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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

TV's off to a new season; critics' vote in, audience's still out
'The News Twisters' refuels charges of liberal bias in network news
Is drug advertising ban desirable? Burch, Johnson take opposite sides
Special report: The struggle over broadcast access (Part II)

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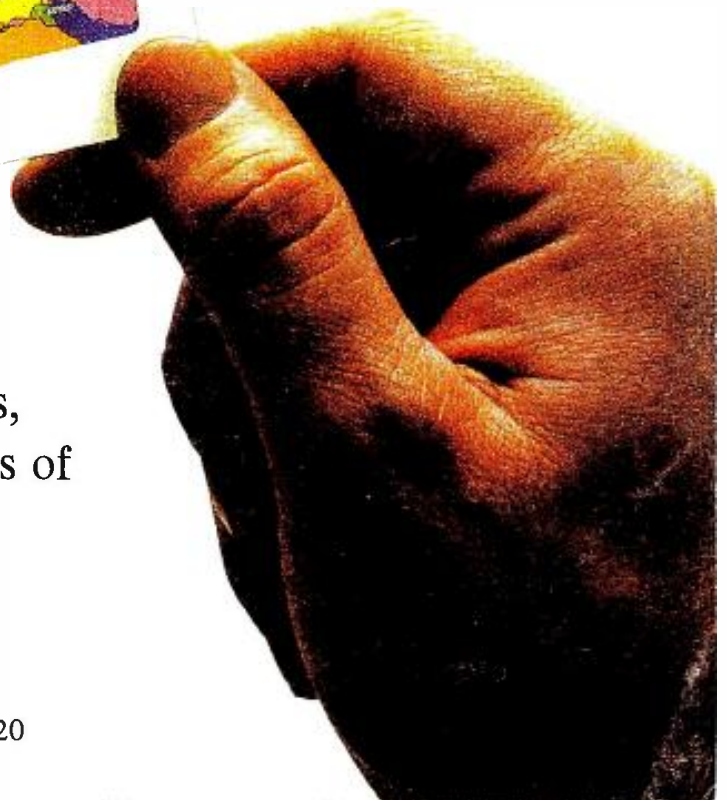
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— March 1971



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WSYR-TV

Channel 3
NBC in Syracuse, N. Y.

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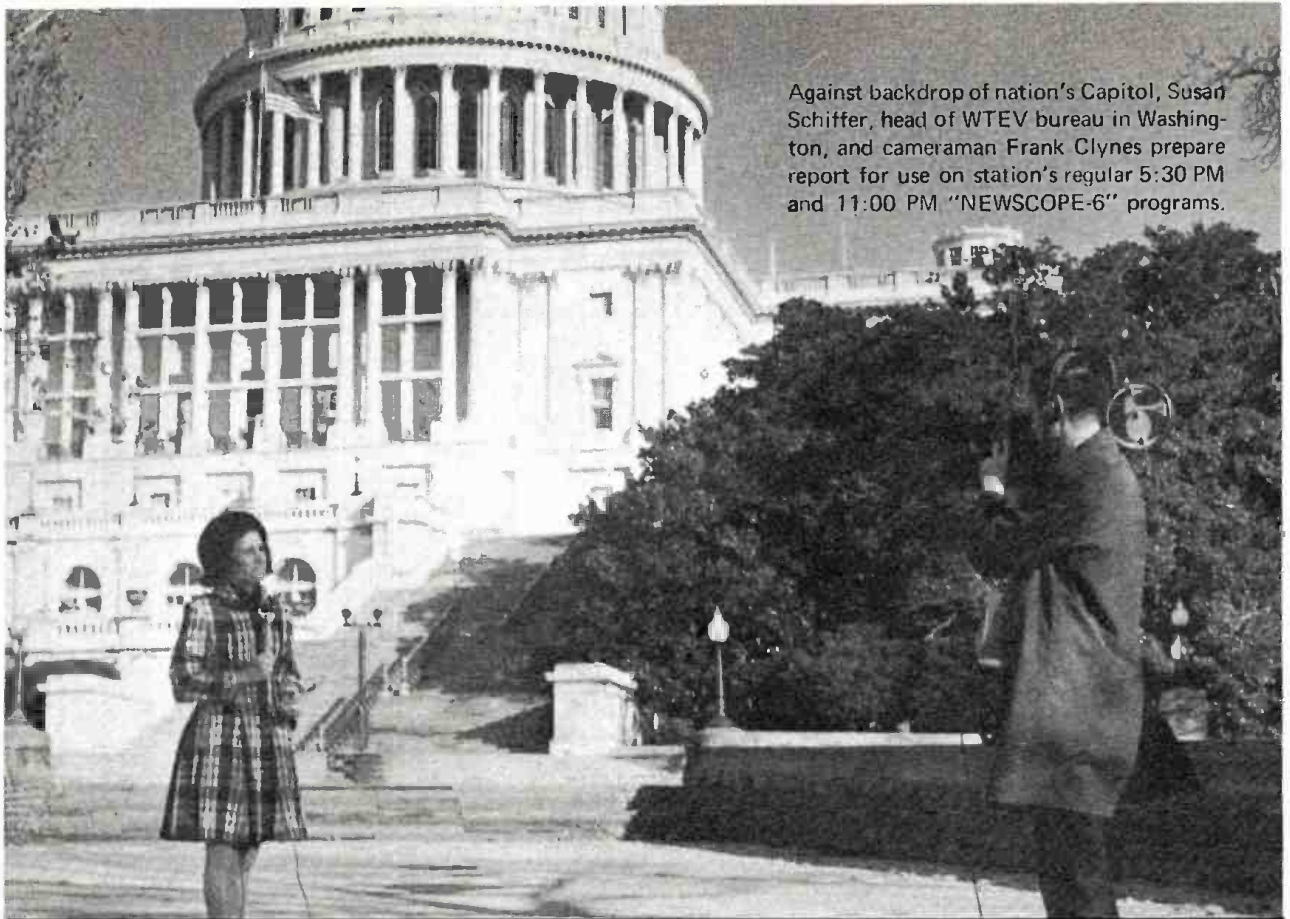
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Broadcasting

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Against backdrop of nation's Capitol, Susan Schiffer, head of WTEV bureau in Washington, and cameraman Frank Clynes prepare report for use on station's regular 5:30 PM and 11:00 PM "NEWSCOPE-6" programs.

WTEV highlights news coverage with full-time Washington bureau

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THE MEEKER COMPANY, INC.

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To better serve its tri-state area, WTEV makes exceptional efforts in gathering news and information. For example, Channel 6 maintains four full-time news bureaus in Providence, New Bedford, New London and Washington, D. C., to serve its area not with just news, but the latest news, accurately presented.

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The contenders

Speculation as to who will be first black appointed to FCC broadened last week to include Ted Ledbetter, 32, communications consultant of Washington. Mr. Ledbetter, who is independent, is said to be sounding out broadcast-establishment types for support in what amounts to campaign for FCC post that will become vacant on June 30, when Democrat Robert T. Bartley retires. Black Mr. Ledbetter apparently has to beat out is Revius Ortique, 46, prominent New Orleans attorney and past president of National Bar Association ("Closed Circuit," Sept. 6).

Meanwhile, FCC General Counsel Richard Wiley, 37, appears to be holding position as front runner for vacancy Robert Wells is expected to create—by Nov. 1—by resigning to return to Kansas. Thus, announcement on Wiley nomination could be made within two weeks. White House at same time would be expected to announce that it will name black to Bartley post, though it might not be able to say which one.

Getting ready

Representative Charlotte Reid (R-Ill.), who will be sworn in as member of FCC on Friday (Oct. 1), has picked key staff members from FCC personnel. Her legal assistant will be Roscoe Long, recruited for FCC by General Counsel Richard Wiley but now detailed to Commissioner Robert Wells, who is without full-time legal assistant. Engineering assistant will be Arlen Van Doorn, now in executive director's office. Commissioner Thomas Houser, whom Mrs. Reid will succeed, hasn't announced future plans but is expected to join law firm on return to Chicago. He may also be active in Illinois campaign for President Nixon's re-election.

Capitol beehive

Since return from August recess both House and Senate have been indoctrinated as never before on matters pertaining to broadcast and CATV regulation. In addition to state delegations of broadcasters making periodic pilgrimages, primarily in quest of legislative relief on license renewals delegations espousing minimal cable-TV regulation have been making calls, presumably only as harbingers of things to come.

In recent weeks National Cable Television Association, headed by Chairman John Gwin, Cox Cable, has drawn up 20-page game plan on what's to be done—when, how and by whom. Meanwhile,

National Association of Broadcasters' new task force on license renewal, headed by Mark Evans (Metromedia Washington VP) is moving ahead on legislative relief.

'Selling' sells

CBS News' celebrated and controversial *The Selling of the Pentagon* has been sold in 19 foreign countries, including Soviet Union. Viacom International, which has sales rights to program overseas, has placed it around world—from Australia and Japan to most of Europe. Viacom officials are unable to confirm whether USSR has broadcast show.

No sale

Though Edgar Stern Jr., principal owner of WDSU-AM-FM-TV New Orleans, has moved legal residence to Aspen, Colo., he has no intention of disposing of broadcast properties, despite widespread reports to contrary. A. Louis Read, president of stations, and Dwight W. Martin, VP and treasurer, who between them hold third of stock, will remain.

Royal Street Corp., Stern holding company, has substantial interests in Aspen resort as well as new Park City ski resort and real-estate development in Utah and Mission Hills real-estate project south of Los Angeles.

No test

FCC has decided against seeking Supreme Court review of Friends of the Earth case, in which appeals court extended fairness doctrine to product advertising. Commission attorneys believe chance of reversal is slim. Feeling is that commission would do well simply to incorporate issues raised in case in its pending review of fairness doctrine, then rewrite policy in way that would clearly separate product advertising from kinds of comment that raise controversial issues of public importance.

Next moves

Groundwork for another assault on broadcasters' control of their programming is being laid by Committee for Open Media, of San Jose, Calif., which is already active in access movement (see page 24). Committee, with legal help from American Civil Liberties Union and Tracy Westen of Washington-based Stern Community Law Firm has invented ingenious plan. It will line up 10 to 20 diversified groups, get each to request San Francisco area TV stations to air unpaid editorial messages.

Those resisting will be cited in complaints to FCC, possibly to courts.

Committee is developing another idea to give local stations fits. If broadcaster fails to live up to standards of service committee expects, groups in area will jointly invite "suitable outside broadcaster" to file competing application next time local license is up for renewal. Outsider's case would be given committee's and groups' support—provided, of course, he planned programing according to their specifications.

Broadcast bait

With move to Arlington, Tex., Washington's baseball Senators are looking for TV-radio line-up that will spread into three states and are assured, already, of doubling their take for broadcast rights. Senators owner, Bob Short, has firm deal with city of Arlington assuring him of \$1 million for TV-radio rights in first year, according to sources close to situation. It's expected city's commitment will be handled through one of area's development committees, which will then negotiate with broadcasters. There's word KRLD(AM) Dallas is interested in acquiring broadcasting rights. Tom Gallery, former NBC sports director, now consultant, served as broadcast adviser to friend Bob Short.

After football

Advertising agencies are displaying interest in report that ABC-TV may move specials into 8-9 p.m. period on Mondays next winter. Idea would be to provide strong lead-in to movies, which will take over 9-11 p.m. spot at close of professional-football season and end of Monday-night game telecasts. Agency sources point out that previous attempts by networks to specify regularly scheduled time period for specials as contrasted to pre-emptions of regular programing were moderately successful at best.

Underground network

Young group led by former news director of noncommercial KRAB(FM) Seattle is trying to line up foundation grants or loans to launch nation's first "alternative" radio news network. Jon Leland, 24, wants to establish nonprofit corporation—which he says could become solvent in one year—to beam news of counterculture to interested stations, primarily commercial FM's with progressive-rock formats. Based on questionnaire he sent to rock stations, Mr. Leland projects network could begin with at least 25 stations.

CBS tops first MNA's followed by ABC, NBC

Four new entries place in top-10 programs

CBS-TV led by two points in Nielsen 70-market multinetwork area (MNA) average ratings (network prime time) for week ended Sept. 19, premiere week of new season. Averages in report out Friday (Sept. 24): CBS 19.8, ABC 17.8 and NBC 17.4. (Depending on method of computing, ABC had 17.9 average if National Collegiate Athletic Association football "overtime" play were to be included in figures.)

Nights of week won by networks: CBS took Saturday through Monday; ABC had Tuesday and Friday, and NBC won Wednesday and Thursday.

CBS Sunday movie ("Guess Who's Coming to Dinner?"), CBS's *Funny Face* and *Dick Van Dyke* and NBC's *Mystery Movie* ("Columbo" episode) were new shows placing in top 10.

Other new shows in top 40:

ABC's *Longstreet* (29), *Owen Marshall* (38) and *Movie of the Weekend* (40); CBS's *Cade's County* (12) and *O'Hara, U.S. Treasury* (34); NBC's *Night Gallery* (17), *Nichols* (23) and *The D.A.* (32).

New shows placing below 40 in MNA's included:

ABC's *Shirley's World*, *The Man and the City*, *Getting Together*; CBS's *Cannon*, *Bearcats!* and *Chicago Teddy Bears*, and NBC's *The Funny Side*, *The*

Partners, *The Good Life* and *The Jimmy Stewart Show*.

