys Town" of Italy, started 25 years
ago by Monsignor John Patrick
Carroll-Abbing. A priest from Dublin
who has more love and understanding
for little boys than all of their natural
parents put together.

"Love is the Answer" tells how one
man's love has literally saved the
lives of nearly 30,000 Italian boys.

We at Group W applaud Monsignor
Carroll-Abbing and his efforts. And we
hope, with this special program, to
prove his credo: "The great lesson of
life, the secret of happiness, is to love,
and the essence of love is to serve."



WESTINGHOUSE BROADCASTING COMPANY

Pulitzer to sell KVOA-TV

In midst of federal antitrust proceedings directed against owner of two daily newspapers in Tucson, Ariz., Justice Department has approved sale of one of those papers, *Arizona Daily Star*, from William A. Small to Pulitzer Publishing Co. But at same time, Justice ordered Pulitzer to sell its KVOA-TV there within year.

Justice antitrust suit against Mr. Small challenged his joint operation of *Star* and *Tucson Daily Citizen*. Mr. Small entered into negotiations with Pulitzer to sell *Star* shortly after congressional passage last summer of Newspaper Preservation Act—which grants, in certain cases, immunity from antitrust suits to two or more papers with combined operations in same locality. However, closing was held up because of uncertainty aroused by Pulitzer's ownership of KVOA-TV.

Justice's order to Pulitzer to sell television station is apparently in line with its unfavorable position on print and broadcast ownership in same market.

No buyer for KVOA-TV has been announced by Pulitzer, which publishes *St. Louis Post Dispatch* (KSD-AM-TV) and also owns KOAT-TV Albuquerque, N.M.

ABC says yes to O'Brien

ABC has agreed to comply with Democratic National Chairman Lawrence F. O'Brien's request for free prime time to answer President Nixon's April 7 address on Indochina (see page 29).

In telegram to Mr. O'Brien Friday (April 9), ABC News President Elmer Lower said ABC would offer Democratic spokesman half hour in prime time to discuss Indochina situation and differences, cited by Mr. O'Brien, between Democratic Party and administra-

CATV deliberations commence

Thursday (April 15) is C day at FCC. Commission will begin effort that day to fashion basic CATV policy out of mountain of pleadings and reams of oral testimony taken from representatives of public, and broadcasting and CATV industries. Various staff elements—Cable Television and Broadcast bureaus, general counsel's office, and chairman's planning staff are preparing variety of possible approaches for commission's consideration.

tion on Indochina troop withdrawals.

Mr. Lower noted that ABC has reviewed its coverage and found it has complied fully with FCC fairness requirements, but said ABC would afford Democrats opportunity in view of importance of Indochina question.

Mr. O'Brien's request was also directed to NBC and CBS. CBS declined immediate comment; however, NBC indicated that it plans to deny request. NBC said it feels it has covered all sides fairly and noted that it has scheduled "Loyal Opposition" program April 30 featuring leading Democratic presidential candidates.

Couric out at NAB

John H. Couric, for 15 years vice president for public relations for National Association of Broadcasters, was "terminated" Friday (April 9), according to announcement from association that day, which said move was part of overall reorganization instituted last January (BROADCASTING, Jan. 25).

Vincent T. Wasilewski, president of NAB, said: "John Couric's credentials and service to NAB are truly first-rate. I'm sure he will have no difficulty in re-locating."

Position of Mr. Couric, 50, became equivocal when Paul Haney, former "voice" of Mission Control, Houston, and Houston Astros publicist, was brought in as executive vice president for public relations. One of Mr. Haney's first moves was to name Mr. Couric his number one assistant, but word circulated that that was only temporary ("Closed Circuit," March 15).

GOP re-run on war coverage

Controversial NBC and CBS news tapes of Indochina war compiled by Vanderbilt University are scheduled for re-run, this time by Republican National Committee.

Greg Maurer, RNC press secretary, said Friday (April 9) that committee wants to let those with "expressed interest" in tapes have opportunity to assess them for themselves. He said showing is tentatively scheduled for next week and following week.

First showing of tapes, arranged by Senator Clifford Hansen (R-Wyo.) for congressmen and news media, led to charges by Republican senators that CBS and NBC slanted news of Laotian incursion to discredit Nixon administration (BROADCASTING, March 22).

Video tapes are compilation of CBS and NBC news coverage of Indochina war from Feb. 25 through March 5, following Laos incursion.

Mr. Maurer said he attended first showing and took notes on CBS coverage of Vietnam war, noting he did not have time to do same for NBC coverage. He compiled chronological listing of items covered and found that, in his opinion, overwhelming majority of material presented is inconsistent with administration's announcements.

FCC, Justice disagree on settlement payoffs

Department of Justice, in brief for government, has asked U.S. Court of Appeals in Washington to overturn FCC decision barring broadcast licensees from reimbursing citizen groups in connection with agreements to withdraw petitions to deny license-renewal applications.

Department said commission's ruling "frustrates" public participation in renewal proceedings which court has held to be essential. It also said that commission action violates principle commission follows in permitting reimbursement in other situations—competition for new stations or comparative hearings involving applicant for occupied facilities, for example.

Justice brief in opposition to one filed by commission was highly unusual. Justice functions as counsel for government agencies and normally joins with them in appeals case.

Case in which Justice is opposing FCC involves request for commission approval of agreement under which KTAL-TV Texarkana, Tex., would have paid \$15,137 to United Church of Christ, which had aided number of black groups in petitioning commission to deny station's renewal application. Groups withdrew petition after station

Excuse it, please

CBS correspondent Morley Safer got apology from U.S. Command in Vietnam for memorandum accusing him of having "ulterior motives" in his current pursuit of story in Southeast Asia (see page 23).

Apology came from Colonel Robert W. Leonard, U.S. Command's chief of information.

agreed to adopt number of programming and employment practices they had urged (BROADCASTING, June 16, 1969).

Commission, in order adopted on 4-to-3 vote, held that payment of expenses was not necessary to encourage filing of petitions to deny or to achieve goal of amicable settlements. It also said approval of reimbursements could lead to detriments to public interest, such as overpayments, inflated fees and filing of petitions by those motivated by hope of recovering large fees.

United Church of Christ appealed decision, supported by Friends of the Earth, environmentalist group.

Commission, in its brief urging court to affirm decision, said church and FOE had raised arguments never made before commission. As result, commission added, arguments are not properly before court.

Commission also said that decision to bar reimbursements—and thus bar possibility of “extraneous considerations” influencing negotiations—is within its authority.

Justice, however, said that commission should not be concerned with whether reimbursement is “necessary” to achieve public-interest goals. Commission, Justice said, “has an affirmative obligation to further the public interest, not merely to take those steps which prevent its complete extinction.”

Owens-Illinois and ‘Mr. Wizard’

Owens-Illinois Inc., Toledo, Ohio, consumer and technical products division, through Meldrum and Fewsmith Inc., Cleveland, will sponsor *Mr. Wizard*, children’s science program, on NBC-TV starting Saturday, Sept. 11 (12-12:30 p.m. NYT). Show returns to NBC after absence of six years. Starring Don Herbert, it ran on NBC from 1951 to 1965.

NAB backs CBS on subpoena

CBS got strong support in its stand refusing to provide Representative Harley O. Staggers (D-W. Va.), and his House Commerce Investigations Subcommittee with background material that was used in producing *Selling of the Pentagon* documentary on military public-relations activities (see page 22).

Vincent T. Wasilewski, president of National Association of Broadcasters, issued this statement Friday (April 9):

“Under constitutional guarantees of free speech and free press, we believe the notes and background material used by a reporter—regardless of his media; print, broadcast or other—are not subject to subpoena. If our freedom as a nation is to continue, then the guarantees of journalistic freedom must be maintained.”

Week's Headliners

Raymond E. Spence, FCC deputy chief engineer, appointed chief engineer succeeding late William H. Watkins (see page 56).

John Scali, diplomatic correspondent, ABC, is expected to join White House staff as special consultant on information to President Nixon (see page 36).

Darryl Zanuck, chief executive officer, 20th Century-Fox Film Corp., Hollywood, resigns (see page 30).

For other personnel changes of the week see “Fates & Fortunes”

Howard Johnson campaign

Howard Johnson Co., Boston (restaurants), began today (April 12) 10-week spot radio campaign on 225 stations in rants), began today (April 12) 10-week 110 markets through Grey Advertising, New York. It consists of up to 35 one-minute spots weekly in each market offers. This is in conjunction with April 5 launching of first national network radio campaign in company’s 46-year history.

National campaign, on ABC, CBS and NBC, includes combined total of 28 one-minute announcements per week primarily in morning and evening drive time and will also last 10 weeks with similar schedule planned for fall.

Stations unaffected by strike

KWGN(TV) Denver and WGN-AM-TV Chicago continued on air generally unaffected by strike of engineers at Denver TV station and picketing at WGN in behalf of KWGN dispute. Denver strike began April 3.

WGN Continental Broadcasting Co., parent firm of both outlets, filed charges last week with National Labor Relations Board charging unfair labor practices against Denver Local 1823 of International Brotherhood of Electrical Workers as result of Chicago picketing. Some union workers at WGN-AM-TV declined to cross picket line there but others reported for work. Supervisory personnel were keeping KWGN functioning.

Denver Local 1823 charged that KWGN locked out its engineers for six days in early March after contract there had expired. Union claimed KWGN was attempting to force open shop, among other charges, most of which WGN Continental group spokesmen have denied. KWGN engineers returned to work in mid-March as negotiations resumed but walked out April 3 in further dispute. Renewed negotiations were continuing late Thursday (April 8).

FCC votes campus radio study

FCC announcement Friday (April 9) of intention to look into operations of college and university campus carrier-current radio stations brought with it controversy between Commissioners Thomas Houser and Nicholas Johnson.

Commission said additional information about contemporary carrier-current systems is necessary because it has received “substantial number of inquiries and requests” regarding off-campus service and networking.

Commission also noted 1969 Ford Foundation study indicating increase in campus stations.

Comments, due June 4, also were invited on proposed rules for such stations using interconnection of two or more systems and interconnection of system with electronic media such as broadcast stations or CATV.

Commissioner Johnson, sole dissenter, expressed doubts as to real motivation behind “interest in campus radio,” adding “inevitably there will be those—especially students—wondering if commission’s action is related to “desire to control” medium run by “generation of students who have become politically vocal, often in opposition to establishment wars and other values.”

Commissioner Houser termed Commissioner Johnson’s dissent an “incredibly political statement. Commissioner Johnson seeks not to disagree with his colleagues but to dishonor them before his constituency.”

In related issue, commission announced authorization to Clarkson College of Technology, Potsdam, N.Y., to have signal of its noncommercial WNTC-FM) picked up by Athena Systems Inc., local CATV system and distributed to cable subscribers.

Argument set on drug lyrics

Request for temporary restraining order to prohibit enforcement of FCC policy statement on drug lyrics will be heard in federal district court in Washington April 13.

Judge William B. Jones scheduled hearing on request filed by national group fighting drug abuse, two college radio stations and several others who are seeking ruling that policy statement violates First Amendment (see page 32).

Meanwhile, “group of under-30 with-it’ New York professionals” appears hopeful of profiting from policy statement, which requires broadcasters to know contents of lyrics they broadcast.

Group has classified ad in current BROADCASTING, announcing service to aid broadcasters in meeting their responsibility—to “clue you in,” as ad says (see page 68).

**Three successful
Seasons on the NBC
TV Network with a 32%**

average
audience
share*

Golden Globe Award-winner
Diahann Carroll is Julia Baker
Lloyd Nolan is Dr. Chegley
Marc Copage is Corey Baker

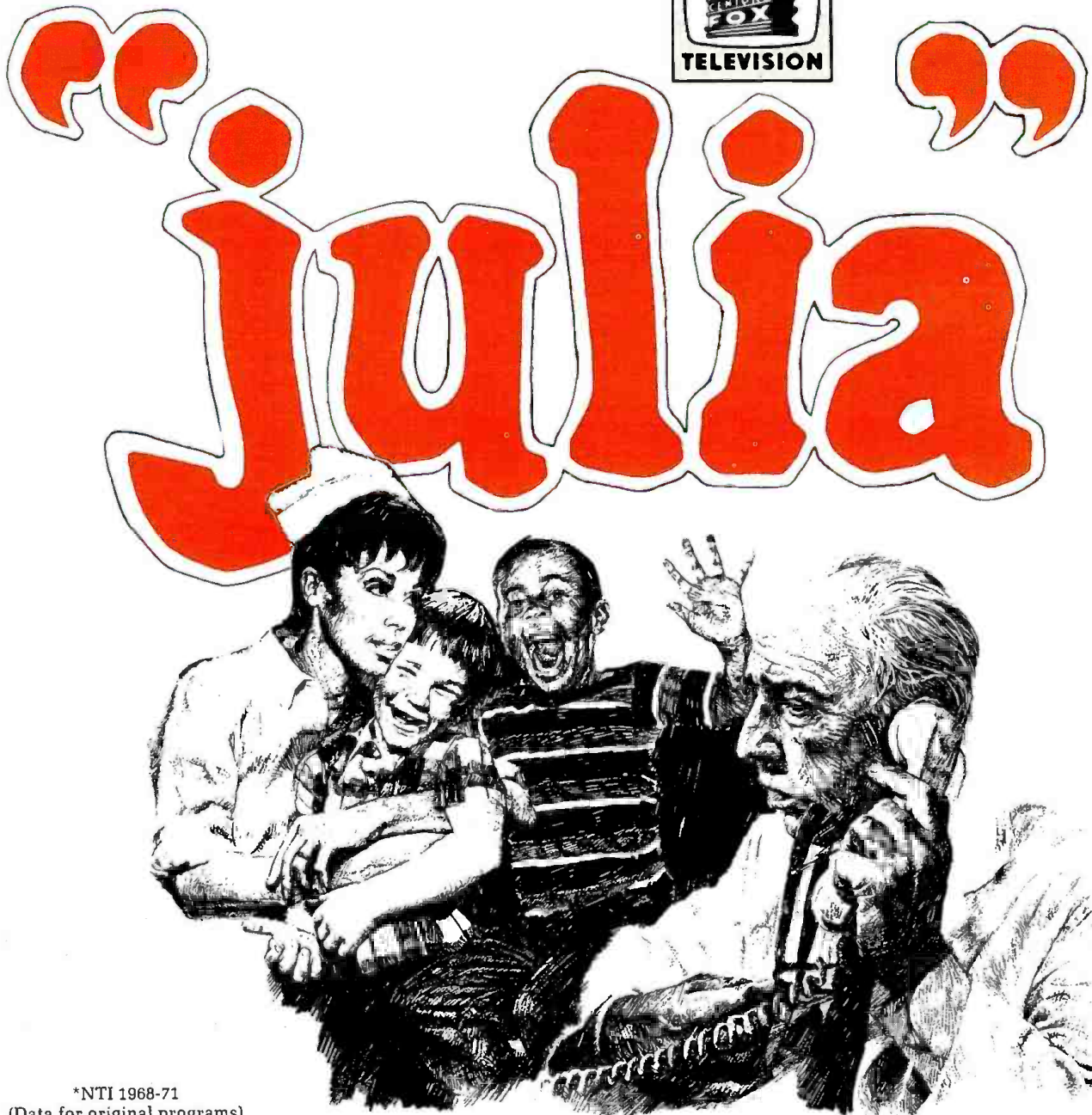
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**for today's audiences! and... it's
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in color



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NAT'L SALES—MORT BASSETT & CO.

Datebook

A calendar of important meetings and events in communications

■Indicates first or revised listing.

April

April 12-13—Annual Conference on Business-Government Relations, sponsored by *The American University Center for the Study of Private Enterprise*. Theme: A Dialogue with FTC. Shoreham hotel, Washington.

April 13—Eighth annual *Publicists Guild* awards luncheon. Century Plaza hotel, Los Angeles.

April 13—Deadline for comments on applications for, and FCC's rulemaking proposal concerning, domestic-communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495). Previous deadline was March 30.

April 13—FCC deadline for networks' affiliates associations to apply for prototype receive-only earth station (Doc. 16495). Previous deadline was March 30.

April 13—FCC deadline for Western Tele-Communication Inc. to file for earth stations to be operated with systems proposed by other applicants. Previous deadline was March 30.

April 13—Sales clinic sponsored by *Television Bureau of Advertising*. Buffalo, N.Y.

April 13-14—Meeting, *New England CATV Association*. Sheraton Wayfarer, Bedford, N.H.

April 13-15—Meeting, *Kentucky CATV Association*. Continental inn, Lexington.

April 13-16—Public Television Conference. Waldorf-Astoria, New York.

April 14—Annual meeting of *Boston Herald-Traveler Corp.* Statler Hilton hotel, Boston.

April 15—New deadline for reply comments on FCC's proposal to require standardized program logging of CATV cablecast programing. Previous deadline was March 4.

April 15-17—Meeting of *American Academy of Advertising*. University of Georgia, Athens.

April 16—Board meeting, *Institute of Broadcasting Financial Management*. Regency Hyatt house, Atlanta.

April 16—New deadline for comments from National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Jan. 15 (Docs. 18110 and 18891).

April 16-17—National institute of *American Bar Association*. Institute, titled "New Techniques in Regulating Business," will analyze and evaluate recommendations of President's Advisory Council on Executive Reorganization. Mayflower hotel, Washington.

April 16-17—Meeting, officers and executive board, *Mississippi Broadcasters Association*. Laurel.

April 16-17—Region 6 Conference, *Sigma Delta Chi*. Minneapolis.

April 16-17—Region 7 Conference, *Sigma Delta Chi*. Wichita, Kan.

April 17—Annual meeting and awards banquet, *Georgia Associated Press Broadcasters Association*. Marriott motor hotel, Atlanta.

April 17—Board meeting, *Radio Television News Directors Association*. Statler Hilton, Boston.

April 17-23—International Videorecord & Equipment Market (VIDCA) and International TV Program Market (MIP-TV), Cannes, France (New York office: (212) 489-1360).

April 19—Annual meeting of the *Associated Press* followed by annual luncheon for broadcast and newspaper members and their guests with address by New York Governor Nelson A. Rockefeller. Waldorf-Astoria hotel, New York.

April 19-25—23d cine-meeting, *International Film, TV Film and Documentary Market (MIFED)*. Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.

April 20—Sales clinic sponsored by *Television Bureau of Advertising*. Salt Lake City.

April 21—Annual meeting, *General Telephone and Electronics Co.* Keeneland Association Sales pavillion, Lexington, Ky.

April 21—*George Foster Peabody Broadcasting*

Awards presentation and *Broadcast Pioneers* luncheon. Pierre hotel, New York.

■April 21-22—*House Communications Subcommittee* hearings on Representative Lionel Van Deerlin's (D-Calif.) legislation (H. Con. Res. 215) opposing use of public funds by federal, state and local governments for purchase of broadcast advertisements. 10 a.m., Room 2123, Rayburn House Office building.

April 21-23—Convention, *Ohio Cable Television Association*. Sheraton Columbus Motor hotel, Columbus.

April 21-23—Meeting on CATV program origination, *National Cable Television Association*. Palmer house, Chicago.

April 22—Sales clinic sponsored by *Television Bureau of Advertising*. Los Angeles.

April 22—Sales clinic sponsored by *Television Bureau of Advertising*. Dallas-Fort Worth.

April 22-23—Board meeting, *National Cable Television Association*. Arizona Biltmore, Phoenix.

April 22-24—Spring convention, *Louisiana Association of Broadcasters*. Hodges Gardens Motor inn, Leesville-Many.

April 23-24—Region 1 Conference, *Sigma Delta Chi*. Hartford, Conn.

April 23-24—State convention, *Pennsylvania Associated Press Broadcasters Association*. Mount Airy lodge, Mount Pocono, Pa.

April 23-25—Symposium sponsored by *Ohio State University, College of Social and Behavioral Sciences*, in cooperation with *Association for Professional Broadcasting Education, Corp. for Public Broadcasting and National Association of Educational Broadcasters*. Topic to be studied: "Global Broadcasting: Dimensions, Problems and Promises." Ohio State University Center for Tomorrow, Columbus.

Major convention dates in '71

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

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

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

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

April 24—Annual meeting and awards luncheon, *Alabama Associated Press Broadcasters Association*. Holiday inn downtown, Mobile, Ala.

April 24—Region 8 Conference, *Sigma Delta Chi*. Hot Springs, Ark.

April 24—11th annual Western Heritage Awards ceremony, Cowboy Hall of Fame and Western Heritage center, Oklahoma City.

April 24-25—Region 2 Conference, *Sigma Delta Chi*. Chapel Hill, N.C.

April 25-30—Technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Century Plaza hotel. Los Angeles.

April 26—Deadline for reply comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

May

May 3—New deadline for comments on FCC's proposal concerning availability of TV programs produced by non-network suppliers to commercial TV stations and CATV systems. Previous deadline was March 3.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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We grow big audiences...

GREEN ACRES

1971's greatest
off-network series for prime-time
or fringe-time strip.

170 color half hours with a
great track record... a winner
on CBS for 6 consecutive years
in 4 different prime-time slots.

Its lifetime, prime-time average
was a hefty 22 rating and 34
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Excellent "Young Women" demo-
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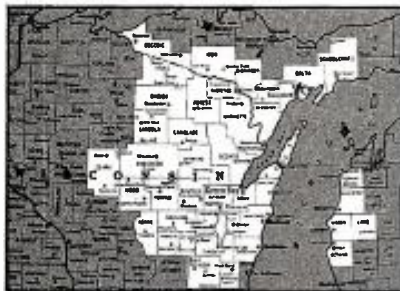
- WLOS Asheville
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- WSAZ Charleston
- WUAB Cleveland
- KWGN Denver
- WFIE Evansville
- KGMB Honolulu
- KMBC Kansas City
- KTTV Los Angeles
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The only all-family, off-net show
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The Land of Milk & Money Seven Markets in One!

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

Green Bay Menominee / Marinette
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The Wonder Market

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Right on

EDITOR: It is most gratifying to witness such accurate reporting of our recommendation to PGW station clients concerning selling policies and procedures [BROADCASTING, March 29]. It is also gratifying to receive so many immediate responses from our industry's leaders who are currently aware of the need to examine the ways in which we price and sell our medium.

The responses have come from agencies and advertisers, as well as from station clients and nonstation clients—most in agreement and some with a "wait and see" attitude. This was expected, for it is not easy to change concepts quickly, but we have a feeling that more and more stations will be moving in the direction of "fixed" schedules for national spot.—*Lloyd Griffin, president, Peters, Griffin, Woodward, New York.*

(The story reported PGW's proposal for the elimination of rotation plans and pre-emptible spots.)

Military caveat

EDITOR: I think it is fine that the U.S. Army is using \$10.6 million of our tax money for television advertising. I would only suggest that to avoid misleading prospective recruits, and in the name of truth in advertising, the broadcasters demand of the Army that the following disclaimer be employed immediately after each commercial: "CAUTION: MAY BE HAZARDOUS TO HEALTH."—*Paul Meissner, Port Chester, N.Y.*

Low power loud and clear

EDITOR: I would like to express my sincere thanks for the great article in BROADCASTING Feb. 15 re Poor Peoples' Radio Inc. As a result, we were invited to be on a local FM station interview, and afterwards, an old Magnecorder (PT-63) tape recorder was donated to us.

I did want to bring one error to your attention. Our "15-year-old" volunteer is a person known as Mike Webb, who asks me to mention that he is more than "good with a cup." As a matter of fact, most of the begging was done by yours truly, and I am the chief engineer and treasurer.

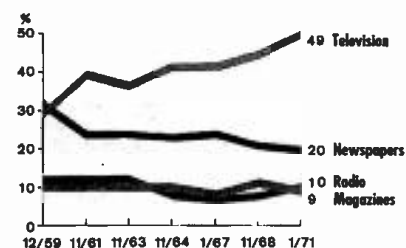
In the Feb. 22 BROADCASTING KFPR (FM) is mentioned as "4 kw." Actually, this should be 4 w.—*Meyer Gottesman, Chief Engineer/Treasurer, KFPR San Francisco.*

If at first

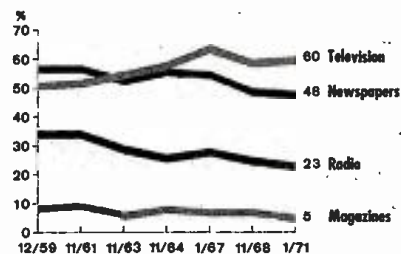
EDITOR: Your article on the Roper study [BROADCASTING, April 5] is excellent and has already brought several favorable comments and inquiries for further information. Unfortunately, the captions on the charts were mismatched, so some readers may be misled. Here are the correct headings.—*Bert Briller, executive editor, Television Information Office, New York.*

(The charts reported the Roper Organization's seventh annual survey of public attitudes toward the media. They are reprinted herewith, hopefully in correct order.)

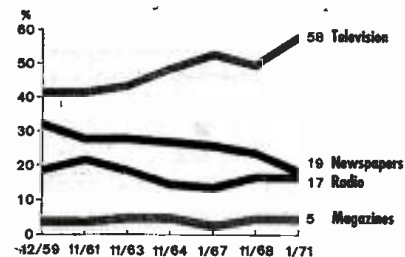
Most believable news source



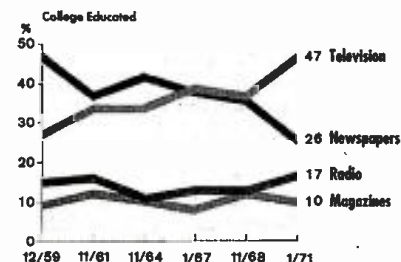
Source of most news



Medium you most want to keep (a)



Medium you most want to keep (b)



Source: The Roper Organization Inc., March 1971

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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using the title BROADCASTING®—The
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Broadcast Advertising® was acquired in
1932, Broadcast Reporter in 1933,
Telecast® in 1953 and Television® in
1961. Broadcasting-Telecasting® was
introduced in 1946.

*Reg. U.S. Patent Office.

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BROADCASTING, April 12, 1971

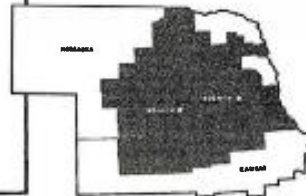
You're only
HALF COVERED
in Nebraska...



without Lincoln-Hastings-Kearney

- Check retail sales.
- Check the top station dominance.*
55% Total Day Share, 52% Prime-
Time, 63% Early Evening, 75%
Late Evening.
- Check with Avery-Knodel

*Source: ARB November, 1970





The Felger Nations

RADIO
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WHTZ DUNDY DUNDY
WFMZ DUNDY DUNDY DUNDY DUNDY
WVTV WYTHE FM CANTON OHIO

TELEVISION
KMTZ-TV DUNDY DUNDY DUNDY DUNDY
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Company _____

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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

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.

What do you have to do to get renewed?

1. Be the first in your time period, out-performing both competing networks every year for three years.
2. Rank consistently among the top ten rated programs, in 41 out of 61 NTI reports during your three-year network run.
3. Average a 22.8 rating and 36 share for all three years.
4. Register a 29% advantage over the average rating of all other situation comedies across three years.
5. Average as high a share of audience with summer repeats¹ as first runs: 36%

CANCELLED ANYHOW!

Even after notification of cancellation, "Mayberry R.F.D." ranked seventh among all programs, according to the second NTI Report, March, 1971 and was fourth highest-rated, regularly-scheduled program. How would a 25.8 rating and a 38 share of audience suit your station? If you want to renew "Mayberry R. F. D." — or if you want a crack at it for the first time — we're syndicating the *sitcom* now

KEN BERRY starring in

Mayberry R.F.D.

78 half hours, in color.
Available now for fall start.

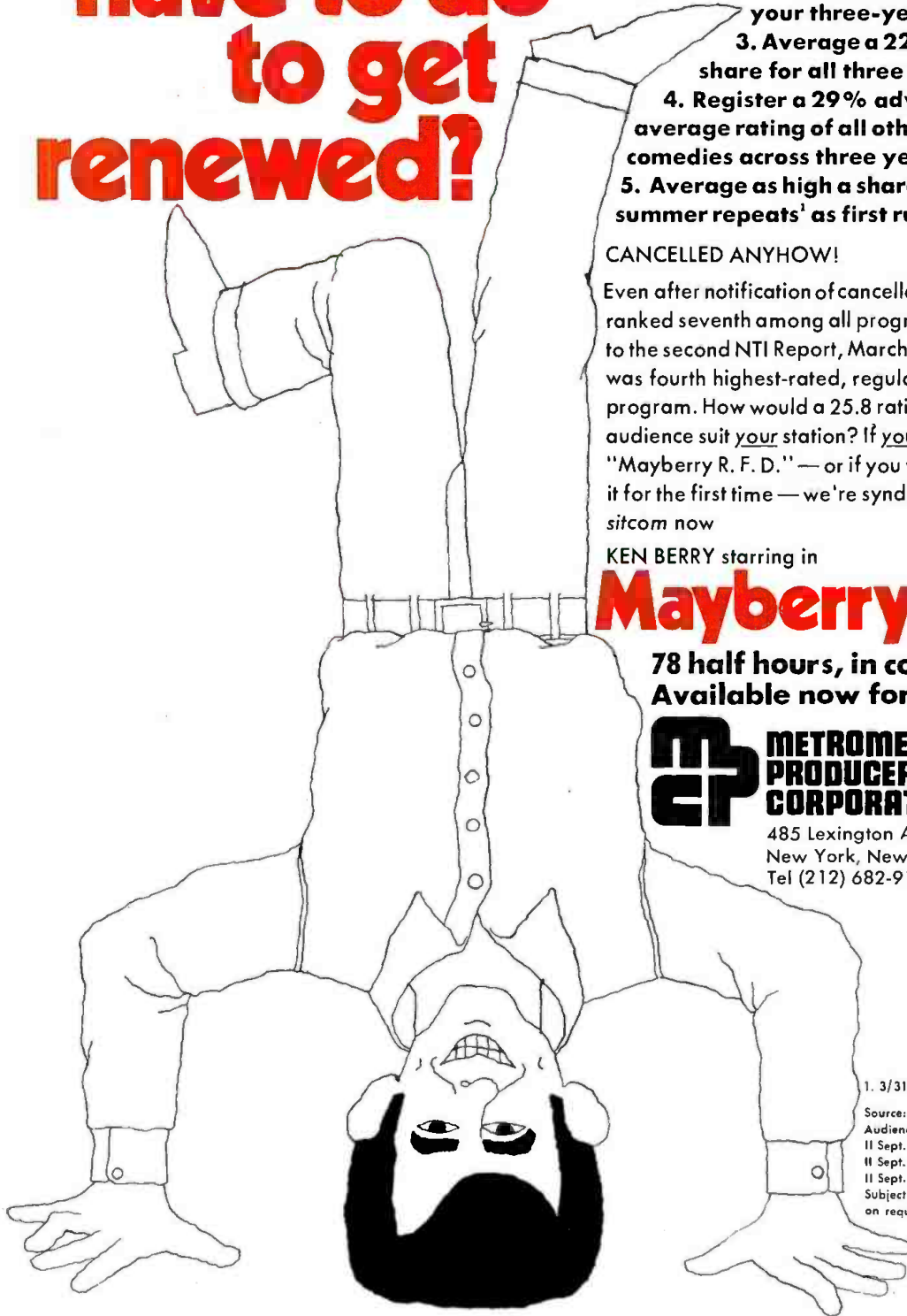


**METROMEDIA
PRODUCERS
CORPORATION**

485 Lexington Avenue
New York, New York 10017
Tel (212) 682-9100

1. 3/31-9/15/69; 4/13-9/7/70

Source: National Nielsen Average
Audience Household Estimates:
II Sept. 1968 wk. 2 — II Sept. 1969 wk. 1;
II Sept. 1969 wk. 2 — I Sept. 1970;
II Sept. 1970 — II Mar. 1971
Subject to qualifications available
on request.



Too few creative teams can think in terms of radio

Eisaman, John & Laws is among those \$10-million-plus agencies you can count on one hand who schedule 30% or more of their media expenditures in radio. While the big multimillion-dollar budget advertisers seem to pass up radio for TV, we keep watching some of our major clients eat into their competitors' market share by investing in this less costly broadcast medium. For them we utilize radio as battleships—not as tugboats.

It's always interesting to read the "success" stories about radio—when it comes from people at agencies that spend anywhere from 2% to 10% of their ad dollars in the medium.

Think what could be done if some real money were spent to back up the credits.

How often have you heard agencies or creative groups protest that radio cannot be used as an exclusive medium. Visuals are imperative, etc. Creative concept just doesn't fit into radio, etc. Need to show the product, etc. Reach is not available, etc. Too much frequency against thin slice of market, etc. All are excuses much of the time.

Let's face it. There are few creative teams that can think in terms of the radio medium. For years, they've been relying on every visual/audio aid available. They don't want to be limited and many can't use the medium well.

Perhaps another reason for this beautiful medium being ignored by the giants is the fact that there is a huge vacuum in radio expertise at big agency media departments. They may have a time-buyer or two who can negotiate for the medium, but few media directors or planners know how to incorporate it into their media strategy. Even fewer would have the courage to recommend radio, except as a minor or supplementary addition. Probably the main reason is that most of your higher level media people today have been raised in the TV medium. And the very shops where they work have little or no real experience in radio.

Yet we see our clients, Pennzoil, Alpha Beta Markets and others, use radio as the primary and sometimes only advertising medium. We see them making inroads and spectacular sales gains even when over-all category usage declines, or when more competitors enter the market.

Let me tell you about two completely

different uses of radio by our clients, both with absolute success.

For more than eight years, we've ignored virtually every rule in the reach-and-frequency book in targeting Pennzoil's male audience. We say that we can advertise in two-and-one-half newscasts per week on a station for 52 weeks—stripping in the morning—and get more momentum from such a schedule for Pennzoil, than if we ran 12 to 18 spots a week on a standard package on the same station. Prove it? We can't on a reach-frequency basis. We can at the sales level. Pennzoil sales have averaged a substantial increase every year over the past eight years while total motor oil use was declining.

In most of Pennzoil's radio markets, total frequency on all stations averages about five announcements per week.

We put Pennzoil only in five-minute news programs with opening and closing billboards while recognizing that it can cost 150% of the standard minute rate. But Pennzoil owns the program—the commercial and the two important billboards. Every time we say "Ask for it" in a billboard we have another Pennzoil commercial. So those billboards are used and not just for framing the minute commercial.

Pennzoil spends in radio in one year in the Los Angeles market, for example, what most package-goods advertisers would spend in one month in TV. And Pennzoil spends less than its motor oil competition. Also Pennzoil, as an independent, does not have the opportunities of being seen out front in service stations representing the bulk of the gasoline and oil business. Yet, Pennzoil has a dominant share of the motor oil

business in the West, and a competitive share nationally.

Alpha Beta Markets is a completely different situation. When radio was first tested for this client three years ago, it was fourth in share of market in Southern California. Our first campaign began with a very successful "total discount" announcement, when for three days running we scheduled "news-bulletin" commercials every half hour on every major station.

Response was immediate and traffic boomed. We then set up a 52-week continuing, high-frequency, multistation campaign.

Alpha Beta now runs some 650 commercials a week on 33 southern California stations all year long. Alpha Beta has doubled the average weekly volume of its stores and is now the number-one chain in southern California. Says George Oatman, director of advertising for Alpha Beta: "The way we've used radio—big and believable—has been a strong contributing factor in our move to number one."

Market chains have used radio for years. But none have been able to match this successful combination of continued weekly high frequency and continued sustaining believable interview commercials. And none of them has used radio as its dominant medium. The budget for this campaign wouldn't quite buy 100 gross-rating points a week in television. But, oh how successful this radio has been.

For our agency, radio just has to be a "battleship" medium. We've had too much success with radio to relegate it to the "tugboat" status. Says Alpha Beta: "You made us believe in radio."



Following graduation from UCLA, William W. Kennedy served as a naval gunnery officer in the South Pacific during World War II. Discharged from service in 1946, he tried the agency field on his own before associations with Erwin, Wasey; Foote, Cone & Belding, and Grey. Five years ago Mr. Kennedy joined Eisaman, John & Laws; now, as VP-account supervisor, he oversees all food business including Alpha Beta Markets, Ward Baking, Johnston Pies and Tri-Valley Growers.

They've buried the blues at the networks

It's almost as good now as it was bad then,
sales chiefs say of the turned-around market

Network television sales, recovered from a bleak first quarter when advertisers were staying away in droves, are beginning to assume record proportions for the new season that starts in September. "Much better than last year" was the uniform word from the sales vice presidents of all three networks last week.

More significantly, they reported, there is much more 52-week buying this year. "It's as if advertisers—now—are as determined to get in for the long haul as they seemed determined to stay out during the first quarter," one source said.

Actually, selling for the fourth quarter of 1971—the first quarter of the new season—has not really started. Negotiations thus far have been with the so-called up-front buyers for contracts extending over all or most of the season. Selling on the fourth quarter alone should begin in earnest within the next week or two, according to network authorities.

Although the sales vice presidents refused to give figures, other sources estimated that \$200 million to \$225 million in prime-time contracts had been written on the 1971-72 season as of last week. It was believed that NBC-TV, first on the street with its new-season line-up, was substantially ahead of the others in sales thus far, with ABC-TV and CBS-TV approximately neck-and-neck for second place. NBC said it already had more than \$96 million on the books.

Agency as well as network sources confirmed that sales were strong and prices firm. Prices appeared to be averaging out at about \$4 to \$4.25 per thousand homes, up a dollar or more from the levels to which they fell before the first-quarter drought finally broke.

Procter & Gamble, Lever Brothers, Bristol-Myers, American Home Products, Colgate-Palmolive, Miles Laboratories, Chevrolet, Ford, Oscar Mayer & Co., Charles Pfizer & Co., Ralston

Purina and Eastman Kodak were among those reported by agency sources as having made multi-million-dollar commitments on one or more networks.

Procter & Gamble was said to have committed more than \$20 million to CBS and big but undetermined billings to NBC and ABC—its first major up-front buy on ABC in years.

Miles Laboratories reportedly has placed \$5 million to \$6 million each on ABC and NBC; American Home over \$7 million each on CBS and NBC and unspecified but major billings on ABC; Lever \$10 million or more on CBS plus significant commitments on NBC.

Among others, Bristol-Myers was said to have bought heavily on NBC and CBS, Pfizer extensively on ABC and CBS, Colgate and Oscar Mayer also on CBS and ABC, Chevrolet, Nabisco, Metropolitan Life and Gulf Oil on NBC, Ford on ABC, Kodak and Ralston on CBS.

ABC's Monday-night pro football series, going into its second season, was said to be 80%-85% sold and virtually assured of a sell-out, with advertisers thus far including Ford, Sunoco, Avco, Humble Oil, Schick, Phillips 66, Gillette, Zenith, Arrow shirts, Goodyear, Hertz, Sears Roebuck and Aurora plastics.

The surge in long-term contracts was generally attributed to renewed advertiser confidence in the general economic outlook and the reduction in inventory that will result from the FCC's prime-time access rule, limiting networks to three hours of programming between 7 and 11 p.m. NYT, beginning next fall. Another factor: advertisers a year ago were aware of the imminent loss of cigarette advertising by the networks and many therefore passed up long-term contracts in favor of wait-and-see.

The bullish outlook for the new season is in sharp contrast with the opening months of this year, before a sudden surge in February and March

transformed second-quarter prime time—and ultimately other dayparts as well—from distress merchandise into hard-to-get commodities (BROADCASTING, March 15, *et seq.*).

"We are aware of a number of clients walking around with millions of dollars [in second-quarter network budgets] in their pockets and no place to put them," Frank M. Smith Jr., sales vice president of CBS-TV, said last week.

Since the second-quarter sell-out, however, the networks have been concentrating on new-season sales, with the result that at ABC and CBS, in particular, third-quarter selling hasn't really begun.

NBC has made some third-quarter sales, however, and reports cost-per-thousand prices up about 4% from a year ago, and officials of the other networks see no reason why it shouldn't be as good a summer as last year's.

James T. Shaw, vice president in charge of sales at ABC-TV, said that "the influx of 52-week purchases for the new season is at an all-time high for this network, and I imagine it is for the others, too." Moreover, he said, "all purchases are at improved pricing compared with previous years."

Mr. Shaw attributed the greater number of 52-week contracts both to the prime-access rule's imminent reduction in commercial availabilities and to advertiser recognition of ABC's "continuing improvement" in delivery of gross rating points and 18-49 age-group demographics. He was encouraged, too, because "with more advertisers buying up front and for longer periods, there will be fewer availabilities to sell—aside from the reduction in availabilities under the prime-time rule."

Mr. Shaw said ABC's second quarter was "very successful" but that its "third quarter is not really on the market yet." Third-quarter selling should begin this week or next, he said, predicting sales for the period should be "normal, compared with other years." He felt all

three networks "should do quite well when the three-hour economy is in full swing," with long-term contracts already written assuring continued growth through at least the second quarter of 1971.

At CBS, Mr. Smith said up-front selling for 1971-72 "is far better than last year." Making clear that he was talking about sales for the year, not the fourth quarter alone, he said that "we have concluded negotiating with approximately 10 advertisers already and are still negotiating with about 10 others. "I would say things are going very well. There is stability in the marketplace and the three networks are very competitive." He said CBS was "not really in the market with the third quarter" but would be shortly, and "I see no reason why it shouldn't be good—but I would hope it will be a little more orderly than the second quarter was."

That was the time in February and March when all three networks were suddenly so deluged with second-quarter orders that they could hardly keep track—a difficulty compounded in CBS's case, Mr. Smith said, by a breakdown of its computer for a few days.

He figured the loss of cigarettes as representing a year's normal growth for network-TV and speculated that 1971 network sales volume would equal 1970's if it were not for the prime-access rule. With the reduced inventory, he expected volume for the year to be below 1970 levels but pointed out that the rule will curtail program costs, too, and accordingly "should help on the profit side."

Referring to the first-quarter slump in sales, Mr. Smith said that "I don't know how it could have been any worse." But he didn't think that so bleak a situation was apt to arise again, if only because of the diversity and timing of the elements that created it—loss of cigarettes, network TV's biggest single advertising category, on the heels of a protracted automotive strike on top of a generally depressed economy. In any case, he said, "we've weathered this storm, from my point of view, quite well. It's bottomed out, and now we can get on to bigger and better things."

John M. Otter, NBC-TV network sales vice president, estimated that his network has already recorded "a little more than \$96 million" in prime-time business for the 1971-72 season. "The happy thing," he said, is the encouraging move of major advertisers into 52-week contracts—firm through the first 28 weeks, covering NBC's winter, or peak, season—because "we can go on and sell other things [programs] rather than continue to sell the same time [positions] throughout the year."

Mr. Otter reported a number of key network advertisers in the forefront. Procter & Gamble, for example, has bought the *James Stewart Show* (Sunday, 8:30-9) for 52 weeks, and participations in the movies and *Flip Wilson Show* (Thursday, 8-9). Lever Brothers, which has "six times as much business on NBC as it had last year," is also in *Flip Wilson*, *Laugh-In* (Monday, 8-9) and *Nichols* (Monday, 9-10).

Also in the 52-week ranks: Chevrolet is in *Bonanza* (Sunday, 9-10) and *Nichols*—the auto firm, it was noted, is spending over \$2 million more on NBC than it spent last year—while Nabisco. Metropolitan Life and Gulf Oil are all "firm" in *Walt Disney* (Sunday, 7:30-8:30); American Home Products, which bought heavily in all three movies including *World Premiere* (Friday, 8:30-10:30), also is in *Night Gallery* (Wednesday, 10-11) and *Bold Ones* (Sunday, 10-11), and Miles Laboratories (spending over \$5 million on the network) is in *Laugh-In*, *Bold Ones* and *Dean Martin* (Thursday, 10-11).

The buying impetus is continuing for the third quarter of this year. Mr. Otter

said. He was of the opinion that advertisers buying at a high level for that quarter are of two kinds: advertisers who were not able to buy network in the second-quarter sales surge, and advertisers who, noting what happened in the second quarter, are buying early. Cost-per-thousand in prime time, he said, is about 4% higher than last year in the third quarter periods. At the end of February, he said, third-quarter CPM's had been about the same as last year's. The CPM for fall-winter appeared to be "considerably over" last year's, he said, reminding that the networks have less programing to sell in prime time because of the FCC rule.

He said network sales executives (and, he surmised, spot salesmen too) have a "better taste" in their mouths than they did last January when network sales levels were down and pricing was depressed. "We'll all [both network and spot sales executives] get a campaign ribbon that will commend those who fought and survived the Battle of the First Quarter of 1971," he said. "I do not know if we ever experienced a worse one."



Otter on the first quarter:

"I do not know if we ever experienced a worse one."

Smith on the second:
"We are aware of a number of clients walking around with millions of dollars in their pockets and no place to put them."



Shaw on the third:

Just beginning, it should be "normal, compared with other years."



All agree that the fourth will be better than 1970's

New front opening in TV news war

Staggers subcommittee subpoenas CBS, NBC documentaries; Stanton refuses to yield outtakes, other unaired materials

The Investigations Subcommittee of the House Commerce Committee—the Staggers subcommittee—issued subpoenas against CBS and NBC in what appeared to be a preliminary to a full-fledged hearing on how TV networks produce information programs.

The subpoena issued against CBS asked not only for the complete 16mm sound film copy and written text of that network's *The Selling of the Pentagon*, but also for outtakes, workprints, sound tape recordings, written scripts, transcripts whether or not used in the original Feb. 23 broadcast and the March 23 repeat. The latter included comment from critics and a statement by Richard S. Salant, president of CBS News. The subpoena also asked for information about payment to any of the persons who appeared in the program, as well as the names and addresses of individuals that were shown, except those who are well known (like military officers and congressmen).

The call on CBS brought an immediate statement from President Frank Stanton who said CBS would comply as to furnishing the film and transcript, but would not honor other requests by the subcommittee.

"[The other demands] therefore raises an unprecedented issue in the history of the relationship between the federal government and the press in this nation," Mr. Stanton said. "No newspaper, magazine or other part of the press could be required constitutionally to comply with such a subpoena with respect to material gathered by reporters in the course of a journalistic investigation but not published."

Dr. Stanton noted there is no question in this instance of alleged violation of criminal law on the part of the broadcaster—thus covering the tracks CBS made previously in honoring requests for outtakes of the WBBM-TV Chicago "pot party" episode. And, he added, there does not seem to be any governmental interest in whether the broadcaster has evidence pertinent to the criminal prosecution of third persons. "Rather," he said, "the sole purpose of this subpoena, so far as we can ascertain it, is to obtain materials which will aid



Staggers and Stanton when they saw more eye-to-eye.

the committee in subjecting to legislative surveillance the news judgments of CBS in preparing *The Selling of the Pentagon*."

And, he added, "The fact that television and radio stations are licensed by the government does not deprive the broadcast press of First Amendment protection . . ."

The CBS program has been the target of sustained criticism by members of the executive branch, Congress and the military since it was first broadcast in February (BROADCASTING, March 1 et seq.).

The subpoena to NBC called for similar data on that network's Jan. 8 *Say Goodbye* program that dealt with vanishing wildlife, and which has been attacked by hunters who claimed it was falsified in spots, and by animal lovers.

A particular object of protest is one segment that showed a mother polar bear shot by hunters leaving her two cubs nuzzling her carcass.

An NBC spokesman said that the network would have no objection in turning over to the subcommittee a print of the program and the transcript. However, it was noted, that the network

obtained the program from the Wolper Organization, Los Angeles, and directed the committee to that source for the additional information. A subpoena was issued for the additional material from Wolper.

Privately, it was understood, the polar bear segment was actually supplied to Wolper by the Alaska Game and Fisheries Commission, and that what seemed to be hunting was actually that commission's personnel shooting a tranquilizer into the mother bear.

Reached in Hollywood Thursday night, David Wolper stood by *Say Goodbye* "one-hundred percent." He felt the attack by hunters, gun lobbies and other "special interest" groups sought to divert attention to what was essentially a production technique.

The thrust of the Wolper organization's position was that (1) *Say Goodbye* was not a news report or a news documentary, but was "an intentionally emotionally-charged cinematic essay" built deliberately to "dramatize pre-established and authenticated facts," and (2) that while, by "benefit of 20-20 hindsight" it probably would not do the polar bear sequence the same way again—because of its vulnerability to criticism—it felt the overall message of *Say Goodbye* was valid. In one section it quoted a definition of documentary as "endorsed by the 14 member nations of the World Union of Documentary" to bolster its position. That section:

"By the documentary film is meant all methods of recording on celluloid any aspect of reality interpreted either by factual showing or by sincere and justifiable reconstruction, so as to appeal either to reason or emotion, for the purpose of stimulating the desire for and the widening of human knowledge and understanding and of truthfully posing problems and their solutions in the spheres of economics, culture and human relations."

Speaking specifically of the polar bear sequence, Mr. Wolper said they had "utilized the best existing film images available to us to enable us to movingly represent known encroachments upon polar bears. These images included scenes intercut from an actual polar

bear killing, and an anesthetized polar bear to dramatize known facts. This is a technique commonly used in the production of nature documentaries, by all major filmmakers.

"In short," the Wolper statement continued, "we treated upon the facts in accepted documentary film montage form, with no specific references in script or image to where, when or whom."

Authority to issue the subpoenas was given to the staff April 7 when members of the investigation subcommittee determined to go ahead with what up to then had been a more informal study. The subpoenas are returnable next Tuesday (April 20). The subcommittee originally met March 31 and ordered the staff to prepare material on the *Selling of the Pentagon* program with an eye toward holding hearings on a whole range of network news practices with special attention on alleged misrepresentations, staging, deceptive editing, etc.

The Investigations Subcommittee consists of Representatives Harley O. Staggers (D-W. Va.), who is chairman (and also chairman of the parent Commerce Committee); William L. Springer (R-Ill.), ranking minority member of the full committee; Ray Blanton (D-Tenn.); Henry Helstoski (D-N.J.) and Richard Shoup (R-Mont.). Daniel J. Manelli is acting chief counsel of the subcommittee.

Pentagon, CBS in new rhubarb

Military suspects Safer, on Vietnam assignment of 'ulterior motive'

CBS News charged the U.S. military in Vietnam last week with attempts at "government news management and news manipulation" after the Associated Press reported from Saigon that military information officers there had warned in a memorandum that CBS News correspondent Morley Safer may have an "ulterior motive" in his current reporting from the field.

CBS News President Richard S. Salant said the memorandum "cast its own frightening shadow." He said he could "hardly believe it was written, but if so it is a particularly hair-raising attempt to discredit news reporting in advance of its preparation, much less its distribution. In other words—government news management and news manipulation."

AP dispatches said information officers in the central highlands of Vietnam had been warned that Mr. Safer, on assignment for 10 days there by CBS, may have an "ulterior motive" in what he

Quiet in eye of the storm

Pressures on high don't reach the troops, says CBS's Bud Benjamin of life after Agnew

The spirit of Spiro Agnew and kindred souls doesn't hang at all over the head of Burton (Bud) Benjamin as he applies himself each day to the task of producing documentaries for CBS News. Mr. Benjamin, who is senior executive producer, is aware that Mr. Agnew and assorted critics are out there watching—closely—but he says his main concern now, as always, is to "turn out better and better productions."

"The criticism by Mr. Agnew and others and their presence haven't affected my work at all," Mr. Benjamin said last week during an interview in his comfortable office at the CBS Broadcast Center in New York. While we are shooting, we are trying to do as good, as honest, as factual a program as possible. When it's over, we sometimes wonder if we could have done a better job. But we don't need an Agnew or others to spur us on to do a better job."

Mr. Benjamin has been with CBS News for 14 years and was responsible for *The 20th Century*, which won 30 awards. He also was executive producer of *The 21st Century* and of the Peabody award-winning *CBS Reports: The Poisoned Air*. In 1968, he supervised production on the controversial *CBS Reports: Hunger In America* documentary.

Has the "flak" resulting from charges leveled against network documentaries been the topic of conversations among working producers?

"I would say there's little discussion when we're working," Mr. Benjamin replied. "We're too busy, trying to do a good job. I know there is discussion on the administrative and executive levels, but producers don't get that involved in it."

Have there been hints that documentaries of a less controversial nature should be produced?

"Never, not once," the veteran producer exclaimed. "Never has anyone said that 'Maybe we should cool things down a bit and do a program on Arbor Day or wild horses.' We have three general criteria for doing a documentary: Its significance, its journalistic validity and its visual appeal."

Is it conceivable that CBS News would produce documentaries that are significant and newsworthy but give a "positive" image of America?

"We just don't think in terms of 'positive' or 'negative,'" Mr. Benjamin answered. "I really wouldn't know what Mr. Agnew or other critics would consider 'positive' or 'negative.' We don't

say, 'let's do something upbeat.' We have produced programs that many people would consider 'positive,' such as the ones we did on Presidents Eisenhower and Johnson and on the Supreme Court with Justice Black, but we did them because we felt they were newsworthy."

Does television news accentuate violence, the negative and the downbeat because they are more eye-catching?

"I don't know a single producer who would say that he doesn't want the Vietnam war or the riots on college campuses to end because he wouldn't have any programs to put on," The CBS News producer asserted. "The world is ugly and we're here to portray it. We're not responsible for the message. It was there. It happened. On the other hand, CBS News produced a documentary on Bob Jones University in South Carolina, which never has had a campus disturbance. We didn't do it because this was a 'positive' story. We did it because we felt it was newsworthy."

Does CBS News, which produced the controversial *The Selling of the Pentagon* have more like it on tap?

"My staff and I have just completed a three-part, one-hour series titled *Justice in America* which will be telecast in April, May and June," Mr. Benjamin said. "We are pleased with it. The first episode is subtitled 'Some Are More Equal Than Others,' and examines the treatment of the poor and the blacks. The second is 'Congestion in the Courts,' and the third is 'Crime,' probing whether judges coddle criminals and if police brutalize criminal suspects."

"We are also preparing a one-hour program titled *Chicano*, which will be the story of our second largest minority, the Mexican-Americans, with particular emphasis on the most militant segment of this ethnic group. So far as we know, no documentary in depth ever has been made on Mexican-Americans. We are also producing a documentary on suburbia, focusing on whether the good life there with green grass, no pollution, no muggings is a dream or a reality."

Mr. Benjamin noted there "is nothing new about the adversary relationship" between government and the press and cited President Franklin D. Roosevelt as an example of an official who fired a steady salvo of criticism at newspapers during his administration. "In those days," he added, "critics would say, 'You misquoted me,' while today, with TV, they say, 'You mis-edited me.'"

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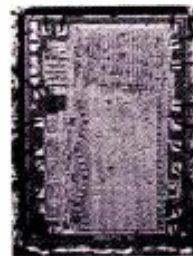
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plans to report. The memorandum, it said, was written in the U.S. information advisor's office for South Vietnam's second military region at Pleiku. AP said that Mr. Safer had denied the accusations.

Mr. Safer was in Vietnam to report for *60 Minutes*, of which he is co-host.

According to AP, the memorandum noted that Mr. Safer planned to be in an area where heavy fighting had taken place (Tan Canh) and warned: "The word is to be cautious and that Safer is not merely covering the war, but has an ulterior motive." The memorandum, the wire service report continued, said there were "two possibilities," noting that the U.S. Command Office of Information learned that Mr. Safer "is seeking evidence to pan Vietnamese training," that the U.S. Army head-

quarters in Vietnam believed the correspondent was attempting to "do a feature on fragging" (incidents in which enlisted men set off fragmenting bombs against officers).

AP said the memo also suggested that Mr. Safer might "exploit" a casualty story. Both South Vietnamese information officers in the region and Major General Charles P. Brown, commander of the U.S. First Field Force, were also to be notified.

David Miller, CBS bureau chief in Saigon, was quoted in the dispatch as finding the memorandum's comments unfounded and as saying: "If their intelligence is not better than that, then we're all in real trouble." He said Mr. Safer was there to do a story on the South Vietnamese army and that the U.S. Command was informed "exactly"

of that. Mr. Safer, said AP, expressed surprise at the memorandum and said he had notified the command in advance what his coverage plans were and that he denied any "ulterior motive."

Deputy Assistant Secretary of Defense Jerry Friedheim said last week following news of the warning advisory in Vietnam: "Mr. Safer will be accorded by the Military Assistance Command-Vietnam (MAC-V) as he would . . . anywhere in the world the same courtesies and assistance as would any other American newsman."

A MAC-V statement issued in Saigon said that it had assisted Mr. Safer in visits to Army of the Republic of Vietnam training centers and that he "has been and will be extended the courtesies and assistance accorded all newsmen in gathering information for their stories."

CATV's hard push for local originations

NCTA programing session set in Chicago next week as operators strive to meet FCC's requirement

Cable TV operators are meeting in Chicago next week for a second round on programing, but the aim this time is on the economics of programing. The first programing conference took place last year, also in Chicago, and was principally an introduction to program availabilities.

This year's gathering, again sponsored by the National Cable TV Association, is scheduled for April 21-23 at the Palmer House. Featured speakers will be: Barry Zorthian, president of Time-Life Broadcast Inc., the April 21 banquet speaker, whose company is selling off its broadcast properties but is holding on to its cable-TV investments; FCC Commissioner Thomas J. Houser, the luncheon speaker April 22, the commission's newest member who is a former Chicago lawyer, and Geoffrey M. Nathanson, president of Optical Systems Corp., Los Angeles, who will talk on leasing cable channels.

Scheduled are four panel discussions, pointed principally at the basics of programing: economics, advertising, alternative sources, and equipment standardization and distribution.

As of last week, more than 50 registrations had been received at NCTA headquarters, which anticipates a total registration of between 125 and 150. Program exhibitors are lagging somewhat with fewer than a dozen already signed. But, it was noted, perhaps this is because the conference is not aimed particularly at program product.

The CATV program meeting comes almost a month after the FCC-imposed

deadline for local origination by cable systems with 3,500 or more subscribers. This order, which became effective April 1, is estimated to affect 325 cable systems, but many of them voluntarily have been originating local programs for a number of years. For example, Teleprompter Corp., multiple-cable owner, was originating programs on more than 30 of its systems before the

Others get into the act

Leasing of channels to outsiders is not widespread, but long has been discussed as one method of meeting the FCC's origination order (see above).

In its survey of cablecasting activities and plans by cable systems, the National Cable TV Association's preliminary finding is that 18 CATV systems lease channels and that nine of them say they have turned over programing to the local radio station.

A check with these stations show a wide range of arrangements, ranging from WDVA(AM) Danville, Va., which pays \$100 a month for the privilege of running its complete radio service as background to the cable system's weather-news channel, to WKRT(AM) Cortland, N.Y., which has a 30-year lease for one channel in that community and which has programed it on some days up to 18 hours daily. Actually, there is no payment involved in the Cortland lease. It is sort of a trade-out deal—the CATV's headend is on property owned by WKRT and the use of the channel is the payment to WKRT.

effective date of the order, and had 63 cablecasting on or a few days before that date. And, the firm noted, 16 of them do not fall under the FCC requirement since they have less than the required 3,500 customers.

Robert H. Symonds, Teleprompter's vice president in charge of CATV operations, commented that Teleprompter does not regard the FCC ruling as an order. Rather, he said, it is an opportunity: "We are the stewards of a medium which can, through its many channels, become the first definitive outlet for broad public expression. We would be derelict if we failed to open this outlet for the public as soon as possible."

The CATV origination order, however, is under attack. Midwest Video Corp., Little Rock, Ark., a group-cable owner, challenged the order in federal court in Washington on the ground that the FCC does not have the authority to require originations by CATV. Argument on this appeal was heard last January.

In that same month, in fact in the same week that the court heard the Midwest Video appeal, the commission turned down a petition from the California Community Television Association to change the floor on subscriber levels from 3,500 to 10,000 before a cable system is required to engage in local programing.

But, acting on its own, the commission said it would entertain petitions for waivers of obligatory origination from systems having between 3,500 and 10,000 subscribers. And, it added, none

Which of these cities has the safest air to breathe?



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New York



Philadelphia



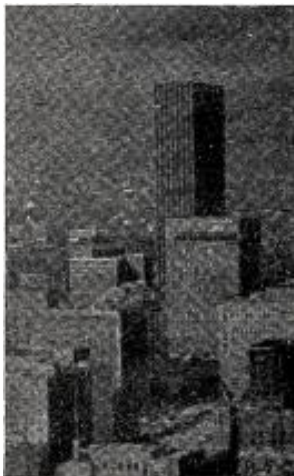
Chicago



St. Louis



San Francisco



Los Angeles

San Francisco has the safest air out of these seven cities. But don't pack your bag. The air in San Francisco is polluted. It's just not as bad as New York, where you inhale the equivalent of a half-pack of cigarettes on an average day.* If you don't smoke.

There's a CBS-owned AM radio station in each of these seven cities. And they're all doing something about air pollution. It's a big responsibility. Because our stations feel responsible to over 60 million people.

WBBM Newsradio is the CBS station that serves the Chicago area. They ran a series entitled "Pollution in Chicago." It zeroed in on Chicago's ten major air and water polluters. Other community-spirited groups joined the outcry against the polluters. The result? Chicago's air is still dirty. But not as dirty as it was.

Whether the problem is air pollution or drugs, unemployment or crime, or simply the news of the day, the people of these seven cities can turn to a CBS-owned radio station for help. In fact, we've won quite a few awards for our community service. But that doesn't mean we're going to rest on our laurels.

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*Based on benzpyrene content of New York City air samples as measured by the Department of Air Resources. Source of city ranking: New York Times Encyclopedic Almanac, 1971, based on National Center for Air Pollution Control report.

Cablemen oppose logging proposal

NCTA, others say elaborate program records would be unnecessary, burdensome

A war of words is developing over the FCC's proposal to require standardized program logging of cablecasts.

The National Cable Television Association and a number of other CATV industry interests urged more lenient requirements, while ABC and the Office of Communications of the United Church of Christ, the latter filing earlier in the proceeding, added some requirements of their own.

Terming the proposed rules "arbitrary, undesirable and unnecessary," NCTA told the commission that only such information as is absolutely necessary should be required. By the same token, NCTA argued, only such information as "will be useful to, and used by the commission should be required." Concerning the commission's proposed commercial-logging standards, no provision other than logging of approximate time and identification of commercial

matter on automated channels should be made at this time, NCTA added.

The commission hopes that the rules, proposed last January (BROADCASTING, Jan. 18) as part of a broader CATV inquiry, will insure a uniform basis for maintaining cablecast programming data required by the revised annual CATV report and will simplify the gathering of this information.

Under the commission's proposal, the program log would be kept by a representative of the CATV system, who would sign the log when starting duty and again when going off duty. The log would be retained for two years.

With respect to the latter provision, the United Church of Christ recommended that the log be retained for the life of the franchise, rather than two years. Among other things, it urged that information be included in the log concerning time sales for presentation of program matter, identifying the sponsor by name, program title, type and source.

The commission's proposed rules also deal with the following: Entries, made at the time of the cablecast, would cover beginning and ending time of each program; type and source classification; identification of channel lessee; name and political affiliation of any political

candidate; identification of sponsor or sponsors; identification of who paid for commercial announcement or furnished materials or services for the programming; total duration of commercials in each hourly time segment with as close an approximation of time consumed as possible; name or interest of organization involved in public-service announcements. If a CATV network supplies a program, the network would supply the CATV system with all information needed for the program log.

If automatic logging is to be used, the commission said, the CATV system would have to submit a certificate attesting to the accuracy of the log. Information which cannot be incorporated in the automatic process would have to be maintained separately and similarly authenticated. The CATV system would also be required to extract any information in the recordings requested by the commission and submit it in written log form along with the automated records.

One joint filing by Empire State Cable TV Co., Binghamton, N.Y., and Lebanon (Pa.) Valley Cable TV Co., and another by Athena Communications Inc., Buckeye Corp. and National Trans Video Inc. reported fears that such rules would place "an inordinate

of those petitioners need start origination until action was taken on the petitions. As of the middle of last week, about 50 such appeals had been filed with the FCC.

Other petitions for waivers of the origination order have also been filed with the FCC, and last week the commission acted on five of them—all from cable systems with 10,000 or more subscribers; all seeking extensions of the April 1 deadline.

Delays of from five to six months were granted to CATV systems in Macon, Ga.; Tyler, Tex.; Fort Smith, Ark., and Concord, Calif. In each case, the petitioners showed that their efforts to comply with the April 1 target date had been stymied by equipment delivery delays, construction problems, or, as in the case of the Macon cable system, long-range plans by Cox Cable Communications Corp. to coordinate its existing cablecasting efforts in Warner Robins, Ga., which it also owns, with the system in Macon.

Sums ranging from \$55,000 to \$100,000 have been committed by the five cable owners, the documents showed.

In the one instance where the commission denied the request for delay, it said that the problems that had been submitted for consideration were conjectural. This was a joint petition from

the Gainesville, Fla., CATV system and WCJB(TV) (ch. 20) there asking for a delay in the commencement of local programming by the cable firm because the UHF station went on the air for the first time the same April 1 day. Fear was expressed that the ch. 20 station would be bucking the cable system's originations for audience and might be adversely affected.

Meanwhile, the NCTA is surveying its membership to determine how cable systems are meeting their programming obligations. Based on the first 600 returns, the survey shows that before April 1, almost 100 systems were producing local programs for an average of 15 hours weekly. And that eighty of those cable systems accept advertising on those channels at prices that run an average of \$21 per minute spot, \$65 per program, or \$144 per series.

Sports blackout bill readied by Proxmire

When the Senate returns this week from its Easter recess, Senator William Proxmire (D-Wis.) plans to introduce legislation that would ban TV blackouts of home professional football games when the games are sold out.

The senator made the same proposal

informally last fall to the Commerce Committee, which has decided to hold hearings on the issue (BROADCASTING, Feb. 15).

In a speech prepared for delivery in the Senate, Senator Proxmire said the bill would amend federal law by requiring that those who hold TV rights to away games be required to televise the sold-out home games. The present antitrust exemption permits football, baseball, basketball and hockey teams to pool their TV rights and sell them to the networks as a package. It also permits teams to black out home games. Senator Proxmire's amendment to the law would remove the antitrust exemption when the home games are sold out.

Senator Proxmire pointed out that "the airwaves belong to the public and not to the pro football leagues." In most cities, he added, the local stadium has been built with public funds and yet the taxpayers can neither buy a ticket nor see the game on TV.

The proposed amendment would not be unfair to the regular ticket holder, he contended, because home-game TV coverage would only occur if the game were sold out. He said his proposal could increase TV revenues for professional teams.

"Times have changed since the blackout section was passed," he said. "Pro

burden" on CATV systems.

The Empire-Lebanon system urged the commission to allow a system to determine the amount of commercial matter on the basis of its "preset scheduling" of such announcements, rather than having to verify commercial matter per hour or length of each commercial message by actual "on-the-air" viewing before log entries can be made.

The Anthena-Buckeye-National Trans Video group said the "additional operational burden" that will be imposed by adoption of the new logging requirements would be limited if it applied to CATV's with more than 3,500 subscribers. The group urged that any logging requirement eventually adopted should be as flexible and as simple as possible in posing minimal burdens.

ABC urged more stringent requirements, contending that information as to whether programing has been available over the air, generally or locally, and whether it is being offered for a per-program or per-channel charge, is "minimally necessary." With this information, ABC said, the commission would know the extent to which the CATV system is functioning by "simply repeating product available over the air rather than truly developing new and different offerings."

teams are no longer struggling to survive. It is time that the fan got a break as well as the owners of the clubs."

Senator Proxmire pointed out that technically his measure would also apply to other areas of sports that impose TV blackouts.

O'Brien again asks for time to answer Nixon

Democratic National Chairman Lawrence F. O'Brien last week demanded free "comparable prime evening time" from the three networks to respond to President Nixon's address to the nation on April 7 concerning U.S. policies in Indochina.

The action follows refusals by ABC and NBC to give the Democratic Party equal time to balance exposure they gave President Nixon in other broadcasts (BROADCASTING, April 5).

In telegrams to ABC, CBS and NBC last Thursday (April 8), Mr. O'Brien charged that in the April 7 telecast the President "clearly" sought to blame the Indochina conflict on the Democratic party. And, he added, in the telecast the President dealt in detail with his reasons for not setting a specific date for U.S. troop withdrawal from Indochina, while the Democratic Policy

Council and Democratic congressmen have gone on record in support of a specific withdrawal date. This difference of opinion between the Democrats and the administration "obligates your network to provide comparable time . . .," Mr. O'Brien said. He said the DNC would work with network representatives in selecting appropriate spokesmen and a suitable program format.

A past-and-present view of press and Presidency

The continuing conflict between U.S. Presidents and the news media was discussed by the top communications advisors of four administrations on NBC-TV's *Comment* program, scheduled for yesterday (April 11) at 6-6:30 p.m. EST.

The participants stressed the need for an "adversary relationship" on the part of the press to ferret out news that is being withheld, but added that news media must exercise responsibility in matters of security and be prepared to take criticism.

Herbert G. Klein, director of communications for President Nixon, said that for the government, the answer to credibility must lie in candor and truth. He said most reporting in the news media is "good," but he upheld the right of government officials to speak out openly "without undue concern of retaliation by the media."

George Reedy, press secretary and special assistant to President Lyndon B. Johnson, voiced the view that U.S. Presidents "do not have press problems, they have political problems." He explained there is a tendency to blame the news media when government officials are linked with "bad news," such as war, unemployment and inflation. He suggested that Presidents stick to their basic business of national leadership and leave the press problems to the technicians on their staff.

Pierre Salinger, press secretary to President John F. Kennedy, said the relationship between the press and the Presidency always has been hostile and that this struggle will continue. He said its intensity will diminish as government becomes more truthful and candid and the news media recognize that national problems require the broadest and fairest possible approach in coverage.

Roger Tubby, press secretary to President Harry S. Truman, said Mr. Truman recognized that probing, disputatious media are "vitally important to a healthy democracy." He added that Mr. Truman had high respect for reporters covering the White House but felt that publishers, editors, columnists and commentators often engaged in distortion and misrepresentation.

Mayor Daley wins; Chicago TV's lose

They're flooded with complaints when early election reports cut into prime-time programs

Chicago station officials will long chew over the issue of whether to give the people the news as it happens or wait until they want it.

Just about everyone in Chicago knew that Mayor Richard Daley and his political machine would grind the challenger to bits in last Tuesday's (April 6) election.

What viewers didn't know was that their prime evening television would be interrupted regularly so the hard-news buffs could witness the ritual of live coverage of the concession and victory statements. And they reacted, deluging stations with calls that continued still late the next day.

A pool arrangement had been set up, with NBC-owned WMAQ-TV providing the live camera facilities at democratic incumbent Daley's headquarters, and ABC-owned WLS-TV providing the camera facilities at the headquarters of the Republican hopeful, Richard Friedman. Also taking feeds were CBS-owned WBBM-TV and independent WGN-TV. Advance planning estimates were that the break would come in the 9-10 p.m. period at the earliest, but instead it hit about 8:30 and caught nearly everybody short.

WLS-TV was carrying the network movie *Escape* and lost the final suspenseful half-hour. Phone protestors became so frustrated trying to reach ABC that some 500 of them phoned the network long-distance in New York and scores of others called WMAQ-TV to complain they could not reach its competitor. Over 2,000 protest calls had been logged by Wednesday afternoon at WLS-TV. The station flew the final 45 minutes of the film to Chicago Wednesday and aired it locally at 12:15 a.m. Thursday after Dick Cavett.

WLS-TV had planned to run only bulletin crawls if the break came in the expected 9-10 p.m. period when it was carrying *Marcus Welby, M.D.* The station expected to video-tape the news breaks and air them during the regular 10 p.m. news.

WMAQ-TV came off rather well because it was carrying NBC-TV's *First Tuesday*, and at natural segment breaks substituted the local live news segments. Viewers in general were not aware of what they had missed. During the half-hour, however, NBC logged 107 protest calls, many of them frustrated over not

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Seven in radio-TV win SDX honors

Research in journalism award is to go to Small of CBS News

Winners of the 39th annual Sigma Delta Chi awards for distinguished service in journalism were announced in Chicago Friday (April 9) by the national professional journalism society. Radio-TV took honors in seven of sixteen categories.

The radio awards: reporting, Bob White, KRLD(AM) Dallas; public service, WWDC(AM) Washington, and editorializing, WLPR(AM) Mobile, Ala.

The television awards: reporting, KBTW(TV) Denver; public service, KING-

being able to get through to WLS-TV.

Other viewers were so upset at completely losing CBS-TV's *All in the Family* story line because of the live election breaks on WBBM-TV that their protest calls overloaded the telephone-registering meters and an actual count could not be tallied. WBBM-TV answered 560 calls during the half-hour and an unnumbered stream until 11 p.m. that night and all day Wednesday. Many callers were aware WBBM-TV had scheduled an election special Tuesday at 9 p.m. and indicated they would rather have seen the details then, the station reported.

WGN-TV lost most of its half-hour *Dragnet* show when it aired the break. It logged 150 complaints during the period.

Darryl Zanuck quits as Fox chief executive

Darryl F. Zanuck, a magical name in Hollywood history, resigned last week as chief executive officer of the 20th Century-Fox Film Corp., but will retain the title of chairman. He will concentrate on feature-film production activities.

The announcement of Mr. Zanuck's move was made at a special meeting of the board of directors in New York, during which the board said that Dennis C. Stanfill, recently elected president of Fox, would oversee all phases of corporate activity except motion-picture production. In that area, the board said, he would administer budget controls as adopted by the directors.

Mr. Zanuck's action was not unexpected. Fox's fortunes have plunged in the past two years; it reported a loss of

TV Seattle, and editorializing, WCCO-TV Minneapolis.

William Small, CBS News, Washington, took the SDX research in journalism award.

SDX said the selections were made this year from a record field of 1,159 entries submitted by the nation's newspapers, magazines and broadcast stations. Formal awards presentations will be made at a banquet May 8 in Las Vegas during a Western conference of SDX members May 7-8.

Hurricane Celia coverage by Mr. White on KRLD caught the SDX judging panel's attention. "With little regard for his own personal safety," they noted, "Mr. White arrived in Corpus Christi two hours before the storm. While faced with such obstacles as 160 mile-an-hour winds and the complete destruction of his transportation and some equipment, he continued to file reports on the worst

\$77.4 million in 1970 and a loss of \$36.8 million in 1960. In addition, a dissident group of shareholders, called the 20th Century-Fox Stockholders Committee, has filed with the Securities and Exchange Commission its intention to solicit proxies (BROADCASTING, March 15). The company's annual meeting will be held in New York on May 18, and a proxy battle may be in the offing.

The company has been active in television production for many years through its subsidiary, 20th Century-Fox Television.

Adult 'Sesame Street' envisioned by HEW

Officials of the U.S. Office of Education are so impressed with the success of *Sesame Street*, the noncommercial children's program that leads preschool children into numbers and letters as well as easy-going acceptance of community living, that they are hoping to use the same techniques for adult-education TV programs.

This was the outcome of a meeting held in Washington two weeks ago between officials of the Department of Health, Education & Welfare, with representatives of the Children's Television Workshop, producer of the program, and organizations that provide funds for the program.