Top 40 in MNA's: (1) *Marcus Welby* (ABC), (2) *CBS Sunday Movie*, (3) *All in the Family* (CBS), (4) *Flip Wilson* (NBC), (5) *ABC Sunday Movie*, (6) *Here's Lucy* (CBS), (7) *Funny Face* (CBS), (8) *NBC Mystery Movie*, (9) *Movie of the Week* (ABC) and (10) Bob Hope (NBC special) tied with *Dick Van Dyke* (CBS).

(12) *Laugh-In* (NBC) and *Cade's County* (CBS), (14) *CBS Thursday Movie*, (15) *Mannix* (CBS), (16) *Gunsmoke* (CBS), (17) *My Three Sons* (CBS), and *Night Gallery* (NBC), (19) *Arnie* (CBS), (20) *Medical Center* (CBS) and *CBS Friday Movie*.

(22) Mary Tyler Moore (CBS), (23) *Love, American Style* (ABC) and *Nichols* (NBC), (25) *Partridge Family* (ABC), (26) *Adam-12* (NBC), (27) *Carol Burnett* (CBS), (28) *Doris Day* (CBS), (29) *Longstreet* (ABC) and NBC Movie Special (*Ironsides-Sarge*).

(31) *The Odd Couple* (ABC), (32) *The D.A.* (NBC), (33) *FBI* (ABC), (34) *O'Hara, U.S. Treasury* (CBS), (35) *Room 222* (ABC), (36) *NBC Saturday Movie*, (37) *ABC Monday Movie*, (38) *Owen Marshall* (ABC), (39) *Dean Martin* (NBC) and *Movie of the Weekend* (ABC).

Slow pay stays slow

Slow payment hasn't accelerated despite agency-rep attacks on problem. New look at situation by the Katz Agency, which handles billing for its station clients, found little to cheer about. Katz will give fill-in to its stations at independent session in Atlanta this week during Institute of Broadcasting Financial Management meeting.

There's growing feeling that slow-pay to media by advertisers and agencies will be around for long time. Though Katz would not disclose details of its findings, industry sources say heavy percentage of payments-due continues to go beyond 30 days, and more importantly, estimated 10-12% of payments to stations are more than 120 days due.

Stamp of approval

Certification forms will go to National Association of Broadcasters' radio membership next week for election of twelve new NAB radio board members.

Stations may certify owners, part-

ners, officers or executives whose time is mainly spent on broadcast matters. Board members will be elected from eligibility list at 1972 convention, will take office immediately following.

Certification forms are due back at NAB by Oct. 29. Past certifications are invalid.

NCTA's community-servers

Barry Zorthian, president of Time-Life Broadcast Inc., has been named chairman of National Cable Television Association's community-services committee.

Large part of committee's responsibility will involve use of access channels, which FCC plans to require of operators in major markets. In naming Mr. Zorthian to post, NCTA Chairman John Gwin said, "My specific charge to Barry Zorthian and the community-services committee is to put this [access] into its proper perspective and to furnish direction to the industry for the optimum utilization of access channels."

Other committee members are Xenny

Mitchell, Teleprompter Corp.; Aaron Fleishman, Television Communications Corp.; John Mooney, High Fidelity Cable TV; William Pitney, Cox Cable Communications Inc., and Geoffrey Nathanson, Optical Systems Corp.

Another exclusivity exemption for cable?

FCC has proposed rule amendment that would extend nonprime-time exemption of CATV network program exclusivity rule to include nationally syndicated fare as well.

Under proposed rule, CATV systems would be permitted to carry signal of TV station broadcasting syndicated program in prime time, thus waiving exclusivity to higher priority station that schedules same program in nonprime time on same day. That rule now applies only to programs broadcast over networks.

Rule amendment was proposed in response to request for declaratory ruling on issue by KTXL-TV Sacramento, Calif. KTXL-TV had argued that CATV subscribers can presently be deprived of opportunity to watch popular syndicated program in prime time because station with higher priority to particular cable system may schedule same program at another time during the day. Higher priority station, KTXL-TV said, can presently prevent importation of signal of station carrying program in prime time by demanding exclusivity for that program.

Comments on proposal are due on Nov. 8; reply comments on Nov. 18.

Radio code sanctions off-track betting ads

National Association of Broadcasters radio code board has recommended that member stations accept advertising for off-track betting on horse racing in states where legal for one-year trial period.

Meeting last week in Denver, code board received position paper from New York City Off-Track Betting Corp. urging such acceptance to promote additional revenue for city and state, and "curb unlawful bookmaking and illegal wagering."

Code restrictions against such ads were written before concept of legal OTB was established, corporation said, and thus wanted new ruling, which it received.

Code board also directed code au-

thority to list in code news call letters of stations dropped from or withdrawn from membership; heard report on feminine deodorant spray advertising and directed code authority to apply modified guidelines on case-by-case basis, and approved all-out drive to increase code subscriptions with nine members to serve as regional directors.

Another action was refusal to grant appeal by some members to pay less than regular code subscription. Board said no exceptions should be made to present fee determination formula.

Illinois moves to protect 'newsmen's privilege'

Illinois Governor Richard S. Ogilvie signed legislation Friday (Sept. 24) to protect newsmen from being required to disclose their confidential sources of information.

Bill requires that, before court can order reporter to divulge names of sources, it must find that "all other available sources of information have been exhausted and disclosure is essential to the protection of the public interest."

Governor's action comes as *New York Times* reporter Earl Caldwell and two other newsmen are fighting in Supreme Court for right to protect journalist's confidential sources from government scrutiny (see page 37).

Issue will also be raised this week when Senator James Pearson (R-Kan.) and Representative Charles Whalen Jr. (R-Ohio), authors of newsmen's privilege bills, testify at Senate hearings on application of First Amendment to print and broadcast media (see page 36).

Licensee merger runs into opposition in Oregon

Controversy has developed over proposed merger of licensee of independent KVDO-TV (ch. 3) Salem, Ore., into subsidiary of licensee of KEZI-TV (ch. 9) Eugene, Ore.

Separate petitions to deny transaction were filed last week with FCC by two western Oregon television stations: KOB(TV) (ch. 5) Medford, and KATU-TV (ch. 2) Portland. Both stations claim that sale would pose economic threat to them and would result in excessive concentration of media control on part of Liberty Television Inc., KEZI-TV licensee.

Liberty, which would acquire control of KVDO-TV's licensee, Oregon Broadcasting Co., through exchange of stock valued at \$410,000, intends to turn KVDO-TV into "secondary satellite" of KEZI-TV. Under proposal, KVDO-TV will abandon all but about 5½ hours of its weekly independent programming and

will duplicate in its place KEZI-TV's signal—including its ABC-TV network pickup.

Although KVDO-TV and KEZI-TV's grade B contours overlap, principals contend that FCC duopoly rules do not apply in this situation, since commission has stated that rules may be waved on case-by-case basis if one of commonly owned stations with overlapping signals is satellite of other.

In its opposition to merger, KOB(TV) said it is presently in competition with KVDO-TV, and if latter station were to be made satellite of KEZI-TV, result would be to "divert viewership and revenues from KOB(TV), causing economic injury." It also contended that merger would cause "substantial degrading" of program service in area. And, it said, transaction would also cause "an undue concentration of economic power . . . in the hands of KEZI-TV." (Liberty also owns KNPW-AM-FM Eugene and six CATV systems serving 12 western Oregon communities. It is also permittee for KSYS-TV [ch. 8] Medford.)

KATU's principal complaint was that while it is not presently in competition with KEZI-TV, proposed satellite situation would cause 82% overlap in two stations' signals. This would mean, KATU said, that viewers in that overlapping area would receive ABC-TV programming from both stations.

The 'Zapple' ruling: worth the trouble?

FCC's so-called Zapple ruling—which falls somewhere between fairness doctrine and equal-opportunities rule—came under scrutiny of U.S. Court of Appeals in Washington Friday (Sept. 24).

At issue were appeals by CBS and Democratic National Committee of FCC ruling that 25-minute appearance of

Watch for Whitehead

Office of Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, is billing speech he will make to International Radio and Television Society in New York on Oct. 6 as his most important statement since OTP was established year ago. Mr. Whitehead expects to discuss license-renewal and fairness-doctrine matters, and program content. He may also discuss CATV issue, and whether legislation is needed to provide new structure for industry.

Mr. Whitehead is chairman of special high-level administration committee preparing basic CATV policy recommendations for President Nixon. Committee expects to submit its report to President by mid-October.

DNC Chairman Lawrence F. O'Brien on network, on July 7, 1970, obligated CBS to make comparable time available to Republican party spokesman (BROADCASTING, Aug. 17). CBS had made time available to DNC in what was to have been first of series of *Loyal Opposition* programs, as means of balancing network appearances of President Nixon.

CBS's error, Daniel Ohlbaum, FCC deputy general counsel, told court, was in failing to specify issues Mr. O'Brien was being given time to discuss. Unrestricted offer, he said, triggered Zapple ruling—so-called after letter to Senate Communications Subcommittee Counsel Nicholas Zapple, who had posed question concerning broadcaster relations with political parties, as opposed to candidate, during election campaigns. Under that ruling, broadcaster who gives time to one political party must give comparable time to opposing party.

CBS, he said, had taken issue out of realm of fairness doctrine "and placed it under Zapple." He said it had failed to perform its journalistic function of specifying issues to be discussed in response to President's speeches.

Timothy Dyk, counsel for CBS, said commission ruling would have inhibiting effect on broadcasters seeking to make time available for responses to President, since President's party would be given right of "reply-to-reply."

He also said ruling was inconsistent with commission decision three years ago, when CBS had made time available to Republican spokesman to respond to President Johnson's State of the Union address. Commission upheld CBS's rejection of demand by Democrats for time to reply to Republican statement.

Kirkpatrick hints

Federal Trade Commission may be in process of planning future expansion of its recently acquired consumer conscience.

FTC Chairman Miles T. Kirkpatrick told Food and Drug Law Institute symposium in Washington that FTC has "heretofore barely scratched the surface in developing new approaches to our consumer-protection responsibilities." Speaking last Thursday night (Sept. 23), Mr. Kirkpatrick emphasized that FTC has power to require special reports or information from corporations on advertising practices and to make public such data.

He outlined for FDLI upcoming FTC hearings into advertising practices (BROADCASTING, Aug. 30), calling them unprecedented and "perhaps the most interesting . . . of our current projects." Not only consumers and academics but also advertisers, agencies and media representatives will testify, he said. Agenda and witness list have not been released to public.

This week:

Sept. 26-28—Meeting, *Nebraska Association of Broadcasters*. The Villager motel, Lincoln.

Sept. 26-28—Annual meeting, *New York State Cable Television Association*. Holiday Inn, Rochester.

Sept. 27—New deadline for reply comments in FCC rulemaking proceeding seeking to define "superior service" for stations involved in license-renewal proceedings, particularly in comparative hearing process.

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

Sept. 28—Luncheon meeting, *Pittsburgh Radio and Television Club*. Press club, Pittsburgh. Roy Danish, director of Television Information Office (TIO), will speak.

Sept. 28—Hearing on children's TV by *Senate Commerce Committee*. Surgeon General Jesse L. Steinfeld will give progress report on study of TV violence and children. Other witnesses will be FCC Chairman Dean Burch and Federal Trade Commission Chairman Miles W. Kirkpatrick. 10:30 a.m., Room 5110, New Senate Office building, Washington.

Sept. 28—New deadline for filing comments in FCC proceeding involving proposed amendment of rules pertaining to field-strength curves for FM and TV stations (consolidated proceeding). Previous deadline was June 28 (Docs. 16004, 18052).

Sept. 28-29—Fall meeting, *Ohio Association of Broadcasters*. Neil House, Columbus.

Sept. 28-30—*Senate Judiciary Subcommittee on Constitutional Rights* hearings on application of First Amendment to broadcast and print journalism. Sessions Sept. 28 and Sept. 30 will be held at 10 a.m. in Room 318 of Old Senate Office building, Washington. Location Sept. 29 is Room 1202, New Senate Office building.

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

Sept. 30—"Wavemaker" luncheon, *National Broadcasters Club*, Washington. Guest will be Daniel Manelli, acting chief counsel of House Investigations Subcommittee.

Sept. 30-Oct. 1—*National Religious Broadcasters Eastern* convention. Carvel Inn, Yonkers, N.Y.

Oct. 1—New deadline for filing reply comments with FCC in response to petition by Action for Children's Television (ACT) concerning children's TV programs (Doc. 19142). Previous deadline was Aug. 2.

Oct. 1—New deadline for entries for 1971 awards, sponsored by *Broadcasters Promotion Association*. Categories for radio and TV will be judged separately in the areas of audience promotion and community involvement.

Oct. 1—New deadline for filing comments in FCC inquiry into performance of television receivers and location of FM transmitters to alleviate interference in TV reception (Doc. 19183). Deadline was extended from July 1.

Also in October

Oct. 3-5—Fall convention, *New Jersey Broadcasters Association*. Hotel Dennis, Atlantic City.

Oct. 3-8—110th technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers (SMPTE)*. Queen Elizabeth hotel, Montreal.

Oct. 4—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton Ritz, Minneapolis.