HEW plans to extend this style of programming to such Office of Education programs as *Right to Read*, career education and environmental education, according to Commissioner of Education Sidney P. Marland Jr. The Office of Education at present provides \$2 million for the *Sesame Street* program; in the fiscal 1972 budget this is expected to increase to \$5 million.

storm in Texas history. As the first person out of Corpus Christi after Celia hit, Mr. White was interviewed by other newsmen and also fed reports to other Texas stations."

WwDC "wasn't satisfied with just broadcasting the dangers of drug abuse," SDX related, "so it combined a 28-part documentary series with a concerted effort to establish a community action program in the heart of the city—a program to find drug users and find them help." Because 16 such centers have begun or are about to begin operating in the nation's capital, the SDX judges said they were proud to present the radio public service award to WwDC, last year's winner in radio reporting.

SDX said the award-winning radio editorial by WLPR "noted with dismay that the lieutenant governor-elect of Alabama had addressed a secret Ku

Klux Klan meeting in Tuscaloosa and requested from the official either a strong explanation or an apology. WLPR described this recognition of the Klan by an elected official as an affront to decent thinking citizens."

In the television categories, KBTv was cited for its coverage last autumn of the fatal crash of the plane carrying the football team of Wichita State University. KBTv won the reporting award for its accuracy and completeness in the face of deadline pressures.

KING-TV's examination of "the entire spectrum of environmental and social questions which confront the Puget Sound region" was the winner for public service. The judges pointed out that the problems the Seattle station highlighted—pollution, population, crime, dissent, politics, economy—are the same problems in nearly every major city in the world. They felt this entry "represented

a truly outstanding commitment of time, talent and resources to the public interest."

WCCO-TV was another repeat broadcast winner. It had been cited a year ago for TV reporting. WCCO(AM) also had won a public service award in 1965, SDX recalled. This year WCCO-TV was recognized for its editorial presentation of the sensitive subject of abortion. The judges described the editorial as a strong statement which "gives the viewer a perspective that no other medium could provide."

The research award went to Mr. Small, news director and bureau manager of CBS News, Washington, for his book, "To Kill A Messenger." SDX said Mr. Small's work "provides deep insight into the impact of television on American culture and is an eloquent reaffirmation of the best values of free, responsible journalism in any medium."

Program notes:

At the helm again ■ Bob Finkel, who produced the first national telecast of the Emmy awards in 1955, has been named executive producer of the 1971 program. Bob Foster will produce and direct the broadcast which will be carried by NBC-TV, May 9 (10-11:30 p.m. NYT). Mr. Finkel is also the executive producer of this year's Oscar ceremonies, which NBC will air Thursday (April 15). The program will begin at 10 p.m. NYT.

M and K offers four ■ M and K Program Sales Inc., Hollywood, has announced the start of production on one series and the acquisition of several others for distribution in the fall. *The Sound of Winter*, filmed and narrated by Warren Miller, will be bartered by M and K, covering resorts in North America and Europe in 13 episodes. The company has also acquired distribution rights to a live-action series, *Tongaloo*, which was originally produced for CBS but never shown by the network. Also, two cartoon shows: *Captain Fathom* (195 five-minute segments) and *The Three Stooges* (156 five-minute features).

Return to ring ■ Live boxing on a regular basis will be available to the home screen after an absence of 10 years beginning this spring, according to the American Telesports Network, a subsidiary of Transmedia International Corp., New York. It has scheduled a series of 12 contests in its *Fight of the Month* series. The first bout, featuring Bob Foster against Ray Anderson for the World Light-Heavyweight Championship, from Tampa, Fla., will be broadcast Saturday, April 24, in prime time. Century Broadcast Communica-

tions, subsidiary of ATN, is handling the distribution and sales to advertisers for the bouts.

All-American family ■ The Transmedia Television Network plans to link approximately 200 cities throughout the U.S. for live-TV coverage of the fourth "All-American Family Pageant" from Lehigh Acres, Fla. The 90-minute color presentation is scheduled for broadcast Friday, Aug. 13, in prime time. Dr. Joyce Brothers will be hostess at the pageant. Century Broadcast Communications, exclusive sales and distribution arm of Transmedia, is currently buying broadcast time for the special and will be responsible for broadcast time sales to advertisers.

News on soap series ■ Darryl Hickman, veteran of motion pictures, radio, TV and theater, has been named associate producer of *Love of Life*, weekday drama series (11:30 a.m.-noon NYT) on CBS-TV. Producer is Fredya Rothstein.

Changing Formats

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

■ WKYC-FM Cleveland—effective April 5, switched from a contemporary middle-of-the-road format to female-oriented popular-music programming entitled "Gentle on Your Mind," followed by a simulcast with the AM affiliate of a talk/comment program. The NBC-owned station operates on 105.7 mhz with 27 kw and an antenna 900 feet above average terrain.

■ WKRC-FM Cincinnati—Taft Broadcasting Co., effective March 24, discontinued programming classical music Monday through Friday evenings between 10 p.m. and midnight, and on Sunday afternoons. Vacancies are being filled with popular music, which the station had programed in all other time periods throughout the week except 6-10 a.m. weekdays, during which classical music was played. That segment, station officials said, will continue to be devoted exclusively to classical programming. WKYC-FM is on 101.9 mhz with 10 kw and an antenna height of 880 feet above average terrain.

■ WBIL(FM) Biloxi, Miss.—New South Communications, on March 15, switched to an adult-contemporary format, discontinuing its previous 100% Negro-oriented rhythm-and-blues programming. The station's broadcast day will now be automated, with the exception of a live *Sunrise Club* morning program. WBIL broadcasts on 93.7 mhz with 100 kw and an antenna 320 feet above average terrain.

■ KFSB(AM) Joplin, Mo.—J. R. Broadcasting Co., has expanded the station's schedule to an 18-hour day and dropped its "easy-listening" format. It now programs modern country and nonrock popular music during the day, and contemporary music from 7 p.m. to midnight. KFSB operates on 1310 khz with 5 kw day and 1 kw night.

■ WLEF(AM) Greenwood, Miss.—Leflore Broadcasting Co. on March 2 terminated its rhythm-and-blues programming, which previously composed 95% of the station's schedule, and now has a 100% country-and western format, WLEF is a daytimer on 1540 khz with 1 kw.

Did FCC go too far on drug lyrics?

Wide range of challengers question constitutionality of policy statement linking music and drug abuse

If the FCC is looking for a petition for reconsideration that would provide it with an excuse to clarify its policy statement on drug lyrics ("Closed Circuit," March 29), it need look no further.

Commercial and noncommercial licensees, the Recording Industry Association of America and the American Civil Liberties Union last week filed pleadings with the commission, denouncing the policy statement as a violation of broadcasters' freedom of speech and asking that it be withdrawn.

The commission may have gotten more than it wanted. A suit was filed in federal district court in Washington seeking a declaratory ruling that the policy statement violates the constitutional guarantee of freedom of speech and the no-censorship provision of the Communications Act. Also sought were preliminary and permanent injunctions barring the commission from enforcing the policy.

The suit was filed by the National Coordinating Council on Drug Abuse Education and Information Inc., by two university radio stations—KUOP-FM Stockton, Calif. (University of the Pacific), and WYBC-FM New Haven, Conn. (Yale)—and by several former announcers and program directors some of whom link their firing to the FCC policy statement.

FCC Commissioner Robert Wells, Robert Cahill, administrative assistant to FCC Chairman Dean Burch, and General Counsel Richard Wiley went to great lengths at the National Association of Broadcasters convention in Chicago two weeks ago to lower temperatures raised by the policy statement. They said the statement does not constitute an effort to ban any type of record from air play (BROADCASTING, April 5).

They said the policy statement is designed solely to remind broadcasters of their responsibility to be familiar with the material they broadcast—as, for instance, they are responsible for knowing the content of foreign-language broadcasts. Mr. Cahill said the commission may fasten on a petition for reconsideration as a means of clarifying its position.

And a commission official last week indicated that the agency would act "fast—within a few weeks" in responding to the petitions that have been filed. He noted that some of the petitioners

had asked the commission to stay the effectiveness of the policy statement pending a review of the questions raised.

The commission last month had been considering issuing a statement on its own motion to clarify what it felt was the erroneous impression generated by press accounts implying that the commission would censor lyrics ("Closed Circuit," March 29). However, that effort was abandoned, reportedly after a disagreement developed as to how far the commission should go in asserting its determination not to involve itself in broadcasters' programming decisions. A draft of the statement, said to have been prepared by former General Counsel Henry Geller, now an aide to the chairman, went too far, in the view of some officials. Mr. Wiley,

Attackers reinforced in soul-format case

The Joint Strategy and Action Commission, Northern California Council of Churches and a group of unemployed black disk jockeys have joined San Francisco Bay-area blacks in a fight to force KEST(AM) San Francisco to return to a soul-music format.

Also at issue is a charge that the firing of six black employes when the station switched formats Sept. 21 was racial discrimination. Last January the FCC deferred action in that complaint pending the outcome of court proceedings (BROADCASTING, Feb. 1).

Representing JSAC, an urban work agency for six Protestant denominations in the Northern California Council, are Albert H. Kramer of the Citizens Communications Center, Washington, and Tracy A. Westen, former legal aide to FCC Commissioner Nicholas Johnson and now with the Stern Community Law Firm, Washington.

The petitioners want the commission to reconsider its decision to defer consideration of the discrimination complaints, initiate an inquiry into the discrimination charges, declare that the licensee has failed to make the requisite substantial showing that its program format change is in the public interest and rule on the contention that KSET (formerly KSOL) refused to make its public files available to members of the community.

for one, thought it went beyond the scope of a "clarification" statement.

What may need clarifying is the juxtaposition of the admonition to be familiar with the content of lyrics and the assertion that the commission has received numerous complaints from the public about lyrics tending "to promote or glorify the use of illegal drugs." The petitions for reconsideration, as well as the court suit, say the commission is, in effect if not directly, advising broadcasters not to play such music—whatever that music may be.

The petitions last week were filed by Pacifica Foundation Inc., which operates five noncommercial FM stations, and by the Washington law firm of Pierson, Ball & Dowd, in behalf of Dick Broadcasting Inc., Lee Enterprises Inc., RKO General Inc. and Time-Life Broadcast Inc., as well as by the recording industry association. ACLU presented its views in a letter to Chairman Burch.

Earlier, the Federal Communications Bar Association filed a petition for reconsideration, asking the commission to make it clear that it is not passing judgment on the "desirability of broadcasting any type of song, even if a licensee should determine that it tended to promote the use of drugs" (BROADCASTING, April 5).

The court suit asserts that the policy statement violates the First Amendment by threatening broadcasters with administrative sanction for the broadcast of musical expression. It says the threat is found in the assertion that lyrics tending to promote the use of illegal drugs are a "subject of recent and pressing concern."

Peter Hammond, executive director of the council, submitted an affidavit in which he describes the commission's approach to the drug problem as "a highly emotional one in an area which is already extremely volatile and one that does not meet and deal with the issue but serves only to confuse it and create further anxieties."

The council is a private nonprofit organization whose membership includes more than 90 national governmental, professional, educational, law-enforcement and other groups active in efforts to combat drug abuse.

The parties to the suit and the petitioners for reconsideration said the policy statement has already persuaded broadcasters to play it safe and not broadcast records that might be con-

sidered as glorifying the use of illegal drugs.

The court suit relies on what are said to be personal experiences, backed up by affidavits, to indicate the climate created by the policy statement. One plaintiff, Steve Leon, says he was fired from his announcing job at WDAS-FM Philadelphia because he played "a song only marginally drug-related but which had not been reviewed by station management," after the policy statement was issued (BROADCASTING, March 22).

Two other plaintiffs, John Gorman and Kenneth P. Currier, said they were fired from their announcing jobs by WNTN(AM) Newton, Mass., when they broadcast a song "completely unconnected with drugs" but which had not been reviewed by management. They also said that, in response to the commission's notice, the station barred from broadcast all unreviewed records; they said only 15 albums in the library were approved.

Other plaintiffs in the suit, including the management officials of WBYC and KUOP, said the "creativity and spontaneity of programing" on their stations has been hindered; they say they are uncertain as to what lyrics might promote the use of illegal drugs.

The record industry association, in its petition, also expressed the view that the policy statement would have "serious adverse effects upon the free and creative expression of ideas by composers, authors, musicians, performers and record companies," then added:

"We are confident that the commission did not intend to have the vague standards set forth in the notice become a rallying cry for arbitrary action by censors and vigilantes. That appears, however, to be the emerging result of the notice."

Pacifica and the companies represented by Pierson, Ball & Dowd are not as charitable in their assessment of the commission's motives. They see the notice as deliberately designed to persuade broadcasters to refrain from airing certain types of records—those, in Pacifica's words, that contain "the cultural, esthetic and moral ideas and expressions of the 'new generation.'" As evidence, they point to concurring statement of Commissioner Robert E. Lee, in which Thomas J. Houser joined, that expresses the hope that the commission's action "will discourage, if not eliminate," the playing of records glorifying the use of illegal drugs.

All of the petitioners said the notice requires a form of self-censorship that is constitutionally unacceptable. ACLU said nothing could be more "chilling to freedom of expression" than the commission's warning that broadcasters must decide whether a particular song

promotes the use of drugs, followed by the commission's statement that failure to know the contents of lyrics "raises serious questions as to whether continued operation of the station is in the public interest."

The petitions and the court suit also attacked the policy statement for the vagueness of its terms. RIAA said the language was so imprecise that it can lead to a result contrary to that presumably being sought. It said at least two songs written for the purpose of discouraging the use of drugs—"Snow Blind Friend" and "One Toke over the Line"—have been banned by some stations in the fear that they might be regarded as promoting the use of drugs. Yet, "Snow Blind Friend" concerns an individual whose life was ruined by the use of "snow"—a term for cocaine, and "One Toke over the Line" is about a boy estranged from his family because of his excessive use of marijuana.

RIAA said that even speculation over the meaning of initials is an uncertain business. For those who believe that the Beatles' recording of "Lucy in the Sky with Diamonds" refers to LSD, RIAA points, in a footnote, to the commission's action in assigning the call letters WLSD to a station in Big Stone Gap, Va. It also cited other call letters that could be derived from the language of the drug culture—among them, KHIT(AM) Walla Walla, Wash., and WEED-AM-FM Rocky Mount, N.C.

The petitions and the court suit do not exhaust the expressions of concern the commission has heard about the policy statement. The commission has received more than 200 letters and cards on the subject—and, according to commission staffers, they are running against the commission's action by a margin of 15- or 20-to-1. Many of those on both sides of the issue appear to be under the impression that the commission has banned lyrics promoting the use of drugs.

The commission has also received inquiries from a number of broadcasters and record companies requesting more specific guidance as to what can be aired. There have even been requests for a list of "approved" songs. The commission has routinely responded that it has no such lists, that broadcasters have the responsibility for selecting the music they play and that the commission does not interfere in that choice.

Embarrassing moments

Two news cameramen for KPIX(TV) San Francisco helped police capture two robbery suspects in suburban Burlingame but failed to capture the event on film. Ron McCormick and Dave Abriz, while listening to a police radio descrip-

tion of a car reportedly used in a supermarket holdup, spotted a car matching the description on the freeway in front of them. The two notified police who later arrested the suspects after a chase that required the lawmen to shoot out a front tire of the pursued car. But it happened so fast, the two cameramen say, they didn't have time to get their equipment from the back seat of their station wagon.

Noncommercial get their network May 3

Noncommercial radio will emerge as a national network on May 3 when National Public Radio begins programing to more than 90 member stations, Donald R. Quayle, president of NPR, said last week.

Incorporated in March 1970 and headquartered in Washington, NPR was established by noncommercial radio stations with financial assistance from the Corp. for Public Broadcasting to produce and distribute programs to stations in 32 states.

Initial efforts are focusing on a daily magazine-style program, which NPR said will "emphasize interpretative and investigative journalism." Member stations will be contributing programs for national distribution.

Another program series set for distribution to member stations is a 20 concert-spotlight on the 1970-71 season of the Los Angeles Philharmonic, recorded and produced by noncommercial KPFK-FM Los Angeles under a \$25,000 grant from CPB.

Syndication vein hit by 'Golddiggers'

The Golddiggers, summer replacement for *Dean Martin* for three years, will become a permanent fixture on some television schedules as the result of a syndication agreement between the show's owner, Greg Garrison Productions, Los Angeles, and the Chevrolet division of General Motors. The car company, through Campbell-Ewald, Detroit, has purchased and will begin syndicating the program this summer.

In all, 47 programs will be used, 17 one-hour reruns chosen from among the 28 shows already produced, and 30 new half-hours to be produced beginning this month. Mr. Garrison purchased full ownership of the show from NBC earlier this year. The programs have, according to Mr. Garrison, already been bartered by Chevrolet in the top-50 markets. NBC Films will distribute the program in the markets the auto manufacturer is not buying and overseas.

Forget it, NAB says of one-to-market

Files principal industry case against FCC proposal, calls idea's main premise gratuitous and unsupported

The National Association of Broadcasters told the FCC last week that its proposal to break up multimedia holdings within markets would be a pointless, counterproductive exercise that would result in "the most drastic, extensive and radical restructuring of an industry ever undertaken by an administrative agency."

The NAB, in a 125-page pleading filed with the commission Thursday, urged that body to abandon its proposal without action. As an alternative, it said the commission should hold a full evidentiary hearing and to hear oral argument before reaching a decision. Adoption of the proposed rule, it said, would be, "at best, an entirely reckless gamble . . . that the new licensees . . . the new ownership structure, and the new economic circumstances of the national mass media system, would not cause substantial deterioration of an effectively functioning mass communications system."

The broadcasters' pleading was the second major shot fired at the proposal to require multimedia owners to reduce their holdings within markets, in five years, to one television station, one AM-FM combination, or one or more daily newspapers. The American Newspaper Publishers Association filed its comments a week earlier, declaring that the proposal is beyond the commission's authority and would reduce the service the media now provide the public (BROADCASTING, April 5).

Like the ANPA, NAB said that the commission lacks the authority to adopt the proposed rule and that fundamental public policy questions involved in it should be left to Congress's determination. And, again like ANPA, the NAB is sending copies of its comments to every member of Congress and to the Justice Department, increasing speculation that the media owners will take their fight to Capitol Hill, if necessary. ANPA officials have left no doubt they will appeal to Congress and the courts if the commission adopts its proposed rule. However, NAB President Vincent Wasilewski, at a news conference called to release the association's comments, said NAB had not yet decided on the

course it would take if the commission rejected its arguments.

One other voice was heard in the proceeding last week—one that differed from those of the two associations. The Center for Policy Research, of New York and Washington, filed with the commission a study supporting the proposed breakup of newspaper-television crossownership within markets. The study was the product of Dr. Harvey J. Levin of Hofstra University, Hempstead, N.Y. (see page 35).

A major argument in the NAB pleading is that the commission's proposal—whose aim is to increase competition

As did the ANPA in its comments, NAB said the American people are already served by a "plethora" of voices and that the number and diversity of media owners is on the rise. "The outstanding fact is," it said, "that we are today faced with a number and diversity of media sources such that we are near, at or beyond the point of information and communication overload, both for the individual and for society." It cited a study on mass communications in the U.S. that it has already filed that, it noted, showed that in each group of markets studied—1-50, 51-100, 101-150 and 151-204—the number of aver-



Loevinger and Wasilewski at Thursday news conference:

"The greatest single vested interest . . . the theoreticians."

and diversity in program sources—has no factual basis. "There is no evidence whatever that the present ownership structure does not serve the public interest and has not served the public interest well over the years."

And it strikes hard at the major underlying premise of the proposal, as stated by the commission in its notice of proposed rulemaking: "60 different licensees are more desirable than 50, and even . . . 51 are more desirable than 50." NAB called this "a wholly gratuitous assumption that is not supported by logic, experience or empirical data."

age media, as well as the average number of media owners, "is more than 60."

Furthermore, it said, each newspaper, television station and radio outlet provides "unlimited diversity." So far as broadcast properties are concerned, at least, it said, that is assured by the commission's fairness doctrine, which requires broadcasters to air all sides of controversial issues if they air any, and the Supreme Court's *Red Lion* decision, which asserts the public's "right" of access to a multitude of ideas and experiences (BROADCASTING, June 16, 1969).

At the NAB news conference, the

pleading's principal author, Lee Loevinger, a former FCC commissioner, elaborated on the association's position with a cutting remark about his former colleagues. He said the proposal emanated from "the greatest single vested interest in the world today . . . the theoreticians." They have no factual basis for their ideas, he said, except their own social views of what would be best for the world. He declined to name anyone at the commission as a member of that group, although he did refer to the "sincere," long-held position of Commissioner Robert T. Bartley that licenses should be distributed among as many different individuals as possible. (As a commissioner, Mr. Loevinger in March 1968 was one of the prime movers behind the proposal that resulted, after his departure, in the rule barring, prospectively, VHF television-radio crossownership in the same market ["Closed Circuit," March 25, 1968]. That rule was the forerunner of the proposal now under consideration.)

NAB asserted in its comments that forced divestiture would produce a result contrary to that intended—a reduction in the number and diversity of media owners and news sources. It said that in view of the financial resources that would be needed to acquire the divested properties, group owners would be the most likely purchasers. And NAB also said that some licensees now find it economically feasible to maintain news bureaus in Washington or in state capitals to service combined operations in one or a few markets. But, NAB added, they could not economically service facilities scattered among several states.

Nor would the proposed rule result in an appreciable increase in competition, in the NAB view. Citing studies it has already filed with the commission, NAB said that there are "a relatively large number of commercial rivals within each market" and that evidence of market behavior indicates that cross-media ownership "has no effect" on the competition in a market.

In calling the restructuring of the industry contemplated in the proposal unprecedented in scope, NAB said it would require the sale of 750 AM, FM and TV stations, with a total market value estimated at \$3 billion. (ANPA estimated that, so far as newspaper-owned properties are concerned, the proposal would affect 476 stations with a value of some \$2 billion.) Yet, NAB said, the existing structure is one that the commission itself has created and repeatedly found to be in the public interest.

The comments will not be the NAB's last word in the proceeding. A study of broadcast pioneers and their history in broadcasting by Dr. Buren Robbins

of Southern Illinois University, is scheduled to be filed with the commission this week. Previous studies commissioned and submitted by NAB include one by Dr. Martin H. Seiden on mass media voices in all markets (BROADCASTING, Feb. 1), another by Dr. Christopher Sterling on newspaper and broadcast concentration in the top markets (BROADCASTING, March 29) and a third, by RMC Inc. of Bethesda, Md., on the effect of joint ownership of newspapers and TV on the setting of advertising charges for those media (BROADCASTING, March 15). These first-round studies and pleadings represent one of the most extensive efforts ever made by NAB in opposing an FCC proposal—an effort that has thus far cost the association \$300,000.

Support for FCC's crossownership ban

Tie-in with newspaper doesn't enhance programing, according to new study

Center for Policy Research, New York and Washington, released a study last week urging the separation of TV station and newspaper ownership in the same market and a ban on any new grants or transfers of existing TV stations to a newspaper in the same market.

The study was made by Dr. Harvey J. Levin, a professor of economics at Hofstra University at Hempstead, N.Y., and was sent last Wednesday (April 7) to the FCC. The commission is considering a rule to end ownership links between TV and AM/FM stations and between TV stations and daily newspapers in the same area, and has invited comment.

Dr. Levin's research focused on the probable effects of the FCC's proposed rule on TV program diversity. Together with assistants at Hofstra, he examined the programing of 279 newspaper and nonnewspaper stations in 145 markets, with the programing data drawn from the regional issues of *TV Guide* for the week starting Feb. 27, 1967. The data were processed over a two-year period and relate to 88 leading multistation and 57 one-station markets.

The study concludes there is no evidence that newspaper ownership of TV stations has widened the range of program options for the viewers. And it contends that the separation of commonly owned, co-located newspapers and TV stations, or a strong preventive policy against future affiliations, would not narrow the range of viewer selection. On the contrary, it might lead to diversity and wider choices, it was stated.

In addition, the study emphasizes that in both one-station and multistation markets, diversified ownership "posed no visible threat" to local originations, or to the volume of news, instructional and public-affairs programing. It asserts that the nonnewspaper station "normally outclassed the newspaper owner in this regard, again when network affiliation and channel type were taken into account."

The study also maintains that the presence of numerous independent newspaper, TV, radio and magazine entities in many TV markets "by no mean eliminates the need for the new FCC policy." The policy has a "crucial preventive role to play in forestalling new cross-media links," according to the study.

"The economic hardship with which the new rule is alleged to threaten existing joint enterprises has been exaggerated," Dr. Levin writes. "The FCC already has proposed a number of safeguards to minimize undue private distress as the new policy is phased in."

Dr. Levin's research procedure was to calculate the number of program type differences available to viewers during prime time, throughout the sample week. The study allocates all program log information to 20 standard program categories, including dramatic adventure, situation comedy, feature film, news, instructional, documentary, interviews, discussion and political.

It identifies a number of key determinants of program type differences, including market size and number and type of stations in terms of commercial and educational, network and independent, group and nongroup and newspaper and nonnewspaper. It analyzes the relative importance of each of these factors in explaining program type differences and, in particular estimates, the relative impact of newspaper and nonnewspaper ownership when all other relevant factors are taken into account.

Dr. Levin, who is also a senior research associate at the Center For Policy Research, told a news conference in New York last Monday (April 5) that the study did not consider the question of program quality. He said the purpose was to analyze the impact of the proposed rule on TV program diversity.

Dr. Levin said that he undertook and completed the study as an independent scholar without financial support from any organization. A spokesman for the center said it endorsed Dr. Levin's conclusions and paid for the printing of the study and for its distribution.

Eleven more for ABC Radio

ABC Radio last week announced the addition of 11 new affiliates to its four network services. Joining the American Contemporary Network: WKOY(AM) Bluefield, W. Va.; the American Enter-

tainment Network: KPAT(AM) Berkeley, Calif.; the American Information Network: WPVR(FM) Roanoke, Va., WDSC(FM) Portland, Me., WPUV(AM) Pulaski, Va., KBMN(AM) Bozeman, Mont., KVTI(AM) Montpelier, Idaho, KWSR(AM) Rifle, Colo., and WBRL(AM) Berlin, N.H., and the American FM Network: WDTN(FM) Duluth, Minn., and KZST(FM) Santa Rosa, Calif. WHWH(AM) Princeton, N.J., reported in last issue as joining ABC Radio, was incorrectly listed as being in Trenton, N.J.

Nixon drafts Scali to beef up his PR

ABC newsman expected to polish White House image in foreign-affairs field

The Nixon administration, whose relations with network newsmen have not been known for their warmth, is reported on the verge of tapping one of them for a high-level public-information job in the field of foreign affairs.

He is John Scali, ABC's diplomatic correspondent for the last 10 years. Official confirmation of the appointment was still lacking late last week, but no one was denying it would be made.

Mr. Scali would, reportedly, sever his relations with ABC to take the White House post. However, it is understood he would sign on with the administration for a fixed period—for the remainder of Mr. Nixon's term and for six months into his next, assuming he seeks re-election and wins.

Mr. Scali, who is 52 and was a war correspondent and State Department correspondent for AP for 17 years before joining ABC, is one of the few network newsmen to escape charges of harboring anti-Nixon views. Although a Democrat, he is said to agree substantially with Mr. Nixon's foreign policy.

Mr. Scali's impending appointment is seen in some quarters as an effort by the President to improve his standing with the public at a time when his position in the polls has fallen and when the administration's credibility, particularly in foreign affairs, is believed to be suffering. It is understood Mr. Scali's function will be to improve the Nixon administration's communications with the public in the foreign-policy field.

It would appear that the President feels that, with the presidential election year of 1972 fast approaching, the present information-dispensing apparatus, consisting primarily of White House Communications Director Herbert G. Klein and White House News Secretary Ronald Ziegler, is inadequate. Some



Mr. Scali

sources expect other changes or additions in the apparatus to be made in the months ahead.

Mr. Nixon is said to have personally directed aides to recruit Mr. Scali and to have discussed the proposed job with him at least once. In that interview, Mr. Scali is said to have been assured he would have direct access to the President. He will also deal with such key White House aides as H. R. Haldeman, appointments secretary, and Charles Colson, special counsel to Mr. Nixon.

However, informed White House sources say there is no basis for the speculation that the President is dissatisfied with the work being done by Mr. Klein and Mr. Ziegler. They say that Mr. Scali is regarded as a "good property" who can put to the President's service in the foreign-policy field the analytical talents he employs as a newsman.

Mr. Scali will have some direct dealing with the news media, but his principal job will be as adviser to the President on short-range and long-range information policies in the field of foreign affairs. He may also work with the State and Defense Departments.

House approves CPB money bill

The Corp. for Public Broadcasting would receive its full fiscal 1972 budget request of \$35 million under an education appropriations bill approved by the House last Wednesday (April 7).

The vote on the bill was 354 to 7.

The bill (H.R. 7016), which now goes to the Senate, would appropriate \$4.77 billion for the Office of Education and related agencies. The Depart-

ment of Health, Education and Welfare would receive \$30 million to disburse to CPB, plus up to \$5-million to match funds received from nonfederal sources in the next year. In addition, HEW would receive \$11 million to distribute to states for construction of educational broadcasting facilities.

Meanwhile, Representative Robert O. Tiernan (D-R.I.) has come up with an alternative (H.R. 7443) to the present method of CPB funding.

He introduced legislation last week that would establish a Public Broadcasting Fund in the Treasury. Money would go into the trust fund through a two-for-one matching program and the funds would be dispensed by CPB.

Petitions to deny petitions to deny

Round and round it goes in FCC's new game of license on the line

Hardly a week now passes at the FCC without a flurry of challenge and defense of license renewals. Last week was right in line with the times.

Albert J. Treutler, owner of Treutler Advertising Agency, Omaha, urged the commission to deny Meredith Corp. its license-renewal applications for WOW-AM-FM-TV Omaha. Mr. Treutler charged that Meredith Corp. used its facilities to promote its own political philosophy and "favored political candidates through secretive news acquisition, camera techniques, editing . . . and innuendo with complete disregard for the truth in the public interest."

In a response to another challenge, Paxton Radio Inc., licensee of KLNG(AM) Omaha, last week urged the commission to dismiss a petition to deny that facility's license-renewal application. The licensee of KLNG argued that the denial petition by Black Identity Education Association of Omaha "does not meet the requirements of verification and specific factual allegation required by the commission's rules to insure that all parties to commission proceedings are guaranteed due process of law."

The association had charged that the station's employment was not representative of the minorities of the area and that in its programming it had "categorically denied the black community . . . black recognition" (BROADCASTING, March 29). Paxton Radio argued that the charges are impossible to answer "without a factual showing or specific allegations as to KLNG's performance."

Time-Life Broadcast Inc., licensee of KLZ-TV, also sought last week to coun-

ter a challenge to the renewal of its KLZ-TV Denver. Time-Life argued that a petition to deny filed by the Colorado Committee on the Mass Media and the Spanish-Surnamed Inc. offered no "substantial and material issues of fact."

The opponents alleged in part that KLZ-TV—among other Colorado stations—is not meeting the needs of Spanish-surnamed Americans and blacks in eastern Colorado, that the station takes "an overwhelming portion" of its programming from its affiliated network, CBS, and does not deal with specific local needs—either through in-depth documentaries or public-service announcements (BROADCASTING, March 8).

The Colorado Committee also has urged the FCC to deny renewals for KLMO-AM-FM Longmont, Colo., and to reconsider its action granting the renewal application of KPUB(AM) Pueblo, Colo. The group reiterated the position it has taken in its campaign to deny other Colorado station renewals. And while the deadline for petitions to deny license renewals of stations in the Rocky Mountain area was March 12, the commission has said it will consider the petitions as "informal objections" to renewal.

KWGN-TV Denver, also caught up in the onslaught of petitions to deny Colorado station renewals, again two weeks ago, asked for similar relief from the Colorado Committee's attempt to deny license renewal. Licensee of KWGN, WGN of Colorado Inc., argued substantially the same contentions as Time-Life—that the filing for denial was unsupported by affidavits as required and was filed too late and that no facts were presented showing the station to be in violation of any commission policy or rule.

In still another renewal proceeding, a group representing the South Dakota Sioux Indian Nation has asked the commission to deny renewal of the license of KELO-TV Sioux Falls and its satellite, KPLO-TV Reliance, both South Dakota. This marks the second renewal challenge to the Midcontinent Broadcasting Co. stations. An earlier petition to deny filed by an Aberdeen, S.D., CATV operator concerns KELO-TV, KPLO-TV and also a second KELO-TV satellite, KDLO-TV, as well as KDLO-FM, both Florence, S.D.

Examiner favors renewal for Wometco stations

The licensee of WTVJ(TV) Miami and WLOS-TV Asheville, N.C., did not use the facilities to further anticompetitive activities, FCC Hearing Examiner Forest L. McClenning concluded last week in recommending that the stations' license renewal applications be granted.

The renewal applications were set for

hearing by the FCC in May, 1968, on issues including whether the stations were used for anticompetitive purposes for the distribution of first-run motion pictures in Dade county, Fla.

Wometco Enterprises Inc. owner of the TV facilities also owns motion picture theaters.

The hearing orders followed a series of events in which Antwin Theatres Inc., film distributor, filed a petition to deny the stations their renewals. The commission denied Antwin's petition, after which Antwin took the action to the U.S. Court of Appeals for the District of Columbia.

Antwin accused Wometco of inducing film distributors to join with it and another theater operator to monopolize the exhibition of first-run films in Dade county. It charged that the distributors serving Antwin with first-run pictures would lose the business of renting old pictures to television stations controlled by Wometco; and that economic pressures from Wometco had resulted in film distributors rejecting terms offered by Antwin. The commission decided to reconsider its denial of Antwin's petition on Jan. 31, 1968.

The examiner concluded that there was no evidence of anticompetitive activity or pressure by Wometco.

Rust to pay \$1 million for Richmond stations

Media General Inc., a diversified communications owner operating out of Richmond, Va., plans to divest itself of its broadcast interests in that city, through the sale of WRNL-AM-FM there. The company also owns Richmond's only newspapers—the evening *News-Leader*, and the morning *Times-Dispatch*.

Group owner William F. Rust Jr., who is known for his manufacture of broadcast-remote control systems, will pay WRNL Inc., a Media General subsidiary, \$1 million for the WRNL stations. Transaction is subject to FCC approval. Mr. Rust also has controlling interests in WHAM(AM) and WHFM(FM), both Rochester, and WPTR(AM) Albany, both New York; WNOW-AM-FM York, WAEB-AM-FM Allentown and WRAW(AM) Reading, all Pennsylvania, and WKLY(AM) Portsmouth (Norfolk), Va.

In addition to its Richmond properties, Media General owns WFLA-AM-FM-TV Tampa, Fla., and newspapers in Tampa, Winston-Salem, N.C., and Newark, N.J. It also controls a New Jersey engraving company and a CATV system in Lakeland, Fla. Its officers include D. Tennant Bryan, board chairman, and Allen S. Donnahue, president.

The company did not reveal any

plan for future divestiture of its other print-broadcast facilities in the same market. Apparently it will retain its interests in Tampa for the present.

CCC plans to buy Mullins holdings

About \$30 million involved in option to purchase stations and other interests

Combined Communications Corp., a Phoenix-based group broadcaster, publisher and advertiser, has been given a 30-day option, effective last Monday (April 5), to purchase all the stock of Mullins Broadcasting Co.—which includes radio and TV stations in Denver and Little Rock, Ark., and advertising businesses in Colorado and New Mexico. A Mullins spokesman said the total consideration in the transaction would be "in the neighborhood of \$30-million."

The package deal was agreed to in principle last week by CCC and the executors of the estate of the late John C. Mullins. Mr. Mullins, who died in August 1969, owned 100% of Mullins Broadcasting, the assets of which include KBTR(AM) and KBTV(TV), both Denver, KARK-AM-FM-TV Little Rock, electric sign companies in Denver and Albuquerque, N.M., and a film production company. It also has outdoor-advertising interests in Denver, Colorado Springs and Pueblo, Colo.

Sources close to the principals in question would not comment on what action would be taken to assure that the deal would be in compliance with present FCC ruling banning combined sales of VHF TV and radio facilities in the same market (KBTV is on ch. 9; KARK-TV, on ch. 4). Although CCC could conceivably petition the commission to waive the rules in this case, it was felt that a more "sensible" approach would be to spin off the radio interests in Denver and Little Rock to a third party.

CCC's communications interests are similar to those of Mullins. It operates KTAR-AM-FM-TV Phoenix; KBLU-AM-TV Yuma and KYCA(AM) Prescott, all Arizona, and KOCO-TV Oklahoma City. It also owns outdoor-advertising and electric sign businesses in Detroit, St. Louis and Kansas City, Mo., and Arizona; two outdoor-sports oriented magazines in Arizona, and Muzak franchises in Phoenix.

If CCC (a publicly held company), exercises its option to contract for the acquisition of the Mullins stock, the transaction would still require approval of its stockholders. The transfers would also be subject to FCC approval.

FCC wants hard look into FCC

Burch, colleagues favor independent study of agency; tell congressmen goal is to recoup total budget in fees

The FCC wants to commission a major independent study of its operations in hopes of making them more effective, but it may have to dip into its fiscal 1972 budget to pay the freight.

That was one of the key points made by FCC Chairman Dean Burch as he appeared before the House Appropriations Committee with his six colleagues last Wednesday (April 7) with a load of figures to justify the FCC's fiscal 1972 budget request of \$29,990,000—a \$3.8-million increase over the FCC's budget for fiscal 1971.

The hearings were conducted by the Subcommittee on the Department of Housing and Urban Development, Space and Science (formerly the Subcommittee on Independent Offices and HUD) under Chairman Edward P. Boland (D-Mass.).

Chairman Burch said the FCC has put top priority on using its available resources before asking for more funds. As an example of the commission's progress in this area, he stated the backlog of pending applications had been cut by 38% since last June. However,

he noted that the commission lacks the manpower to keep its backlogs in check.

An examination of the commission's over-all organization and progress in the fees program are two other actions now under way to strengthen the management of resources and to expand services, Mr. Burch reported.

"Although present plans are not complete," he said, "we believe that an over-all organizational review of the commission's operations is essential in fiscal year 1972." The FCC's present bureau and division structure "is simply not good enough" to deal with present and future responsibilities, he said.

Although the commission would participate in such a study, "we feel that it would be more productive for an independent, outside source to apply its expertise in recommending organizational alternatives," Mr. Burch said. He said the commission has had informal contacts with the Office of Management and Budget on the problem of financing the study. However, he noted the commission may have to shoulder the burden alone with some of its 1972 budget

money. Such a study, the chairman said, "might well be the best possible use of contractual funds, in terms of ultimate payoff in more effective operations."

The commission's goal is to recover 100% of its 1972 budget request in fees, he said, "and we think we can do it." The commission has collected \$7.1 million in fees as of March 31 (since initiating the new fee schedule Aug. 1, 1970), below its expectation of \$15 million in fiscal 1971, Chairman Burch stated. "As the general economy strengthens, and we phase in all aspects of our new schedule we are confident that the objective of 100% of our budget in FY-1972 is realistic," he added.

Chairman Burch cited several recent actions that he said represent "real steps forward" in the commission's broadcasting activities.

In developing its inquiry into children's programming, he said, "we are working in concert with the FTC [Federal Trade Commission], and are awaiting the findings of the surgeon general's advisory committee on TV's impact on mental health. Our interest is deep, and we will not settle for mere 'cosmetics' on the part of the industry."

Commissioner Nicholas Johnson fielded a question from subcommittee member Joseph M. McDade (R-Pa.) on what the FCC intends to do in the area of violence on television.

"It is my view that, while the FCC should not censor, it should . . . try to delve into the impact of programming on the national well-being," Mr. Johnson replied.

Subcommittee Chairman Boland asked Mr. Burch if the FCC examines the "authenticity" of TV documentaries. The commission, Mr. Burch said, plays "a delicate role" in this area and exercises responsibility only in cases involving the fairness doctrine and over-all public interest considerations.

For broadcast activity the commission is requesting an increase of 26 positions and \$671,752 for fiscal 1972. Chairman Burch said 10 of the positions are needed for strengthened complaints and compliance functions; seven for improvements in applications processing; six for expedited hearings; two for improved rulemaking, and one for increased research.



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Changing Hands

Announced:

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

■ KBTR(AM) and KBTV(TV) Denver, KARK-AM-FM-TV Little Rock, Ark., and other interests, all owned by Mullins

Broadcasting Co.: Tentative agreement for sale by executors of John Mullins estate to Combined Communications Co. for estimated \$30 million (see page 37).

▪ WRNL-AM-FM Richmond, Va.: Sold by Media General Inc. to William F. Rust for \$1 million (see page 37).

▪ WAAB(AM) and WAAF(FM), both Worcester, Mass.: Sold by Ahmed M. Ertegun to George Gray for approximately \$800,000. Mr. Ertegun also owns WYAM(AM) Bessemer, Ala. Mr. Gray owns WGCY(FM) New Bedford, Mass. WAAB is fulltime on 1440 khz with 5 kw. WAAF operates on 107.3 mhz with 1.4 kw and an antenna 780 feet above average terrain. Broker: Blackburn & Co.

▪ WNAW(AM) Neenah-Menasha, Wis.: Sold by Kimball Broadcasting Inc. to Allan H. Cummings for approximately \$800,000. Kimball Broadcasting is a subsidiary of Miles Kimball Co., a national mail-order sales concern. Seller will retain WMKC(FM) Oshkosh, Wis. Mr. Cummings has a major interest in WRRR(AM) Rockford, Ill. WNAW operates full time on 1280 khz with 5 kw day and 1 kw night. Broker: Hudson Investment Corp., Washington.

▪ KASH(AM) Eugene, Ore.: Sold by Erwin Kincaid to Sterling Recreation Organization for \$160,000. Sterling Recreation, headed by Frederic A. Danz, is a Seattle-based theater and recreation facilities owner. It is also the owner of KALE(AM) Richland, KBFW(AM) Bellingham-Ferrdale and KEDO(AM) Longview-Kelso, all Washington, and KODL(AM) The Dalles, Ore. KASH operates on 1600 khz with 5 kw day and 1 kw night.

▪ WGOE(AM) Richmond, Va.: Sold by Stan Fox, Irvin Fox and Seymour Dworsky to Fred A. Grewe Jr. for \$150,000. Sellers have interest in WEYE(AM) Stanford, WRMT(AM) Rocky Mount and WIZA(AM) Henderson, all North Carolina. Mr. Grewe has interests in WPAR(AM) Parkersburg and WEIF(AM) Moundsville, both West Virginia; WQTW(AM) Latrobe, Pa.; WSTL(AM)-WSTM(FM) Eminence, Ky., and WXLW(AM) Indianapolis. WGOE operates on 1590 khz with 5 kw day. Broker: Chapman Associates.

New TV

▪ WUNJ-TV (ch. 39) Delco (Wilmington), N.C.: University of North Carolina Television announced it expected this latest addition to a proposed eight-station noncommercial network to sign on in April. The station will be a satellite of WUNC-TV Chapel Hill, N.C. In addition to WUNJ-TV and WUNC-TV, four other stations are already in operation on the network.

Macdonald deplors 'kick-the-media' game

In speech to cablemen he calls for saner look at news, pay-TV issues

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) told a group of CATV operators last week that he is concerned about "the mounting number of emotional attacks" that are being made on the communications media.

Speaking before the Southern CATV Association in Memphis last Monday (April 5), Mr. Macdonald objected to what he called the game of "kick the media" being played by administration officials and members of Congress.

"All too frequently those who are upset about the news events that appear on the television screen find it easier to attack the communicators of the news than to examine the events which make the news," he said.

Mr. Macdonald said he did not think the TV networks "have always risen to the challenge of objective journalism." However, he added: "It is my belief that the networks do a conscientious and

responsible job to present the news impartially and objectively."

He cited another subject that has elicited "more emotion than reason"—the closed-circuit telecast of the Joe Frazier-Muhammad Ali heavyweight championship fight (BROADCASTING, March 15). Mr. Macdonald said he could see no cause for the concern that CCTV will deprive the public of sports events on free television.

"As I made clear during hearings held before by subcommittee on the subject of over-the-air subscription television [BROADCASTING, Nov. 24, 1969], my colleagues in Congress and I will not sit idly by to allow such sports events to be siphoned off free over-the-air television to be sold to the American public on a program-by-program basis," Mr. Macdonald said.

The FCC's pay-TV rules "offer firm assurance" that siphoning of sports will not happen, he said, and the commissioners of baseball and football have stated they have no intention of turning the events into studio sports.

CATV has also been the object of emotional reaction following the Frazier-Ali fight, Mr. Macdonald said, and "the indiscriminate linking" of cable and CCTV does little to assist Congress in its efforts to assure program diversity at the lowest cost to the public.

25

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Agencies fight to keep May sweep

Letter to broadcasters cites need for frequent reports; counter charge made that May data is used for fall planning

The controversy over May sweeps by the TV audience measurement services erupted last week into a charge that "broadcasting-industry pressures" were being applied to produce an "unconscionable" reduction in TV audience measurements during seasons when TV set usage is relatively low.

The charge, leveled by members of the Agency Media Research Council in a letter apparently distributed widely to broadcasters, brought a prompt retort that agencies often misuse the May reports to drive down prices in other seasons when set usage is much higher than in May.

The research group's letter, signed by 15 agency research executives, said that "quarterly measurements, encompassing all markets, are essential" for a number of reasons. After specifying eight reasons, the letter continued:

"It is unconscionable in an era which stresses accountability that no informa-

tion would be available on audiences for a major part of the broadcast year. As consumers of local commercial broadcast time, advertisers have a right to know what value they receive in transactions for air time.

"In our view, the elimination of report coverage of any season would represent a serious retrogression in local television audience measurement and would be a gross disservice to agencies and their clients."

In response to questions, officials of the Television Bureau of Advertising said that "the broadcaster is not trying to keep audience information from responsible users of media research, but when we find continuing misuse of this information on the part of buyers, we cannot condone it.

"Too many of the agencies these same people represent are asking for May data in support of buying done in the fall, which is a complete misuse. If

these research people can get together with their own media departments on this point, we'll be glad to discuss it further."

The letter brought an even more pointed response from Alan Henry, executive vice president of Sonderling Broadcasting Corp. In a reply letter he told the council that "your plea would be better received if it also addressed itself to the 'root cause' of 'wasteful and even useless data . . . secured through an arrogance of power.'"

It is in response to agencies, he said, that the measurement services have "overlooked their samples" at the expense of data reliability. Why, he asked, don't agencies demand "better research" instead of "more reports, more pages, more numbers and inevitably more abuses on the same size?"

The council, he wrote, has "given no thought to the reasons why 'pressure' has been brought to bear" to eliminate

White House tips its hand on spending bill

Kleindienst says his testimony before Pastore 'does reflect the administration's position'

The Nixon Administration's position on political spending was made official last Thursday (April 8) in a letter from Deputy Attorney General Richard G. Kleindienst to Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

The letter was in response to a number of questions asked when Mr. Kleindienst appeared before the Communications Subcommittee earlier this month to testify on election reform (BROADCASTING, April 5). One of the questions posed by the subcommittee chairman, John O. Pastore (D-R.I.), was whether the Justice Department's testimony at the hearing was that of the White House.

"My prepared statement does reflect the administration's position," Mr. Kleindienst told Senator Magnuson.

That statement reveals White House thinking on some of the crucial issues involved in the political-spending bills being considered by the subcommittee.

It means the administration:

- Favors repeal of Section 315 of the Communications Act for all federal candidates.

- Endorses the lowest-unit-cost concept and favors one over-all spending limitation for both broadcast and non-broadcast media.

- Opposes limitations on campaign contributions.

- Believes major emphasis should be placed on full disclosure of contributions and expenditures.

All of these views were contained in the Justice Department's statement.

Mr. Kleindienst told Senator Magnuson that Senate Minority Leader Hugh Scott's (R-Pa.) political-spending bill "would constitute a significant improvement in existing law by prohibiting a senator, representative or candidate for federal office from using for his personal purposes a contribution received through fund-raising activity organized in his behalf. We strongly endorse it."

The deputy attorney general said Justice also endorses the disclosure provisions of the Scott bill that would place administration of disclosure requirements in the hands of an independent commission.

Mr. Kleindienst also said Justice agreed with the portion of S. 382—sponsored by Senators Pastore, Mike Mansfield (D-Mont.) and Howard W. Cannon (D-Nev.)—that would require reports of contributions or expenditures only when the funds go to someone other than a political committee or candidate.

In the opinion of Justice, he said, disclosure provisions would be enforceable and "a valid exercise of congressional authority."

And, he added, Justice believes that the establishment of an independent commission to administer disclosure requirements "would not constitute an unlawful delegation of legislative authority to the executive branch."

The Communications Subcommittee will consider the political-spending proposals further in executive sessions to be held after the Senate returns from the Easter recess this Wednesday (April 14).

the May measurements, conducted by the American Research Bureau and A. C. Nielsen Co. in all TV markets, and the July measurements.

"Let me offer as reference the following," Mr. Henry said: "One of the top television representatives, during last fall's buying season, made an analysis of approximately 450 (ARB) submissions in New York; 95 of these submissions requested data from the May report. Fall placements on May data!

"A similar analysis made in Chicago indicated that for certain fall placements about 239 (Nielsen) requests called for approximately 40 submissions to be on May days. Where is the applicability between fall buying and the May 'book'?"

"I am saddened that as you ask for more," Mr. Henry wrote, "nowhere was there an offer for corrective or supplementary measures that might ease the over-all burden, or make the current research better research."

The council group's letter said that sweeps-measurements in all TV markets—are needed at least once in each calendar quarter because they enable agencies to produce post-buy analyses. Because most planning and evaluation are done on a quarterly basis and because they assist agencies "immeasurably" in developing effective local-market TV buying guides, give insight into actual seasonal TV-use patterns and simplify estimating procedures for months in which there are no reports because "no particular month will be more than one month from a measurement period."

In addition, the council members continued, a May measurement is the only true post-daylight-saving-time measure available for the second quarter and, though the May reports are delivered too late for most third-quarter buying, they can be used to predict summer audiences and estimate second-quarter viewing levels for the following year. A July measurement, the group said, is the only one reflecting viewing changes that occur when children are out of school.

The May sweep has become one of several bones of contention between broadcasters and the American Research Bureau in particular ("Closed Circuit," April 5, March 29).

Signers of the letter were Jean Rosenthal, Lennen & Newell; Phil Shiffman, Benton & Bowles; Jack Hill, Ogilvy & Mather; Ed Barz, Foote, Cone & Belding; Bob Coen, McCann-Erickson; Bernie Lipsky, Compton; Paul Chook, Young & Rubicam; Howard Kamin, J. Walter Thompson Co.; Chet Bandes, Doyle Dane Bernbach; Jackie DaCosta, Ted Bates & Co.; John Crickmore, BBDO; Helen Johnston, Grey; Richard Weinstein, Dancer-Fitzgerald-Sample; Stan Birnbaum, Kenyon & Eckhardt, and Stuart Gray, Wells, Rich, Greene.

CBS, WTOP-TV deny laxity about ads

Answer citizens group complaint to FCC by spelling out procedures they follow in maintaining standards

CBS has disclosed that it has required revisions in one of six commercials it airs that were cited in a complaint filed at the FCC by a citizen group against the television network and its Washington affiliate, WTOP-TV. It also says some commercials for another product named in the complaint have been found to be "of marginal acceptability" and are no longer carried.

But it denies the charge that it "devotes only minimal resources to the effort to eliminate deceptive advertising." It also says that the complaint, at least as it relates to the network, is "based on incomplete and misleading information."

WTOP-TV maintains that none of the contentions in the complaint demonstrated a failure on its part to meet its responsibilities as a licensee "and that no change in advertisements then being carried was required." But one change the station acknowledged as resulting from the complaint is that it has tighter and more formal procedures for dealing with CBS on network continuity matters.

The complaint, filed by the Consumer Association of the District of Columbia, a citizen group claiming 225 members, alleged that the Post-Newsweek station and the network failed to adhere to their own standards or to the policies of the FCC and the Federal Trade Commission, in regularly broadcasting "false, misleading or deceptive advertising" (BROADCASTING, Feb. 15). The group asked the commission to take a number of remedies—including the imposition of a requirement that CBS and the station establish "adequate procedures to eliminate" such advertising and the issuance of a notice to WTOP-TV that it faces a fine of up to \$10,000 for violating the public-interest standard of the Communications Act by broadcasting allegedly false advertising.

CBS's response to the complaint was prepared by Mark W. Johnson, of the network's law department, who discussed in detail each of the commercials cited by the group.

The one commercial in which he said CBS has required revisions is for Easy Off oven cleaner. He said the commercial carried a claim "33% more power cleaner than another spray," which the network's program practices department considers unacceptable "from a competitive viewpoint." The commercial was said to have "evolved generally into its present form from an original version which was acceptable."

In discussing commercials for Johnny Lightning Hot Wheels Sizzlers, Mr. Johnson said that "although none . . . were found to be unacceptable, a few were of marginal acceptability and the decision was made that they should no longer be scheduled."

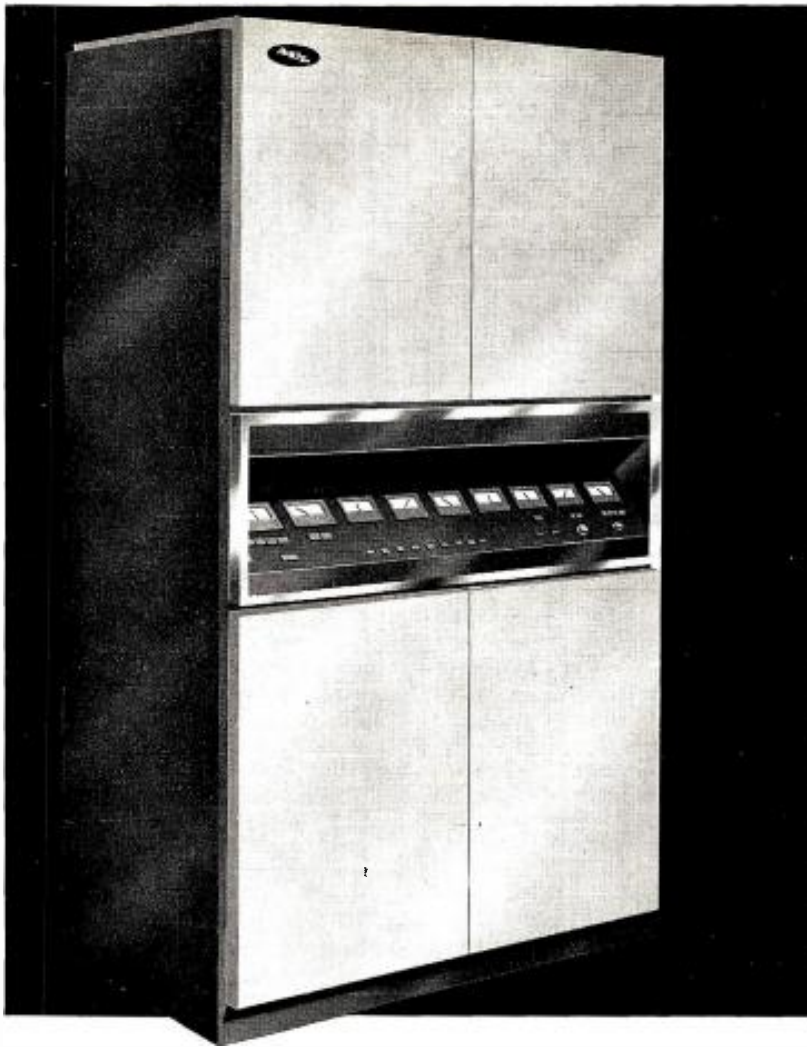
He said that all were in compliance with the National Association of Broadcasters standards for toy commercials throughout the time they were broadcast and were originally approved by the network after comparison of the films with samples of the toys in operation.

The CBS-aired commercials listed in the complaint that CBS found acceptable for broadcast—and which were also reviewed after the complaint was received—are for Dancerina Doll, Barbie Doll, Sugar Frosted Flakes and Excedrin. Dancerina Doll was also the subject of an FTC proposed complaint, but Mr. Johnson says it was subsequently reviewed by the network's program practices department and found to be acceptable. (WTOP-TV in its response, said that "close analysis" of the FTC complaint indicates that it was aimed at advertising on the packaging, not the television commercials.)

The complainants had based their understanding of CBS policy in clearing advertising on a "report" CBS was said to have transmitted to WTOP-TV. However, Mr. Johnson said the report was a transcript of "rough notes" that J. Norman Nelson, director of the network's program practices department, had prepared for use in a discussion with European advertising executives in December 1968. "They were not . . . a precise statement of CBS policy," Mr. Johnson said.

WTOP-TV and CBS both described in considerable detail the procedures they follow in implementing advertising acceptance standards. And, both said their efforts are effective. As part of its argument, WTOP-TV cited an "unsolicited" letter from a local consumer group, dated Jan. 15, that congratulated it on its "initiative" in "pursuing the expansion of consumer telecasting."

But a major part of WTOP-TV's response argues that the consumers association is, in effect, in the wrong court—that it is seeking to establish new concepts of misleading advertising that is "a function committed to the Federal Trade Commission, not the Federal Communications Commission." And WTOP-TV notes that the group, along with several others, filed a petition with



Advanced design capabilities is one reason why the AEL FM-25KD, 25KW is the transmitter for the 70's.

The FM-25KD, 25KW's all new functional design makes meter-reading easier and operation simpler while it updates your station.

We made sure that the FM-25KD was 100% right before telling you about its designed-in quality, capabilities and easy access cabinet, filled with the latest in efficient and reliable components:

- Full 25KW power output
- Two tube design
- Filament voltage control
- Automatic power output control
- Solid state control circuitry for improved reliability
- Designed for automatic operation
- Solid state exciter & power supplies

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the FTC in December 1970 seeking the adoption of industry-wide rules refining the definitions of misleading advertising.

WTOP-TV also says its "overriding point" is that the requested proceeding—a penalty-type investigation directed at a single station and network—"is entirely inappropriate."

Among other things it says that the commission has never fined a station for carrying misleading advertising when the FTC has not issued a final ruling in the case. It also notes that the group acknowledges WTOP-TV to be an industry leader—"alert to its community responsibilities"—and the station was apparently targeted for just that reason.

Caution at Pentagon on paid advertising

Until Laird evaluates Army's spot campaign, services are prohibited from new buying

Now that the Navy, Marine Corps and Air Force have become excited about paid recruiting advertising on prime-time TV and radio, following the introduction of the Army's \$10.6 million broadcast budget, Assistant Secretary of Defense Roger T. Kelley has told them to cool it.

Mr. Kelley issued an order March 2, it was learned last week, prohibiting the Navy or Air Force from spending any money in buying recruiting ads until the Army's 13-week campaign to generate volunteer enlistments is evaluated and presented to Secretary of Defense Melvin Laird, who will make the ultimate decision whether recruiting advertisements should be bought.

"The Army's TV-radio recruiting campaign . . . is to determine the effectiveness of prime-time TV-radio advertising as a means of interesting young men and women in enlisting in the Armed Forces," Mr. Kelley wrote.

The Army program began March 1 and has sparked a number of complaints on Capitol Hill and in broadcasting circles. Some senators and congressmen complained about spending money for what normally are carried as public service announcements by TV and radio stations. Broadcasters have been chagrined at the fact that for years they have been carrying the Army spots for free and now discover they are being bought, with little of the money going to smaller stations. Even some of the major-market stations have refused to sell the time, continuing their policy of donating it. N. W. Ayer & Son, Philadelphia, is handling the account (BROADCASTING, Feb. 22 et seq.).

Every last nut and bolt

Exhibit-by-exhibit, here's what was on the line for the technically-inclined broadcaster at the NAB

An estimated \$80 million worth of equipment was on display at the National Association of Broadcasters convention in Chicago (BROADCASTING, April 5). And if little was totally new, much was improved or refined from previous years. All was essential hardware for those who make their living in the broadcasting business.

The most glamorous and widely attended exhibits are those that spotlight color cameras; whatever the level of innovation in a given year, these displays are certain to be eyed closely by everyone. This year was no exception.

Cameras and lenses

Attracting especially large crowds was the Philips PC-100A, which uses digital-control techniques that permit use of triaxial cable, one-tenth the weight and cost of regular cable. The three-Plumbicon unit can show nearly noiseless pictures below 10 foot-candles. During a demonstration, technicians butted the triaxial cable and connected it to a live camera in about three minutes. Cost of the unit is \$89,000, with deliveries scheduled to begin next month. Among other Philips' cameras were the portable PCP-90B, a man-held TV color camera said to be of broadcast quality, and an updated PC-70S-2, with features that included automatic centering and variable matrixing.

Probably the newest camera in operation at the convention was International Video Corp.'s IVC-500. It uses a tivicon tube (developed by Texas Instruments) in the red channel, with Plumbicon tubes in the green and blue channels. The camera can operate at 10 foot-candles or less, and is designed for use in cable and closed-circuit systems as well as broadcast. The price is from \$26,795 with first deliveries next month.

Marconi Electronics Inc., newly-formed as a U.S. firm, showed what it called the first fully automated color camera. The Marconi Mark VIII features automatic line-up, color balance, dynamic centering and check-out, all push-button-controlled. It sells for \$77,000.

New developments were added to the

RCA TK-44 color camera, including a remote-control panel that enables one operator to handle a multiple-camera facility, and servo-driven shuttering mechanism for greater clarity in action shots.

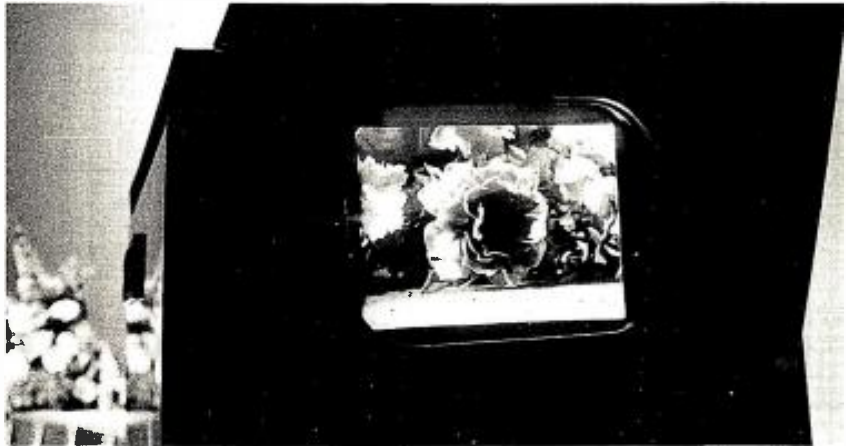
The Fermseh KCU 40 studio and remote color camera was shown at two exhibits: Sarkes Tarzian (U.S. distributor) and Robert Bosch Co. (U.S. representative of the Bosch Group, parent of Fermseh). Computer-controlled, its adaptability to remote stems from its light weight (without lens, about 70 pounds). It is priced at about \$60,000.

The new Telemation Chroma III color camera, while not ready for operation at convention time, was the subject of an elaborate presentation. (Target date is now the National Cable

good color rendition with an f/4 stop at illumination as low as five foot-candles.

Angenieux Corp. led the camera-accessories field with its new 15-to-1 zoom lens. It is said to be able to zoom from 18 to 270 mm, focus down to 25 inches, and fill a full screen with an object less than one-half inch high. The new lens is lighter than a standard 10-to-1 and the same size, with adjustable back focus. Extenders can be changed by pushing a button. The price is about \$12,000.

New from Canon USA Inc. were two new manual zoom lenses for institutional and industrial television. The Canon J4X12 and J5X15, designed for use on 3/8" vidicon camera, achieve color correction by patented "spectra" coating with amber and magenta colors.



Cameras: the eyes of TV always attract convention traffic.

Television Association Convention in July.) The camera is designed for instant conversion from studio to field operation; the only requirement for remote operation is an AC power source. It is self-contained—including built-in EIA sync generator, NTSC encoder and integrally mounted zoom lens. Price is \$20,000.

The Commercial Electronics color-TV camera features low-light-level rendition. It uses the Westinghouse secondary electron conduction tube for low-light-level use, and has provided

The VR and XIVR zoom lenses from Rank Precision Industries are equipped with a "flip-in" range extender. Combined with other features, this permits objects to be brought into focus when they are touching the front of the lens.

Video recording

Evolution was the theme in video recording this year, but there were some widely discussed items on display.

RCA's TCR-100 video-tape cartridge machine, now ready for shipment, car-

**Today,
video tape
leaps
ahead of its time
"Scotch"
High Energy**





High Energy is more than a mere step forward. A giant leap ahead in magnetic technology, it brings you video tape that will actually make possible dramatic future developments.

With a totally new oxide formulation, "Scotch" Brand "HE" delivers greatly increased signal-to-noise for new brilliance in color definition, new contrast and clarity. Plus third generation duplicates equal to or better than today's best masters.

Yet "HE" achieves this new peak of performance with full advantage of other 3M improvements. No increase in abrasivity or head wear. Fully compatible with your present equipment, it's ready for you now for special applications and critical mastering.

But a word of honest advice. For most applications, "Scotch" Brand No. 400 quadruplex tape still offers you the best performance value. Plus the only use-proven back treatment for longlife protection against contaminants, against static buildup, against handling damage.

Get all the facts about "Scotch" video tapes for today — and tomorrow. Contact your "Scotch" Brand representative or write Market Services, Magnetic Products Division, 3M Center, St. Paul, Minnesota 55101.

"SCOTCH" IS A REGISTERED TRADEMARK OF 3M CO.

Magnetic Products Division 



ries 22 cartridges that can be programmed for up to three minutes. Program segments are recorded on two-inch videotape contained in a molded plastic cartridge; they are reproduced in predetermined sequence. A cue tone on the last cartridge automatically starts up a reel-to-reel projector, or a film projector, or cues a live program. The device also will record programming on the tape cartridges and locate cue marks for playback. It comes as a slave unit operated in conjunction with a high-band tape recorder (\$98,000) or as an independent system with integrated signal-processing unit (\$135,000).

The Ampex cassette Videotape recorder/player, the ACR-25, is capable of playing up to 25 units automatically, each ranging from 10 seconds to six minutes. It consists of two tape transports, one loading and cueing a cassette while the other is playing another cassette. The cassettes are sucked into the transport device through a vacuum system. It has a random-access capability. The machine is priced at \$194,000 for the complete system, with deliveries scheduled for late 1971.

A taped presentation of Memorex's computerized video-tape editing machine demonstrated the way automation can add creative freedom to broadcast operations. System, created by a joint CBS-Memorex corporation called CMX, sells for about \$250,000. Through the synchronization of tape recorders, computer memory banks and magnetic disks, the editor can direct and edit scenes with a light-pen. He can summon up scenes frame-by-frame and view them in fast, slow, stop or reverse motion, all with audio.

A new CBS Laboratories color corrector, completely automatic, keeps color in balance without human intervention by use of encoded signal sources. Ampex embellished that with production of color corrector/programmer that produces balanced color in master tapes from film or program sources.

The ADR-150 high-speed video-tape contact duplicator for quad tape was introduced by Ampex in a production model. The system operates at 10 times broadcast speed (a one-hour program can be duplicated in six minutes). High-coercivity master tape is made from the original on an Ampex AVR-1 recorder, brought into direct contact with conventional two-inch unrecorded videotape. The master unit, which makes one copy at a time is \$80,000. The system is also designed to accommodate several slow reel units.

The AVR-1 Ampex video-tape recorder, Ampex's third-generation unit, is adaptable to station automation through the use of computer-compatible digital circuitry. It uses integrated

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New elliptically polarized **Performer**

FM ANTENNA

There's a reason for the name — it's Performance!

It delivers a power rating of one kilowatt per bay (up to 8 bays) and can be field trimmed for minimum VSWR!

Built of marine brass and copper for lasting performance and quality. Conveniently connects to a 1½" EIA line.

Don't sacrifice quality for price — call Jampro for the budget details on the Performer, the FM antenna especially for you!

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ANTENNA COMPANY

A DIVISION OF
COMPUTER EQUIPMENT CORPORATION
6939 Power Inn Road
Sacramento, Calif. 95828

circuits, color-coded warning lights to indicate malfunctioning circuits and simplified tape threading.

The new one-inch video-tape recorder from International Video Corp., the IVC-4190, is available in either color or black-and-white. A maximum three-and-one-half hours of recording and playback time are possible. An "Instant Video Confidence" feature permits playback while recording. Options include a time-base corrector accessory, waveform monitor, audio amplifier and speaker and video display switcher.

A studio console version of the IVC unit has been placed on the market and begins at \$14,000. IVC-4102 color time-base corrector is \$9,000.

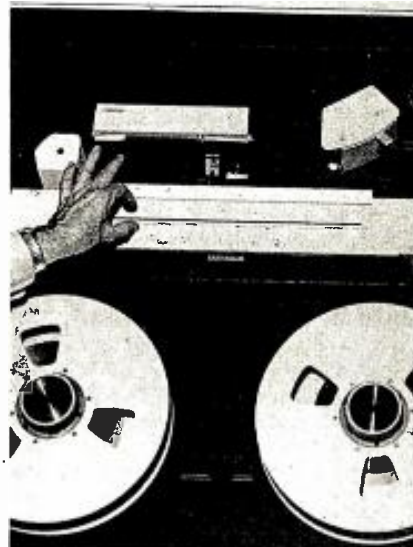
Among related items at the convention: Memorex Chroma 90 broadcast video tape, 2" in width, with special back-coating to reduce drop-outs; new professional cassette alignment tape, from Nortronics Inc., with all original recorded tones and including zero reference, azimuth alignment and frequency response test; new cartridge-tape devices in single and multi-mini-deck series from Broadcast Electronics Inc. and Visual Electronics; video-tape cleaners which automatically remove oxide build-up, dust and other debris from the tape, offered by Television Equipment Associates Inc. and Recortec Inc.; and a line of Marathon cartridge tools, including head-cleaning cartridge, torque tester and strobe speed tester, from Effective Communications Inc.

The Central Dynamics VA 2083 video-processing amplifier features all-silicone solid-state circuitry and modular construction.

The transmitter world

With FCC authorization of remote control for VHF's now a reality, transmitters for those stations were among the items most carefully examined at NAB.

RCA said all its transmitters made since 1964 were capable of remote-control operation. Newest addition to its line is the 50-kw, high-band TT-50H, scheduled for delivery late this year. It



Video recording: it made its exciting debut at an NAB convention and it has never lost that aura.

comprises two 25-kw transmitters, providing full redundancy to guard against interruptions in television transmissions. Extensive use of solid-state devices is combined with only six tubes in the transmitter's design. It's priced at \$330,500.

The Gates BT-50H, as do others from that company, employs IF modulation, in which picture and sound signals are processed, modulated and corrected at very low power levels, then increased through amplifiers to desired output power. The BT-50H has five cabinets — a 1300-watt exciter/driver, an aural amplifier, a visual amplifier driver and two 25-kw single-tube visual amplifiers, paralleled for video output. Price is about \$225,000.

Among others who centered their



Transmitters: the remote-control ruling fanned interest in Chicago.

pictures on remote control were Ampex, showing its TA-8000 VHF line, in which the basic system employs a 1.5 kw driver unit plus power amplifiers for the specified station power output requirement; General Electric, which uses a 60-kw klystron, said to be the highest-powered tube of its kind, and Philips, whose 17.5-kw unit with IF modulation was given emphasis in remote-control-oriented pitch.

Among other transmitters: Standard Electronics Corp. lines of UHF transmitters and amplifiers utilize air-cooled klystrons with permanent magnets; a selection of VHF and UHF television transmitters from Rodelco Inc., featuring all silicon solid circuitry, with the exception of transmitting tubes; the Wilkinson Electronics 1000-w FM transmitter, requiring only four square feet of floor space (the right side is removable and all other components can be reached from this access or the full rear door.); American Electronics Laboratories Inc., which introduced its line of solid-state transmitters—compact, completely self-contained units in which the amplifier operates in a grounded grid configuration with zero bias, and the cathode circuitry is broadbanded, requiring no field adjustment; CCA Electronics, showing complete lines of AM and FM transmitters from 1 kw to 50 kw in AM and 10 watts to 25 kw in FM; Collins Radio, with its new 20 kw FM transmitter, the 831G-1, with overload protection circuits and an automatic power output control; Continental Electronics Manufacturing Co. AM transmitters, with solid-state exciter and built-in Magnaphase antenna protection circuit among their features.

At the other end of the transmitter scale: Vega Electronics showed its Model 55 miniature high-fidelity transmitter. It is 3.5 inches long, weighs five ounces, and has a short flexible plug-in antenna that can be hidden under clothing. The purpose, of course, is as a wireless microphone.

Antennas and the like

CCA Electronics showed its circularly polarized FM antenna with one-and-a-half turn helix form factor to eliminate sharp points and minimize corona. Jampro Antenna Co. demonstrated its elliptically polarized FM antennas, including the Performer JLCP series. It is rated at 1 kw per bay and is available in models from one to eight bays.

The 4730 Delta Dipole Antenna from Alford Manufacturing Corp. consists of an array of individual dipoles mounted on panels and arranged and fed to produce horizontal and vertical patterns for VHF.

Raytheon Co.'s KTR line of microwave transmitters are long-haul systems

... and
now a
word
from our



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Sponsors like to be on the same level as program material. When they're not, they tend to take their advertising elsewhere. There goes your profit! Belar control equipment lets you keep your entire broadcast where it should be — our peak limiter and mod minder give you a level start . . . our AM, FM, and TV XMTR Monitors tell you exactly what's happening at the transmitter. With Belar, your engineers can spot and correct trouble before it's audible — before you lose your audience and profit. And all Belar instruments are complete — no additional calibrators are ever needed. For your profit controls call Arno Meyer at (215) 789-0550, or write:



**BELAR ELECTRONICS LABORATORY, INC., Dept. B41
Box 83, Upper Darby, Pennsylvania 19084**

used for studio-to-transmitter links, inter-city relays and educational TV systems. The Marti Electronics Inc. FM studio-transmitter link features plug-in modular construction, solid-state circuitry and components.

Lighting equipment

In the field of lighting, the "Q-File" memory system for lighting control was unveiled by Kliegl Bros. Combining the random-access memory storage unit with a console operated by one individual, the system permits rapid changes in lighting and cueing.

Among the new items in the Bardwell & McAllister lighting equipment line was the "Slimline II" 2000-w tungsten-halogen "quartz" light, a high-intensity, continuous-duty light source designed for TV and motion-picture studios. Mole-Richardson Co. introduced its latest line of quartz solarspots designed for quartz tungsten-halogen globes. GTE-Sylvania Inc.'s line of tungsten-halogen gas is designed to reduce blackening and maintain color temperature by the use of the halogen gas.

Skirpan Electronics has a system for relating lighting to music or voice by converting audio signals into direct-current signals that control dimmers.

In keeping with the search for easy-

to-operate, low-cost equipment, a portable lighting kit from Century Strand was available for \$680.