Oct. 4, 12—Hearings by Senate Commerce Committee's *Subcommittee for Consumers on Truth-in-Advertising Act (S. 1461)* and National Institute of Advertising, Marketing and Society Act (S. 1753). Location to be announced.

Oct. 5—Deadline for filing statements in FCC proceeding looking toward rulemaking that would require stations to make FCC form 324 (annual financial report of networks and licenses) available to the public.

Oct. 6—Newsmaker luncheon, sponsored by *International Radio and Television Society*. Speaker will be Dr. Clay T. Whitehead, Director of Office of Telecommunications Policy. Waldorf-Astoria, New York.

Oct. 6—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton O'Hare motor hotel, Chicago.

Oct. 6-8—Meeting, *Tennessee Association of Broadcasters*. Sheraton hotel, Nashville.

Oct. 7—Sales clinic, sponsored by *Radio Advertising Bureau*. Carousel Inn, Cincinnati.

Oct. 7-9—Annual fall meeting, *Missouri Broadcasters Association*. Stouffer's Riverfront inn, St. Louis.

Oct. 7-9—Meeting, *Massachusetts Association of Broadcasters*. Sheraton-Hyannis, Hyannis.

Oct. 7-9—Management seminar, *Association for Professional Broadcasting Education*. National Association of Broadcasters headquarters, Washington.

Oct. 8—Fourth annual management seminar, sponsored by *Kansas Association of Broadcasters*. Ramada Inn, Manhattan, Kan.

Major meeting dates in '71 and '72

Oct. 9-11—Annual convention, *National Association of Farm Broadcasters*. Muehlbach hotel, Kansas City, Mo.

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

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

April 9-12, 1972—Annual convention, *National Association of Broadcasters*, Conrad Hilton hotel, Chicago.

May 3-7, 1972—Annual convention, *American Women in Radio and Television*. Stardust hotel, Las Vegas.

Oct. 8—Sales clinic, sponsored by *Radio Advertising Bureau*. Sheraton motor inn, Greensboro, N.C.

Oct. 8-9—Annual meeting, *North Dakota Broadcasters Association*. Town House motor hotel, Fargo.

Oct. 9—Fall convention, *Connecticut Broadcasters Association*, U.S. Submarine Base, Groton.

Oct. 9-11—Annual convention, *National Association of Farm Broadcasters*, Muehlbach hotel, Kansas City, Mo.

Oct. 10-12—Meeting, *Mississippi Cable Television Association*. Broadwater Beach hotel, Biloxi, Miss.

Oct. 11—Sales clinic, sponsored by *Radio Advertising Bureau*. Seattle Hyatt House, Seattle.

Oct. 11—Deadline for filing comments in FCC's inquiry into fairness doctrine, phase regarding "access to the broadcast media as a result of carriage of product commercials."

Oct. 11-12—*National Religious Broadcasters* Midwest convention. O'Hareport motel, Chicago.

Oct. 12—Sales clinic, sponsored by *Radio Advertising Bureau*. San Francisco Hilton inn, San Francisco.

Oct. 12-14—Fall convention, *Illinois Broadcasters Association*. O'Hare Marriott hotel, Chicago.

Oct. 12-14—*Senate Judiciary Subcommittee on Constitutional Rights* hearing on application of First Amendment to broadcast and print journalism. 10 a.m., Room 2228, New Senate Office building, Washington.

Oct. 13—"Wavemaker" luncheon, *National Broadcasters Club*, Washington. Guest will be William H. Brown III, chairman of Equal Employment Opportunities Commission.

Oct. 14—Sales clinic, sponsored by *Radio Advertising Bureau*. Wilshire Hyatt House, Los Angeles.

Oct. 14-15—First fall conference, *National Association of Broadcasters*. Regency Hyatt House, Atlanta.

Oct. 14-16—Annual birthday celebration and convention, *Grand Ole Opry*. Municipal auditorium, Nashville.

Oct. 15-17—Northeast area conference, *American Women in Radio and Television*. Otesaga hotel, Cooperstown, N.Y.

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Howell's respondents

EDITOR: Rex Howell certainly called the turn in his startling statement that appeared in BROADCASTING Sept. 6. Rex expressed my feelings. I too am a Republican. I have worked hard and long for the Republican party and have made substantial financial contributions.

As a radio man, I am upset by what is happening to our industry. We get letters from government agencies practically with a veiled threat pointing out that we are "licensed by the government" and as such should do certain things for that particular organization.

In the same issue you published a story about "Minorities Gang Up in Albuquerque." Filing against licensee will be a great burden, particularly on small stations who cannot afford the expense of a hearing, even though they can justify their claim.

Legislative help will be needed. Broadcasters will have to work as they never have worked before.—*Victor C. Diehm, president, MBS, New York.*

(Mr. Howell's statement, contained in a letter he had written to the chairman of the Republican National Finance Committee in response to a solicitation for a contribution, listed recent broadcast regulations that he regarded as discriminatory. He called the government attitude toward broadcasters "the worst in our half-century history.")

EDITOR: I was delighted to read [Rex Howell's] response to Jeremiah Milbank of the Republican National Finance Committee. Obviously, he is feeling the terrible weight of governmental regulation on his profit margin.

For that reason, I am sure he will join with me and other public-spirited broadcasters in demanding that the FCC comply with recent requests that all radio and television financial records be open to the public. Only through a full and complete revelation of the declining profits of American broadcasters will the public-at-large heed demands for less, rather than more, governmental regulation.—*Lorenzo W. Milam, president, KTAO(FM) Los Gatos, Calif.*

King lauds whipping post

EDITOR: All too often programs of true merit are privately praised, yet neither the program's creator nor its sponsor has been aware of its true impact.

I can offer only a giant hurrah to both NBC News and Xerox for jointly agreeing to invest ratings and large sums of money in what now, more than ever before, seems like a risky investment. The content of the *NBC-Xerox Quarterly Report* was both provocative and entertaining. The animations of Peter Max combined with the techni-

cal expertise of the NBC News team clicked as I have seen on all too few programs. In short, I found the program utterly captivating.

At the university, it seems to be in fashion to pooh-pooh the efforts of commercial television and throw multitudinous laurels in the way of public television. For all of its inherent difficulties, I feel compelled to applaud the three whipping posts of educational-broadcasting people: ABC, CBS, and NBC.—*James C. King, PhD candidate in radio-TV-film, University of Michigan, Ann Arbor.*

(Reader King will be interested in the NBC-Xerox story on page 42.)

Unsold seller

EDITOR: While I applaud any move to reduce paper work, the "something different" Dancer-Fitzgerald-Sample is applying to its radio timebuying [as described in BROADCASTING's Aug. 23 issue] sounds like an exercise in fourth-grade arithmetic. If I understand it correctly, this "experimental approach" obviates the need for creativity the seller and the "radio buying specialist."—*Greg Macafee, director of sales, KPEN(FM) Los Altos, Calif.*

(The D-F-S plan is to inform all stations in a market of its "buying criteria" for a spot purchase, in the hope that only those stations that have demographics corresponding to the proposed purchase will respond with availabilities.)

Available

EDITOR: It is with great interest that I scan the pages of BROADCASTING each week to discover all the dynamism rampant in our industry. Then I leave the dream world of the printed page and, return to the harsh reality that all these things exist everywhere except here in Michigan's Upper Peninsula.

Attempts by broadcasters up here in "God's country," to bring a standard of excellence in programing, news coverage, commercial policy and business practices to fruition are thwarted by a seemingly insurmountable attitude on the part of agencies, reps and networks which denies our existence. This can, and does, become somewhat discouraging. I think I speak for a majority of Upper Peninsula broadcasters when I say that we can deliver an audience, we are more than willing to work with, and on behalf of, national and regional accounts and that we admit our need for help and cooperation.

We do exist and we feel we can learn from others. And, just maybe, others can learn a few things from us.—*Rex C. Kramer, general manager, WIDG(AM) St. Ignace, Mich.*

M&H

"ARE THINGS GETTING TOUGHER?"

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

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

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

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Public-service broadcasting befriends tourism

The Southern California Visitors Council promotes tourism to that area of the state and has been doing that for 50 years. Despite the impact of tourism on our area, if you ask an average Southerner what he thinks of tourists, he'll describe a camera-toting, Bermuda-shorted gawker and dismiss him as something to be tolerated.

The citizen is missing the point.

Visitors to Southern California in 1969-70 brought \$1.5 billion in vacation money and left that behind in our cash registers. They eased the tax burden on residents by paying more than \$90 million in state and local taxes. Their dollars created and supported more than 800,000 jobs, offsetting unemployment to some degree in other industries. The citizen should greet the next visitor he sees and buy him lunch in appreciation.

But the facts are not well known locally. That is what prompted the council to create awareness of this billion-dollar bonanza and our efforts to keep it coming.

How do you reach an audience of 12-million people spread over 11 counties in an efficient manner? Radio and television are how. The council called upon members of its board from those fields and their response was enthusiastic. The public-service announcement was the vehicle.

Now, the "PSA" looks easy at first glance—at least it did to me. All you have to do is contact a broadcast station and they immediately put your message on the air. Not so.

We suddenly became aware of the variety of programming offered in Los Angeles alone. So varied in fact, that a single release had to be very carefully worded. And we could hardly expect a station in San Diego, Palm Springs or Bakersfield to rush to its microphone with copy specifically about Los Angeles.

The message had to be about all of southern California. We learned from the Southern California Broadcasters Association what radio writers have known all along—the message had to be clear enough to digest after one exposure.

After rewriting the copy, the next step was obtaining a voice.

Some public-service directors, a great group to work with, felt if a station personality was the speaker, it would hinder exposure on competing stations. Others said a Hollywood star would be

the answer. It was even suggested that I do the tape.

The decision was made to move in two directions. First, have a name associated with civic affairs make a tape and second, submit the same copy to stations for their own announcers to read, if they so desired.

Through Universal Studios the council obtained the services of Jack Webb, whose involvement in *Dragnet* is matched by his participation in civic affairs. He was asked to read 60 seconds of copy which would do double duty as the narration of a film for television use and the audio track for a radio PSA.

We then produced a 20-second videotape recording from the 60-second film only to find that stations reserved use of their VTR's for commercials. (Another lesson about public-service time had been learned and a new rule was affixed to my wall: Thou Shalt Not Interfere With Paid Commercials.)

In place of the video tape, the council distributed a slide to regional television stations with the 20-second copy to be ready by their announcers.

But Mr. Webb's voice commands attention and respect. We wrote an informative narration for him that could be used both for a film and for radio. He tells of visitors coming here to see and do; of the number of jobs tourists create and support in the unskilled, semiskilled and technical fields, of the money they spend and the taxes they pay; ending with a reminder that "visitors don't come here automatically. They have to be told about us and enticed to come here instead of someplace else. That's why we're here . . . the Southern California Visitors Council."

The voice track was dubbed off for radio use. KMPC(AM) Los Angeles edited the tape down to 30 seconds and

provided 10 copies. Other stations also provided copies of the tapes for distribution to outlets in our 11-county area. The written copy for both the one-minute and 30-second version went with the tapes to 144 stations.

Flushed with this initial acceptance, the Visitor's Council now sends out a series of 10-second announcements to radio and television stations. Newspapers are also provided with general facts on visitors and the tourist industry.

All of this effort is to inform the public, city and county governments about vacation dollars saved elsewhere and spent here. With awareness will come support from the business community—support that has already begun within the broadcast field. And it's vital if the Visitor's Council, a nonprofit regional promoter, is to advertise and compete nationally to keep those visitor dollars coming here.

As Jack Webb said, the visitors don't come to Southern California automatically. They are taking their money to all of the fifty states, Europe and the South Seas, all of which promote their attractions.

We feel that we have a vacation destination in southern California that cannot be equalled anywhere in the world. To compete effectively, nationally and internationally, we have to make our attractions known. To do this means public support that *only* begins on a local level.

The radio and television community is certainly doing its share. As we wandered into public-service broadcasting we met experienced and talented people. They showed us there is a lot of work involved before a cartridge starts to spin a message or the announcer flips open his microphone, cups his hand to his ear and begins to speak.



Chuck Boyd is no stranger to southern California. A graduate of the University of San Diego, he spent seven years with the San Diego Union as a photographer and feature writer. Later he served as a research-writer for CBS News before joining the Southern California Visitors Council in October 1970 as public-relations director. The public awareness campaign was begun early in 1971 and marked a departure from the council's 50 years of concentrating its efforts outside the state of California.

CIRCUS!