Audio

In the audio field, Gates introduced its broadcast cassette playback and recorder system. More than 100 individual items can be recorded on a single cassette. For commercials, a control tone automatically cues the cassette to the beginning of the next spot. An auxiliary tone recorded after the last commercial causes the cassette to rewind automatically and to cue to the first commercial in a matter of seconds. Units are available in playback only or playback/recorder combinations, and in monaural or stereo. Combinations average about \$1,200.

CCA Electronics Corp. exhibited its "Automatic Ten" push-button console, which eliminates individual channel faders and replaces front panel switches with interdependent, solid-state audio switching logic. These controls are operated by illuminated pushbuttons. Ten independent monaural channels have facilities for accepting either of two audio inputs.

Low Power Broadcast Inc. displayed its S-1 audio distribution amplifier, which the company says is designed to fill the gap between a console and a number of limited-area broadcast transmitters. The design utilizes all solid-state silicone devices for the active elements and an output network that provides over 60 db of channel separation.

Sparta Electronics Corp.'s automatic program controller 1052 can be augmented with automatic format expanders, a module for network joining and rack space at 8¾". The control board is separate from carousel unit.

United Research Laboratory Corp. displayed the Auto-Tec Recording System. The tape transport incorporates a pair of synchronous direct-drive capstan motors with their shaft sizes so arranged to provide differential closed loop for intimate tape-to-head contact and speed regulation, yielding a flutter specification of DIN .05% peak-to-peak.

An automatic programing system from Systems Marketing Corp., the "Digi-card" Model 600, has the capacity to provide 10 hours of programing with an average of 60 events per hour. Using a special plastic card, the system with its companion decoder will program 15 or more channels of radio and at the same time random-select 10 or more carousels.

Broadcast Products Inc. featured a new AR-2000 series broadcast automation system. The totally solid-state system has full random-select capability and facilities for up to 99 source inputs.

Audio equipment shown by McCurdy



Audio: it captured the eyes and ears of the delegates.


Radio Industries includes the SS-6200 audio production console, offering up to 24 channels, four subs, and two to four program channels. It also includes pre-listen/solo function, pre- and post-echo send, and customized monitor.

Gotham Audio Corp. designed and displayed a custom console built by Neumann, with 24 inputs and 16 outputs (all metered) mixing down to eight-track. It includes two cue and four echo channels, four remote echo controls, four remote tape controls, talk-back limiter and digital day-date-time clock. Unusual fringe benefits: ashtrays on each side plus Rolls-Royce electric cigarette lighter.

Also on display: Fairchild Sound Equipment Corp.'s new Integra III series of amplifiers with new amp/pre-

Spotmaster

Tape Cartridges



All lengths and sizes stocked — fast service — highest quality

Series Type	Time at 7½ ips	Unit Price
300	20 sec. (13')	\$ 2.00
300	40 sec. (25')	2.05
300	70 sec. (44')	2.10
300	100 sec. (63')	2.25
300	140 sec. (88')	2.35
300	3½ min. (132')	2.50
300	5½ min. (207')	2.90
300	8½ min. (320')	3.70
300	10½ min. (394')	3.90
300	empty cart.	1.60
600	16 min. (600')	6.25
600	empty cart.	2.80
1200	31 min. (1163')	10.45

Also: DL cartridges (for Spotmaster delay machines), bulk tape, tape-tags and other accessories.

ANY ASSORTMENT—NO MINIMUM ORDER

BROADCAST ELECTRONICS, INC.
A Filmways Company
8810 Brookville Rd., Silver Spring, Md. 20910

amp/limiter/compressor, to be sure that clipping will not occur "even if you scream into the mike," the company says: QRK Electronic Products Inc.'s eight-channel stereo audio console, 100% solid-state with 16 stereo inputs. The 6400 series professional turntable preamplifiers of Gray Research Corp., all self-contained and self-powered, designed to accept the output of a 47K ohm stereo cartridge; International Tapetronics' master recorder-reproducer designed for stereo; microphones at Shure Brothers Inc. and Vick Electronics Inc.—latter a wireless system; background-music systems by Seeburg Music Library, International Good Music Inc. and Rowe International Inc.; Telex lines of RP 110 (monaural) and RP 120 (stereo) solid-state amplifiers intended for use with electrically controlled magnetic-tape transports with separate erase, record and play heads; stereo cartridges from Stanton Magnetics, beginning with Model 681, packed with individually calibrated performance data, a knurled screwdriver and a metal "pill box" for spare styli.

Film equipment

Despite heavy use of video tape, film is still vitally important to TV broadcasters. At NAB:

The General Electric Mini-Telecenter—a compact film island that can also be used in live camera configuration for studio work—was shown. Included are a color camera, multiplexer, slide projector and low-cost 16mm and super 8mm projectors. The 16mm is for syndicated film; the super 8, for low-cost color originations. The unit can also be used as a live camera for studio work by rotating the camera head 90 degrees. Entire package costs \$27,500.

A new Eastman Kodak television film projector, model CT-500, incorporates channel threading, solid-state cueing and solid-state sound reproduction. The projector automatically shuts down at end of film or in case of film breakage. It has automatic projection-lamp and exciter-lamp changers and Geneva intermittent-type drive. The camera will retail for about \$16,000 when available this fall.

Cintel Corp. presented its newest film processor, the "Little Max"—in models LTM-ME4 and LTM-CR-100 for processing 8/16mm or 16/35mm Ektachrome film. The control panel and take-up reel are located at one end for ease of operation. Also included are an advanced demand drive system using new spring-centered rollers; wiper-blade squeegees at crossover points and box squeegees at the final exit to minimize contamination of solutions; and a dryer cabinet complete with RH temperature controls.

The Jamieson Film Co. color film processor, in both 16/8 and 35/16 versions, was offered. It conducts the standard ME-4 process at 20 feet per minute. At higher temperatures it runs at 30 feet per minute.

The Mark X Inspect-o-Film editor was shown by Harwald Electronics. It electronically inspects film for breaks or tears, measures or times the footage, and counts splices. Then the film is cleaned, rewound and viewed; the sound is read and can be synchronized.

The Cohu Electronics color film camera in 1500 series has modular design and comes complete with image enhancer, color encoder, set-up monitor and waveform monitor. Cohu also can

furnish a full film island with optical multiplexer, film projectors and slide projectors.

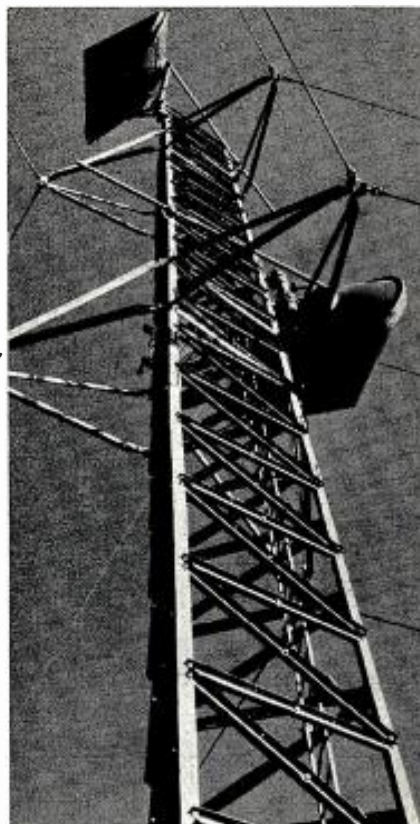
Abto Inc., which last year unveiled an optical system that permits color reproduction from coded black-and-white film and slides, offered a complete system with cameras and film-and-slide chain. It may be leased for \$15,000 annually for three years.

Paillard Inc. displayed a new 16mm single-system camera. It can be used for news filming, documentaries, commercials and animated films.

The 3M Co. showed new developments in its Chromabeam recorder-printer system for converting color-television signals to color-16mm mo-



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tion-picture film. A video disc-storage unit has been added to the system to eliminate color fringing and smear or break-up of the film image during the fast motion of objects. Delivery of the Chromabeam units is now scheduled for late this year. The complete system costs about \$120,000.

The Arriflex 16BL film camera for TV synchronous-sound filming has a built-in exposure system.

The Lipsner-Smith CF2 film-conditioning unit cleans film on both sides and removes scratches, coats them, and lubricates the film.

Special effects and switching

The CBS Laboratories Vidifont system was unveiled during the convention. It permits production of messages—on command and in real time—from several desired type fonts and sizes. It can be operated by a typist, eliminating the major need for artwork or "menu board titling." The system provides proportional character spacing, as well as character display color control on a word-by-word basis.

The Chiron Telesystems character generator features external data-storage capabilities. The portable D-1500 offers among standard features: page roll-up, one-row crawl, cursor editing controls and 32 characters by 15 rows of display.



Switchers: the hardware important to the professional touch.

It may be used in a wide range of system configurations.

Colorado Video Inc. introduced its model 606A video quantizer for special-effects production. A normal video signal is "sliced" into eight amplitude levels, with subsequent intermixture of these levels to achieve a wide range of video effects.

Q-TV Sales and Distributing Corp. introduced its "Videoprompter" system, consisting of dual-camera multi-transport read-out. It will transmit information typed on conventional or multilingual typewriters to one or more monitors placed directly on or off cameras.

The line of prompting equipment shown by Telesync Corp. features line-for-line sync, easy set-up by nontechnical on all television cameras.

Step Corp. demonstrated the CRT/Step system for automation of a TV station's master-control switcher. In addition to taking instructions for the day's programming, accommodating changes and keeping a permanent record, the disk memory has a controlled power turn-off sequence which precludes the loss of schedule in the event of a power failure.

Dynair Electronics developed a remotely controlled production switcher with particular applicability to small stations and studios. The unit is color-compensated and small enough to be mounted in a seven-inch rack space.

The solid-state STEP system shown by Chrono-Log Corp. provides full automation of video and audio switching sequential personnel, and next-to-lens mount-

SPARTA ELECTRONIC CORPORATION
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Smooth sound. Easy operation. Spartation makes it happen.

Options include network joining, unlimited format expansion, teletype logging, audio consoles, AM & FM transmitters, towers, and FM antennas. (Quotations for complete package stations on request.)

quences, and includes an interface to mate with existing switchers.

Visual Electronics' vertical-interval video-switching system uses dual transmitters at cross-points, integrated circuits for logic and accepts composite or non-composite signals on any input, automatically adding sync to the non-comp signals. The Grass Valley Group Inc. 1400 series of switchers offers a variety of options including: cut-bar system, processing system, insert keyer system, auxiliary buses, pre-roll system and non-synchronous inhibit. The Richmond Hill Laboratories VPM 2000 series studio-production switchers stress simplicity of operation in providing video path flow-through, left to right. Power-Optics Inc. showed a remote-control system for studio control of television cameras that sells for about \$40,000 without camera. Vital Industries VIX 124 production switcher: 13 video inputs, 10 effects patterns, including circle, and all-effects options available. The Telemet vertical-interval switcher with mixer, model 7149/7941, are respectively 12-input and eight-input self-contained units.

Measuring and testing

The Rohde & Schwartz TV demodulator type AMF, high-precision vestigial sideband unit with Nyquist slope, available with special antenna for VHF or UHF band.

Taber Manufacturing and Engineering Co.'s line of precision magnetic test tapes, from ¼" up and including cassette format, was displayed.

Delta Electronics Inc. RG-1 receiver/generator is a portable combination signal generator with high output power and receiver, for use with impedance measuring bridges in antenna measurements.

Moseley Associates showed two remote-control systems with 15- to 30-channel switching and monitoring capability. The basic system can be expanded to include automatic logging.

The Rust Corp. remote-control, automatic logging and alarm system can print parameters of 24 readings plus time of day and calibrate-check reading. It also notifies the operator when the transmitter requires attention.

New from Schafer Electronics was the VEL-800 logger, providing verified encoded logging using standard teletype input/output. Typing errors can be corrected "on-line" and special log information can be inserted by keyboard entry.

The Tape-a-Thon Corp. logger can record up to 409 hours (over 17 days) of audio voice transmissions on a single reel. By adding a second or third tape transport, the system can easily be enlarged.

Johnson Electronics displayed a battery-operated, portable single-channel field-strength meter.

Conra color monitors feature independent and regulated second anode supply, with complete current-limiting and failure production circuits.

Color monitors using Sony Trinitron tubes were shown by World Video Inc., and Tektronix Inc., and one using a black matrix tube at Ball Brothers Research Corp., which now has them in 19-inch, 21-inch and 25-inch units.

Boston Insulated Wire & Cable Co. showed a camera cable tester that automatically detects shorts, open circuits and low insulation resistance.

Bird Electronics showed instruments and components for RF power measurement.

The Time and Frequency Technology Model 701 TV frequency and modulation monitor, for gauging aural and visual frequency and percent aural modulation, can also remotely monitor transmitters up to 30 miles away with a rooftop antenna. It has both a peak reading modulation meter and two peak flashers which measure and display plus-and-minus peak modulation simultaneously.

Belar Electronics Laboratory Inc. introduced its TVM-2 television digital frequency monitor. It simultaneously measures both aural and visual carriers

or intercarrier and has either ± 500 hz or ± 1 khz off-frequency alarms. Among the monitors displayed by McMartin was the TBM-8000 AM digital frequency monitor, with solid-state modular design. It monitors the frequency deviation of AM transmitters at 10 khz increments throughout the AM range.

The Cooke Engineering program timer 728 is a bidirectional counter with neon readout tubes. It has BCD coded digital information to drive remote readouts.

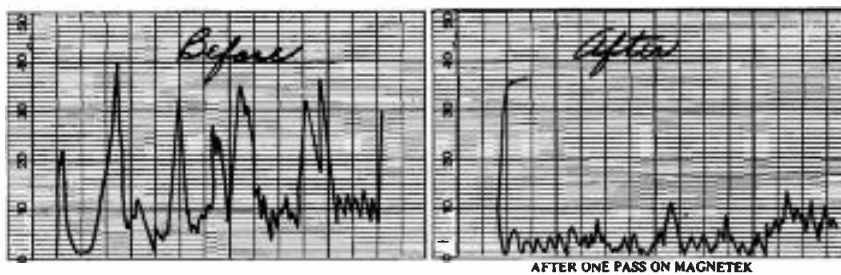
Among the products shown by Tape-caster TCM Inc. was a real-time digital clock with solid-state construction. The VIF International studio timer is programmed by means of thumbwheel switches and may be operated either in the normal up mode or in the down mode. There are four sizes of characters; they are switchable and may be positions vertically or horizontally. The start-stop function may be remotely operated.

Miscellany

Products and services that play a supporting role (sometimes literally) in broadcasting were among the subjects of NAB exhibits. Examples:

Sarkes Tarzian Co. offers a system for handling and processing contract data,

The Magnetek Video Tape Cleaner removes 40 to 70% of drop-out from 1" & 2" tape Here's Proof*



- Cleans Recorded Tape
- Improves VTR Headlife
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- Restores Dirty Tape to Useful Inventory

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* Dropout Profile—2" Tape Before and After Cleaning with Magnetek

Magnetek Computer and Video Tape Cleaners are Manufactured by
Advanced Transducer Systems Limited, Rexdale, Ontario, Canada

scheduling, logs, etc.; it makes daily audits comparing contracts and actual broadcast data, multiple management reports, intermixed standard-month and calendar-month billing, and other necessary paperwork. System is computer-controlled and may be integrated into other automation systems.

Ingersoll Products, a division of Borg-Warner Corp., showed a variety of modular enclosure systems for housing electronic and other kinds of equipment. Tower exhibitors were Fort Worth Tower Co., Rohn Manufacturing Corp. and Utility Tower Co. Phelps Dodge Communications Co. displayed its coaxial cable and rigid transmission line. Reynolds Printsign Co. demonstrated a variety of lettering and duplicating devices for graphic-arts needs. The prerequisites for an environmentally

conditioned clean room were part of the Liberty Industries Inc. presentation. Soll Corp. specializes in station planning and the design, construction and installation of studios, transmitters, and other equipment. Power grid tubes were featured at Thomson-CSF Tubes and Varian Associates. A variety of support equipment was at Quick-Set Inc., Innovative Television Equipment and Listec Television Equipment Corp. And there was CATV equipment from companies such as Jerrold Corp., Vikoa Inc., Kaiser CATV, and B&K Instruments.

A test marriage of fax and FM

Facsimile transmitting is decades-old, but at least one man thinks its profit potential still remains to be tapped.

John Porterfield, president of the newly formed Broadcast Facsimile Network, has been demonstrating a system of facsimile transmission over FM sub-carrier frequencies. The experiment is being carried out with special FCC authorization.

The use of the FM band can produce reproductions in a quantity as high as the number of receivers tuned in to the frequency. (When telephone lines are used, a separate call is required for each copy.) Mr. Porterfield hopes to form a true network of facsimile communication.

The Broadcast Facsimile Network concert was displayed at the equipment exhibits during the National Association of Broadcasters Convention in Chicago and during a special reception on March 28.

FocusOnFinance

Radio-TV, CATV prospects good

However, Commerce forecast notes rising costs will hold down '71 profits

Television broadcasters ought to increase their 1971 revenues by 7% over last year to almost \$3.1 billion despite the loss of cigarette advertisements and the restrictions on network prime-time programing, according to the U.S. Department of Commerce's Bureau of Domestic Commerce.

In its "Outlook 1971," the federal agency foresees, however, no appreciable rise in income because of the squeeze from rising costs.

By 1975, the department estimates, TV-broadcast revenues should approach the \$4.3-billion mark, and by 1980,

revenues should pass the \$6.7-billion level. Gross income before taxes should also continue to increase at an annual rate of 9%, the agency calculates.

In CATV, the department foresees total system revenues of \$375 million in 1971, compared to \$310 million in 1970.

In radio, the 1971 outlook is for a 7% rise in revenues, to \$1.2 billion with income jumping 9% to \$94 million. FM revenues, the agency estimates, could approach \$100 million this year.

By 1975, it says, revenues of radio broadcasters should reach \$1.6 billion, with income before taxes of about \$140 million. By 1980, broadcast revenues should pass the \$2-billion mark, accompanied by pretax profits of about \$230 million.

The Commerce Department's estimates were made by E. MacDonald Nyhen, of the bureau's communications-electronics division.

Million-dollar troika at CBS; miscellany

There's little news as such in CBS's proxy statement to shareholders, but there is more grist for the "what other people make" mill. In 1970: Chairman William S. Paley again made \$200,000 in salary, plus \$198,450 in additional compensation (\$14,884 deferred). President Frank Stanton made \$200,000 plus a like \$198,450, none deferred. Executive Vice President John A. Schneider made \$150,000 plus \$106,375 plus \$8,625 deferred. Aggregate for the big three: \$1,061,900.

Richard W. Jencks, president of the CBS/Broadcast Group, received \$95,769 in salary (increase of \$17,844), \$42,250 in additional compensation and \$22,750 in extra compensation deferred (in total \$10,000 less than in 1969). Salary, additional and deferred for Goddard Lieberman, president of the CBS/Columbia Group, were \$100,000, \$30,000 and \$90,000; for Ross D. Sackett, president of CBS/Education and Publishing Group and chairman of Holt, Rinehart & Winston, \$84,018, \$19,500 and \$10,500; for Ralph O. Briscoe, president of CBS/Comtec Group, \$80,000, \$26,250 and \$8,750. Aggregate for the smaller four: \$609,787.

Estimated annual benefits under the CBS pension plan for key executives, upon retirement, were reported as follows: Mr. Paley, \$59,706; Dr. Stanton, \$88,341; Mr. Schneider, \$65,965; Mr. Jencks, \$30,445; Mr. Briscoe, \$34,504; Mr. Lieberman, \$43,619; Mr. Sackett, \$28,510.

The retirement estimates assume the executives will remain with CBS at their

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present salaries until age 65 and will elect to receive their retirement benefits in the form of a 10-year certain and continuous annuity. Mr. Paley is serving past normal retirement and will not receive pension benefits until actual retirement.

Dr. Stanton's current contract for his employment as a senior executive of CBS Inc. expires on Dec. 31 this year. It provides, however, that he is to serve as a consultant for 16 years after that date at \$100,000 a year adjusted for increases in the cost-of-living (since 1966) and that he is to be afforded office space, secretarial assistance and other facilities and services similar to those available to him during his employment.

Shares of CBS common stock owned by each of the top seven executives: Mr. Paley 1,759,694, Dr. Stanton 326,534, Mr. Schneider 17,892. Mr. Briscoe 8,332, Mr. Lieberman 43,328, and Mr. Sackett 1,953 plus 4,750 shares of CBS preference stock.

The report was sent to shareholders in soliciting proxies for the annual meeting to be held at 10 a.m. Wednesday, April 21, at CBS Studio Center in North Hollywood, Calif.

Teleprompter profits propelled by merger

Teleprompter Corp., New York, has reported a 79.1% increase in net income and a 22.7% rise in revenues for 1970. These figures reflect the company's merger with H&B American Corp., on Sept. 17, 1970 (BROADCASTING, Sept. 21, 1970), to form the largest cable-TV systems operator in the country.

A company spokesman said a strong fourth quarter helped Teleprompter achieve its record results.

Teleprompter now has over 100 operating cable-TV systems in 30 states serving more than 540,000 subscribers, the spokesman said, and on Dec. 31, 1970, it completed the purchase of six CATV systems from Reeves Telecom Corp. Contribution of these acquisitions to the firm's over-all financial picture, he added, were not included in the report for 1970.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share*	\$ 1.53	\$ 0.93
Revenues	33,023,403	26,917,533
Net income	4,760,715	26,598,614**

*—After provision for federal income taxes

**—Before extraordinary credits

Financial notes:

■ Fuqua Industries Inc., Atlanta, diversified conglomerate with broadcast holdings, reports that it has agreed to acquire Arizona Valley Development Co. in stock-exchange transaction said to run in vicinity of \$5 million. Agree-

ment calls for exchange of one share of Fuqua stock for every four common shares of Arizona Valley. Transaction, subject to Arizona Valley stockholders' approval, will require Fuqua to issue additional amount of stock, in excess of 200,000 shares.

■ Board of directors of Columbia Pictures Industries Inc., New York, has declared 3% dividend on common stock payable June 14, to shareholders of record April 16. Currently outstanding are 6,150,098 common shares.

■ Board of directors of MCA Inc., New York, has announced quarterly dividend of 15 cents per common share, payable April 21, to stockholders of record April 6.

■ The Outlet Co., Providence, R.I., has declared regular quarterly dividend of \$1.37½ per share on convertible preferred stock. Board also issued dividend on common stock of 16.25 cents per share. Dividends are payable May 5, to shareholders of record on April 16.

■ Transamerica Corp., San Francisco-based conglomerate, announced quarterly dividends on both its \$4.80 preferred and common stocks to shareholders of record April 9. Dividend, of 13¾ cents per share for common, is payable April 30, while \$1.20 dividend will be paid on preferred stock May 3.

Plough Broadcasting helps in parent's gain

Consolidated revenues for Schering-Plough Corp. in 1970 were 10% above comparable figures for the previous year, while net income rose 17%.

The conglomerate, which formally came into being Jan. 16 following the merger of Schering Corp. and Plough Inc., issued its 1970 financial figures in a comparison with those registered by both Schering and Plough the year before, combined for purposes of comparison.

Schering-Plough, whose primary business endeavors lie in the fields of paramedical product development, household goods and cosmetics, is the parent of Plough Broadcasting Co., owner and operator of five AM-FM combinations in major markets. While individual sales and profit figures for the broadcast division were not disclosed, the company reported that its stations posted "strong sales gains" in 1970.

Consolidated figures for the year ended Dec. 31, 1970:

	1970	1969
Earned per share*	\$ 1.90	\$ 1.64
Revenues	402,239,000	364,863,000
Net income	50,515,000	43,337,000
Average equivalent shares outstanding	26,553,563	26,391,460

*—Computed on basis of weighted average number of equivalent common shares outstanding assuming conversion of outstanding preferred shares.

448,895 Shares

Multimedia, Inc.

Common Stock
(per value \$1 per share)

Price \$25 Per Share

Upon request, a copy of the Prospectus describing these securities and the business of the Company may be obtained within any State from any Underwriter who may regularly distribute it within such State. The securities are offered only by means of the Prospectus, and this announcement is neither an offer to sell nor a solicitation of any offer to buy.

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Drexel Firestone
Incorporated

duPont Glore Forgan
Incorporated

Eastman Dillon, Union Securities & Co.
Incorporated

Hornblower & Weeks-Hemphill, Noyes

Kidder, Peabody & Co.
Incorporated

Lazard Frères & Co.

Lehman Brothers
Incorporated

Merrill Lynch, Pierce, Fenner & Smith
Incorporated

Smith, Barney & Co.
Incorporated

Wertheim & Co.

White, Weld & Co.

Dean Witter & Co.
Incorporated

Reynolds & Co.

April 8, 1971

Stock analysts cautious despite broadcast gains

The strong surge of broadcast and related stocks last month was attributed by Wall Street to the influx of time sales to the TV networks. But this flow is not expected by securities analysts to be sustained this month or in the months to come.

The general attitude among broadcast analysts is that 1971 will be generally a slow year, and that next year should be

better. Network stocks, one analyst said, will sell on the basis of what kind of earnings they can show for the year.

There is general agreement on Wall Street that the cable-television hearings in Washington last month probably put a restraining influence on the stocks—especially since some detect the vague outline of compromise on the question of distant-signal importation. "This makes the broadcast people a little nervous," one analyst said.

At present, the market in broadcast

and related stocks is somewhat cautious, and still looking for some positive economic sign before moving ahead.

The big move in broadcast stocks earlier this month was considered by some analysts as the first in the market. The stocks now are described as inching along, waiting for confirmation of a

Company reports:

Lamb Communications Inc., Toledo-based broadcaster and multiple-CATV stronger economy.

The Broadcasting stock index

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

	Stock Symbol	Ex-change	Closing April 7*	Closing March 31	% change in week	High	Low	1971	Approx. Shares Out (000)	Total Market Capitalization (000)	
Broadcasting											
ABC	ABC	N	39½	37½	+ 4.7	49½	37½		7,073	\$205,117	
ASI Communications		O	4½	4½	- 5.7	4½	2½		1,789	5,152	
Capital Cities	CCB	N	43½	42½	+ 2.4	43½	42½		6,061	220,499	
CBS	CBS	N	26½	38½	-31.1	38½	26½		27,042	990,548	
Corinthian	CRB	N	36½	34½	+ 5	37½	34½		3,381	109,883	
Cox	COX	N	25¼	27½	- 9.4	28½	27¼		5,789	128,111	
Gross Telecasting	GGG	A	15	14½	+ .9	15½	14½		803	11,041	
Metromedia	MET	N	26	26½	- 1.0	26½	24½		5,734	137,616	
Mooney	O		4½	4½	- 2.9	5½	4		250	1,188	
Pacific & Southern	O		17½	17½	- 2.2	17½	12½		1,638	24,949	
Rahall Communications	O		15¼	17½	-14.7	29	17½		1,040	23,275	
Reeves Telecom	RBT	A	3½	3½	-	3½	3½		2,288	7,733	
Scripps-Howard	O		23½	25	- 5.0	25	18		2,589	55,016	
Sonderling	SDB	A	28½	28	+ .9	28½	27½		991	27,748	
Starr	SBG	M	15¼	14½	+ 4.3	15¼	8½		461	5,302	
Taft	TFB	N	42½	43½	- 1.7	44	42½		3,712	128,547	
									Total	68,400	\$2,081,725
Broadcasting with other major interests											
Avco	AV	N	14½	15½	- 4.9	16	14½		11,470	\$182,144	
Bartell Media	BMC	A	6½	6½	- 3.8	6½	6½		2,254	14,651	
Boston Herald-Traveler	O		23½	23	+ 1.1	28	23½		574	13,776	
Chris-Craft	CCN	N	9	7½	+16.1	9½	7½		3,804	32,829	
Combined Communications	O		17½	16½	+ 4.5	17½	10½		1,945	27,483	
Cowles Communications	CWL	N	11½	10½	+ 4.7	11½	10½		3,969	37,229	
Fuqua	FOA	N	23½	23½	+ 2.2	24½	23		6,401	132,053	
Gannett	GCI	N	45½	44½	+ 3.4	44½	44½		7,117	275,784	
General Tire	GY	N	25¼	25	+ 1.0	25¼	25		18,344	449,428	
Gray Communications	O		7½	7½	-	7½	6		475	3,325	
ISC Industries	ISC	A	7½	7½	+ 4.9	7½	7½		1,628	10,582	
Lamb Communications	O		2½	2½	-	2½	2½		475	1,249	
Lee Enterprises	LNT	A	25¼	25	+ 1.0	25½	25		1,957	45,990	
Liberty Corp.	LC	N	22	21½	+ 1.8	21½	21½		6,744	151,740	
LIN	O		12½	12½	+ 2.0	12½	6½		2,244	21,879	
Meredith Corp.	MDP	N	25	27½	- 9.9	27½	27½		2,744	71,344	
Outlet Co	OTU	N	19½	19½	+ 2.0	19½	19½		1,342	22,814	
Post Corp.	O		9½	9½	- 2.6	12½	9½		713	8,378	
Ridder Publications	O		18½	20	- 8.2	27½	18		6,217	145,353	
Rollins	ROL	N	37½	34½	+ 8.0	35	34½		8,053	267,762	
Rust Craft	RUS	A	46½	45	+ 3.9	46½	44		1,159	38,247	
Schering-Plough	PLO	N	70½	66½	+ 5.8	66½	65½		25,084	1,749,609	
Storer	SBK	N	26¼	27½	- 4.1	27½	27½		4,223	97,129	
Time Inc.	TL	N	50½	50½	+ .2	51	50½		7,257	342,022	
Trans-National Comm.	O		¼	¾	-71.3	1¼	¼		1,000	380	
Turner Communications	O		3¼	2¼	+36.4	3¼	2		1,328	3,825	
Wometco	WOM	N	22½	22½	+ .5	22½	22½		5,817	114,188	
									Total	134,338	\$4,079,221
CATV											
Ameco	ACO	A	11½	11½	+ 1.1	11½	11		1,200	\$10,800	
American Electronic Labs.	AEL	O	8½	7½	+11.5	8½	3		1,620	12,555	
American TV & Comm.	O		26	23½	+ 9.5	26	17½		2,042	36,246	
Burnup & Sims	O		36½	32½	+12.8	36½	23		987	30,232	
Cablecom-General	CCG	A	16½	16	+ 5.4	16½	15½		1,605	21,074	
Cable Information Systems	O		3½	3½	- 6.9	4½	2½		955	2,989	
Citizens Financial Corp.	CPN	A	17½	17	+ 4.4	17½	17		994	15,536	
Columbia Cable	O		11½	11	+ 4.5	11½	9½		900	8,892	
Communications Properties	O		8½	7½	+16.7	9½	7½		1,800	15,534	
Cox Cable Communications	O		25¼	21½	+18.8	25¼	18		3,550	69,687	
Cypress Communications	O		9½	8½	+12.8	9½	7		1,679	12,173	
Entron	ENT	A	5¼	5½	+12.3	5¼	5		1,320	4,950	
General Instrument Corp.	GRL	N	27½	23½	+15.4	23½	22½		6,250	128,938	
Sterling Communications	O		4½	4½	- 2.6	5	3½		1,100	5,093	
Tele-Communications	O		16½	16½	- 2.3	17½	12		2,704	37,856	
Teleprompter	TP	A	76½	64½	+18.4	76½	63½		3,086	199,818	
Television Communications	O		10½	9½	+ 2.5	10½	7		2,897	25,001	
Viacom	VIA	N	19	18½	+ 1.3	19	18½		3,760	76,629	
Vikoa	VIK	A	12½	12½	-	12½	11½		2,316	26,055	
									Total	40,865	\$840,058

owner, reported a 32% increase in profits over the corresponding period a year ago.

For nine months ended Feb. 28:

	1971	1970
Revenues	\$2,010,100	\$1,756,700
Net income	134,000	101,500
Special credits	—	132,000

Communications Properties Inc., Austin, Tex., diversified communications firm, reported 13% increase in revenues for first quarter of fiscal 1971. Revenues from CATV operation, company said, were up 15% over corresponding peri-

od year ago.

For three months ended Jan. 31:

	1971	1970
Earned per share	\$ 0.04	\$ 0.07*
Revenues	1,754,183	1,547,252
Net income	69,808	111,224
Shares outstanding	1,903,071	1,649,838

*Includes extraordinary item of two cents.

Raytheon Co., Lexington, Mass., reported revenues in 1970 nearly equal to those of 1969, year in which records were set in both revenues and net income. Although 1970 was the second-best year in Raytheon's history, net in-

come was off 28 cents per share from 1969.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 2.08	\$ 2.34
Revenues	1,258,743,000	1,286,144,000
Net income	30,943,000	35,303,000
Shares outstanding	13,766,773	14,511,637

Note: 1969 figures have been restated.

Memorex Corp., Santa Clara, Calif., reported decreased earnings and net income in preliminary, unaudited figures for fiscal 1970. Laurence L. Spitters, president, reported that company was

	Stock Symbol	Ex-change	Closing April 7*	Closing March 31	% change in week	High 1971	Low 1971	Approx. Shares Out (000)	Total Market Capitalization (000)	
Programing										
Columbia Pictures	CPS	N	14%	14%	- 3.4	15	14%	8,150	\$96,125	
Disney	DIS	N	102½	101	+ 1.5	104½	101	6,012	1,067,912	
Filmways	FWY	A	8%	9	- 2.8	9%	8%	1,754	19,084	
Four Star International	O	O	1%	1%	—	1%	1%	666	1,088	
Gulf & Western	GW	N	28%	28%	- .9	29%	27%	14,964	374,100	
Kinney National	KNS	N	35½	36	- 1.4	36%	35%	10,469	341,603	
MCA	MCA	N	28½	29½	- 3.4	29%	28½	8,165	206,186	
MGM	MGM	N	25	25%	- 2.9	25%	25	5,883	126,485	
Music Makers	O	O	2%	2%	-10.0	3%	2%	589	1,696	
National General	NGC	N	23%	25½	- 6.9	28%	23½	4,910	112,341	
Tele-Tape Productions	O	O	1½	2%	-29.3	2	1%	2,183	4,366	
Transamerica	TA	N	16%	17%	-21.9	17%	16%	63,630	1,097,618	
20th Century Fox	TF	N	13%	13%	+ 1.0	14%	13%	8,562	99,576	
Walter Reade Organization	O	O	3%	3%	+ 4.2	3%	2%	2,414	7,242	
Wrather Corp.	WCO	A	7%	7½	+ 3.3	7%	7%	2,200	16,500	
								Total	138,551	\$3,571,900
Service										
John Blair	BJ	N	19	19%	- 3.2	20	18%	2,583	\$45,538	
Cosat	CQ	N	78%	74%	+ 5.9	80½	74%	10,000	630,000	
Creative Management	CMA	A	15%	14%	+ 1.7	15%	14%	1,102	17,500	
Doyle Dane Bernbach	O	O	23%	24½	- 3.1	26½	21	1,919	47,265	
Elkins Institute	O	O	14½	13%	+ 9.4	14%	8%	1,664	17,888	
Footo Cone & Beiding	FCB	N	9%	9%	+ 1.3	9%	9%	2,175	20,402	
Grey Advertising	O	O	13%	13%	+ 1.0	13%	9%	1,207	15,546	
LaRoche, McCaffrey & McCall	O	O	16%	16½	- 1.5	16%	10%	585	8,190	
Marketing Resources & Applications	O	O	15½	15%	- 1.6	18%	2%	504	7,182	
Movielab	MOV	A	3%	3	+ 4.0	3%	3	1,407	4,573	
MPO Videotronics	MPO	A	7½	7%	- 3.2	8%	5%	558	3,767	
Nielsen	O	O	44%	45%	- 2.2	45%	39%	5,299	233,156	
Ogilvy & Mather	O	O	31	31½	- 1.6	31½	24	1,029	27,526	
PKL Co.	PKL	A	4%	4%	- 5.4	4%	4%	743	4,087	
J. Walter Thompson	JWT	N	49%	48	+ 2.3	49%	47%	2,746	116,019	
Transmedia International	O	O	3%	3%	- 3.3	3%	3	535	1,873	
Wells, Rich, Greene	WRG	A	21%	24	- 9.4	24	21%	1,581	37,596	
								Total	35,637	\$1,238,108
Manufacturing										
Admiral	ADL	N	12%	10%	+20.1	10%	10%	5,158	\$56,738	
Amplex	APX	N	24	23%	+ 3.8	23%	22%	10,874	209,325	
CCA Electronics	O	O	2%	2%	—	3	2%	2,096	5,512	
Collins Radio	CRI	N	18%	18½	- .7	19	18%	2,968	48,230	
Computer Equipment	CEC	A	5%	5%	—	5%	5%	2,406	12,944	
Conrac	CAX	N	23%	22	+ 5.7	22	20½	1,262	29,026	
General Electric	GE	N	117	112	+ 4.5	112%	112	90,884	9,827,287	
Harris-Intertype	HI	N	66%	68%	- 2.2	68%	68%	6,308	397,404	
Magnavox	MAG	N	47	45½	+ 3.3	45%	44%	16,674	679,466	
3M	MMM	N	114½	112%	+ 1.6	113%	112%	56,058	5,745,945	
Motorola	MOT	N	70%	72%	- 3.2	72%	70%	13,334	848,442	
RCA	RCA	N	35%	35%	+ 1.4	35%	34%	68,403	2,146,486	
Reeves Industries	RSC	A	3%	4%	- 6.1	4%	3%	3,458	13,417	
Telemation	O	O	12%	12½	- 2.0	13%	9%	14,040	154,440	
Westinghouse	WX	N	82%	81%	+ .6	82%	81%	40,705	3,190,458	
Zenith	ZE	N	45%	45%	+ .5	46%	45%	19,020	829,842	
								Total	353,848	\$24,195,052
								Grand total	771,339	\$35,906,064
Standard & Poor Industrial Average			110.42	109.58	+ .8					

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over-the-counter (bid price shown)
*-2:30 p.m. prices for American Exchange

Shares outstanding and capitalization as of Feb. 25.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

in transition period in that year, changing from the manufacture and sale of media supplies to data processing equipment. Earnings and income were reduced, Mr. Spitters said, because of the transition to a business based primarily upon leasing to computer users.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.83	\$ 1.85
Revenues	78,996,817	74,066,759
Net income	3,188,585	6,902,161
Shares outstanding	3,829,879	3,733,547

Note: 1970 figures have been restated to reflect 48-month deferment of earnings attained from formation of ILC Peripherals Leasing Corp., in which Memorex has 20% interest.

Gross Telecasting Inc., Lansing, Mich., group station owner, reported net income for 1970 slightly increased over previous year, although revenues rose nearly \$1 million over figures reported a year ago. President Harold F. Gross reported that 1970, which saw record earnings for the firm, was highlighted by the FCC's approval (on Jan. 15, 1970) of Gross' acquisition of WKBT-TV LaCrosse, Wis.

For year ended Dec. 31, 1970:

	1970	1969*
Earned per share	\$ 1.18	\$ 1.09
Revenues	5,081,674	4,143,201
Net income	947,287	878,691
Average shares outstanding	800,000	800,000

* Net income for 1969 was restated to reflect tax assessments, interest and certain other changes.

Spencer-Kennedy Laboratories Inc., Winchester, Mass., CATV equipment manufacturer, reported a loss from continuing operations of \$396,264 during the first six months of its fiscal year. Extraordinary gain from sale of American Television and Communications

Corp. common stock, which amounted to \$429,546, enabled company to sustain profit for 1970.

For six months ended Dec. 31, 1970:

	1970	1969
Revenues	\$733,868	\$1,002,851
Income before extraordinary items	(396,264)	(124,575)
Net income	33,282	1,142,849

Note: No provision for federal income tax required as result of net operating loss carry forwards available to other taxable income.

Teletronics Industries Inc., Dallas, manufacturer and leaser of color-TV sets, reported profitable first half in fiscal 1971, although firm's net income for that period represented roughly half of its measured profit for corresponding period a year ago.

For six months ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.05	\$ 0.10
Revenues	377,550	552,227
Net income	20,659	41,034
Average shares outstanding	418,418	418,418

Grey Advertising Inc., New York, registered decline in revenues and net income in 1970, compared with previous year.

For year ended Dec. 31, 1970:

	1970	1969*
Earned per share	\$ 1.15	\$ 1.42
Revenue	197,199,000	203,642,000
Net income	1,394,000	1,647,000
Shares outstanding**	1,207,280	1,161,303

* Restated, following new auditing procedures.
** Weighted average. Restricted stock which was sold at mid-year in 1969 counted all year of 1970.

PKL Co.'s, New York-based diversified company, reported dismal returns for 1970. The company announced that Papert, Koeing, Louis Advertising, a division, has recovered from a substan-

tial first-quarter loss and is now operating profitably, as is its British subsidiary, PKL Ltd. Sale of ACS Industries Inc., West Coast electronic connector manufacturer, earlier this year, has "plugged our main cash drain," company said. That division took a \$184,475 bite out of firm's profits last year.

For year ended Nov. 30, 1970:

	1970	1969
Earned per share	(\$ 0.45)	\$ 0.32
Revenues	5,866,507	17,542,285
Net income	(336,633)	232,373

Reeves Industries Inc., Hialeah, Fla., reported record income in 1970 but decreased revenues due to disposition of its Soundcraft division.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.15	\$ 0.41*
Revenues	6,474,000	7,709,000
Net income	508,000	1,404,000*
Shares outstanding	3,458,000	3,446,000

* 1969 net income and per-share earnings reflects impact of extraordinary items—of \$597,000 and \$372,000, respectively—for gain in sale of Soundcraft and tax benefit of operating loss carry-forward. Without these gains, income for 1969 would have been \$436,000 or 13 cents per share.

CPI adds finance consultancy

Communications Properties Inc., Houston-based multiple-CATV owner, has announced formation of a subsidiary, Communications Advisors Inc., to handle financing, supervision, investments and counseling of cable-TV systems. James F. Ackerman has been named president of the new division. Mr. Ackerman, vice president-finance for the parent firm, was involved in the development of another CPI subsidiary, Communications Finance Division, in 1960.

Equipment & Engineering

FCC's Spence sets goal of objectivity

New chief engineer denies he is antibroadcasting; can't see 'wired-city concept'

The mills at the Civil Service Commission last week finished grinding out the clearance for a new chief engineer for the FCC, and the commission announced the appointment of Raymond E. Spence, who had joined the agency as deputy chief engineer in November 1968.

Broadcasters who follow such things closely were not pleased when the commission, in February, was reported to have named Mr. Spence to fill the spot left vacant in January by the death of

William N. Watkins ("Closed Circuit," Feb. 22). Mr. Spence, who had spent eight years with the Federal Aviation Agency before joining the commission and had been acting chief since January, was regarded as antibroadcasting in his approach to spectrum-management matters. At a time of land-mobile radio demands for television spectrum space, and of suggestions that all television be moved to wire, the Spence appointment was regarded by some broadcasters as disquieting.

But Mr. Spence last week said he was "amused" by the speculation about his views, that he didn't know any basis for it, and was not "pro" or "anti" any service. (He did express a fondness for one service, however—the amateur service. He is a ham operator.) He found closer to the point the anonymous statement quoted in the Feb. 22 "Closed Circuit", which said that, "to

broadcasters anyone 'equally interested' in special radio and other services using spectrum would probably be regarded as 'antibroadcasting.'"

If the chief engineer's office cannot maintain a reputation for impartiality and objectivity, he said, "it will lose its effectiveness as an adviser to the commission." But, "If broadcasters are concerned," he said, "I suggest they come in and talk."

Some broadcasters, at least, were believed to have been quietly rooting for Harold Kassens, an engineer who is chief of the rules and standards division. The commission had at least tentatively settled on Mr. Kassens for Mr. Spence's deputy, but Mr. Kassens was interested in the top job only and turned down second spot, even though it meant a two-step promotion in grade and an annual \$4,000 raise in pay.

The commission is understood to

have decided to fill the deputy's job with Saul M. (Whitey) Myers, now chief of the frequency allocation and treaty division in the engineer's office, a position he has held since 1966. C. Phyll Horne, who had been engineering assistant to former Chairman Rosel H. Hyde and now fills that job with Chairman Dean Burch is to move into Mr. Myers's present position.

In discussing broadcasters' concerns last week, Mr. Spence tried to be reassuring, without making extravagant promises. As for fears of further demands by land mobile for television spectrum space—the commission last year turned over some UHF space to land mobile and provided for sharing of the lower seven UHF channels with land mobile in major cities—Mr. Spence does not see any need for taking additional space until "well beyond 1980."

However, he wasn't saying land mobile would not need additional space before then. He said that it may be possible to obtain frequencies from the share now allocated to the government. He also said it might be possible to permit services requiring "very low power, in the milliwatts," like medical telemetry and local paging, to operate on VHF channels in cities where they are not assigned to television.

As for the so-called wired-city concept, he regards that as "very impractical." He says "a balance of the two"—of broadcast and cable services—"is the most effective means of providing information and entertainment to the people." He cited the problem of serving rural areas—one that is particularly difficult for cable to solve.

Mr. Spence, who is regarded as a "systems engineer" rather than an equipment man, helped in the establishment and direction of the commission's Spectrum Management Task Force. The task force is now setting up a center in Chicago as a prototype of a system of regional centers of land-mobile spectrum management. And Mr. Spence hopes to expand to other services, including broadcasting and microwave, the use of "more advanced techniques" of spectrum management.

Mr. Spence, who is 41, married and the father of a 6-year-old son and an 8-year-old daughter (both of whom, he says, watch a great deal of television), is a native of Columbus, Ohio, and holds a B.S. degree from Ohio State University. He did graduate work at Ohio State and at Oklahoma University before serving as an engineering officer with the Army Signal Corps in U.S. and Germany.

In his eight years with FAA, Mr. Spence did a considerable amount of work in research and development. One project involved the development of



Mr. Spence

plans for application of space satellite technology to aviation requirements. He was chief of the FAA's Voice Communications Systems Branch at the time he was tapped to be Mr. Watkins's deputy at the FCC.

Test markets set for CATV-signal decoder

Athena Communications Corp., Gulf & Western Industries Inc.'s cable-television subsidiary, has developed "EnDe-Code," a low-cost system to scramble and unscramble cable-TV program signals in subscription TV.

James Ragan, president of Athena, said the system consists of two devices. One, the encoder, is at the CATV studio and mixes the audio and video signals before they are transmitted by cable to a subscriber's home. The other device, the decoder, is placed in the home on top of the TV set and can be integrated into a three-inch by six-inch multi-channel converter, or built as an independent device.

The company has completed engi-

neering field tests, and will begin test marketing the product in Texas, Florida and California on its systems this fall.

As many as 10,000 subscribers may participate in the test marketing, Mr. Ragan said.

Athena will offer a package of special EnDe-Code programs in addition to the regular channel transmissions and will manufacture the encoder and lease it to CATV operators with its package deal. Independent manufacturers will be licensed to make the decoder at about \$20 to \$25 each.

The G&W subsidiary holds CATV franchises to operate systems in 28 municipalities with about 400,000 households. Athena now operates 13 systems serving approximately 30,000 subscribers with a total potential of 145,000 households.

LVO wants to build five earth stations

LVO Cable Inc., Tulsa-based multiple CATV owner, filed applications with the FCC last week asking permission to build five earth stations to receive TV and other signals from a domestic satellite system or systems to be authorized by the commission.

Proposing to spend \$900,000, LVO—and its microwave subsidiary, United Video Inc.—plan to build the receiving stations at Tulsa and Oklahoma City, both Oklahoma; Boise, Idaho; Albuquerque, N.M., and Peru, Ill. LVO has either operating systems or franchises in four of these communities; it is an applicant for a cable-TV franchise in Oklahoma City.

Each station, LVO estimated, will cost about \$180,000 and will use 35-foot antennas. Each will be capable of receiving from 12 to 24 channels. The stations can be built six months after approval has been given, the company said.

Principal purpose is to receive and distribute TV programs to cable TV systems, Gene W. Schneider, president

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of LVO Cable, said. And, he added, in Tulsa, Oklahoma City and Peru, the stations will be used also for business and data transmissions under common-carrier operation of United Video, which now serves almost 40 CATV systems in Oklahoma, Illinois, Iowa, Missouri and Kansas.

A domestic satellite system and owned earth stations will permit LVO Cable to engage in networking or interconnection, Mr. Schneider pointed out.

LVO Cable now has 21 systems serving 80,000 customers.

The LVO Cable filing was the second by cable-TV interests for earth stations. Last March, Teleprompter Corp. asked FCC permission to build five earth stations for New York; Los Angeles; St. Petersburg, Fla.; Elmira, N.Y., and Eugene, Ore. (BROADCASTING, March 22). Teleprompter also said its goal is CATV program networking.

RCA-Admiral agreement

RCA Corp., New York, and Admiral Corp., Chicago, announced last week an agreement in principle whereby RCA will purchase Admiral's color-TV picture-tube manufacturing equipment and in return Admiral will purchase a portion of its color-tube equipment requirements from RCA (BROADCASTING, March 29).

Japanese licensed to sell EVR here

CBS Electronic Video Recording Division of CBS Inc. has licensed four leading Japanese companies to manufacture and export to the U.S. and Canada its EVR players.

Robert E. Brockway, president of the EVR division, said the Japanese firms are Hitachi Ltd., Matsushita Electric Industrial Co. Ltd., Mitsubishi Electric Corp. and Tokyo Shibaura (Toshiba) Electric Co. Ltd. The companies are expected to begin delivering the EVR players early in 1972.

With the Japanese agreements, CBS has now licensed a total of 10 companies around the world, including Motorola for North America, Rank Bush Murphy for the United Kingdom, Bosch for Germany, Zanussi for Italy, Luxor for Scandinavian countries, and Thomson for France.

Graham Magnetics claims 4-times-up tape process

Graham Magnetics Inc., Graham, Tex., said last week that it has developed a manufacturing process for magnetic tape using a new magnetic cobalt particle, named "Cobaloy." It said the new material could increase by at least 400% the magnetic densities of all recording tapes now in use.

Graham Magnetics, whose achievements have been chiefly in computer tapes, said the new "Cobaloy" process could point the way to higher fidelity video tapes that are one-half the length of present tapes but will play twice as long. In the audio-tape field, company officials said at a news conference in New York, it would now be possible for cassettes to play more than four times as long as those now available and for cassette players to be of a much smaller size.

According to Graham authorities, the new tape process should be available to manufacturers within the year.

Zenith, Mexican firm set up joint venture

Zenith Radio Corp., Chicago, announced last week it has entered into a business venture with Elementos Electronicos Mexicanos S.A. (Elmex) for the production of consumer electronic products, monochrome TV picture tubes and other products for the growing Mexican market. Elmex is a publicly held firm in that country.

Elmex is to acquire El Capitolio S.a. for the manufacture of Zenith TV sets and related products now sold through a network of over 500 dealers

in Mexico. Plans also include acquisition of Cinescopios de Mexico, a Zenith licensee in Mexico and manufacturer of TV picture tubes.

Zenith explained it will have a substantial equity interest in the venture and will furnish engineering, design and production know-how. Monochrome-receiver production in Mexico by Elmex is to start this year, followed by color-set production in 1972.

First-class tickets for blind under study

The capability of a blind person to perform the duties of a first-class operator was one of the questions the FCC has asked in requesting comments on the feasibility of permitting the sightless to hold first or second-class radiotelephone licenses.

In issuing a notice of inquiry, the commission said that it has no such rule amendment on tap but indicated that if comments on the matter justify considering, there may be further proceedings.

Currently, a blind person is permitted to hold a third-class license only, a privilege granted in June 1967. At that time it was pointed out that the maintenance duties usually required of a first-class operator—repairing and adjusting internal portions of the station's transmitter—involved a danger of electrocution. Accordingly it was felt that these duties could not be performed by a sightless person. But since then, the commission noted, advances in technology and radio equipment as well as favorable experiences by broadcasters with the employment of blind operators have prompted the question whether these people are capable of the more demanding and hazardous chores.

The commission noted that the capabilities of blind people in the broadcast field will vary, adding that it has neither the competence nor the staff to judge each sightless person individually.

Written comments are due by May 24 and replies should be dated no later than June 8.

Technical topics:

Cable contract ■ Sylvania Electronic Components, Seneca Falls, N.Y., an operating group of GTE-Sylvania Inc., has received a \$1.2-million contract from Colony Communications Inc., Providence, R.I., for the installation of cable-TV systems in New England, Pennsylvania, and New York.

New catalog ■ A catalog on the full line of communications equipment manufactured by Concord Communications Systems, division of Concord Electronics Corp., Los Angeles, is being offered by

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the company. Information contained therein covers applications, features and specifications on video-tape recording systems, closed circuit TV systems and other audio-visual communications equipment. Free copies are available from Concord Electronics Corp., 1935 Armacost Ave., Los Angeles 90025.

Forms new unit ■ Andersen Laboratories, Bloomfield, Conn., has announced the formation of a new subsidiary, Television Microtime Inc. The company will manufacture and market video products previously produced and sold by Andersen Laboratories. TMI will also introduce new equipment. Among new products to be marketed is a time base corrector for helical scan tape recorders.

Sawyer Business Colleges, through Cooke and Levitt Inc., Hollywood, has started television-test campaign for approximately half its schools in 10 markets. Average of 60 spots will air in each market with billings to run about

\$20,000 per month. The one-minute commercials were created by Ron Clark Productions, Hollywood.

Cutouts from RCA ■ RCA Corp., Camden, N.J., is offering a radio facilities layout booklet that includes two-dimensional scaled cutouts for a variety of RCA audio and transmitting equipment and grid-lined floor plans. Cutouts to scale are provided for mounting in desired configurations. Among the major equipment cutouts are: AM-FM transmitters, audio consoles, turntables, cartridge and reel-tape recorders, speakers and studio furniture. Copies (booklet 3J5-625) may be obtained from RCA Broadcast Systems sales services, Camden, N.J. 08102.

Pollution monitor ■ Viewers of KUTV-TV Salt Lake City can see what they breathe via a two-camera air pollution monitor. One camera's view is from 8,400-foot Pix Peak, site of the KUTV transmitter, the other from atop a 24-story Salt Lake City building. In con-

cert, they present a commentary on atmospheric conditions in Salt Lake Valley. The service is used during station identification and evening weather forecasts.

Eastward expansion for Telemation Inc.

Telemation Inc., Salt Lake City-based communications equipment firm, is opening two new London operations to serve Europe, Africa and the Middle East. One, Telemation Ltd., will distribute to users within the United Kingdom; the other, Telemation International, will sell to distributors in Europe, Africa and the Middle East. Tony Rider, Swiss native who was formerly with Ampex International, will head both operations.

Telemation Inc. presently serves the Western Hemisphere through Telemerica, based in New York, and Telemation de Brasil, with offices in Rio de Janeiro and Sao Paulo.

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Where all those cables are going

4.5-million CATV homes are broken down into market-by-market estimates by Nielsen

There were 4.5-million CATV-connected homes in the U.S. in the fall of 1970, according to brand-new figures that are to be released by A. C. Nielsen Co. This represents 7.5% of all the television households and is up sharply from the 3.7-million CATV-connected homes figure of last year (BROADCASTING, June 1, 1970).

In weighing these latest figures, it should be considered that of the 3,000-plus U.S. counties, more than half have no CATV activity at all. In those counties with CATV service, CATV penetration is above 13%.

The following market-by-market estimates are from the

Nielsen Station Index and are taken from Nielsen questionnaires and phone inquiries to CATV systems, published sources, Nielsen NTI field reports and NSI sample data. The figures are subject to sampling error. They should be regarded as estimates and not exact counts.

For a more comprehensive look at CATV, its systems, facilities and ownership, consult the new BROADCASTING SOURCEBOOK: CATV 1971.

"Telestatus" is published in BROADCASTING each month. The material is prepared in cooperation with Carl Ally Inc., New York.

DMA	CATV penetration rank	Sept. '70 estimated TV households	Nov. '70 estimated CATV households	Estimated CATV households as % of estimated TV households
Abilene-Sweetwater, Tex.	33	72,580	21,090	29.1
Ada-Ardmore, Okla.	61	44,420	8,600	19.4
Albany, Ga.	89	73,340	8,350	11.4
Albany-Schenectady-Troy, N.Y.	115	396,550	29,440	7.4
Albuquerque, N.M.	111	187,330	14,400	7.7
Alexandria, La.	67	64,210	11,230	17.5
Alexandria, Minn.	48	78,330	17,020	21.7
Amarillo, Tex.	51	140,340	29,600	21.1
Atlanta	170	645,660	17,720	2.7
Augusta, Ga.	152	147,170	6,220	4.2
Austin, Tex.	72	109,310	16,540	15.1
Bakersfield, Calif.	6	89,080	38,810	43.6
Baltimore	194	624,790	400	0.1
Bangor, Me.	141	77,210	4,270	5.5
Baton Rouge	187	146,380	1,600	1.1
Beaumont-Port Arthur, Tex.	158	127,210	4,350	3.4
Beckley-Bluefield, W. Va.	36	84,510	23,970	28.4
Billings, Mont.	31	51,580	15,210	29.5

DMA	CATV penetration rank	Sept. '70 estimated TV households	Nov. '70 estimated CATV households	Estimated CATV households as % of estimated TV households
Binghamton, N.Y.	14	147,000	52,130	35.5
Birmingham, Ala.	108	433,590	34,260	7.9
Boise, Idaho	109	86,220	6,730	7.8
Boston, Manchester-Worcester	162	1,536,310	49,340	3.2
Buffalo, N.Y.	116	561,230	40,710	7.3
Burlington, Vt.-Plattsburgh, N.Y.	47	114,920	25,940	22.6
Butte, Mont.	29	35,120	10,530	30.0
Casper, Wyo.	4	35,550	17,070	48.0
Cedar Rapids-Waterloo, Iowa	117	235,450	16,760	7.1
Champaign & Springfield-Decatur, Ill.	84	258,920	32,550	12.6
Charleston, S.C.	184	123,040	1,600	1.3
Charleston-Huntington, Parkersburg, W. Va.	49	408,540	88,740	21.7
Charlotte, N.C.	132	398,000	24,180	6.1
Chattanooga, Tenn.	154	207,630	8,320	4.0

Broadcast advertising

John C. Flemer, Edward M. Roche and Ralph Usina, account supervisors, McCann-Erickson, San Francisco; **Gina B. Gaylord**, director of broadcast operations, **Thom Grant and Garry Niebauer**, account directors, M-E, New York, elected VP's.

Robert Mouny, former general manager, WNEW(AM) New York, Metro-media station, named VP for sales of all Metro-media radio stations.

Stanley Sherwin, creative director, Caruso, Malis & Pollack, Chicago agency, named VP in charge of creative services.

John Linder, senior art director, Cunningham & Walsh, New York, joins J. M. Mathes, agency, there, as associate creative director.

Robert Warner, broadcast producer, Ogilvy & Mather, New York, joins Dodge & Delano, New York, as senior broadcast producer.

Dr. Lewis G. Pringle, VP and senior associate director of research, BBDO, named director, newly created management science department.

Thomas H. Brennan, account supervisor, BBDO, San Francisco, joins Foote, Cone & Belding there in similar capacity.

Joseph E. Dawson, account supervisor, Bo Bernstein & Co., Providence, R.I., agency, joins Fitzgerald-Toole & Co., agency there, as account executive.

John F. Donohue, account executive, MacManus, John & Adams, Chicago, joins Clinton E. Frank, West Coast, Los Angeles, in similar capacity.

William C. Riley, account executive, Boston and Philadelphia offices, N. W. Ayer & Son, appointed to similar position with Hill, Holliday, Connors, Cosmopolos, Boston agency.

James L. Perabo, VP-account supervisor, Gardner Advertising, St. Louis, appointed VP-management representative assuming additional account responsibilities.

Gilbert L. Bond, general sales manager, KYA(AM) and KOIT(FM) San Francisco, appointed market research director, Golden West Broadcasters, Hollywood, group owner.

Phil Goodman, account executive, KOVR(TV) Sacramento, Calif., joins KTXL(TV) there as local sales manager.

David L. McGahey, sales manager, WFIL-FM Philadelphia, appointed to

similar position, WMMR(FM) there.

Joe Durbin, sports director, WIUC(FM) Winchester, Ind., assumes additional duties of sales manager.

H. Reginald Bankart, senior VP—international, SSC&B-Lintas, New York, retires.

Albert M. Holtz, sales manager, WCBS-TV New York, joins KYW-TV Philadelphia in same capacity.

Robert A. Hart, local and regional sales manager, KLZ-TV Denver, appointed general sales manager.

Pat Gmiter, local sales manager, WIIC-TV Pittsburgh, appointed general sales manager.

Cliff Conley, with WFTV(TV) Orlando, appointed national sales manager.

Media

Frank Kabela, VP, Greater New York Media, New Brunswick, N.J.-based firm with broadcast and print media interests, named executive VP.

Jay W. Lloyd, station manager, KSL-TV Salt Lake City, named VP, KSL Inc., licensee of KSL-AM-FM-TV.

Elizabeth Murphy, widow of late Morgan Murphy (BROADCASTING, Feb. 15), elected to succeed her husband as president of various media holdings he owned. These include Evening Telegram Co., Superior, Wisc., which also has controlling interest in six CATV systems in San Francisco Bay area; Pacifica Cable Co., Pacifica; Crystal-Brite Television Inc., Half Moon Bay; Vista Grande Cablevision Inc., Daly City; Fremont Cable TV Inc., Fremont; M & M Cable Co., Sunset Whitney, all California; Spokane Television Inc., licensee, KXLY-TV Spokane, Wash., and KTHI-TV Fargo-Grand Forks, N.D.; Spokane Radio Inc., licensee, KXLY-AM-FM there, and Apple Valley, licensee, KAPP-TV Yakima and KVEW(TV) Kennewick, both Washington.

G. William Ryan, general sales manager, WKBS-TV Philadelphia, appointed general manager.

Clifford M. Hunter, program director, WLW(AM) Cincinnati, joins WOAI(AM) San Antonio, Tex., as general manager.

Joseph Fife, general sales manager, WGRT(AM) Chicago, joins WIGO(AM) Atlanta as general manager.

James P. Barrett, national PR director, Junior Achievement, Washington, appointed director of public information,

National Public Radio, newly established network, there.

Programing

Stanley Robertson, director, motion pictures for TV, NBC-TV, Los Angeles, elected VP, supervising selection, production and scheduling of *World Premiere* motion pictures made for network.

Frank Herman, program sales representative, CBS Enterprises, New York, appointed Western regional programing manager, Teleprompter Corp., Los Angeles.

James McAdams, executive consultant, Paramount TV, Hollywood, named to newly created post of director, current programing.

Pat Whitley, program manager, WWDC-AM-FM Washington, joins WNBC-AM-FM New York, as program director.

Raymond C. Dennis, with WXLW(AM) Indianapolis, appointed program director.

Charles Baltin, VP, station and sales manager, WHOM-AM-FM New York, joins WADO(AM) there as director of special projects.

Johnny Canton, music director and air personality, WDGY(AM) Minneapolis, appointed production director.

David Stout, TV studio supervisor, Ball State University, Muncie, Ind., assumes additional responsibilities as operations manager of noncommercial WIUC(FM) Winchester, Ind.

News

M. Gene Mearns, on UPI, New Orleans, news staff, appointed bureau manager.

Hugh M. Dewey, editor and reporter, Metro-media Radio News, Washington, joins WKRC-AM-FM Cincinnati, as executive news director.

John St. George Joyce, with news staff WCAU-AM-FM Philadelphia, appointed director of editorials and research.

Judith Evans, assistant to editorial director, KMOX-TV St. Louis, appointed public affairs manager. She succeeds Parker Wheatley who retires after 13 years with station.

John D. Harrison, editorial consultant, KOCO-TV Oklahoma City, appointed di-

rector of public affairs and editorial director.

Arlan E. Schlagel, correspondent, AP, Fargo, N.D., appointed regional membership executive for Wisconsin, Minnesota and northern Michigan.

Alan Wasser, newsman, WPAT-AM-FM Paterson, N.J., appointed news director.

Daniel B. Drooz, producer, KDKA-TV Pittsburgh, joins news staff of WIIC-TV there as writer.

George W. Tomek, news anchorman, KMOX-TV St. Louis, joins KDFW-TV Dallas in same capacity.

J. Michael Graves, partner, World Artists Productions, Washington, radio production firm, joins WTVR-TV Richmond, Va., as newsman.

Robb Mahr, sports director and administrative news director, KNTV(TV) San Jose, Calif., joins news staff, KSTP-AM-FM Minneapolis-St. Paul.

Promotion

Steven Fisher, promotion and publicity assistant, WLWD(TV) Dayton, Ohio, appointed promotion and publicity director.

Equipment & engineering

Edward M. Scala, general manager,

WINR-TV Binghamton, N.Y., named VP of broadcast division, Stainless Inc., North Wales, Pa., broadcast equipment manufacturer, which recently acquired WINR-TV.

Allied fields

Thomas G. Shack Jr., partner Smith, Pepper, Shack & L'Heureux, now Smith & Pepper, Washington communications law firm, enters private practice in Washington.

International

Dennis Barkman, president and managing director, Fraser Valley Broadcasters, licensee of CFVR(AM) Abbotsford and CHWK(AM) Chilliwack, both British Columbia, Canada, elected president, British Columbia Association of Broadcasters.

Deaths

Eugene Burr, 64, former network executive and TV writer-producer, died March 27 of heart attack at his home in Sherman Oaks, Calif. He held title of VP, TV programming at NBC, New York, during early 1950's. Later he produced series for CBS and ABC, latter

on West Coast. He is survived by his wife, Marion.

A. John Fulton, 59, president, Dee Rivers Stations, group owner, Atlanta, died April 7 in Doctors Memorial hospital there after long illness. Mr. Fulton began his career in early 30's as announcer with WGST(AM) Atlanta and later became general manager. In 1953 he joined R. W. Rounsaville Stations, also group owner, Atlanta, where he served as VP before moving to Rivers in 1960. He is survived by his wife, Margaret, one son and two step-daughters.



Mr. Jackson is survived by his wife, Jennie, and one daughter.

Joseph W. Collins, 50, owner and founder of WGNE-AM-FM Panama City, Fla., died March 14 in Bay Memorial hospital there after traffic accident. He is survived by his wife, Stella, two sons and one daughter.

ForTheRecord

As compiled by BROADCASTING, March 30 through April 6 and based on filings, authorizations and other FCC actions.

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

—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Actions on motions

■ Hearing Examiner Arthur A. Gladstone in Brady, Rochelle and rural area, all Texas (Doyle J. Todd, dba Heart of Texas TV), TV proceeding, designated Hearing Examiner Frederick W. Denniston to serve as presiding officer and scheduled prehearing conference for May 12, in Washington and hearing for June 9 in Brady (Doc. 19184). Action March 26.

Other actions

■ Review board in Los Angeles broadcasting proceeding, denied petition filed by Los Angeles Unified School District for modification of hearing issue dealing with community needs in comparative proceeding on application for CP for new noncommercial educational TV in Los Angeles (Docs. 19100-101). Action March 18.

■ Review board in New Orleans, TV proceeding, denied application of Rault Petroleum Corp., licensee WGNO-TV New Orleans, for extension of time to complete construction of station and Rault's CP and call letters have been cancelled (Doc. 19133). Action March 31.

Call letter applications

■ University of Alaska, College, Ala.—Requests *KUAC-TV.

■ Mississippi Authority for Educational TV, Biloxi, Miss.—Requests *WMAH(TV).

■ Mississippi Authority for Educational TV, Bude, Miss.—Requests *WMAU(TV).

■ Mississippi Authority for Educational TV, Greenwood, Miss.—Requests *WMAO(TV).

■ Mississippi Authority for Educational TV, Meridian, Miss.—Requests *WMAW(TV).

■ Mississippi Authority for Educational TV, Senatobia, Miss.—Requests *WMAV(TV).

Existing TV stations

Actions on motions

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, rescheduled hearing for April 13, in Washington (Docs. 18711-2). Action March 31.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. and Forum Communications Inc.), TV proceeding, granted motion by WPIX

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Actions on motions

- Hearing Examiner Frederick W. Denniston in petitions filed by equal employment opportunity commission et al., granted petition for leave to intervene filed by Anthony R. Martin-Trigona, Champaign, Ill. (Doc. 19143). Action March 5.
- Hearing Examiner Millard F. French in Vancouver, Wash. (Cathryn C. Murphy), renewal of KVAN, granted motion by Broadcast Bureau and ordered Cathryn C. Murphy, licensee, to deliver program and operating logs covering period Sept. 1, 1970 to mid-February to FCC within 10 days (Doc. 18672). Action March 30.
- Hearing Examiner David I. Kraushaar in Eupora and Tupelo, both Mississippi (Tri County Broadcasting Co. and Radio Tupelo), AM proceeding, granted petition by Tri County for leave to amend application in order to substitute revised Figure 5 to engineering portion (Docs. 19026-7). Action March 26.
- Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga, Tenn. (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, granted petition by Rock City Broadcasting Inc. for leave to amend application to show modification in programming proposal necessitated by discontinuance of programming source heretofore proposed (Docs. 18901-2). Action March 29.

Other actions

- Review board in Selinsgrove, Pa., AM application, scheduled oral argument on application of B & K Broadcasting Co., licensee of WSEW Selinsgrove, for CP to change station facilities on 1240 khz from 250 w-U, to 250 w-N, 1 kw-L.S., for April 22, Washington (Doc. 18810). Action March 31.
- Review board in Chattanooga, AM proceeding, granted motion by Jay Sadow, licensee WRIP, for extension of time to April 5, to file a reply to responsive pleadings to his further petition to enlarge issues (Docs. 18901-2). Action March 31.

Call letter applications

- WABR, Rounsaville of Tampa Inc., Winter Park, Fla.—Requests WBJW.
- WSWs, Shain Broadcasting Co., Berea, Ky.—Requests WKXO.

Call letter actions

- WAAT(AM), Delaware Valley Broadcasting Co., Trenton, N.J.—Granted WTNJ(AM).
- WCOY(AM), Eastern Shore Broadcasting Co., Columbia, Pa.—Granted WHEX(AM).
- WTOS, Margareta S. Sudbrink, Wauwatosa, Wis.—Granted WEZW.

New FM stations

Actions on motions

- Hearing Examiner Basil P. Coorer in Donaldsonville, La. (Lafourche Valley Enterprises Inc. and Soul Broadcasters), FM proceeding, granted petition by Lafourche for leave to amend application to bring up to date certain changes in holdings of applicant's stockholders and to reflect existence of a \$15,000 letter of credit from Citizens Bank & Trust Co. (Docs. 19004-5). Action March 29.
- Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding set certain procedural dates and scheduled hearing for June 15 (Docs. 18975-6). Action April 2.
- Hearing Examiner Chester F. Naumowicz Jr. in Corona, San Bernardino and Upland, all California (Major Market Stations Inc. et al.), FM proceeding, scheduled further conference for April 8 (Docs. 19062-6). Action March 31.

Other action

- Review board in Anderson, Ind., FM proceeding, granted request by Eastern Broadcasting Corp. for extension of time to April 1 to file oppositions to petitions to enlarge issues, filed by Broadcasting Inc. of Anderson, and Broadcast Bureau (Docs. 19018-9). Action March 31.

Rulemaking petitions

- Onawa, Iowa—MoVal Enterprises. Requests amendment of FM table of assignments to include ch. 292-A. Ann. March 22.
- Billings, Mont.—Howard L. Enstrom and Stanley G. Enstrom. Request amendment of rules to add ch. 275. Ann. March 22.
- Hilton Head Island, S.C.—Hilton Head Broadcasting Co. Requests assignment of either ch. 292A or 285A. Ann. March 22.

Call letter applications

- Radio Metter, Metter, Ga.—Requests WHCG(FM).
- Fidelity Broadcasting Co., Rochester, Ind.—Requests WROI(FM).
- Grand Rapids Baptist Bible College and Seminary, Grand Rapids, Mich.—Requests *WCSG(FM).
- Community Radio Workshop Inc., Durham, N.C.—Requests *WAFR(FM).
- Southeast State Broadcasting Corp., Havelock, N.C.—Requests WKVO-FM.
- Lower Columbia College, Longview, Wash.—Requests *KLVR(FM).

Call letter actions

- J. K. Whittimore, Tompkinsville, Ky.—Granted WTKY-FM.
- Musical Heights Inc., Braddock Heights, Md.—Granted WMHI-FM.
- TAB Broadcasting Co., Jackson, Miss.—Granted WKXI(FM).

Existing FM stations

Final actions

- KZAP(FM) Sacramento, Calif.—Broadcast Bureau granted license covering increase in power. Action March 29.
- WHO-FM Des Moines, Iowa—Broadcast Bureau granted CP to change trans. location to 1 mile south of Alleman, Iowa; install trans.; make changes in ant. system; ERP 100 kw, ant. height 1,610 ft. Action March 26.
- KFMP(FM) Cape Girardeau, Mo.—Broadcast Bureau granted CP to install new trans.; ERP 12 kw; remote control permitted. Action March 26.
- WIAC-FM San Juan, Puerto Rico—Broadcast Bureau granted CP to change trans. location; Route 24 and Bayamon Municipal Limits, Bayamon, Puerto Rico; install new ant.; make changes in ant. system; ant. height 255 ft.; remote control permitted. Action March 30.
- KOWN-FM Escondido, Calif.—Broadcast Bureau granted CP to change trans. location: northeast quarter of Section 19, Escondido; ERP 3 kw; ant. height 155 ft.; remote control permitted. Action March 31.
- WWSH(FM) Philadelphia—Broadcast Bureau granted license covering use of main trans. and aux. ant., and license covering use of aux. trans. and main ant. Action March 31.
- WCAO-FM Baltimore—Broadcast Bureau granted license covering aux. ant. and trans. Action March 31.
- WPOS-FM Holland, Ohio—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purposes only. Action March 31.
- WTNC-FM Thomasville, N.C.—Broadcast Bureau granted license covering use of former main trans. for aux. trans. Action March 31.
- WHIO-FM Dayton, Ohio—Broadcast Bureau granted CP to install alt. main trans. Action March 31.
- KNNU(FM) Tulare, Calif.—Broadcast Bureau granted CP to install new ant. Action March 31.
- WDBO-FM Orlando, Fla.—Broadcast Bureau granted CP to install new trans. to be used with ant. for aux. purposes only at 750 North Texas Avenue, Orlando; ERP 20 kw; ant. height 540 ft. Action March 31.
- WBLI-FM Patchogue, N.Y.—Broadcast Bureau permitted second remote control. Action March 17.
- WRVA-FM Richmond, Va.—Broadcast Bureau permitted remote control. Action March 11.
- WAUG-FM Augusta, Ga.—Broadcast Bureau permitted remote control. Action March 9.

Actions on motions

- Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut. (WHCN Inc. [WHCN-FM] and Communicom Media), FM proceeding, postponed certain procedural dates and postponed hearing to June 1 (Docs. 18805-6). Action March 26.
- Hearing Examiner Millard F. French in Catlettsburg, Ky. (K & M Broadcasting Co.), FM proceeding, continued to April 19, time to file proposed findings of fact and to May 3, time to file reply findings (Doc. 18440). Action April 1.