**#1 SEASON PREMIERE
IN ITS TIME PERIOD!**

NEW YORK Friday 7:30 PM

September 17, ARB Coincidental

Station	Program	Rating	Share
WCBS-TV	CIRCUS!	14.5	32
WABC-TV	Let's Make A Deal	9.4	21
WNEW-TV	Hogan's Heroes	8.2	18
WNBC-TV	NFL Game of the Week	8.7	19
WOR-TV	News	0.6	1
WPIX	All About Faces	2.9	6

LOS ANGELES Friday 7:30 PM

September 17, NSI Instantaneous Audimeter

Station	Program	Rating	Share
KNXT	CIRCUS!	14.6	27
KABC-TV	Movie	11.6	22
KTTV	Hogan's Heroes	10.6	20
KNBC	NFL Game of the Week	5.4	10
KCOP	It Takes A Thief	3.6	6
KHJ-TV	Movie	2.8	5
KTLA	Movie	2.8	5

CHICAGO Friday 6:30 PM

September 17, ARB Coincidental

Station	Program	Rating	Share
WBBM-TV	CIRCUS!	10	28
WLS-TV	Flynn-Dally	10	28
WGN-TV	Baseball	7	19
WMAQ-TV	NFL Game	6	17
WFLD-TV	Petticoat Junction	3	8

DETROIT Thursday 7:30 PM

September 16, ARB Coincidental

Station	Program	Rating	Share
WWJ-TV	CIRCUS!	20	42
WJBK-TV	Stump The Stars	13	27
WXYZ-TV	Alias Smith & Jones	7	15
CKLW-TV	Movie	4	8
WKBD-TV	Dragnet	4	8

CLEVELAND Thursday 7:30 PM

September 16, ARB Coincidental

Station	Program	Rating	Share
WJW-TV	CIRCUS!	16	36
WKYC-TV	Lassie	14	31
WEWS	Alias Smith & Jones	10	22
WUAB-TV	Hogan's Heroes	3	7
WKBF-TV	Get Smart	2	4

PHILADELPHIA Friday 7:30 PM

September 17, ARB Coincidental

Station	Program	Rating	Share
WCAU-TV	CIRCUS!	22	44
KYW-TV	Norman Corwin Presents	11	22
WPVI-TV	Juvenile Jury	9	18
WKBS-TV	Get Smart	3	6
WPHL-TV	Daniel Boone	2	4
WTAF-TV	Hogan's Heroes	2	4
WHYY-TV	Making Things Grow	1	2

**26 Blockbusting Live-Action Half-Hours
In Color—On Tape
With Bert Parks as Host**



It's anyone's guess—and they're all guessing

Optimism is the byword at the networks on their new season; agencies (the buyers) are a lot more cautious

Last spring the TV-network program chiefs predicted the 1971-72 prime-time schedules would offer innovation and diversity of choice with old weaknesses shored up and strengths exploited. Advertising agencies concerned with buying those schedules said they believed programming would generally be noninnovative and that it was anybody's guess which network would emerge the winner in the ratings (BROADCASTING, March 29).

Six months later and two weeks down in the new season, the network programmers are still confident and the agency executives are saying, "I told you so."

In BROADCASTING's canvass last week, agency sources reported not only few if any "surprises" in the new season but several "expected" developments—and in the process of evaluation one official sounded an unexpected warning note.

A top television executive with a leading ad agency put the warning bluntly: "There is too much violence in prime-time programming. I am disheartened to the extent that violence is creeping into the formats of the programs this season. Some say that violence can be expected because it is necessary to the plotline, there are more law-and-order shows on the air and that we can anticipate its presence. But it is my view that much of the portrayal of violence is unnecessary to the plotline. It is already the way of life on TV this season—it is true on all action shows."

There were several other agency assessments, freely given but with the qualification that (1) the agency and the spokesman were to remain unidentified, and (2) all opinions and judgments are being made without sufficient ratings information in hand. (As of last week, only the overnights in New York and Los Angeles were available—see story on opposite page).

A similar reticence to pinpoint audience trends was evident at the networks. Program executives there, too,

cited the lack of ratings information.

Martin Starger, vice president in charge of programming at ABC-TV, said, however, that he was still "high" on his statement of six months back that ABC's strength will be particularly formidable on Sunday, Tuesday and Friday. Mr. Starger said that the start of the new season showed "no really big surprises, and I am very encouraged. Our schedule will live up to what we had hoped it would do."

He echoed sentiments of many agency executives by noting that early audience trends are distorted by the scheduling of selected movies—"all movies tend to do well [in the ratings] in the beginning of a new season." He emphasized also that sampling of new shows at the season's start does not follow a pattern and that several weeks would have to pass for a clear picture of trends to emerge.

Fred Silverman, vice president-programs, CBS-TV, appeared ecstatic at the season's outset. "By any ratings," he said, reminding that too few rating reports were yet available, "CBS took Sunday night." CBS's movie for the premiere night—Sunday (Sept. 19)—was "Guess Who's Coming to Dinner?" which drew high audience shares for the time period (7:30-9:30) in New York and Los Angeles. "It was a smash hit," Mr. Silverman said. "It drew a 57 share in New York, a 44 in Los Angeles and a 44 in a special national Arbitron." He said CBS was in the process of building a strong Sunday night.

When it was noted that several agency people had suggested CBS may not be able to keep up the pressure with top-notch motion-picture titles on Sunday as the season wears on, Mr. Silverman said that the network had good titles to take it through the fourth quarter of 1971 and the first quarter of 1972—"that is for Sunday night and Thursday night, too" (when CBS also programs movies).

Mr. Silverman said he was "pleased"

with the new season over-all, that the network "improved" its audience position 40% on Tuesday night (generally accepted to be ABC's night) and that other nights which were typical in counterprogramming by the networks would soon shake down—"we expect to see things happen with *Hawaii Five-O* by the fifth and sixth weeks of the season."

Mort Werner, NBC-TV vice president for programs, said his optimistic feeling for the schedule had not changed since the time he first "saw the product" and had a "gut instinct." He was particularly pleased at the very outset with NBC's movement on Tuesday with its *Ironside* and new *Sarge* shows, which are back-to-back that night. "We are up against an ABC powerhouse" Tuesday, he said, but already "we are doing well and coming strong." Though definitive ratings were not yet available, Mr. Werner said that "based on the critics, we might have a giant star in George Kennedy," who plays a policeman-turned-priest in *Sarge*. As good as the opening show was, said Mr. Werner, "there are better episodes coming along."

As for *The Funny Side*, another new NBC show also on Tuesday night, "it has a lot of young people and it is funny and the public might find it." He acknowledged that unlike recent years, NBC this season has a number of new shows that must be sampled by viewers—they are as yet untested.

A summary of ad agency comment:

■ There was no consensus as to which network will emerge the winner, though admen questioned split about evenly on their forecast of ABC's changes. Half of the respondents said ABC would make it a tighter three-network race and that in any event, the network would be stronger this season and presenting a greater challenge to NBC and CBS. The other half said the positions of the networks would remain relatively unchanged with NBC and

CBS very close in the ratings averages and ABC in third position.

■ Sampling in many instances of the new shows has been "disappointingly low" this season. And, said several admen, if a new show fails to get a presentable sampling in the first two or three episodes, "forget it."

"It only takes a few weeks now compared with five or six weeks in years past to establish a show's ability to stay in the schedule," said one.

■ All agency executives agreed that some weaknesses of shows are already apparent and that the expected blockbusters are coming in from established shows, such as NBC's *Flip Wilson* and CBS's *All in the family*.

■ Movies are throwing the ratings picture out of focus. "Look at the schedule," said one agency executive. "Movies may make up 50% of the

this season. Said a major agency executive: "This proves that even a whole bunch of talent will not make the difference." Another ad official said: "It is unfortunate. Major stars come to TV and don't do well. It takes many years before they'll come back in."

Agency executives emphasized that it was too early to point up sure "hits or misses" but were willing to classify shows generally as "stronger" and "weaker" in early season (the implication being that should a "weaker" show become more so, it would be in trouble and that a "stronger" show if it maintained or increased in strength probably would make it through the season.)

Among the "stronger" shows mentioned—mostly in context of contested periods—were established series that included *All in the Family*, *Mannix*, *Medical Center*, all on CBS; *Flip Wilson*, *Ironside* and *Dean Martin* on NBC

Good Life on CBS; and standing alone as "unimpressive" or "unpredictable": ABC's *Man and the City* (Anthony Quinn—"his performance is superb but the story and time period are not").

With the official arrival of autumn last week came the full unveiling of network and syndication TV offerings for the fall season. And the nation's TV critics, true to their role, criticized.

This season, it appears, will be another year of the performer, if not of the star; reviewers were fairly generous in their appraisals of the start of new series such as *Cannon*, *Sarge*, *Columbo*, *The Man and the City*, *Owen Marshall*, *Jimmy Stewart*, and *O'Hara*. Writers and producers, however, fared generally poorer, with the most severe panning levelled at *Chicago Teddy Bears*. The critical consensus appears to be that there are some fine actors and actresses on the TV screen this

Though the barest returns—overnights for Los Angeles and New York—were in for the new season, it was apparent last week that few—if any—upsets were being pulled in the ratings. With very few exceptions, the networks' new shows failed to win their time periods. Following are those overnights, beginning with Tuesday, Sept. 14, the first premiere day for this fall's new program schedule.

Tuesday

In an NBC-CBS confrontation Tuesday (Sept. 14), CBS's new *Cannon* outdrew NBC's new *The Funny Side* in New York and Los Angeles while coming in a poor second against ABC's *Movie of the Week* in the 9:30-10:30 period in both cities; but on the following week, *Cannon* was a strong second to ABC's movie in the first half of the hour (9:30-10) and led the movie in the last half (10-10:30). Also on Sept. 21, NBC's new *Sarge* was second in its time period in New York (8:30-9:30) to CBS's *Hawaii Five-O*, while ABC's *Marcus Welby*, a winner in the 10-10:30 period in New York on Sept. 14, was edged out in that same period by *Cannon* on Sept. 21. *Welby* overwhelmed the nonnetwork programing in New York (*New York Illustrated* on WNBC-

TV and *Goldiggers* on WCBS-TV in the 10:30-11 period.

Wednesday

On Wednesday (Sept. 15), *Primus* was first in the 7:30-8 p.m. nonnetwork period on the NBC-owned station in New York, with *Doctor in the House* a strong second on WCBS-TV and *Safari Adventure* third on WABC-TV. (In Los Angeles, *Primus* ranked second to *Doctor*). In network programing, NBC's new *Mystery Movie* was a strong first against a weak second and third showing, respectively, of ABC's *Eddie's Father* and CBS's *Carol Burnett* at 8:30-9 in New York (*Burnett* and *Father* ranked behind *Mystery* in Los Angeles). The movie got a 40 share in the 9-9:30 and 9:30-10 periods in New York and in the high 30's in Los Angeles, followed
(Continues on page 14)

schedule. There are movies-made-for-TV on top of [feature] movies. There are 30 shares for everybody. It is ridiculous."

■ To a man, the agency executives found little to shout about in assessing the lead-in value of syndicated shows which displaced network shows in the 7:30-8 p.m. time periods most nights under the FCC's prime-time access rule. In this respect, they declared, "we told you so." They acknowledged a few exceptions. "The closer a syndicated program gets to network program quality, the greater the degree of acceptance; but the reverse is true and it generally holds that most stations will have to make hard decisions later this fall," said one agency man.

■ There is a suspicion that big-star names will fail to carry their shows—and the schedules—for the networks

(though one agency man demurred in the belief that Dean Martin's popularity would begin to wane this year); *Marcus Welby*, *Mod Squad* and *Movie of the Week* among others on ABC.

New shows in the "stronger" category: *Cannon*; *O'Hara*, *U.S. Treasury* ("unless the movies hurt it"), and *Funny Face* on CBS—and the Sunday night movies on CBS ("if the titles stay up") and *Sarge* on NBC.

Appearing in both agency lists of "stronger" and "weaker": *Bearcats!* on CBS and *The Persuaders* on ABC (said one agency man of *Persuaders*. "It has to fail unless it becomes a campy success.")

New shows in the "weaker" area: *The D.A.*, *Jimmy Stewart Show* and *The Funny Side*, on NBC; *Getting Together*, *Shirley's World* (Shirley MacLane) on ABC; *The Partners* and *The*

season, but it's a shame they have not been provided better showcases for their talent. This theme recurs through the sampling of reviews of new shows that follow. Programs are listed in order of their debuts.

Sarge (NBC, Tuesday, 8:30-9:30 p.m.)

"... just fallible enough... to endear himself to a lot of viewers this season." Tom Hopkins, *Dayton Daily News*.

"Kennedy gave warmth and credibility to a role." C. J. Skreen, *Seattle Times*.

"Kennedy's character impressed as one of the new season's more interesting creations." Harry Harris, *Philadelphia Inquirer*.

"Because of Kennedy's strong personality and fine acting ability this is a series that should be successful."

Eleanor Roberts, *Boston Herald Traveler*.

Cannon (CBS, Tuesday, 9:30-10:30 p.m. EDT)

"Cannon has class . . . not only well done, it's done with style, finesse, and even a certain elegance, for its genre . . ." Alan M. Kreigsman, *Washington Post*.

"Had Conrad been handed a script that meant anything he might have put the Cannon character in the class of some of the great literary detectives of our time . . . he has the middle-aged solidity and audience likes, and he's believable." Kay Gardella, *New York Daily News*.

". . . a highly charged hour." Cynthia Lowry, AP.

"Bill Conrad is one of the best actors around and I think Cannon has the

Funny Side (NBC, Tuesday, 9:30 10:00 p.m. EDT)

"The hour . . . has considerable potential . . . better production values might have given the *Funny Side* a big time look." Kay Gardella, *New York Daily News*.

"*Funny Side* . . . wasted the effort of an attractive company of performers on a boringly bland style of humor." Bob Williams, *New York Post*.

"With laughless, stand-up comedy lines, host Gene Kelly was merely a displaced song-and-dance man . . . five couples struggled valiantly, but fruitlessly . . . with nonjokes." Harry Harris, *Philadelphia Inquirer*.