Other action

- Review board in Virginia Beach, Va., FM proceeding, enlarged comparative hearing issues to determine whether Virginia Seashore Broadcasting Corp., one of three competing applicants for CP for new FM in Virginia Beach, has failed to disclose material information as required by rules (Docs. 19095-97). Action March 18.

Call letter applications

- KFRE-FM, Stereo Broadcasting Corp., Fresno, Calif.—Requests KFYE(FM).
- WRLJ(FM), Belk Broadcasting of Florida Inc., Jacksonville, Fla.—Requests WPDQ-FM.
- WRIT-FM, Great Trails Broadcasting Corp., Milwaukee—Requests WFWO-FM.

Call letter actions

- KABC-FM, American Broadcasting Co., Los Angeles—Granted KLOS(FM).
- WKAT-FM, SJR Communications Inc., Miami—Granted WTMJ(FM).
- WGBA-FM, WGBA Inc., Columbus, Ga.—Granted WHYD-FM.
- KWPH(FM) Rural FM Broadcasting Co., Waipahu, Hawaii—Granted KULA(FM).
- WBOW-FM, Radio WBOW Inc., Terre Haute, Ind.—Granted WHOE(FM).
- *WAMF(FM) Trustees of Amherst College, Amherst, Mass.—Granted *WAMH(FM).
- WJON-FM, WJON Broadcasting Co., St. Cloud, Minn.—Granted WWJO(FM).
- WLEO-FM, Ponce Broadcasting Corp., Ponce, Puerto Rico—Granted WZAR(FM).
- KXXX(FM), Commerce Broadcasting Corp., Dallas—Granted KOAX(FM).

Renewal of licenses, all stations

- KN-9321 Birmingham, Ala.—Cable Television Bureau granted renewal of license of CATV relay. Action March 9.
- WEKY(AM) Richmond, Ky.—FCC granted short-term license renewal for period ending April 1, 1972. Action March 10.
- WHMC Gaithersburg, Md.—FCC denied application by Nick J. Chaconas for renewal of license (Doc. 18391). Action March 29.
- KN-8016 Lincoln, Neb.—Cable Television Bureau granted renewal of license for CATV relay to serve Lincoln. Action March 4.

(Continued on page 71)

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Immediate. Need manager for newly acquired AM-FM facility in midwest college town. Current gross indicated real potential for sales oriented manager. Guarantee plus commission, plus percentage of net plus other benefits. Need references and resume. Box D-38, BROADCASTING.

Minnesota network fulltime station needs selling manager. AM station located city under 10,000 prosperous rural area. Good salary plus share profits for take-charge manager with proven sales record. Send resume to Box D-84, BROADCASTING.

Growth opportunity for experienced sales manager or top station salesman looking for his/her first sales management challenge. 5kw full-timer. Looks good in ratings. Established 36 years in market. Salary open. Full resume, photo, first letter to Lewis Edge, WEAV, Box 540, Plattsburgh, N.Y. 12901.

Sales

Join our sales staff. We're enthusiastic, ambitious, and successful. Requires successful track record or will consider training experienced announcer who wants to move up to sales. Midwest city under 40,000. Resume, photo. Box C-11, BROADCASTING.

Immediate opening, AM-FM in top 40 market. Send resume, Box D-15, BROADCASTING.

Announcers

Morning man—Somewhere there's a mature individual willing to follow directions, be a part of a closely knit team of personalities, play top-forty music with an adult approach . . . no screamers or prima donnas need apply . . . in return for the above, you will receive above average pay, paid vacation, free hospitalization, life insurance. Present morning guy resuming PD post of our FM stereo affiliate. We need you to start April 1st. If you meet the qualifications, send tape, resume, and recent photo to Box C-294, BROADCASTING.

Salesman-announcer. Young single station, small market, southern Virginia. Corporation managed by majority owner. Experienced, productive salesman-announcer can be second largest stockholder with no cash down and guaranteed return. Salary, commission and expenses. Box C-347, BROADCASTING.

Opportunity for MOR station morning personality in pleasant 100,000 college market. Must be experienced. Box D-24, BROADCASTING.

DJ/newsman capable of combination slot. Do bright, mature, professional morning show. Excellent midwest medium market near large college. Expanding group. Start \$600. Tape and resume. Equal opportunity employer. Box D-42, BROADCASTING.

1st class ticket. Mature voice. Production minded. Send photo and resume to KCTA, Corpus Christi, Texas.

If you have a first class ticket, a mature voice, are good at production, and have a few years in the biz, then read on. KTAC, Tacoma is looking for a man like you. We do prefer Northwest or West Coast men. KTAC is a 10,000 watt rocker at 85; and we're number one. Rush resume, tape, and pic to: Derek Shannon, KTAC, Box 11335, Tacoma, Wash. 98411.

WEKT-FM stereo in Hammondsport, New York needs announcers with a good voice. We serve wine country U.S.A.

Expanding staff—need 2 experienced jocks for contemporary-progressive format—exciting university area. Tape, resume, first letter. WNRS-WNRZ, P.O. Box 5, Ann Arbor, Michigan 48108.

Technical

Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

Technical continued

Class TV station in Missouri with excellent facilities and high standards is looking for the same in a chief engineer. Excellent pay. Outstanding opportunity. Reply to Box D-9, BROADCASTING.

Want young, aggressive announcer/engineer with first class license to maintain and operate an AM/FM stereo operation. Want a man who wants to grow with the company. Send salary requirements and background information to Box D-23, BROADCASTING.

Permanent opportunity for chief engineer to play mother hen for two AM, one FM, one microwave plus all other equipment to make them go. No announcing. Some travel. Need references and resume. Box D-39, BROADCASTING.

Chief/dj must be competent engineer able to deliver a professional early morning show and assist in news. Medium midwest market near major college. Expanding group. Start \$700. Tape and resume. Equal opportunity employer. Box D-41, BROADCASTING.

1st class ticket. Assist chief in AM, FM and complete automation. Send photo and resume to KCTA, Corpus Christi, Texas.

Don needs help. KDTH, Dubuque, Iowa is looking for an experienced studio and transmitter maintenance technician for combination AM, FM-Stereo and RCC. We need an engineer who wants to do engineering. Write or call, Don Abitz, KDTH, Dubuque, Iowa, 319-588-5700.

Have early opening for experienced reliable chief engineer at established successful 5kw daytimer with finest facilities and equipment. Top pay and added benefits for man who can maintain transmitter and studio equipment and handle a moderate paced board shift. Family man preferred for this permanent position in a rural trade center where family living is pleasant. References checked, so prima donnas, drifters and trouble-makers need not apply. Others send photo, personal details, references and employment resumes to Al Clar, KWYR, Winner, S.D. 57580. Also opening for announcer-first class with interest in engineering.

Chief engineer, WJPS, Evansville, Indiana needed immediately. Experience in proofs, maintenance, rule and reg necessity. Top money, benefits. Call 812-425-2221.

Chief engineer, full time station in northeast Florida needs an engineer with good credentials, experienced in directional, maintenance and proofs—excellent opportunity for right man. Top pay for this market, many fringe benefits. Contact R. T. Oldenburg—904-356-5546.

News

Want 4th member . . . #1 newsteam on #1 station in Fort Lauderdale, Florida. Want resume and tape and salary from man who wants to work hard . . . but live right. Mike Green, P.D., WFTL, P.O. Box 1400.

Major Ohio market has excellent opportunity for an experienced newsmen, or one with potential, in a heavy news operation. Call Paul Burke 513-224-1137.

Programing, Production, Others

Continuity director handle all commercial copy and production writing for midwest medium market network affiliate. Excellent benefits including pension plan after 3 years. 6,000 to 6,500 annual starting salary. Send resume and sample copy. Box D-141, BROADCASTING.

Wanted: Experienced copy-writer/production for WGSA-WIOV, Lancaster County, Pennsylvania. Must have good voice. EOE. Write for preliminary copy-writer test to WGSA, Ephrata, Pa. 17522.

Situations Wanted Management

Successful general manager seeks new challenges, 16 years radio-TV, all phases, desires medium-major market, \$25,000 minimum plus incentives. Box C-304, BROADCASTING.

12 years in radio and TV. Highest rating for years in major market. Experience in management. Sales, first phone. Outstanding record. Civic minded. You've probably heard of me. Recently divorced. Want to relocate. Box D-86, BROADCASTING.

Management continued

36 year old family man with over 10 years as general manager in single station markets desires new challenge. Excellent references and complete resume available to quality stations. \$20,000 minimum. Box D-100, BROADCASTING.

Successful general manager—20 years experience and under 40. Top major market. Heavy sales. 9 years at present station. \$30M range. Box D-104, BROADCASTING.

Thirty one year old family man with nine years in sales looking for greater opportunity in radio or TV. Prefer south, but will consider all offers. Box D-111, BROADCASTING.

Operations manager first phone eight years experience selling, programming, engineering. Looking for small market. Married. Will relocate. Box D-120, BROADCASTING.

First phone looking for management position in small to medium market. Can sell. Box D-121, BROADCASTING.

Manager/engineer. Sixteen years in management, sales, production, programming, news, all formats. Resume tells it all. Box D-124, BROADCASTING.

Don't waste our time if all you are after is a street salesman with a title: I am a general manager, a sales manager, and a good personal salesman, in that order. Box D-126, BROADCASTING.

Attention absentee owners! Experienced N.Y. management team available May 1. Will assume all functions of your radio station, efficiently, economically and profitably! Including sales, traffic, engineering, and programming. Will relocate. Trymaster, 65 Champlin Avenue, East Islip, N.Y. 11730.

Sales

Experienced, self starter, ambitious, 26. Available May. Prefer medium market in Ohio or Cape Cod. Box D-70, BROADCASTING.

Salesman-announcer-first. Single, 40, sober, state salary. Box D-89, BROADCASTING.

Seasoned sales representative open to offer! Experienced in FM, UHF, VHF! Presently AM sales manager. Box D-129, BROADCASTING.

Experienced, mature, family man desires permanent position. 12 years experience as salesman, DJ, engineer. Have first class license, willing to relocate. Contact Robert B. Sturgill, 119 Hamlin St., Corbin, Ky. 40701. Phone 528-1866.

Announcers

Don't pass up this chance. MOR-play-by-play, phone talk too, bright, alive, 28, married, 3rd. Write Box C-363, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box D-8, BROADCASTING.

First phone ten year pro. Married, contemporary, country, employed . . . \$175 weekly . . . less if moving expense considered. Call (518) 561-1684. Box D-13, BROADCASTING.

Sports . . . News and sports man in midwest capital city looking for sports opportunity including play-by-play. Will move anywhere if job is right. Degrees plus experience in play-by-play and in reporting and anchoring news and sports on radio and television. Box D-28, BROADCASTING.

Time, temperature, weather. Hoosier! This old timer believes in making them worthwhile for the advertiser. Good music, news and copy. Talk to and with the listeners, not at 'em. (817) 665-9418. Box D-32, BROADCASTING.

6 years experience, currently southern secondary, married, 25, minimum \$150. Call 912-987-0257 or Box D-43, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice . . . Box D-50, BROADCASTING.

Michigan . . . surrounding area, disc jockey, copy, production, 1-313-881-9348. Box D-51, BROADCASTING.

Actor prefers radio—3rd endorsed. Any format/11me. Will relocate. Box D-64, BROADCASTING.

Announcers continued

Female DJ, versatile, dependable, with 3rd endorsement, good commercials and news, will relocate. Box D-71, BROADCASTING.

Disc jockey—aggressive, experienced, tight board, versatile, 3rd endorsed, will relocate. Box D-92, BROADCASTING.

Career Academy graduate, 3rd class license/endorsement. Eager and willing to learn the business. Phone (516) AN 1-4252. Box D-94, BROADCASTING.

Young soul brother—DJ. Age 23. Any station that's together please call on me. The B. altogether—Richie B. Qualifications—announcer and newscaster. Prefer nightshift. Box D-95, BROADCASTING.

Young man, 1st phone seeks news or announcing with reputable company. Wants to learn radio with the pros. College degree and willing to travel. Draft exempt and single. Box D-101, BROADCASTING.

First phone, college grad with over 2 years in rock, MOR, country. Some TV experience. Excellent production, writing, and news. Married, 27, will travel anywhere. Box D-113, BROADCASTING.

You're a medium market. You're top 40 or MOR. You want talent. You want experience. You want a smooth pro sound. You want a first phone with audience appeal. You want someone with over seven years in radio. You want me. You want to pay me at least \$180 a week. If you still want me write Box D-115, BROADCASTING.

NYC professional, wants weekend work in suburbia first phone, 28, background includes TV, theater. Box D-116, BROADCASTING.

First phone—experienced—news—production—prefer rock or MOR—married—will relocate. Box D-118, BROADCASTING.

Available in June; 1st phone, 45, family—12 years in radio. Seeking permanent position. \$175 minimum. Prefer Iowa or surrounding states. Box D-125, BROADCASTING.

Available immediately, recent graduate Don Martin School of Radio & TV. Have 1st phone, can run tight board, handle any format, news, sports, etc. Like sales & promo's. Mature and willing. Go anywhere for situation with potential. Call collect 213-657-5886 or write Box D-127, BROADCASTING.

15 yrs. radio. Appreciate opportunity with smaller C.W. or MOR. Mature but versatile, congenial. References. Moderate salary. 1st phone. Smith (305) 843-9525. Box D-135, BROADCASTING.

Experienced in top 40/MOR in small market, would like to move into medium. 24, 3rd, tight board, dependable. 207-772-7839, Box D-137, BROADCASTING.

Florida, rock, first phone, college, service, experienced, references. Box D-139, BROADCASTING.

First phone—quality voice—mature, stable, adult host. 14 years experience—all size markets. Married, stable. Working—looking to improve status. Box D-140, BROADCASTING.

Fifteen-year pro looking for announcer and/or P.D. position. Have worked all major formats. Presently employed by #1 adult rated station in Denver (KLAK). For more information, call Bill James (303) 279-2809.

First phone experienced DJ—music director. Reliable, dedicated and hard worker. Desire medium market top 40 or contemporary station position. Available immediately. Contact: Henry Kasiell, 607 Lincoln Avenue, Saint Paul, Minnesota 55102. Phone: 612-225-1529.

Sportscaster, disc jockey, newscaster, tight board, third endorsed. Available immediately full time, dependable. George Daney, 201-442-4510.

1st class ticket announcer needs break. Some experience. Marv Patton, 2217 E. 2nd, Spokane, Washington 99202.

First phone, stable with family, don't want smog. Will relocate to midwest, S/west, or New England. Bill Wade graduate. Tight board, tape, resume, etc. Salary \$100 minimum. Gene Shepard, 906 Pass Avenue, Burbank, California 91505 (213) 843-5571. Return all calls, available now.

Summer replacement? College junior, first, 3 years experience: MOR, rock, classical, TV announcer . . . can handle board . . . San Francisco area preferred . . . tapes available, inquiries welcome . . . sorry, no maintenance. P.O. Box 2022, C. S., Pullman, Washington 99163.

Trained, versatile, announcer, newscaster, dj, sportscaster, mc, writer, desires fulltime position anywhere. Salutatorian broadcast school February graduate. 3rd ticket, single, 22, and draft exempt with three years college (Notre Dame, Arizona). Tape, resume, and impressive references on request. William Roemer, 15608 Rosa Drive, South Holland, Illinois 60473. 312-333-9185.

Announcers continued

Mr. P.D. looking for first phone with technical background, solid pipes for authoritative news delivery, coupled with a relaxed style MOR or CW format. Experienced in tight tape editing for spot production. Broadcasting school graduate, married, military complete, will relocate. Write or call. Jim Doc Halliday, 10373 Haddon Ave., Pacoima, California 91331. (213) 896-8708.

Announcer with 1st phone—MOR or CW. Experienced, some sales. Will relocate. 301-797-6742 or Box 24, 2417 Penna. Ave., Hagerstown, Md. 21740.

3rd endorsed, travel anywhere. First 8 days free. Some college, broadcast school graduate. Contact Wally G., 659 LaSalle, Buffalo, N.Y. 14215 or (716) 837-9341 collect.

Trained announcer interested in news, sports and play-by-play. Will relocate. Mike Zimmerman, 9258 S.E., Salmon St., Portland, Ore. 97216. Phone: 503-254-0047.

When you're gifted then you're gifted! These are facts, I've got no axe to grind! So get your station some shine! Brian Clendenen, 500 N. State St., Concord, N.H. 03301. 603-224-7595.

If you have an opening for a rock or progressive jock and need an experienced hand, I'm your man. Robert Olson, 4713 N. 16th St., Arlington, Va.

Young, ambitious, broadcast school grad., 3rd phone, wishes to do play-by-play, tape and resume available. Reply J. Brady, 109 Fayerweather St., Cambridge, Mass. 02138. (617) 547-7967.

Modern country PD, operations manager, announcer. Dedicated, pro delivery, good news. First phone, 8 years experience all phases, good references, age 30. Bill Brink, 916 South Cole, Boise, Idaho. (208) 375-9376.

Heavy production & editing, tight board. University graduate, broadcast major. 2 1/2 years announcing MOR, classical, jazz & blues. 3rd endorsed, draft exempt, 23 years old & engaged. Tape available. Elliott Fox, 202 W. Mulberry, Normal, Illinois 61761. 309-452-6926.

First phone, 1 yr. experience in others, seeking top 40 career. Bright, alert, happy-sounding, tight board. 23 yrs., single, draft exempt. Paul Krakus, 1-305-743-5563, P.O. Box 2354, Key Colony Beach, Fla.

Recent BA, hip to music, seeks prog.—rock slot. Have 5 years experience in many formats, basketball and baseball play-by-play. Have 3rd will travel. (212) 992-3891 eves.

Technical

First phone experienced all phases wants assistant or chief in New England. Married. Employer knows ad. Box D-3, BROADCASTING.

AM/FM MX broadcast maintenance engineer. Experienced chief. Progressive engineering. Knows rules, regulations, proffs, and directional antenna systems. Salary open. Box D-72, BROADCASTING.

Two man team—experienced engineering, programming, sales, installation (have tools and equipment), seek challenge with friendly professionals. Available mid-April. Box D-106, BROADCASTING.

Chief Engineer or assistant position. Experience with AM-FM stereo directional operations. Box D-119, BROADCASTING.

Chief engineer/announcer, six years experience desires a position in north or northwestern states. 1180 Pleasant St., Noblesville, Ind.

Tech grad available April First. 609-494-6734, 5400 Ocean Blvd., Brant Beach, New Jersey.

Radio or TV technical staff, first phone, ham, 7 1/2 years college. EE major, some broadcast experience, will relocate. R. Wentworth, 5801 Roanoke, San Diego.

News

Experienced married newsmen New England position as director of newsmen. Employer knows ad. Box D-2, BROADCASTING.

Forecast: Air Pollution. Young, married broadcaster wants to breathe easy. Presently in one million plus California market. First, A.A., and B.S. Broadcasting. Experienced. Wants news position in challenging but healthy environment. Box D-5, BROADCASTING.

Well educated recent college graduate currently morning man/sales desires news position with aggressive midwest station, for immediate employment. Best references. Box D-98, BROADCASTING.

News continued

Network news production assistant seeks reporting or production position in or near large city or university. BSJ (Journalism). Female. Will attend AWRT Convention. Cheri Moore. Box D-105, BROADCASTING.

Newsmen/announcer with 7 years experience in non-commercial FM, 4 years news. Desires position with commercial station. Third ticket. Expect to graduate from college in May with B.A. in political science. Will go anywhere. Box D-108, BROADCASTING.

Radio-TV newsmen/news director. 16 years broadcast experience. Prefer southeast/southwest. Write Box D-109, BROADCASTING.

Newsmen, young, aggressive black reporter with network background, seeks challenging position with major market. Can handle all phases of radio news. Am also interested in TV. Box D-110, BROADCASTING.

Young experienced broadcaster, heavy news background (some television) seeking spot as News Director and/or newsmen at a bright up tempo MOR in Ohio, Indiana or Michigan. Other areas considered if price is right. Is yours? If so, let's talk. Box D-128, BROADCASTING.

Experienced news man currently employed as news director at small market radio station ready to move up. Strong educated professional delivery also experienced in IGM systems, 23, single, hard worker, will relocate. Prefer Carolinas or Virginia, but would consider other locations. Box D-142, BROADCASTING.

Right now—young TV pro wants back into radio news, sports, play-by-play, talk shows: Stable—college grad, married, draft exempt. Anywhere. Jim Brodson, 2327 Allied, Madison, Wisconsin 53711, 608-271-2423.

Combo news and evening jock leaving due to personnel cutback—recommendations, tape, available BA in radio and journalism, single, no floater. Call 316-662-9614, or write 105 E. Ave. "A", Hutchinson, Kansas.

Programing, Production, Others

Program director seeks small station opportunity west. Experienced, professional. Box D-68, BROADCASTING.

University graduate, 27—married. BA in broadcasting—journalism. Experienced, excellent references. Resume available. Box D-78, BROADCASTING.

Versatile. Six years top 40 jock, five as AM-FM stereo chief, two as successful medium market PD. Currently employed, but looking for growth opportunity. Prefer combination CE/programming position, New England. Pleasant atmosphere, money important. Excellent references. College. Will consider straight CE or programming position. Resume and tape on request. Not cheap but well worth the money. Box D-87, BROADCASTING.

Blind broadcaster seeks employment: I have a journalism degree, some experience working on an FM radio station, including the operation of on-air equipment, taping equipment, and the preparing and production of promotional announcements by cart machine. Am proficient in braille, typing. I desire any position in radio and am willing to work anywhere. Box D-96, BROADCASTING.

Sports director, radio/TV, in 60th market, wants to move up. Heavy major college play-by-play experience. Will consider combination. Expect above average earnings. Box D-99, BROADCASTING.

Hungry A.D. top ten market, seeks director's job. Married, degree. I will do the job for you. Box D-117, BROADCASTING.

Two man team—experienced engineering, programming, sales installation (we have tools and equipment) seek challenge with friendly professionals. Available mid-April. Box D-143, BROADCASTING.

1st phone 5 years. B.A. degree in radio/journalism. Want PD job in June. Howie Thayer, Box 373, LaMoille, Ill. (815) 638-2083.

TELEVISION

Help Wanted Sales

Experienced, hard hitting, professional news man wanted. Good appearance and delivery. Comprehensive writing a must. Send resume with complete broadcast experience and salary requirements to Box D-18, BROADCASTING.

Technical

Experienced, creative technical director for studio productions and on air, with a first class license, and willing to work. Send resume and salary requirements to Box D-17, BROADCASTING.

Television Help Wanted

Technical continued

An economic strike now exists at this station involving engineers represented by the Teamsters Union. KTVO is offering permanent employment to qualified persons whose work is satisfactory to replace striking employees. KTVO Television, Ottumwa, Iowa 52501. telephone 515-682-4535.

Programing, Production, Others

Film editor wanted to handle independent programing and receiving/shipping department. Send background information and salary requirements to Box D-19, BROADCASTING.

Producer/director/continuity/announcer needed. If you are experienced in every aspect of production and want to move up, send complete resume to Box D-20, BROADCASTING. Include salary requirements.

Graphic Arts department needs an artist that can handle all phases of graphic production—Send background information and salary requirements to Box D-21, BROADCASTING.

We're looking for a special person—a young, aggressive, thoroughly professional producer who is ambitious enough and good enough to make innovative and relevant programs for an ambitious major market VHF. The pay is not great. The security is up to you. The opportunity is unlimited. If you're special enough, send a resume to Box D-103, BROADCASTING.

Traffic manager or assistant. Capital city network affiliate station needs person to handle traffic department. Experience necessary. Good salary and company benefits. Call program manager. Area code 217-528-0465.

Television

Situations Wanted Management

Operations manager—15 years professional experience in all phases of TV. Strong in programing/production. Proven administrative leadership. Box C-279, BROADCASTING.

Announcers

Versatile performer not getting promised air work. Let me fill your talent needs if you are in the top 40 markets. Write Box D-49, BROADCASTING.

Experienced radio announcer, TV video switcher, audio man, wants position in any market or cable. Box D-122, BROADCASTING.

All around radio man, three years experience. Strong on all sports, high school—college play-by-play experience. Go anywhere. First phone. Want TV offers with radio. Box D-132, BROADCASTING.

First phone, professionally trained, will travel. Lee Erickson, 5037 Bakman #3, North Hollywood, Calif. 91601 (213) 985-7418.

Technical

Chief of independent U, top 30 markets, desires change. Twelve years experience all phases of broadcasting. Box D-93, BROADCASTING.

Switcher, first, studio-operations, transmitter, B.A. anywhere. 315-478-8896. Box D-97, BROADCASTING.

Experienced engineering supervisor of studio operations and maintenance, desires position at quality operation with future management opportunity. Prefer southeast, Virginia to Texas, but will consider every position with potential. Box D-102, BROADCASTING.

Engineer, 15 years experience in operations, engineering and management. Excellent references. Box D-123, BROADCASTING.

1st phone + studio operations + two years experience + switching VTR, directing, etc. + character references + relocate + unemployed + Tim Yashur + 717-455-7892.

News

Network producer/writer wants to be news director. Excellent credits. Extensive local experience in creative and management roles. Box D-69, BROADCASTING.

Attention: Milwaukee, Madison, Wausau, news directors—I will establish residency in Milwaukee as of May 10 and wish personal interview. Qualifications? Journalism graduate; personality/appearance; 10 years radio-TV-film-newspaper experience; strong writing-producing; likes investigative interpretive reporting. Recently produced one hour TV sports documentary with outstanding gridiron Hall of Famer well-liked/respected in Wisconsin. Handle PBP, color. Many other credits. Excellent references. Let's talk! Box D-81, BROADCASTING.

News continued

Anchorman now in top 50 market with proven ratings desires position in top 10 market. Edits, produces, and writes. Available in 2-weeks. Box D-112, BROADCASTING.

Mature, dignified newsman/announcer, 40, seeks anchorman post. Am presently in top market. All reasonable positions are of interest. Box D-130, BROADCASTING.

Newswoman, writer, editor, film. Attractive air personality. 23, M.A., one year experience state network. 919-682-6652.

Programing, Production, Others

Producer/director/instructor—Over ten years experience in all phases television and film production in New York and Philadelphia markets. Box D-88, BROADCASTING.

Director-producer top 30 markets experienced desires southwest location. Box D-91, BROADCASTING.

Attention agencies! Radio-TV writer-producer available. Over six years experience including broadcast commercial writing, heavy VTR production, film, client contact. Degree. Will relocate anywhere for challenging opportunity. Box D-131, BROADCASTING.

Director/producer/crewman ready for career. Three years reporter-editor, 2 years television. BA in R-TV. Married, 27, 4-A. (209) 251-8823, Bill Peyton, 4105 East Raco, Fresno, California.

First phone, 7 yrs. experience, 25 yrs. old, married. B.S. RTV. Vet., switching, production, remote operations, light maintenance, Ampex, RCA and GE studio equipment—call 802-893-4880 after 6:30 p.m. or write: 16, Birchwood Manor, Milton, Vermont.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

We are seeking a one thousand watt transmitter. Box C-251, BROADCASTING.

Studio-transmitter links, monochrome, wanted for Philippines. Write Don Davis, 350 East Limberlost, Tucson, Arizona 85705.

Equipment donations needed for non-profit educational organization. Chicago Experiment Media Group needs tape decks, cart machines, microphones, and other broadcast equipment for its radio studio/program. All donations are tax-deductible. CEMG/Mitch Lieber, 2312 N. Lincoln, Chicago 60614. (312) 929-0235.

FOR SALE Equipment

Helix-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Cassette Blanks. Lowest price in nation. Best Quality for money. Try dozen C-60 postpaid, \$7. Newsroom Brand—Look for our address under recording tape, this section.

Recording Tape. Lowest price in nation. Best quality for money. Try dozen 7"-1200' for only \$11 postpaid, money back guarantee. Newsroom Brand, 1602 Duntery Place, McLean, Virginia 22101.

HJ7-50 Andrews Helix 1 1/2" air coaxial transmission cable jacketed 6,000 feet available 50% of factory price can be cut to order at tremendous savings. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

Equipment sale: Auricon super 1200 camera—\$1900.00, 35mm RCA Telecine projector, 16mm JAN projectors, Ampex 600 recorder, dollies, tripods, and much more. Buy-sell-trade-new and used. List. S. K. Film Equipment Co., Inc., A/C 305-661-9490—6340 S.W. 62nd Terrace, Miami, Florida 33143.

RCA color TR-22 video recorders, TR-3 playbacks. Excellent condition. P.O. Box 2989, Bon Air, Virginia 23235. 703-272-8428, 703-598-3246.

Fairchild 659 Reverbertron II, excellent, \$825. Ampex 351-2P two track stereo portable recorder 7 1/2, 15 ips, \$1500. Precision Audio Service, 1720 S. 13th St., Goshen, Indiana 46526. 219-642-3852.

UHF television transmitter—Ampex 15KW in unused condition to be sold tuned to your channel, installed and guaranteed. Can also deliver modified to 30KW. Box D-83, BROADCASTING.

Tektronix scopes, in excellent condition, within current calibration. 315D, DC-5 MHz, \$350; 514AD, DC-10 MHz, \$250; 535 DC-15 MHz with one plug-in of your choice, \$780. Box D-133, BROADCASTING.

For Sale Equipment

continued

One Schafer series 800 stereo automation system with two Ampex model 350 stereo playback decks, racks, cables, etc. Call Ron Pierce, KBNO 713-782-7443, Houston.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International, Box 1555, Min. View, Calif. 94040. (408) 739-9740.

Viking stereo tape duplicator. Two track master and four slaves. Also one Ampex 350U. O'Connor Recorders, 1680 Vine-Hollywood 213-461-3393.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Command Comedy . . . The "best" deejay comedy collection available anywhere! You must agree — or your money back! Volume 1 - \$7.50. Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Computerized FM frequency search. \$100.00. Engineering Associates, Inc., Post Office Box 510, Versailles, Kentucky 40383, Telephone: 606-873-8311.

1971 wage survey for radio and television technicians. Survey includes starting salaries of stations located in 75 major cities. To order mail \$5.00 to: Research Company, Box 22141, Tampa, Florida 33622.

Impressions of John Wayne, Walter Brennan, Karloff, Stewart, Cagney, others doing your commercials, cross plugs. Any station or agency can afford! Free sample tape. Voices Unlimited, 9536 W. Ohio Place, Lakewood, Colorado 80226.

The FCC has pointedly reminded you that broadcasters are responsible for knowing what's in the lyrics you air. Afraid you aren't in tune with the hidden meanings that may be in today's songs? Don't be. A group of under-30 "with it" NY professionals experienced in all phases of media, records, and journalism can clue you in. For our consulting service inquire at Box D-114, BROADCASTING.

Call letter items—Jewelry, mike plates, banners, decals, bumper strips, magnetic signs, audience builders, spot sales incentives, promotions. Write Radio-TV Publicizers, Box 534, Scotsboro, Ala. 35768.

Gary Owens sez "Of All joke sheets I get, Weenie is funniest. All great lines. Use some on Laff In." 2435 SW 128th Avenue, Miami, Florida 33165, for samples.

"Orban Comedy Letter" and "Current Comedy." Professional topical laugh services for deejays. Sample \$2.00. Comedy Center, 1529 East 19th, Brooklyn, 11230.

High school quiz show? Need questions? Write: Categories, 2045 Michigan Ave., N.E., St. Petersburg, Florida—33703.

Automation broadcasters! Custom programing (your format) for off-the-shelf preset Or-looking for specialized libraries like "Country Gentleman Instrumentals"? CNB Studios, 3415 Beresford Avenue, Belmont, California 94002.

Recorded character voices, set #1 150 different recorded lines on 7" tape . . . plus printed script and D.J. come-back for each! \$10.00. Sent immediately from: The Chicago Broadcast Circle, c/o Studio One, Inc., 25 E. Chestnut, Chicago 60611.

INSTRUCTIONS

Advance beyond the FCC license level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

Instructions continued

First class FCC license theory and laboratory training in six weeks. Be prepared to let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

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ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, News Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

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 Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

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"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348-R, San Francisco 94126.

Zero to first phone in 5 weeks. R.E.I.'s classes begin April 19, May 24 and June 28, tuition \$395. Room \$15-\$20 per week, call or write R.E.I. We try harder. We are number two.

R.E.I., 1336 Main St., Sarasota, Fla. 33577. Call "the Pope" (813) 955-6922.

R.E.I., 3123 Gillham Rd., Kansas City, Mo., 64109. Call Joe (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Va. 22401. Call Ray (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Cal., 91205. Call Stan (213) 244-6777.

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.

Why pay more? American Institute of Radio offers you a 1st phone license in 3-5 weeks, with new classes starting every third Monday. Tuition-\$333. Complete daily course. Write or call for class schedule. 2622 Old Lebanon Rd., Nashville, Tenn. 37214, 615-889-0469 or 889-2480.

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Instructions continued

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. Broadcast endorsement \$5.00, complete package \$25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22147, Tampa, Florida 33622.

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.

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Radio

Help Wanted

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Maybe it's time to hire a new manager, or sales manager, or even a new sales department.

We know where to find top people who can produce more profit, which is why television and radio station owners retain us.

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* **PROGRAM DIRECTOR** *
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* WLW, Cincinnati, Ohio (50,000 watts—NBC) up-tempo, MOR with sports and top personalities, seeking fully qualified Program Director. *
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* Send complete confidential resume to Charles K. Murdock, Vice President & General Manager, WLW, Cincinnati, Ohio 45202. *
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* An Equal Opportunity Employer M/F *

RADIO

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CENTRAL FLORIDA

Station in growth area has immediate opening for two salesmen. Working conditions excellent. Outstanding opportunity for good salesman. Send resumés, picture, references to:

Box D-1, BROADCASTING

Situations Wanted

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General Manager of WJAX AM/FM Jacksonville, Florida

Seeks new opportunity in major market.

Contact Jack Strickland, WJAX Radio
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Announcers

Guaranteed UNIQUE

Have created something SPECIAL! Something DIFFERENT! YES DIFFERENT! Warm, Sincere Communicator. Quality Voice. Must be good music or easy listening with wave makers! Much research. Shows strong potential. A Professional with a quality product.

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DON'T YOU WANT A NEWSMAN?

Experience: Network O&O—top ten market, writer, producer, correspondent, investigative reporter, special events, first hand reports, several major local scoops. Complete resume and references.

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Box D-136, BROADCASTING
Or Call 212-533-5369

TELEVISION

Help Wanted Announcers

TV ANNOUNCER

Are you ready to make the right move? WLWD, Avco Broadcasting Corporation in Dayton, Ohio is seeking an experienced well rounded announcer, capable of performing various assignments on a top-notch announcing staff. If you have at least two years experience in television and enjoy a demanding position, send video tape and resume to:

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An Equal Opportunity Employer M/F

**Television
Help Wanted Management**

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**Director of CATV Operations
Director of CATV Engineering
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Cypress Communications Corporation, Los Angeles based multiple CATV system owner seeks several outstanding executives to join its corporate staff to assume major responsibilities for the management and development of its cable communications enterprises. We operate 42 CATV systems in 17 states and are among the five largest companies in our industry. Our stock (2.3 million shares outstanding) is traded O-T-C.

Successful applicants will join a resourceful, congenial, experienced management team dedicated to continued and accelerated personal and corporate growth.

Compensation commensurate with skills and experience. Serious consideration will be afforded junior executives who, though limited in experience, exhibit high intelligence and a strong combination of education, initiative and personality attributes.

Resume stating salary requirements or record of prior compensation should be sent in confidence to:

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Telephone inquiries cannot be answered.

Technical

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We have openings for first-rate VTR men, Master Control engineers and Maintenance men.

We are looking for people who have been, or are now, working in a major market—people who are quality conscious, who have a sense of production values and know good engineering practices.

In return we offer an opportunity to participate in a new kind of networking, new equipment, a secure job with good pay and all the pleasures of Hershey living.

If you're interested write to me or call:

**Larry Messenger, Director of Engineering
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717-533-2157**

**Television Situations Wanted
Management**

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Looking for medium market station in need of direction. Major-market. P.D., former TV manager with sales background. Ready for hard work.

Box D-90, BROADCASTING

Announcers

TALK SHOW HOST

Solve local programing dilemma. Hire this former net correspondent for talk show your station five nights per week or whatever. I'll produce and host at reasonable salary.

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Programing, Production, Others

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**Bright Talent—Accomplished Producer—
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Established team working in major market interested in larger market or multi-station exposure. Can present developed formats or create to suit your needs.

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Miscellaneous

**ATTENTION STATIONS
NOW AVAILABLE**

Guy Lombardo boating tips for fun and safety exclusive in your market, fully personalized.

One of America's best known performers, and one of boating's most respected authorities to help your sales picture at an extremely attractive price, in a variety of packages.

Write for full details.
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Tex.	small	AM/FM	100M	CASH	Penn.	small	FM	160M	29%
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South	metro	FM	180M	terms	N.C.	metro	daytime	160M	25M
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Small market UHF. Presently operating. Network affiliation. Potential not developed, undercapitalized. Terms to responsible party. Write

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Area Code 213-464-7279

\$85,000.00

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**MEDIUM MARKET
IN SOUTHEAST**

5 kw—AM & FM
Growth Area
Beautiful Operation

Box D-77, BROADCASTING

**For Best Results
You Can't Top A
CLASSIFIED AD**

in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 65)

■ KZN-27 Lawton, Okla.—Cable Television Bureau granted renewal of license for CATV relay to serve Lawton. Action March 4.

■ KMZ-80 and KMZ-95, both Jackson, Tenn.—Cable Television Bureau granted renewal of licenses of CATV relays to serve Jackson. Action March 4.

■ KOD-36, KOD-31 and KOD-35, all Pharr, McAllen, Mission, Edinburg, San Juan, Alamo, Weslaco, La Feria, Donna, Mercedes, Harlingen, San Benito, Raymondville and Brownsville, all Texas—Cable Television Bureau granted renewal of licenses for CATV relays. Action March 4.

■ KOC-81 Pharr, McAllen, Mission, Edinburg, San Juan, Mercedes, Alamo, Weslaco, La Feria, Donna, Harlingen, San Benito, Raymondville and Brownsville, all Texas—Cable Television Bureau granted renewal of licenses for CATV relay. Action March 4.

■ KCS-54 Rawlings and Casper, both Wyoming—Cable Television Bureau granted renewal of license of CATV relay to serve Rawlings and Casper. Action March 4.

■ Broadcast Bureau granted renewal of licenses for following and their co-pending aux.: KAGE-(AM) Winona, Minn.; KARR-AM-FM Great Falls, Mont.; KASM-(AM) Albany, Minn.; KATL-(AM) Miles City, Mont.; KAUS-AM-FM Austin, KBEW-AM-FM Blue Earth, both Minnesota; KBFS-(AM) Belle Fourche, KBHB-(AM) Sturgis, KBJM-(AM) Lemmon, all South Dakota; KBMN-(AM) Bozeman, Mont.; KBMR-AM-FM Bismarck, N.D.; KBOW-(AM) Butte, Mont.; KBRF-AM-FM Fergus Falls, Minn.; KBUN-(AM) Bemidji, Minn.; KCAP-(AM) Helena, Mont.; KCUE-AM-FM Red Wing, KDMA-(AM) Montevideo, KEHG-(AM) Fosston, all Minnesota; KEXO-(AM) Grand Junction, Colo.; KEYL-(AM) Long Prairie, Minn.; KJFM-(AM) Grand Forks, N.D.; KFLJ-(AM) Walsenburg, Colo.; KFNW-AM-FM Fargo and KFVR-AM-FM Bismarck, both North Dakota; KGEK-(AM) Sterling, Colo.; KGEZ-(AM) Kalispell, KGHM-(AM) Billings, both Montana; KGHS-(AM) International Falls, Minn.; KGMV-(AM) Missoula, Mont.; KGPC-(AM) Grafton, N.D.; KGVO-(AM) Missoula, Mont.; KHRT-(AM) Minot, N.D.; KIJV-(AM) Huron, S.D.; KILQ-(AM) Grand Forks, N.D.

And: KIMM-(AM) Rapid City, S.D.; KIUP-(AM) Durango, KKEP-(AM) Estes Park, both Colorado; KLCB-(AM) Libby, Mont.; KLGR-(AM) Redwood Falls, Minn.; KLOV-(AM) Loveland, Colo.; KLPN-(AM) Minot, N.D.; KLTF-(AM) Little Falls, Minn.; KLYQ-AM-FM Hamilton, Mont.; KMHL-AM-FM Marshall, Minn.; KNAB-(AM) Burlington, Colo.; KNDK-(AM) Langdon, and KNOX-(AM) Grand Forks, both North Dakota; KNUJ-AM-FM New Ulm, Minn.; KNWC-AM-FM Sioux Falls, S.D.; KOBH-AM-FM Hot Springs, S.D.; KOFI-(AM) Kalispell, KOJM-(AM) Havre, KOOK-(AM) Billings, all Montana.

And KORN-(AM) Mitchell, S.D.; KOYN-AM-FM Billings, Mont.; KOZY-(AM) Grand Rapids, Minn.; KPRK-(AM) Livingston, Mont.; KQAQ-(AM) Austin, Minn.; KQXI-(AM) Arvada, Colo. KRBI-AM-FM St. Peter, Minn.; KRDO-AM-FM Colorado Springs; KRFO-AM-FM Owatonna, KROC-AM-FM Rochester, KRWB-(AM) Roseau, all Minnesota; KRYT-AM-FM Colorado Springs; KSDN-(AM) Aberdeen, S.D. KSTP-(AM) St. Paul; KSUM-(AM) Fairmont, Minn.; KTGO-(AM) Tioga and KTYN-(AM) Minot, both North Dakota; KUAD-(AM) Windsor, Colo.; KUOM-(AM) Minneapolis; KUSD-(AM) Vermillion, S.D.; KVCK-(AM) Wolf Point, Mont.; KVFC-(AM) Cortez, Colo.; KVOR-AM-FM Colorado Springs; KVQX-AM-FM Moorhead, Minn.; KVRH-(AM) Salida, Colo.; KWAT-(AM) Watertown, S.D.; KWLM-AM-FM Willmar, KWNO-(AM) Winona, KWOA-AM-FM Worthington, all Minnesota; KWYR-(AM) Winner, S.D.; KWYS-(AM) West Yellowstone, KXGN-(AM) Glendive, KXLF-(AM) Butte, KXLO-(AM) Lewistown, KXXL-(AM) Bozeman and KYLT-(AM) Missoula, all Montana.

And: KYSM-AM-FM Mankato, WAVN-(AM) Stillwater, WCAL-(AM) Northfield, WCPM-(AM) Pine City, WDGY-(AM) Minneapolis, WEBC-(AM) Duluth, WEVE-(AM) Eveleth, WHLB-(AM) Virginia, WKPM-(AM) Princeton, WLLO-(AM) Minneapolis, WLLOL-FM Minneapolis, WMFG-(AM) Hibbing, all Minnesota; WNAX-(AM) Yankton, S.D.; WWTC-(AM) Minneapolis, KEHG-FM Fosston, KQRS-FM Golden Valley, WAYL-(AM) Minneapolis, WCTS-FM Minneapolis, KAUS-TV Austin, all Minnesota; KCFW-TV Kalispell, Mont.; KCND-TV Pembina, N.D.; KDAL-TV Duluth, KEYC-TV Mankato, both Minnesota; KFBB-TV Great Falls, Mont.; KFVR-TV Bismarck, N.D.; KGVO-TV Missoula, Mont.; KMOT-(TV) Minot, N.D.; KOOK-TV Billings, Mont.; KORN-TV Mitchell, KOTA-TV Rapid City, both South Dakota; KRDO-TV Colorado Springs; KSTP-TV St. Paul; KTVS-(TV) Sterling, Colo.; KULR-TV Billings, Mont.

And: KUMV-TV Williston, KXJB-TV Valley City, both North Dakota; KXLF-TV Butte, Mont.; KXMB-TV Bismarck and KXMC-TV Minot, both North Dakota; *KASF-(FM) Alamosa, Colo.; *KBBS-(FM) Bemidji, Minn.; *KDSU-(FM) Fargo, N.D.; *KESD-(FM) Brookings, S.D.; *KICC-(FM) International Falls, *KMSU-(FM)

Mankato, *KSJN-FM St. Paul-Minneapolis, *KSJR-FM Collegeville, all Minnesota; *KSTI-(FM) Springfield, S.D.; *KUFM-(FM) Missoula, Mont.; *KUMD-F Duluth, Minn.; *KNSD-FM Vermillion, S.D.; *KVSC-(F) St. Cloud, Minn.; *KWSB-FM Gunnison, Colo.; *WCAL-FM Northfield, Minn.; *KBHE-TV Rapid City, *KESD-TV Brookings, both South Dakota; *KFME-(TV) Fargo, N.D.; *KTCA-TV and *KTCT-TV, both St. Paul; *KUSD-TV Vermillion, S.D.; *KWCM-TV Appleton, *WDSE-TV Duluth and *KEYC-FM Mankato, all Minnesota; KGVW-FM Belgrade, Mont. Actions March 25.

■ Broadcast Bureau, granted renewal of licenses for following and their co-pending aux.: KAOH-(AM) Duluth, KATE-(AM) Albert Lea, both Minnesota, KBMY-(AM) Billings, Mont.; KBRK-AM-FM Brookings, S.D.; KBRR-(AM) Leadville, KCRT-(AM) Trinidad, both Colorado; KDAK-(AM) Carrington, N.D.; KDEN-(AM) Denver; KDLM-(AM) Detroit Lakes, KDÜZ-AM-FM Hutchinson, KDWB St. Paul, KLFD-AM-FM Litchfield, KFIL Preston, all Minnesota; KFTM-AM-FM Fort Morgan, Colo.; KGCC-(AM) Sidney, Mont.; KHOW-(AM) Denver; KMRS-(AM) Morris, KOLM-AM-FM Rochester, both Minnesota; KOSI-(AM) Aurora, Colo.; KOSI-FM Denver; KPIK-AM-FM Colorado Springs; KPRM-AM-FM Park Rapids, Minn.; KQWB-(AM) Fargo, N.D.; KSLV-(AM) Monte Vista, Colo.; KSMN-(AM) Shakopee, Minn.; KSNO-(AM) Aspen, and KUCB-(AM) Montrose, both Colorado; KUDI-(AM) Great Falls, Mont.; KVRA-(AM) Vermillion, S.D.; WCCO-AM-FM Minneapolis; WELY-(AM) Ely, KDHL-FM Faribault, both Minnesota; KLOV-FM Loveland, KRNW-(FM) Boulder, both Colorado. Actions March 31.

■ Broadcast Bureau granted renewal of licenses for following and their co-pending aux.: KREI-(AM) Farmington, Mo.; KSGM-(AM) Chester, Ill.; KSGM-FM Ste. Genevieve, Mo.; KSMN-AM-FM Mason City, Iowa; KUSN-AM-FM St. Joseph, Mo.; KVFD-(AM) Ft. Dodge, Iowa; KXEO-(AM) and KWWR-FM, both Mexico, Mo.; KXGI-(AM) Fort Madison, Iowa; WAAC-(AM) Terre Haute, Ind.; WBKX-(AM) Hattiesburg, Miss.; WFHR-AM-FM Wisconsin Rapids, Wis.; WHEE-(AM) Martinsville, Va.; WIPR San Juan, Puerto Rico; WJBC-(AM) Bloomington, Ill.; WMAD-(AM) Madison, Wis.; WMCP-(AM) Columbia, Tenn.; WMEV-AM-FM Marion, Va.; WMLO-(AM) Beverly, Mass.; WPRT-AM-FM Prestonburg, Ky.; WPTX-(AM) Lexington Park, Md.; WSMI-(AM) Litchfield, Ill.; WTVB-(AM) Coldwater, Mich.; WZMF-(FM) Menomonee Falls, Wis. Actions March 29.

■ Broadcast Bureau granted renewal of licenses for following and co-pending auxiliaries: KFUA-AM-FM Clayton, KSIS-AM-FM Sedalia, KSOA-(AM) Ava, all Missouri; WBYS-AM-FM Canton, Ill.; WHN-(AM) New York; WJPW-(AM) Rockford, WNRS-(AM) Saline, both Michigan. Action March 17.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries:

KHOW-FM Denver; KVOD-(FM) Denver; KVRF-(FM) Vermillion, S.D.; KCMT-(TV) Alexandria, Minn.; KCOO-TV Aberdeen, S.D.; KNMT-(TV) Walker, Minn.; KSOO-TV Sioux Falls, S.D.; WCCO-TV Minneapolis; KHDN-(AM) Hardin, Mont.; KADX-(FM) Denver. Action March 30.

■ Broadcast Bureau granted renewal of licenses for following and their co-pending auxiliaries: KAPI-(AM) Pueblo, KAVI-AM-FM Rocky Ford, both Colorado; KBMO-AM-FM Benson, Minn.; KBOL-(AM) Boulder, Colo.; KBOM-(AM) Bismarck-Mandan, N.D.; KBTR-(AM) Denver; KCOL-(AM) Fort Collins, KDGO-(AM) Durango, both Colorado; KDLR-AM-FM Devils Lake, N.D.; KDZA-(AM) Pueblo, KFEL-(AM) Pueblo, KFSC-(AM) Denver, all Colorado; KGCA-(AM) Rugby, N.D.; KGIW-AM-FM Alamosa, Colo.; KGLE Glendive, Mont.; KGLN-(AM) Glenwood Springs, KGUC-(AM) Gunnison, both Colorado; KGVW-(AM) Belgrade, Mont.; KIMN-(AM) Denver; KKAM-(AM) Pueblo, Colo.; KKN-(AM) Aitkin, Minn.; KLMR-(AM) Lamar, Colo.; KLTZ-(AM) Glasgow, KMOM-(AM) Great Falls, both Montana; KPUB-(AM) Pueblo, KRLN-(AM) Canon City, both Colorado; KRSI-(AM) St. Louis Park, Minn.; KSDR-(AM) Watertown, S.D.; KSJB-(AM) Jamestown, N.D.; KSSS-(AM) Colorado Springs; KTCR-AM-FM Minneapolis; KTRF Thief River Falls, Minn.

KURL-AM-FM Billings, Mont.; KXRA-AM-FM Alexandria, Minn.; KYNT-(AM) Yankton, S.D.; WMIN-(AM) St. Paul; KCHF-FM Sioux Falls, S.D.; KEEY-(FM) St. Paul; KIVE-(FM) Glendive, Mont.; KJAE-(FM) Lakewood, Colo.; KMOT-FM Minot, N.D.; KNOF-(FM) St. Paul; KRSI-FM St. Louis Park, Minn.; KSJM-(FM) Jamestown, N.D.; KSPN-(FM) Aspen, KVMN-(FM) Pueblo, both Colorado; KVSF-(FM) Rapid City, S.D.; KWIM-FM Moorhead, Minn.; KBTV-(TV) Denver; KMSP-TV Minneapolis; KOAA-TV Pueblo; KROC-TV Rochester, Minn.; KRTR-(TV) Great Falls, Mont.; KTHI-TV Fargo, N.D.; KXGN-TV Glendive, Mont.; KYUS-TV Miles City, Mont.; WDIO-TV Duluth, Minn.; WIRT-(TV) Hibbing, Minn.; WTCN-TV Minneapolis; *KGLT-(FM) Bozeman, Mont.; *KRMA-TV Denver. Action March 25.

Other actions, all stations

- FCC adopts ruling clarifying new fee schedule. Action resolved inconsistencies in determining different kinds of fees and modified basis for computing some fees. Commission said present action was in response to number of petitions for reconsideration, and requests for review and declaratory ruling (Doc. 18802). Action March 24.
- FCC announced volume 20 of second series of FCC Reports is now available to public from superintendent of documents, U.S. Government Printing Office, Washington. Volume 20, covering period from Oct. 24, 1969, to Jan. 30, 1970. Ann. March 31.

Translator actions

- K10AK Crested Butte, Colo.—Broadcast Bureau granted mod. of license covering change in primary TV of VHF translation to KOAA-TV Pueblo, Colo. Action March 26.
- K12AK Crested Butte, Colo.—Broadcast Bureau granted mod. of license covering change in primary TV of VHF translator to KREY-TV Montrose, Colo. Action March 26.
- K11AT Gunnison Valley rural area and Gunnison, Colo.—Broadcast Bureau granted mod. of license covering change in primary TV of VHF translator to KREX-TV Grand Junction, Colo. Action March 26.
- Natchitoches, Louisiana. Lanford Telecasting Co.—Broadcast Bureau granted CP for new VHF translator to serve Natchitoches on ch. 11, by rebroadcasting programs of KALB-TV, Alexandria, La. Action March 26.
- K12HP Denton, Mont.—Broadcast Bureau granted license covering changes in VHF translator. Action March 31.
- K13HL Oakland and Union Gap, both Oregon.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 13 to ch. 12; make changes in ant. system; change call sign to K12IA. Action March 26.
- Alpine, Tex. Cable Service, Inc.—Broadcast Bureau granted CP for a new UHF translator to serve Fort Stockton, Sanderson and rural ranches, all Texas, on ch. 73 by rebroadcasting programs of XHIT-TV, ch. 4, Chihuahua, Mexico. Action March 16.
- Marathon, Texas. Cable Service Inc.—Broadcast Bureau granted CP for a new UHF translator to serve Marathon and rural ranches, both Texas, on ch. 75 by rebroadcasting programs of XHIT-TV, ch. 4, Chihuahua, Mexico. Action March 16.
- Shafter, Tex. Cable Service, Inc.—Broadcast Bureau granted CP for new UHF translator to serve Presidio, Shafter and rural ranches in area, all Texas, on ch. 71 by rebroadcasting programs of XHIT-TV, ch. 4, Chihuahua, Mexico. Action March 16.
- K08FC Plain and Lake Wenatchee area, Wash.—Broadcast Bureau granted license covering changes in VHF translator. Action March 31.

Modification of CP's, all stations

- WEAW Evanston, Ill.—Broadcast Bureau granted mod. of CP to change ERP to 6 kw; ant. height 1,170 ft.; remote control permitted. Action March 31.
- Flora, Ill.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 3 kw; ant. height 300 ft. Action March 31.
- Rochester, Ind.—Broadcast Bureau granted mod. of CP to change studio location to 116 West 9th St., Rochester; operate by remote control from proposed studio location; change trans. and ant. Action March 31.
- KBWI-FM Topeka, Kan.—Broadcast Bureau granted mod. of CP to extend completion date to July 31. Action March 31.
- WDM-28 Mayfield, Ky.—Cable Television Bureau granted mod. of CP to change trans. of CATV relay. Action March 5.
- WDF-32 Murray, Ky.—Cable Television Bureau granted mod. of CP to change trans. Action March 5.
- *WFDU(FM) Teaneck, N.J.—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system (BMPED-786).
- *WFMQ Lebanon, Tenn.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1, change type ant.; make changes in ant. system; ant. height 86 ft.; ERP 480 w. Action March 16.
- WREC-FM Memphis—Broadcast Bureau granted mod. of CP to reduce height of auxiliary ant.; ant. height 220 feet. Action March 30.
- Sparta, Tenn.—Broadcast Bureau granted mod. of CP of new AM to change ant., trans. and main studio location to 0.96 mile east of Courthouse

on Highway U.S. 70 South, Sparta; make changes in ground system. Action March 25.

- Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KFQD(AM) Anchorage to July 9; WSPB(AM) Sarasota, Fla. to Sept. 10; KWBY(AM) Edna, Tex. to Aug. 15; KXYZ(AM) Houston to May 1; WISM(AM) Madison, Wis. to June 1. Action March 29.
- Broadcast Bureau granted mod. of CP's to extend completion dates for following: KBSA(AM) Guasti, Calif. to Sept. 30; WUAZ(AM) Henderson, Ky. to July 30; WANG(AM) Coldwater, Mich. to Sept. 28; WMEG(FM) Hibbing, Minn. to Aug. 30; KTIS-FM Minneapolis, to Sept. 1; WHLB-FM Virginia, Minn. to Aug. 30; WRDR(FM) Egg Harbor, N.J. to Sept. 1; KPAM-FM Portland, Ore. to May 15; WANS-FM Anderson, S.C. to Aug. 13. Action March 30.
- Broadcast Bureau granted mod. of CP to extend completion dates for the following stations: KSDO San Diego to Oct. 14; WHOM New York to June 6; WHOM New York to June 6; WPMH Portsmouth, Va. to July 31. Action March 31.

Ownership changes

Actions

- WXVI(AM) Riviera Beach, Fla.—Granted assignment of license from Bert Lebar Jr. to Riviera Broadcasting Co. for \$445,000. Seller: Mr. Lebar was formerly sportscaster and held interest in WEAT-AM-FM-TV West Palm Beach, Fla. Buyers: Allan Kornish, Eugene Bartoli and Richard A. Kane. Mr. Kornish was formerly general manager of WARM(AM) Scranton, Pa. Mr. Bartoli owns real estate and parking garage and has interest in a coal supply firm, restaurant and horse race track. Mr. Kane is attorney. Action March 22.
- WTCR(AM) Ashland, Ky.; WVQM-FM Huntington, W. Va.; WGAY(FM) Washington and WQMR(AM) Silver Spring, Md.—Granted transfer of control from Connie B. Gay (100% before, none after) to Greater New York Media Inc. (none before, 100% after). Consideration \$3,165,000. Buyers: Mr. Joseph L. Rosenmiller and Peter A. Bordes. Their company is licensee of WCTO-FM Smithtown and WGSM-FM Huntington, both New York, controls 80% of WCTC-AM-FM New Brunswick, N.J., and 88% of CATV in Southbridge, Mass. Action March 24.

CATV

Applications

- Mobile, Saraland, Pritchard, Chickasaw, Daphne, Fairhope, Loxley, Bay Minette and Bayou La Batre, all Alabama—Seeks distant signal of WWOM-TV New Orleans (Mobile, Ala.-Pensacola, Fla., ARB 73). Ann. March 9.
- Tuscaloosa and Northport, both Alabama—Tuscaloosa Cable TV. Seeks distant signal of WWOM-TV New Orleans, La. (Birmingham, Ala., ARB 40). Ann. March 9.
- Tempe, Ariz.—American Cable Television Inc. Seeks distant signals of KTLA(TV), KHJ-TV, KTTV(TV) and KCOP(TV), all Los Angeles (Phoenix ARB 61). Ann. March 9.
- King City, Calif.—Southern Monterey County CATV Inc. Seeks distant signals of KSBY-TV San Luis Obispo and KTEH-TV San Jose, both California. (Salinas-Monterey, Calif., ARB 06). Ann. March 9.
- Turlock, Calif.—National Trans-Video Inc. Seeks distant signals of KTXL(TV) Sacramento and KQED(TV) San Francisco, both California (Sacramento-Stockton, Calif., ARB 25). Ann. March 9.
- Columbus, Ga.—Telecab of Columbus Inc. Seeks distant signals of WATL(TV) and WCTG(TV), both Atlanta (Columbia, Ga., ARB 78). Ann. March 9.
- Kewanee, Ill.—Kewanee Cablevision Inc. Seeks distant signal of KIIN-TV Iowa City. (Davenport, Iowa—Rock Island and Moline, both Illinois, ARB 62). Ann. March 9.
- Columbus, Ind.—Columbus Communications Corp. Seeks distant signal of WURD(TV) Indianapolis (Indianapolis ARB 18). Ann. March 9.
- Queensbury, Ft. Edward, Hudson Falls and Kingsbury, all New York—Normandy TV Cable Co. Seeks distant signals of WSMW-TV Worcester, Mass.; WVER(TV) Rutland, WCAX-TV Burlington, both Vermont, for all systems. WSBK-TV Boston; WKBG-TV Cambridge, Mass.; WNEW-TV, WOR-TV and WPIX-TV, all New York and WHCT-TV Hartford, Conn., for all systems except Queensbury. (Albany-Schenectady and Troy, all New York, ARB 42). Ann. March 22.
- Bartlesville and Dewey, both Oklahoma—Bartlesville Video Inc. Seeks distant signals of KBMA-TV Kansas City, Mo., KOTV(TV) Dallas-Forth Worth, and KPLR-TV St. Louis (Tulsa, Okla., ARB 58). Ann. March 9.
- Stillwater, Okla.—Frontier Cablevision Inc.

Seeks KMBA(TV) Kansas City, Mo. (Oklahoma City ARB 51). Ann. March 9.

- North Augusta and Belvedere, both South Carolina—CSRA Cablevision Inc. Seeks distant signals of WIS-TV, WNOK-TV and WOLO-TV, all Columbia, South Carolina (Augusta, ARB 99). Ann. March 9.

Final actions

- WHC-74 Santa Barbara, Calif.—Cable Television Bureau granted CP for new CATV relay studio to head-end link station to be used with CATV in Santa Barbara. Action March 25.
- Macon, Ga.—FCC granted petition by Cox Cable Communications Inc., for temporary waiver of April 1 effective date of rules (program origination) to Oct. 1, 1971. Action April 6.
- Makaha Valley, Oahu, both Hawaii—Cable Television Bureau granted CP for new CATV to bring KHON-TV, KHVH-TV, KGMB-TV, KHET(TV) and KIKU(TV) all Honolulu, to CATV in Makaha Valley and Oahu. Action March 5.
- WGY 59 and WGY 60 Kearney and Hastings, both Nebraska—Cable Television Bureau granted CP for new CATV relays to be used with CATV in Kearney and Hastings. Action March 5.
- KZN-28 Lawton, Okla.—Cable Television Bureau granted renewal of license. Action March 15.
- WGY-61 Sayre, Okla.—Cable Television Bureau granted CP for new CATV relay to bring KOCO-TV, KWTW(TV) and WKY-TV, all Oklahoma City, to CATV at Sayre. Action March 5.
- WDU-36 Ozona, Texas—Cable Television Bureau granted mod. of CP to change frequency of CATV relay. Action March 5.
- KUX-85 Myrtle Beach, S.C.—Cable Television Bureau granted mod. of license covering change in direction of radiation lobe, ant. system and add relay of WUSN-TV Charleston, S.C. to CATV in Conway, S.C. (BMLCAR-8). Action March 5.

Initial decisions

- Hearing Examiner Frederick W. Denniston ordered Cable TV Co. of Berwick, Pa., to cease and desist from further violation of rules by importing stations without approval and extending signals beyond predicted Grade B contours (Doc. 18986). Action April 1.
- Hearing Examiner Forest L. McClenning ordered All Channels Cable TV Inc. to cease and desist from further violations of rules by importation of KPLC-TV, Lake Charles, La., and KFDM-TV and KBMT(TV), both Beaumont, Texas on its CATV at Lafayette, La. (Doc. 18779). Action April 1.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through April 6. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in *italics*.

- Buena Vista, Colo.—Town council has granted a franchise to Colorado Cable Television Corp.
- Ponce Inlet, Fla.—Halifax Cable TV has applied for a franchise.
- Treasure Island, Fla.—City commission has granted a 30-year franchise to Teleprompter Corp. (multiple-CATV owner), New York.
- Seaside Heights, N.J.—National Video Systems Inc. has been awarded a 25-year exclusive franchise.
- Huntington, N.Y.—North Suffolk CATV Systems Inc. and Intercounty TV Corp. have been granted franchises.
- Warrenburg, N.Y.—Champlain Cablevision Co., Glens Falls, N.Y., has applied for a franchise.
- Elyria, Ohio—Five companies have applied for a franchise: Lorain Cable Television Co., Lorain, Ohio; Telecab Corp., Norfolk, Va.; Coaxial Cable Television Co., Columbus, Ohio; Elyria Cable Service; and Community Cable Television Co., Lorain, Ohio.
- Girard, Ohio—Mahoning Valley Cablevision has applied for a franchise.
- Milford, Ohio—Southwestern Ohio Cable TV and Miami Cable Corporation have applied for a franchise.
- New Market, Va.—Town Council has granted a franchise to American Cablevision Co., Newport News, Va. Installation charges will be \$9.95, with a \$4.95 monthly rate.

"Ben Wolfe? He's a genius, an innovator, an inventor. He's aggressive, enthusiastic. He's the finest man I've ever known."

The comment is typical of people in broadcasting who know Benjamin Wolfe, Post-Newsweek Stations vice president for engineering. And the National Association of Broadcasters must have agreed; on March 30, it awarded him its highest engineering honor.

George W. Bartlett, NAB's vice president for engineering, presenting Mr. Wolfe with the organization's Engineering Achievement Award, called Mr. Wolfe a "broadcast pioneer." The inscription on the plaque given to Mr. Wolfe at the NAB convention in Chicago speaks for itself:

"In recognition of his distinguished professional career . . . for his many contributions to our nation's knowledge in the field of communication technology . . . for his untiring efforts to foster advances in the art of broadcasting . . . and for his pioneering spirit which has so rightly enhanced the forward progress of broadcast engineering."

Mr. Wolfe's reply in receiving the award was characteristically unpretentious. He said: "I am certainly fortunate to have had a small part in contributing some technical advances to broadcast engineering, and thank my many friends and associates who helped make this possible, but most of all my partner for 35 years, my wife, Phyllis."

His attachment to the industry began four decades ago. For a youngster attracted to the magnetism of radio, the late twenties and early thirties were the beginning of an era. Mr. Wolfe received a combination amateur-commercial operators' license from the Department of Commerce in 1928 and gained practical experience working spark and arc transmitters as a ship's radio operator. Few colleges, if any, were teaching radio engineering at the time—most were still engaged in "power" engineering.

Broadcasting as a career began for Mr. Wolfe in 1936 at WCBM(AM) Baltimore without sophisticated equipment, but rather with "racks of tubes and pots for gain riding."

"Our 'VU' meters reached their peaks many moments after the 'voice' so the art of controlling volume was often in the 'wonderland,'" he has written. Back then, as now, manufacturers and station engineers were constantly probing for improvement. "If ever there was a need for technical improvement, this was the time," he says, reflecting on the not always "golden" early days of radio.

And some of the improvements that followed were the result of Mr. Wolfe's work. Inventor of the single carrier television multiplexed and anti-acoustic feedback systems. Mr. Wolfe also pioneered the development of the first three-antenna candelabra tower in the

Engineering's what he 'sleeps, dreams, walks and talks'

world—now used in Baltimore by WBAL-TV, WMAR-TV and WJZ-TV.

More recently, he is credited with the conceptual design and specifications for a new type of television transmitter, developed and manufactured by RCA. The idea, he says, was to have two

Week's Profile



Benjamin Wolfe—vice president, engineering, Post-Newsweek Stations Inc.; b. Jan. 6, 1914, Baltimore; received his first combined amateur-commercial license from U.S. Dept. of Commerce in 1928; Radiomarine Corp. of America, 1930-36, as radio operator and technical staffer; Capitol Radio Engineering Institute, 1934; WCBM(AM) Baltimore, station technician, 1936; U.S. War Dept. Radar Group, technical supervisor, 1941-44; FCC, Norfolk, Va., engineer, 1944-46; WANN(AM) Annapolis, Md., chief engineer, 1946-47; United Broadcasting Co., Washington, director of engineering, 1947-49; with Westinghouse Broadcasting Co. Stations—chief engineer, WJZ-TV Baltimore, 1949-62, KPIX-TV San Francisco, 1962-64; Westinghouse manager of engineering, 1964, vice president engineering, 1965-69; in present position since 1969; m. Phyllis Jaffe, June 23, 1935; daughters—Marian (married), 30, and Carol H., 21; hobbies—amateur radio and anything pertaining to electronics.

transmitters in operation, side by side, so that if one cut out, the other would remain on and provide a fairly good signal until repairs could be made. This dual transmitter set-up is a step towards "real automatic control, rather than remote control," he adds.

Chet Collier, Westinghouse Broadcasting Co. TV station group president, says of Mr. Wolfe: "He sleeps engineering, dreams it, walks it, talks it." But for someone as enthusiastic for the technical side of broadcasting as he, all agree Mr. Wolfe also knows people. One calls him "human," another terms him "kindly." But most speak of his untiring "devotion" to broadcasting.

His devotion can be seen in his written works. He is the author of many engineering articles appearing in *Electronics*, *Tele-Tech*, *IRE Transactions* and *Broadcast Engineering*.

A paper he presented at the NAB Engineering Conference in 1961 (one of many he has delivered during the last 15 years) contains the first complete design of a workable wideband transistorized video amplifier.

His credentials are endless: senior member of the Institute of Electronic Engineers, senior member of the Society of Broadcast Engineers, associate member of the Association of Federal Communications Consulting Engineers. As if these were not enough to establish him as one of the most active technical masters in broadcasting, in 1967 he was chairman of the NAB's engineering conference committee; for the past two years he has been a member of the NAB's engineering advisory committee, and he is now serving as the NAB's representative on the ad hoc committee established for color technical investigation in the U.S.

It is in this last area that Mr. Wolfe is most presently concerned. One of television's pressing problems, he says, is color telecasting technology. What we need now, and will have within the next five years, he adds, is consistently good color for all stations.

"There should be no need to reset the color controls on a television set when you change channels," he said, "and we're working on it."

Also for the future, Mr. Wolfe speaks enthusiastically of a speech synthesizer forthcoming in the next decade which would turn the printed word from news tickers instantaneously into "real professional-quality speech for the air."

For the present, Mr. Wolfe says almost sadly, he doesn't have as much time as he would like to actually get his hands in the circuitry and hear the whine of transmitting equipment. Now he's an administrator. But he makes up for it at home with his hobby of amateur radio and "anything to do with electronics." Mr. Wolfe, balding, husky, breaks into a smile: "I like that!"

Newspapers please copy

In the first part of this year, when cigarette business left the air and broadcast sales to other clients slackened, a spate of newspaper stories called attention to the recession in television advertising.

In the past several weeks, as readers of this publication have been made aware, television sales have taken off. A report appearing elsewhere in this issue finds networks moving into stronger positions than they have occupied for a year or more. Spot is similarly on the rise.

Funny that the turnabout in broadcast fortunes has passed virtually unnoticed in many of the papers that were so interested in television business only a couple of months ago.

Rock around the clock

The American Society of Composers, Authors and Publishers has lately been conducting a vigorous campaign to recruit members from the rival Broadcast Music Inc. For ASCAP this is a radical change of character. If Jerome Kern were alive today, he would, as Sam Goldwyn once said of someone else, be spinning in his grave.

Mr. Kern, it must be explained to readers whose arteries are yet to harden, was a leading figure in ASCAP back in the thirties and forties when it had the music business in its cashmere pocket. ASCAP, the only performing-rights society with an inventory of popular music, collected just about all the fees there were to collect from the performance of copyrighted works. As senior members of ASCAP, Mr. Kern and a small band of colleagues split most of the ASCAP take. Tin Pan Alley, you should forgive the expression, was a restricted neighborhood.

The alley never did let Broadcast Music in. After the formation of BMI as a cooperative venture of broadcasters rebelling against ASCAP demands, the moon-June school of song writers stayed with ASCAP. BMI turned first to Latin America in a desperate search for music, then to the U.S. hinterlands. By the early fifties BMI had discovered a generation of writers whose music was to become a central element in the national culture. The era of rock had dawned.

In its early years of growing popularity, rock was subjected to incessant criticism by the musical establishment. It was called degenerate by such experts as Billy Rose and Frank Sinatra. It was denounced by members of Congress, reading from cue sheets shipped in from Hollywood and New York. Ed Sullivan, daring to introduce Elvis Presley to a national television audience, had his cameramen concentrate on Mr. Presley from the waist up. Through all of it, BMI was repeatedly identified as the center of a broadcast conspiracy to debase the nation's tastes, monopolize the nation's music and destroy ASCAP.

With that background in mind, it is interesting to read the latest ASCAP advertising, directed to the writers and publishers of modern songs. "ASCAP pays more," the copy reads. "When we license your music, we have one goal. To get as much for it as possible. Because ASCAP is owned by its own members.

"The men who license music at BMI are broadcasters. They own BMI. As your bargainers they should get as much for you as possible. But as broadcasters they want to spend as little as possible . . .

"We have an interesting proposition. You know what you made at BMI. We have a computer. It tells us what you would've made with ASCAP.

"So come to us."

In that ad ASCAP has written as good an argument as is

likely to be made for competition in music licensing. In seeking the performing rights to music forms it so recently scorned, it is conceding that it was outvoted by the public. Chances are the public would have never had a vote on rock if the repressive influence of in-group music licensing, as practiced in the old days of ASCAP, had not been broken.

It's something for broadcasters to keep in mind in their future negotiations with licensing authorities.

The builders

Despite the probability that an all-advertising system of self-regulation will soon come into being, the National Association of Broadcasters proceeds with plans to enlarge its private system of self-regulation. It is also distributing a weighty manual telling subscribers how to run their businesses according to the NAB codes.

The rationale for the build-up at the NAB while progress is being made toward an all-advertising system has been explained by Stockton Helffrich, director of the NAB Code Authority, in a letter appearing in this publication's "Open Mike" last week. The all-advertising plan is designed to handle complaints about advertising after it has appeared, Mr. Helffrich said. The NAB Code Authority acts to prevent the appearance of advertising that may lead to complaints. Hence, in his view, the all-industry system and the NAB's will be complementary.

To Mr. Helffrich's observations, we would add some of our own. If the NAB system had succeeded in the preventive function claimed for it, there would be less need than is now felt for the creation of an all-advertising system of discipline. To enlarge the NAB's own system now is to imply a lack of confidence in the all-industry system. Not only that, the NAB will call more attention to the uniqueness of its own system. As we have said before, the mere existence of the NAB's highly institutionalized system of self-regulation has provided a handy pressure point from which outsiders can manipulate the whole broadcasting business.

A fragment of a C. Northcote Parkinson law that we once encountered comes again to mind. It is that the last act of a dying organization is to issue a new and enlarged rule book. Mr. Parkinson, of course, was only kidding.



Drawn for BROADCASTING by Sid Hix

" . . . And it says: 'Unless you cut down on TV violence, we're going to trash your station and beat the living daylight out of you!'"

2 STATE AWARDS

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Presented to

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RADIO & TELEVISION

FOR SIGNIFICANT CONTRIBUTIONS TO GENERAL NEWS PROGRAMMING DURING 1970



WSPA-TV cares—and our Eyewitness 7 News team proves it! WSPA-TV was honored as the television station in South Carolina with the most significant contribution in general news programming during 1970. Specifically cited was a series on the plight of the migrant workers who harvest the Spartanburg County peach crop each year. Dave Handy, News Director and newsman Bob Knowles spent many weeks compiling this comprehensive report. These men are just two reasons so many Carolinians depend on TV-7 for comprehensive news coverage.



WSPA Radio cares too—and our people prove it. WSPA was honored as the radio station in South Carolina with the most outstanding community service for 1970. Nominated by listeners, WSPA was cited for station support of a local anti-drug campaign started by students. S.T.A.N.D. (Students Talk about Narcotic Dangers) has not only received formal station support through Editorials and News; but our staff of concerned citizens has actively supported those things that are good for our community. The WSPA stations care—and those who know us don't have to be told!

wspa

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