". . . there is little or no hope for this show . . . has no direction or apparent reason for existence." William Hickey, *Cleveland Plain Dealer*.

". . . it works up to a point . . . the

characterization and it is successful. But the premiere would have been more interesting if [the writer] had worked as hard on his script." Terrence O'Flaherty, *San Francisco Chronicle*.

"It was nearly enough to keep you awake." Johanna Steinmetz, *Chicago Today*.

"His [Falk's] portrayal will unquestionably be one of the best of the new season." Kay Gardella, *New York Daily News*.

Shirley's World (ABC, Wednesday, 9:30-10 p.m.)

"Miss MacLaine's piquant personality is distinctive . . . there are some sophisticated-for-TV aspects to this situation comedy." Harry Harris, *Philadelphia Inquirer*.

". . . a silly snippet . . . it wasn't side-splitting, but one could possibly

weakly by CBS's *Medical Center* and ABC's *Smith Family* in the first of those periods and by *Medical Center* and ABC's new *Shirley's World* at 9:30-10. CBS's *Mannix* handily outrated NBC's new *Night Gallery* and ABC's new *Man and the City* in the 10-11 period in both cities.

Thursday

ABC on Thursday (Sept. 16) scheduled a 90-minute *Alias Smith and Jones*, starting the show in the nonnetwork 7:30-8 period. It was permitted to do so because of its scheduling prior to the Oct. 1 prime-time rule effective date. But despite the jump (it scored moderately ahead of *Rollin' on the River* and *Lassie* on the CBS and NBC stations in both cities at 7:30-8), *Alias* ran a poor second to NBC's *Flip Wilson* which for the 8-9 period came in with

a share level around 50 in New York (48 in Los Angeles). CBS's new *Bearcats!* trailed as a poor third. CBS's *Thursday Night Movie* (Paul Newman in "Harper") gave that network dominance in both New York and Los Angeles in the 9-11 periods. Three new shows premiered during those periods: ABC's *Longstreet* had a moderate showing in the 9-11 period where it was second, and NBC's *Nichols* was third; ABC's *Owen Marshall—Counsellor at Law*, a new show, tied in New York with *Dean Martin* at 10-10:30, and ran poor third behind *Martin* at 10:30-11. Though not much stronger in Los Angeles, *Marshall* outpointed *Martin*; *Nichols* outrated *Longstreet*.

Friday

On Friday, nonnetwork programing in New York at 7:30 indicated *Let's*

Make a Deal gave a strong lede-in (share in the mid-30's) to ABC's *Brady Bunch* which took the 8-8:30 period against CBS's new *Chicago Teddy Bears* (second) and NBC's new *The D.A.* (third). In Los Angeles, however, *Circus* proved to be strong lede-in for *Chicago Teddy Bears* which took the period against *Brady Bunch* (second) and *The D.A.* (third).

ABC held on to the lead at the expense of CBS's new *O'Hara, U.S. Treasury* and NBC's *World Premiere Movie* on Friday in New York, starting at 8:30, but in Los Angeles, *O'Hara* nosed ahead of ABC's *Room 222* in the 9-9:30 period, though behind ABC's *Partridge Family* in the 8:30-9 slot. ABC led, however, in Los Angeles as it had in New York from 9:30 on. In the station time of 10:30-11 on Fri-

goods." Don Freeman, *San Diego Union*.

". . . nothing very original . . ." Tom Hopkins, *Dayton (Ohio) Daily News*.

". . . it's first rate." Cecil Smith, *Los Angeles Times*.

"Pure and simple-minded drivel." William Hickey, *Cleveland Plain Dealer*.

"It will have to lean on Conrad's strong acting to offset the scripts." Frank Judge, *Detroit News*.

". . . Another one of those sweaty, sadistic side-shows which display the coarseness of the hunters as much as the inhumanity of those who are hunted. In the end, you have been more sickened than stimulated and I found myself asking: Who could watch this and other shows of its kind . . . without eventually becoming toughened to the point of insensitivity?" Terrence O'Flaherty, *San Francisco Chronicle*.

brief skits generally are amusing but they tend to get monotonous . . . but it's a talented group in all . . ." Bernice Harrison, *Washington Star*.

"Of the many new weekly endeavors we've seen, we found it, in its initial presentation, the most enjoyable and intelligently productive of all." Morton Moss, *Los Angeles Herald-Examiner*.

"It could use the gaiety of an active Gene Kelly." Judith Martin, *Washington Post*.

Columbo (NBC Mystery Movie, Wednesday, 8:30-10 p.m.)

". . . a slick, clever, finely-acted production." Anthony LaCamera, *Boston Record American*.

"This *Columbo* is a smart cop and a remarkably appealing character." Bill Barrett, *Cleveland Press*.

"Peter Falk has worked hard on his

live with it." Bob Williams, *New York Post*.

". . . wasn't funny, interesting, or worthy of note." Gary Deeb, *Buffalo Evening News*.

"The format seems to be there . . . but there's work to be done if this half hour is to be lifted above what can only be regarded as a disappointing beginning." Aleene MacMinn, *Los Angeles Times*.

"This may be the cutest show since *Our Miss Brooks*. Bill Barrett, *Cleveland Press*.

"Miss MacLaine was led into the same old rhinoceros trap which TV writers prepare for leading ladies: they made her look ridiculous. No wonder the only women who make it on television are comediennes—they're forced to be." Terrence O'Flaherty, *San Francisco Chronicle*.

"As for *Shirley's World*, I can only

ask plaintively, what have they done to poor Shirley? She's endearing and pleasant to watch, but if the heavy-handed opener is a true sampling of what's to come, its future is doubtful." Don Freeman, *San Diego Union*.

"A more predictable plot has rarely graced the small screen." C. J. Skreen, *Seattle Times*.

The Man and the City (ABC, Wednesday, 10 p.m.)

". . . his [Quinn's] mayor is in danger of impeachment." Bill Barrett, *Cleveland Press*.

"His initial series performance . . . was superb." Anthony LaCamera, *Boston Record American*.

"His superior talents were submerged in still another routinely done premiere." Rex Polier, *Philadelphia Bulletin*.

". . . seems earmarked for immediate

day, *Monty Nash* on the NBC stations in New York and Los Angeles ran a poor third to network programming.

Saturday

Saturday night, CBS's *All in the Family* with a share in the high 50's in New York and in the 40's in Los Angeles, bulldozed NBC's new *Partners* and ABC's new *Getting Together* in both cities in the 8-8:30 period; CBS's new *Funny Face* outpointed an ABC movie and NBC's new *The Good Life* at 8:30-9 in both cities, and CBS's new *Dick Van Dyke Show* similarly out-ranked NBC and ABC movies in the 9-9:30 period, and ABC's new *The Persuaders* had a presentable share in the 30's in New York and in Los Angeles, to beat CBS's *Mission: Impossible* and the NBC movie ("The Alamo") at 10-11.

success . . . in contrast to his movie roles, Quinn seems to be going under wraps in the (I like to shout department) and that's a wise departure when you consider the intimacy of the medium." Don Freeman, *San Diego Union*.

"Mayor Alcalá, happily, isn't one of TV's all-too-prevalent pluplastic heroes . . . Quinn makes *The Man and the City* vivid video." Harry Harris, *Philadelphia Inquirer*.

"Quinn could become the first movie star to crack the small screen this season." Gary Deeb, *Buffalo Evening News*.

"How pleasant it was to find one new dramatic show where the villains were merely people misguided by their own convictions instead of sadistic killers baying for blood." Terrence O'Flaherty, *San Francisco Chronicle*

". . . was as deeply moving and en-

lightening an experience as television has attempted this year and the equal of anything that's been around in a long time." Cecil Smith, *Los Angeles Times*.

Bearcats! (CBS, Thursday, 8-9 p.m.)

". . . dialogue is insane and the acting is embarrassing." John J. O'Connor, *New York Times*.

"This is really wacky." Eleanor Roberts, *Boston Herald Traveler*.

"It should be funny but it somehow isn't." Bob Williams, *New York Post*.

". . . dialogue is incredibly inept and the story line preposterous." Bernie Harrison, *Washington Star*.

". . . *Bearcats!* has something of the self-mocking insouciance that once belonged to *The Man from U.N.C.L.E.*" July Bachrach, *Baltimore Sun*.

"The best thing going for it is the good chemistry between series stars

Sunday

On Sunday, NBC's new *Jimmy Stewart Show* at 8:30-9 fell a poor third in both cities to CBS's movie, which placed in the 50's in New York and in the 40's in Los Angeles with "Guess Who's Coming to Dinner?". *FBI* had a fair second position. CBS's new *Cade's County* led in the Nielsens in New York for its first half hour at 9:30 and was a close second to ABC's movie in the second; in Los Angeles it took the full hour.

Monday

ABC's football on Monday night (Sept. 20) scored third in each of the half-hour periods from 9-11 in New York with its share resting in the 20's, while NBC's and CBS's programming were in the 30's. In Los Angeles, the ABC station ran a movie which fell well below the CBS and NBC programming.

Rod Taylor and Dennis Cole, who reminds you of the action-loving buddies of 'Gunga Din'. Although there are weaknesses in the final scenes (of the first episode), *Bearcats!* displays enough potential to become a worthwhile series." Don Page, *Los Angeles Times*.

"A sagebrush swashbuckler with as little subtlety as an "Our Gang" comedy but the premiere had a robust quality that cannot be ignored due largely to Rod Taylor's swaggering assurance and an absolutely glorious old Stutz Bearcat." Terrence O'Flaherty, *San Francisco Chronicle*.

". . . a shoddy piece of work." Rick Du Brow, UPI.

"It's a silly business, a take-off on *Butch Cassidy and the Sundance Kid* but rather amusing. How often do you see the bad guys driving a tank to a

bank heist?" Don Freeman, *San Diego Union*.

Longstreet (ABC, Thursday, 9-10 p.m.)

". . . Franciscus made the watching worth the while . . . I fear the series would seem run-of-the-mill without him." Alan M. Kriegsman, *Washington Post*.

"Franciscus . . . spent the entire 60 minutes doing his best impression of a martyr, and none of it was very convincing." Judy Bachrach, *Baltimore Sun*.

"If you feel that in the infinity of detectives television has thrust upon us this season the final straw would be a blind one, you're missing a bet. ABC's *Longstreet* is, by anybody's standards, superior television fare." Cecil Smith, *Los Angeles Times*.

". . . the worst-conceived series on the screen this season." Bob Williams, *New York Post*.

"Just another Hollywood blood bath thinly disguised as a study in human handicap." Terrence O'Flaherty, *San Francisco Chronicle*.

Nichols (NBC, Thursday, 9-10 p.m.)

"*Nichols* isn't worth a nickel." Harry Harris, *Philadelphia Inquirer*.

"*Nichols* is funny only you don't laugh at it . . . Maverick was a sane figure in a nutty world. Nichols is also in the nutty world, except he's a dolt." Cecil Smith, *Los Angeles Times*.

". . . the first 60-minute entry was a very funny study of acute tongue-in-cheek dialogue and a complete disregard for the serious." Barbara Zuanich, *Los Angeles Herald-Examiner*.

". . . should be the hit of the infant season—both by public and critical acceptance." James Doussard, *Louisville (Ky.) Courier-Journal*.

"Total disaster . . . one can understand the network's reluctance to show it in advance to the press." Alan M. Kriegsman, *Washington Post*.

". . . the kind of a western that invites you to laugh good naturedly without forcing you to witness a hanging shortly thereafter . . . the finest comedy of the year . . ." Terrence O'Flaherty, *San Francisco Chronicle*.

"I laughed from beginning to end." William Hickey, *Cleveland Plain Dealer*.

Owen Marshall, Counselor At Law (ABC, Thursday, 10-11 p.m.)

"Marshall is going to be the perfectly respectable conduit for this television's season version of 'relevance' . . . Arthur Hill is a consistently intelligent actor." John P. O'Connor, *New York Times*.

". . . (despite the obvious similarities to Marcus Welby) Doctor Robert Young is warm and outgoing while lawyer Arthur Hill is withdrawn and

as cold as ice." Terrence O'Flaherty, *San Francisco Chronicle*.

"... like Marcus Welby, another greasy David Victor contribution to the tube . . ." Judy Bachrach, *Baltimore Sun*.

"... has possibilities. Arthur Hill is a fine actor, and strong enough to carry the necessary conviction in the title role . . ." Bernie Harrison, *Washington Star*.

Chicago Teddy Bears (CBS, Friday, 8-8:30 p.m.)

"It ranks with some of the worst TV series I've ever seen . . ." Rex Polier, *Philadelphia Bulletin*.

"Much of the comedy is slapstick and predictable—but still refreshingly humorous." Raymond P. Hart, *Cleveland Plain Dealer*.

"... impressed us more as a goof than a spoof of the twenties gangster era." Morton Moss, *Los Angeles Herald-Examiner*.

"... is likely to have its title changed . . . the suggestion here is *The Chicago Turkeys*. They've taken a funny premise and made it a shallow, silly, grade-B slapstick." Don Page, *Los Angeles Times*.

"Lots of hoaxers and hokum, but few ho-ho's." Harry Harris, *Philadelphia Inquirer*.

"... one has the ineffable urge to stash them away in the attic." Judy Bachrach, *Baltimore Sun*.

"Born of a sawed-off shotgun wedding between *The Untouchables* and the Saturday morning kiddie cartoons . . ." Clarence Peterson, *Chicago Tribune*.

"... this undoubtedly is the worst." Rick Du Brow, *UPI*.

The D.A. (NBC, Friday, 8-8:30 p.m.)

"... competent, but uninspired." Harry Harris, *Philadelphia Inquirer*.

"There just didn't seem to be anything new or different about *The D.A.*" Rex Polier, *Philadelphia Bulletin*.

"... arrived wholly without the boldness and dash you expected." Don Page, *Los Angeles Times*.

"The all-business attitude, coupled with the starkness of the script, led to dull viewing." Barbara Zuanich, *Los Angeles Herald-Examiner*.

"... is devoted largely to the technical aspects of obtaining a verdict against the guilty. But taken as a single experience these and other coroner carnivals may be innocent enough . . . The cumulative effect is inhuman and self-destructive." Terrence O'Flaherty, *San Francisco Chronicle*.

O'Hara, U.S. Treasury (CBS, Friday, 8:30-9:30 p.m.)

"It's all very predictable but, in the predictable world of television, it's not all bad." John J. O'Connor, *New York Times*.

"... standard TV melodrama." Harry Harris, *Philadelphia Inquirer*.

"... it is undeniably Janssen's show. Nobody's going to steal anything from him; the guys identify with him, the girls love him and the series should be a hit." Don Page, *Los Angeles Times*.

"... Janssen is imminently believable as a treasury agent who goes after the villains in a crisp, no-nonsense manner. The Jack Webb imprint is omnipresent . . . and it's all to the good." Don Freeman, *San Diego Union*.

"Everything is matter-of-fact, cut and dried . . . entire show needs . . . real people dialogue rather than so much jargon." James Doussard, *Louisville Courier Journal*.

"... a taut, straight-forward, action-packed cops-and-robbers story—and good for the image of the T-men." Clarence Petersen, *Chicago Tribune*.

"O'Hara . . . is a pathetic little nonentity who spends his entire 60 minutes on screen snooping around for drugs." Judy Bachrach, *Baltimore Sun*.

Getting Together (ABC, Saturday, 8-8:30 p.m.)

"... about as much chance of making it over the long haul as a sprinter with a sore foot." Raymond Hart, *Cleveland Plain Dealer*.

"Teeny tribulations for teenyboppers." Harry Harris, *Philadelphia Inquirer*.

"... a pleasant little story for the kiddies, harmless and entertaining and neither preachy nor patronizing." Clarence Petersen, *Chicago Tribune*.

"ABC is hoping to prey on the success of the *Partridge Family* and the vulnerability of lonely little girls who don't know what to do with empty Saturday nights—except maybe fantasize a sisterly relationship with Bobby." Judy Bachrach, *Baltimore Sun*.

The Partners (NBC, Saturday, 8-8:30 p.m.)

"... incredibly poor . . ." Rex Polier, *Philadelphia Bulletin*.

"It brings laughter back to the tube in great howling masses." Cecil Smith, *Los Angeles Times*.

"We'd call it 50-50. Inventiveness, timing and surprise mesh to deliver the slap of a guffaw as often as they miss to leave the result just plain sticky. A tossup at the moment." Morton Moss, *Los Angeles Herald-Examiner*.

"It's a pity this is played as a broad

cartoon because it has an appealing premise." Rick Du Brow, *UPI*.

Funny Face (CBS, Saturday, 8:30-9 p.m.)

"Sandy looked tired, or perhaps a bit bored." John J. O'Connor, *New York Times*.

"... a breezy half-hour. And all the credit was due to Sandy." Eleanor Roberts, *Boston Herald Traveler*.

"... the atmosphere was something less than tasty for Miss Duncan's debut." Rick Du Brow, *UPI*.

"*Funny Face* needs more . . . to hold its own in a tough market." Percy Shain, *Boston Globe*.

"... a delight . . ." Aleene MacMinn, *Los Angeles Times*.

"If it sounds too much like Doris Day splashing around in the fountain of youth—don't worry, it isn't. Saturday nights are better for it." Judy Bachrach, *Baltimore Sun*.

"In the premiere episode, Miss Duncan is healthy and fresh and has an absolutely terrible voice, yet I have a hunch she'll make it—but not because of anything Carl Kleinschmitt has done for her in this series." Terrence O'Flaherty, *San Francisco Chronicle*.

"The first episode was 30 minutes of overdone smiles, frowns, sad faces and elation." Barbara Zuanich, *Los Angeles Herald-Examiner*.

"A new . . . comedy series with an oh-so-cute title and a star named Sandy Duncan. She's very, uh, cute, too. Maybe too cute, too self-consciously cute, with the big eyes and the arch little smile and the Betty Boop voice." Don Freeman, *San Diego Union*.

The Good Life (NBC, Saturday, 8:30-9 p.m.)

"... more promising principals than premise." Harry Harris, *Philadelphia Inquirer*.

"... fast, snappy and well-played . . ." Barbara Zuanich, *Los Angeles Herald-Examiner*.

"... is full of cutesie dialogue and gets a lot of mileage out of studio backlot sets and keeps going around in circles with predictable results." Don Page, *Los Angeles Times*.

"The debut wasn't overloaded with laughs, but I've never seen so many comedic crises . . ." Clarence Petersen, *Chicago Tribune*.

"... may not be Noel Coward, but for television situation comedy it is amusing." Judith Martin, *Washington Post*.

"... fairly amusing little comedy that might be the year's sleeper." Don Freeman, *San Diego Union*.



LOU EMM — "The Morning Show"



NORM SWANSON
"3-D Show"



JOE WALDMAN
"The Joe Waldman Show"

WHIO WHIO

Emm, Swanson, Waldman. Three good reasons why WHIO ranks first with Dayton adults.

When adult Daytonians seek bright and sparkling music . . . information, helicopter reports and news, they turn to WHIO where the "big three" broadcast daily. Emm, Swanson, Waldman. Good reasons why WHIO is first with Dayton adults . . . the audience that does the buying.

Source: Audience Estimates in the Dayton ARB Radio Market. April/May 1971. Metro Share estimates 6 a.m.-7 p.m. Monday through Friday. Figures quoted from audience surveys are estimates, subject to sampling and other errors. For methodology details, the original reports should be reviewed.

A reflection of Dayton
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 A Communications Service of
Cox Broadcasting Corporation

Represented by CBS/RSS Radio Spot Sales

MEN 18 +		WOMEN 18 +	
Mon.-Fri. 6 am-10 am		Mon.-Fri. 6 am-10 am	
	Metro Share		Metro Share
WHIO	33.4	WHIO	30.1
Station A	22.6	Station A	16.9
Station B	7.0	Station B	10.8
Mon.-Fri. 10 am-3 pm		Mon.-Fri. 10 am-3 pm	
WHIO	16.2	WHIO	16.2
Station A	11.0	Station A	9.9
Station B	10.1	Station B	12.8
Mon.-Fri. 3 pm-7 pm		Mon.-Fri. 3 pm-7 pm	
WHIO	21.1	WHIO	18.2
Station A	14.5	Station A	15.5
Station B	7.8	Station B	13.9

The New Dick Van Dyke Show (CBS, Saturday, 9-9:30 p.m.)

"... merely the old version in a new setting." John J. O'Connor, *New York Times*.

"It was a nothing pitch . . . a wasted effort." William Hickey, *Cleveland Plain Dealer*.

"... Van Dyke is engaging . . . secondary characters (don't) seem to have the laugh potential of Van Dyke's earlier troupe." Harry Harris, *Philadelphia Inquirer*.

"Despite the flimsy premise in the opener . . . the series holds promise. Van Dyke is a terribly funny guy. He doesn't look funny . . . but he walks funny and talks funny and I suspect he thinks funny." Don Freeman, *San Diego Union*.

"... nothing to write home about." Rick Du Brow, UPI.

"... in Van Dyke's case, [there's] one thing that is definitely not 'new.' He's been making people laugh for years and probably can stay around CBS for another five years if he chooses." Aleene MacMinn, *Los Angeles Times*.

The Persuaders (ABC, Saturday, 10-11 p.m.)

"*Persuaders* hardly persuades that the British are masters of merry melodrama." Harry Harris, *Philadelphia Inquirer*.

"... inconsequential stories that do not offer supporting wit and comedy." Rex Polier, *Philadelphia Bulletin*.

"The mood is juvenile. It suggests the shaky time of life when, verging on manhood, youth pretends to an air of omnipotence and virile dominance it yearns to possess." Morton Moss, *Los Angeles Herald-Examiner*.

"The light touch is absent, the dialogue is robustly sophomoric and humor is wooden." Don Freeman, *San Diego Union*.

"... pointless hour of violence." Bob Williams, *New York Post*.

"... babes, booze, bullets and brawn, in a setting of sybaritic extravagance." Alan M. Kriegsman, *Washington Post*.

"... two revolting characters possessed of the same endearing relationship with women as a pair of termites to a log cabin." Judy Bachrach, *Baltimore Sun*.

"... slick, souped-up melodrama with glittering girls, action, repartee that passes for wit, and far gone, if not foregone, conclusions." Bernie Harrison, *Washington Star*.

Jimmy Stewart Show (NBC, Sunday, 8:30-9:30 p.m.)

"It is a sad thing to happen to such a

fine performer." Rex Polier, *Philadelphia Bulletin*.

"It seems to be NBC's answer to the question CBS stopped asking when it canceled *Green Acres*: Will young urban America respond to what their parents like to remember as the good old days? With Jimmy Stewart's warmth and wit in place of Eddie Albert's patronizing oiliness? The answer very likely is yes. Clarence Petersen, *Chicago Tribune*.

"It may survive because the slow-talking, lanky Mr. Stewart is such a likable fellow." James Doussard, *Louisville Courier-Journal*.

"Stewart is a highly skilled and polished actor. But he's not a funny man. And the show runs more to whimsy and gentle humor than to laughter . . . it is also loaded with charm." Cecil Smith, *Los Angeles Times*.

"This NBC Stewart half-hour item is stock stuff right off the shelf where it has been stored since the beginning of time—TV time." Morton Moss, *Los Angeles Herald-Examiner*.

"To begin with, who's going to knock Jimmy Stewart? Not me. Even if his new NBC series has a contrived look, even if overcute blandness raises its marshmallow head, when Jimmy Stewart is on the screen, he's a comfortable sight to behold . . . a true original." Don Freeman, *San Diego Union*.

"... only two things to say . . . (1) Jimmy Stewart is good, and (2) the show is bad." Judy Bachrach, *Baltimore Sun*.

"... will either send you rushing to renew your American Legion membership or make you puke in your wheat germ . . ." Alan M. Kriegsman, *Washington Post*.

Cade's County (CBS, Sunday, 9:30-10:30 p.m.)

"... filled with more sand than substance." Bob Williams, *New York Post*.
"Glenn Ford is rather colorless . . ." Harry Harris, *Philadelphia Inquirer*.

"It's conceivable that Glenn Ford will be around in *Cade's County* for some time." Kay Gardella, *New York Daily News*.

"Cade should have a long-term office on TV." Rex Polier, *Philadelphia Bulletin*.

"... auto chases, plenty of gun play, but not much subtlety." Cynthia Lowry, AP.

"Even if you weren't already weary of the killing this season, this three-corpse premiere had little to recommend it either as an innovation or as entertainment." Terrence O'Flaherty, *San Francisco Chronicle*.

"Sam Cade . . . is interpreted by

Glenn Ford as you or I might interpret the subtle intricacies of rigor mortis." Judy Bachrach, *Baltimore Sun*.

"*Cade's Country* plays in part opposite *Bonanza*, which at this point, doesn't have anything to worry about." James Doussard, *Louisville Courier-Journal*.

Monty Nash (Syndicated)

"... is the leading candidate thus far for the year's biggest surprise." Don Page, *Los Angeles Times*.

"All that need be said of this cheapie is that it has all the subtlety of *Highway Patrol*." Terrence O'Flaherty, *San Francisco Chronicle*.

The David Frost Review (Syndicated)

"Series has him back in . . . role of biting satirist . . . Frost's intermittent monologues were unerringly funny . . ." Clarence Petersen, *Chicago Tribune*.

"It's very hip, sophisticated and a bit bawdy. It's for adults . . . (and) . . . takes satirical television into another brighter dimension." Don Page, *Los Angeles Times*.

Primus (Syndicated)

"... family fare adventure that moves along without undue violence and virtually no sex . . ." James Doussard, *Louisville Courier-Journal*.

"... standard undersea fare." Alan M. Kriegsman, *Washington Post*.

"The story is nothing; the underwater shots and gadgets, everything." Bernie Harrison, *Washington Star*.

"The real star of *Primus* is not Robert Brown . . . but the almighty gimmick." Judy Bachrach, *Baltimore Sun*.

"[Series star Robert Brown] knows how to swim but how else does such a good actor get involved in such nonsense?" Terrence O'Flaherty, *San Francisco Chronicle*.

Circus (Syndicated)

"If you think the kids will like it, you're not giving them much credit. Bert Parks hosts, so you can imagine . . ." Judy Bachrach, *Baltimore Sun*.

"Parks handles it as if it was the greatest show on earth. He's got to be kidding. It's doubtful that even the kids will like it." Don Page, *Los Angeles Times*.

Dr. Simon Locke (Syndicated)

"... will probably catch on with television's vast audience of hypochondriacs." Margaret Harford, *Los Angeles Times*.

"The program is totally and completely unimaginative, uninventive and conceptually unintelligent." Judy Bachrach, *Baltimore Sun*.

WITN-TV eclipsed local news programming with a mini ME-4 color processor.

"We were the first in our market to go full color," says Dick Paul, Vice President—Operations, for WITN-TV in Washington, North Carolina. "And the amazing thing was that we made the switch overnight.

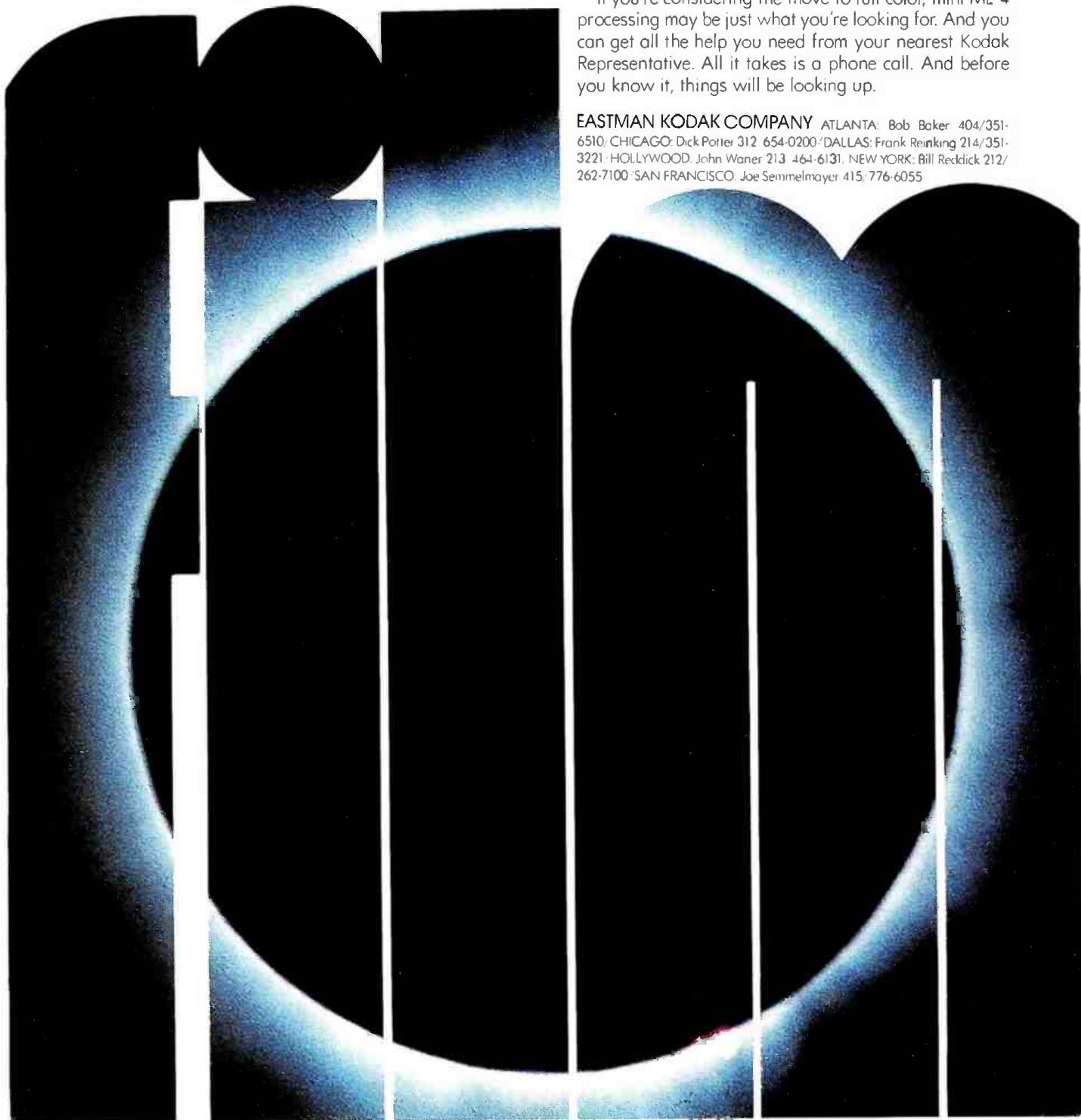
"We hooked it up in one day. A representative from Kodak showed us how to use Kodak's packaged chemicals and run test strips through our mini processor. And the following day we were on the air with color film.

"Sooner or later you have to go full color. The viewers demand it, and they're right. They want to see things as they are—not in black-and-white. When we covered the total eclipse last year, it was the first time our viewers were able to see it on television as it really was.

"We've had tremendous response from viewers and advertisers for our color eyeWITNESS news programs. And part of the success is due to the fact that we now have much more flexibility in the area of local news and documentaries. And, of course, with a processor we have fewer problems with deadlines. In short, it's been just as big a success with us as it has been with our viewers."

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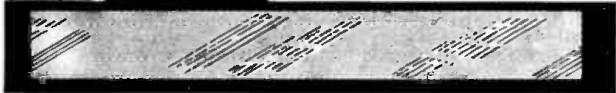
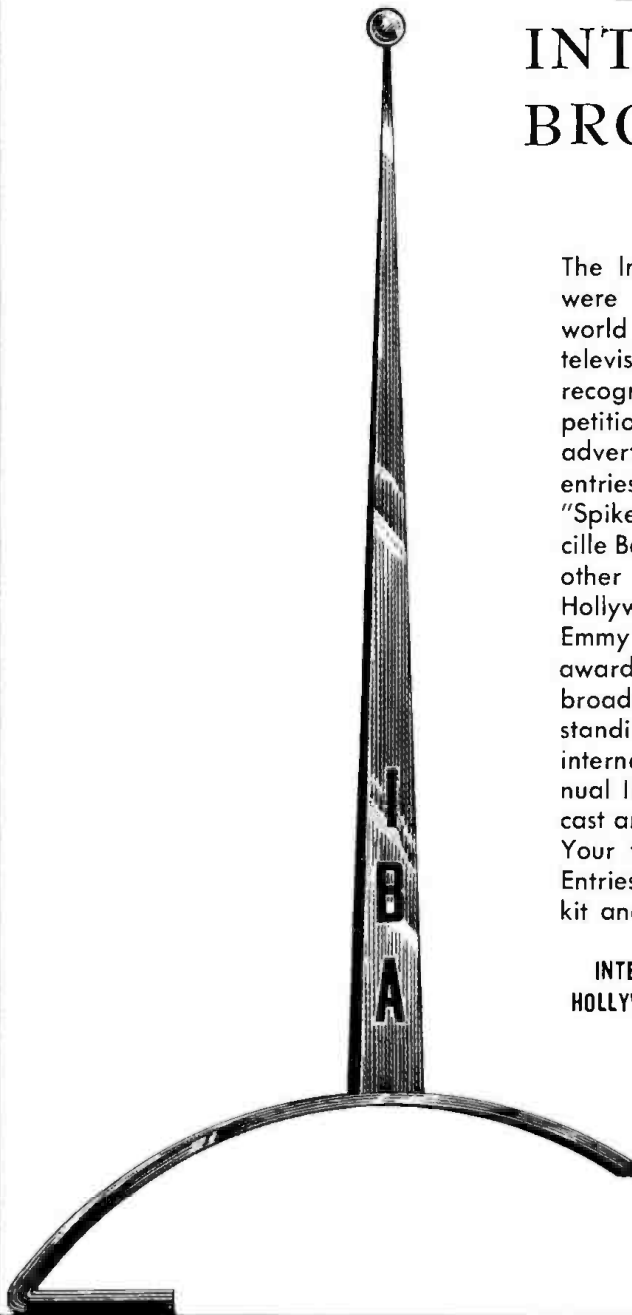
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Three TV's, two AM's win Golden Mike honors

Five broadcast stations have received annual Golden Mike awards from the National American Legion Auxiliary for local programs in the interest of youth.

Two television stations tied for the award in their category: WHA-TV Madison, Wis., for a series called *The Drug Problem Problem*, and KTRK-TV Houston for *Turn-On*, another series about drugs.

In the radio category, KSTP(AM) Minneapolis captured the programing award for its *Project 70's* series. An award for best special project on local radio went to WONN(AM) Lakeland, Fla., for *A Salute to Our American Servicemen*—a set of tapes consisting of music, news, entertainment and messages from parents of local servicemen in Vietnam.

A special award for television programing went to WBBM-TV Chicago for *Nothin' Like Us Ever Was*, an exploration of generational differences. Although the Legion Auxiliary normally gives its programing awards to series of at least four broadcasts, the reaction to this single program (shown several times on the station) was such that it received special recognition.

Into court: the FCC and format changes

The FCC's policy of disavowing jurisdiction over programing-format changes is headed for a court test.

In a petition for review filed last week with the U.S. Court of Appeals for the District of Columbia, the Joint Strategy and Action Committee, a Protestant urban organization, and five former disk jockeys at KSOL(AM) (now KEST) San Francisco said the commission erred last month in dismissing their petition for reconsideration of an earlier FCC action setting aside complaints about KEST's format change.

Ksol, until Sept. 21, 1970, was San Francisco's only rhythm-and-blues station. On that date, the licensee altered the station's format to middle-of-the-road music and simultaneously dismissed the five announcers seeking review in the case. In a subsequent complaint to the FCC, 11 local organizations argued that the announcers' dismissal was the product of racial discrimination and asked for an action against the format change. In ruling on these complaints, however, the commission deferred action on the discrimination charges pending the outcome of legal proceedings brought against the licensee by the five dis-

charged announcers. It also declined to act on the format issue, stating that such matters are the discretion of the licensee (BROADCASTING, Feb. 1). It upheld this ruling in denying the petition for reconsideration.

In last week's court brief, the petitioners contended that the commission had acted improperly in refusing to act on the format change, arguing that in doing so, the agency failed to compel the licensee to prove that such a change was in the public interest and to survey the "programing tastes and needs" of the community.

New-for-TV films in SG's latest package

Screen Gems has released a new TV package of more than 20 Columbia Pictures feature films and has completed initial sales to Metromedia's WNEW-TV New York and KTTV(TV) Los Angeles for presentation in prime time Wednesday evenings (8-9:30 p.m.).

A Screen Gems spokesman said that a number of the features have had neither TV-network nor station exposure. These include "Castle Keep," with Burt Lancaster and Peter Falk; "Loving," with George Siegel and Eva Marie Saint; "Before Winter Comes," with David Niven and Topol; "The Mad Room," with Shelley Winters and Stella Stevens and "The Lady in the Car with Glasses and a Gun," with Samantha Egger and Oliver Reed. Other features, including "The Cardinal," "Casino Royale," "Anzio" and "Advise and Consent," have had previous network exposure.

American TV bats .500 in world festival

American-produced television shows took nine of the 18 awards at the seventh annual Hollywood Festival of World Television held there in August. The only double winner was Winters/Rosen Productions, Hollywood, for

Telemation on TV techniques

Telemation Inc., Salt Lake City, will hold seminars on techniques of television production in 14 cities this fall. The sessions, lasting two or three days, will cover directing, staging, lighting, camera operation and special effects. The initial seminars were held last week in Albuquerque, N.M., and will be held this week in Portland, Ore. Further sessions will be held through December, with fees ranging from \$65 to \$100.

Story Theater as the best new TV concept, and *Once Upon a Wheel* as the best sports documentary.

Other American winners: Best actress-comedy, Lucille Ball, *Here's Lucy*, CBS; best dramatic program, *The Andersonville Trial*, NET; best locally produced documentary, *Nothing Like Us Ever Was*, WBBM-TV Chicago; best musical program, *Session: Leon Russell and Friends*, KCET(TV) Los Angeles; best direction, *Peggy Fleming at Sun Valley*, Sterling Johnson, Bob Banner and Associates; best experimental video tape TV program, *The Stars Are So Big the Earth Is So Small*, Tom Gericke, San Francisco; best experimental film TV program, *Black Roots*, Lionel Rogosin.

The eighth annual festival will be held in March, 1972 with the location to be announced.

New production firm picks Dallas location

The formation of a new film-production company, located in Dallas and housed in a soon-to-be-built \$1.5-million complex has been announced. The Masters Film Co., which will produce feature films and series for theater and TV, is a group venture of Jamieson Film Co., commercial and industrial film producer, Dallas, movie producer Martin Jurow and several Texas and California investors.

Groundbreaking for the center is scheduled for December, and when completed the multibuilding complex will provide more than 50,000 feet of office and production space. It will include two sound stages, recording studios and editorial and animation facilities, in addition to color-processing laboratories. The facilities are expected to serve not only the expanding activities of the Jamieson Film Co. and Masters, but also the needs of other film producers in Texas and neighboring states.

Martin Jurow, who produced such films as "The Great Race," "The Pink Panther" and "Breakfast at Tiffany's," has been named president of the operation. Other officers named are: Bruce Jamieson, who will serve as secretary-treasurer; Hugh Jamieson Jr., as vice president, and George E. Ray, attorney with the Dallas firm of McCulloch, Ray, Trotti & Hemphill as director.

The decision to expand in the Texas region was based on the state's "diversity of terrain, climate, and historical influences" which were felt to offer the producer a range of location possibilities. Production costs for Masters' films are expected to range between \$400,000 and \$1.5 million. Several feature films are already in the planning stage.

Godfrey will bid farewell to radio

After 27 years on CBS, he'll quit next April in favor of TV, ecology

Arthur Godfrey, who has probably sold more products than any other broadcast salesman, will end his 27-year assignment on his daily half-hour CBS radio series next April, but will continue in various television projects.

Mr. Godfrey announced his decision last Wednesday (Sept. 22), saying he planned to devote time to television specials for the Chrysler Corp., other television programming endeavors, and to studies in the field of ecology, in which he has an intense interest.

"We'll complete 27 years of continuous network radio shows the end of April, and I've enjoyed every one of them," he remarked. "But a seven-day-a-week radio program is just too confining . . . I'm going to miss the radio shows."

Mr. Godfrey's association with radio began in 1929 with WFRB(AM) Baltimore. He has been with CBS radio since 1934 when he joined WJSV(AM) Washington, now WTOP(AM). He began *Arthur Godfrey Time* on the network in 1945 and it has been a regular CBS radio feature ever since.

CBS Board Chairman William S. Paley commented: "Of all the personalities who have contributed to CBS over the years, Arthur Godfrey ranks as one of the most important. He will be missed." And CBS President Frank Stanton said: "Having had a hand in bringing Arthur Godfrey to network radio, I am saddened by his decision. He is an original, and his record is unique in all of radio and television. Arthur has our warmest good wishes."

As a result of Mr. Godfrey's decision, CBS Radio plans a realignment of its program schedule and said details would be announced in the next few weeks.

TVC brings pro sports live via cable to Akron

All home games of two Cleveland professional sports teams will be carried live by Television Communications Corp.'s Akron (Ohio) cable system during the 1971 through 1974 seasons.

Under a new contract, Akron Cablevision Inc. will carry 79 games of the Cleveland Cavaliers (National Basketball Association) and the Cleveland Barons (American Hockey League) in 1971-72. The cable system will provide production facilities for origination; live transmission from Cleveland to Akron



Mr. Godfrey in his local radio heyday

will be provided through AT&T facilities.

Additionally, Akron Cablevision will tape all games for late-night replay following the event. According to Alfred R. Stern, president of TVC, this extra service "is being provided for the benefit of subscribers who work the late shift in that highly industrialized city [Akron]."

Nick J. Mileti, president of both the Cavaliers and Barons, billed the new arrangement as "the first time in professional sports history [that] home games are being televised live from one city for exclusive viewing solely by fans in another city."

The Akron system is the nation's largest in channel capacity. It is equipped to carry 64 channels, of which approximately 50 will be forward channels. The remainder will be used in two-way operation, which is scheduled to begin in about six months. Eighteen channels are presently in use.

Telethoning sickle cell anemia

A telethon conducted in three cities to raise funds for research on sickle cell anemia resulted in cash and pledges amounting to more than \$400,000. The announcement was made last week by Howard Sanders, president of Howard Sanders Advertising Ltd. Public Relations, New York, which arranged the event. The telethon was carried for four and a half hours until 1:30 a.m., Sept. 13. It originated from WOR-TV New York and was fed to WCIV-TV Chicago and KHJ-TV Los Angeles. The host was comic Nipsey Russell and performers appearing included Duke Ellington, Leontyne Price, Ossie Davis, Sidney Poitier and Ruby Dee. Mr. Sanders said this was the first telethon ever conducted for sickle cell anemia, a blood disease primarily afflicting blacks in the U.S.

Optimizing TV for education

Midwest program service tries to closely relate television to classroom

Homework may be less of a trauma for junior-senior high-school students in the Upper Midwest this fall as their teachers tell them to go home and watch television.

After a year's pilot program in the Chicago area, Prime Time School Television, a free educational programming service for secondary school teachers and students, is expanding throughout Illinois and into Iowa, Minnesota and Wisconsin.

PTST was organized in June 1970 by Irving B. Harris, president of the Chicago Educational Television Authority. It works like this: Television programs to be recommended to educators are selected from three sources: scheduled on-air productions, such as network documentaries; acquisition of existing programs to be broadcast at optimum times, and self-production (in cooperation with Three Prong Television Productions Inc., Chicago, and Martha Stuart Communications Inc., New York).

Brochures are then prepared to inform teachers of the local availability of the educational broadcasts, and suggested classroom activities and discussion topics are included for before and after the telecasts. In addition, a list of study sources to augment the telecast and classroom discussion periods is prepared for each topic, all in close cooperation with advisory councils and TV stations in each area served.

For the 1971-72 academic year, 27 commercial and eight noncommercial television stations are involved in the program. The areas in which the service is operating comprise Chicago, Champaign/Urbana, Peoria and Carbondale, all Illinois; Des Moines, Iowa; Minneapolis-St. Paul, and Madison and Milwaukee, both Wisconsin.

PTST Executive Director Robert W. Pirsein said the goal is to enable school television to serve in a total daytime-evening function as never before. "By high school graduation, a student has spent 12,000 hours sitting in a classroom . . . but, he also has spent over 15,000 hours in front of a television set," Mr. Pirsein said.

Since most of that TV viewing time is at home in the evening hours, "Why not harness, why not utilize the tremendous resources of evening television," he said. Not only the obvious specials, documentaries, news and films,

but also the situation comedies, dramatic presentations and the like, programs that reflect modes of thinking, life styles and relationships, should be used as educational tools, Mr. Pirsein feels.

Northwestern University evaluated the effects of the initial program in the 1970-71 school year. The results of that study reveal that PTST consistently reached 20% of junior high school age student and 10% of senior high school age students, in the Chicago target audience; more than 66% of teachers who suggested or assigned the recommended programs reported productive classroom discussion following the telecasts; nearly 50% of viewing students reported discussion with parents following the broadcasts, and 93% of the teachers responded that they were able to effectively integrate PTST programs into their overall curriculum.

That success led to the program's expansion this fall, and PTST hopes, to nationwide service before long. The nonprofit organization receives funds from the Harris Foundation of Chicago, the Bush Foundation of Minneapolis-St. Paul and the Corporation for Public Broadcasting.

ProgramNotes

First college network stations ■ Thirteen stations have signed for the syndicated *Ron Britain Radio Programme*, the first offering by Programing db, Hollywood, for its college radio network. The three-hour show will air twice a week on the stations. Buddah Records and Earth magazine are the first two national advertisers taking spots in the broadcast. Local availabilities are incorporated into the program.

'Sesame' seeds ■ *Sesame Street*, the successful noncommercial program for children, is about to become "Sesame Street," hopefully a successful commercial comic strip. Children's Television Workshop, producer of the TV program, will also produce the comic to be distributed by King Features Syndicate, both as a daily strip and Sunday color page, with subscribing newspapers paying according to circulation. The strip is scheduled to appear in newspapers Nov. 15 to coincide with the premiere of the series' third season. Cliff Roberts will be the artist-writer for the new project, which has been in the works for over a year.

Diversify, diversify ■ Teletape Corp., New York, it is expanding into the area of video-cassette programing for business, education and home entertainment. Matthew J. Culligan, Teletape president, said last week the initial thrust will be in cassette programs for business and education. He added that within the next month the company in-

tends to provide details on a concept he called the Realtime Network designed to promote executive incentives at corporations. Teletape is active in TV commercial production, industrial films and TV program facilities leasing.

Toward wealth and health ■ Stage 70 Corp., Decatur, Ill., has produced two new one-minute radio programs for syndication—*Mister Money*, dealing with personal and family buying and budgeting, and *To Your Good Health*, dealing with personal and family health problems. Address is Box 1121, Decatur 62525. Phone: (217) 877-0414.

Getting ready ■ Four Star International is working on a half-hour nonfiction entertainment series entitled *The Anatomy of . . .*, in association with National Education Media Inc. David Levy, executive vice president of Four Star; Jack Copeland, president of NAM, and writer-producer Don Hall are collaborating on the project.

Battling time ■ ABC Films has acquired worldwide distribution rights to a first-run game show, *Anything You Can Do*, in which a team of men and women battle against time in a series of events involving manual and athletic skills. The weekly, half-hour series is being produced in Canada by Don Reid Productions in association with Bushnell Productions. ABC's WABC-TV New York has bought the series for a start this fall.

D.C. talkfest ■ Production has begun in Washington on a daily-half hour talk series, *Luncheon at the Capitol*, featuring actress June Lockhart in interviews with local personalities. The program is taped at the East Terrace restaurant of the Watergate hotel, with Roger Ailes as producer and CPM Programs Inc., New York and Hollywood, as packager.

For free, even ■ The House That Music Built, a one-hour radio documentary on the Country Music Hall of Fame, is being offered free. Hall of Fame history, representative music, biographies of members and exclusive interviews are among features. Send a 7½ inch reel of .5 mil tape and a self-addressed envelope with 96 cents postage attached to: KBUC Radio, Box 20267, San Antonio 78220.

CATV two-step ■ Nostalgia will run rampant on 70 Teleprompter cable-TV systems when the first U.S. Ballroom Dancing Championships are presented in a one-hour special. Melvin Baily, executive producer, Teleprompter CATV Division, produced the program, which was taped in New York over the Labor Day weekend. Dates for the show are to be announced.

The new producers ■ Robert E. Relyea, formerly a principal in Solar Produc-

tions and Denne Bart Petittlerc, creator of the TV series *Then Came Bronson*, have formed Relyea-Petittlerc Productions. The duo has entered into a non-exclusive agreement with Warner Bros. for the development and production of television series. First project is "Latitude 24," a 90-minute movie for TV and series pilot for CBS.

Ex-Warner crew sets up new firm

Klauber president, Hyman board chairman of company that will distribute to TV

Former executives of Warner Bros.-Seven Arts, who left that organization shortly after it was sold to Kinney National Service Inc. in 1969, have banded together to form a television distribution company called Feature House, based in New York.

Announcement of the new venture is slated for today (Sept. 27) by Donald E. Klauber, president and chief executive officer, who formerly was executive vice president in charge of worldwide television for Warner Bros.-Seven Arts. Serving as board chairman of Feature House is another TV film industry veteran, Elliot Hyman, who served in a similar capacity with W7.

Feature House will begin operations on Oct. 1, and its first offering will be a group of 44 motion pictures, including "Ace High," with Eli Wallach and Brook Peters; "Anyone Can Play," with Ursula Andress and Virna Lisi; "Blood and Roses," with Mel Ferrer and Elsa Martinelli; "Dear Wife," with William Holden and Mona Freeman, and "Something to Live For," with Joan Fontaine and Ray Milland. The 44 features are Paramount Pictures productions.

Other principal executives of Feature House, all previously with Warner Bros.-Seven Arts, are George Mitchell, executive vice president; Norman Solomon, senior vice president; Lloyd Krause, vice president, television sales, and Harvey Chertok, vice president, advertising and publicity.

Mr. Klauber said that in addition to feature film and other syndicated programing, Feature House plans to provide stations with computerized audience research, program financing, and local and national sales materials.

Headquarters for the company will be at 655 Madison Avenue, New York 10022. Telephone is (212) 593-2120. A West Coast office, under Mr. Mitchell's direction, will be located at 14724 Venture Boulevard, Sherman Oaks, California 91403. Telephone is (213) 788-7877.

The struggle over broadcast access (II)

Bloodied station operators see no let-up as citizen groups seek bigger roles

"Nobody wants to change. But change is coming, maybe faster than we want it. Yes, broadcasting is changing. We must recognize that change is coming and be ready to bend."

Burt I. Harris, of the Harriscope Stations, was speaking from experience. The Harriscope station in Bakersfield, KBAK-TV, along with other outlets there, is under pressure for change from a local chicano group. KGGM-TV Albuquerque, 28% owned by Harriscope, faces two petitions to deny its license-renewal application.

Harriscope's problems are of a piece with those being experienced by broadcasters all over the country, as individuals and groups seek a role in the programming and employment practices of their home-town stations.

It is called the struggle for access to the air, and, as Albert Kramer of the Washington-based Citizens Communications Center has said, it has left broadcasters with the feeling they are under siege. Mr. Kramer is qualified to make that appraisal. As one of a few but active experts in the specialty, Mr. Kramer spends much of his time counseling groups frustrated and unhappy about service by their local stations. And he and others in his line of work are kept busy. It is hard to find a community of any size without its organizations of blacks, chicanos, Latinos, liberated women, activist mothers or other concerned types negotiating for stronger representation in broadcasting. The extent of the activity was described in the first part of this two-part special report, which appeared in last week's issue of BROADCASTING.

Thus far the movement has produced some 50 petitions to deny license renewals. It has also led to settlements with scores of stations that agreed to change their practices. Right now, citizen groups up and down the state of California are engaged in showdown talks with radio and television broadcasters whose licenses are up for renewal by Dec. 1.

The controversy has implications beyond the broadcasting business. Mr. Harris says the demand for access is "a reflection of social unrest in the country, and broadcasters have an ob-

ligation to alleviate unrest by giving access."

Such concepts are new to a generation of station owners and managers who learned their business in a day when the FCC, let alone the public, seldom intruded in their programming and employment decisions. But change is coming, in the attitude of militant (compared to what went before) groups and in the attitude of broadcasters themselves.

At a minimum, some broadcasters are acknowledging that the pressures brought by the groups have sensitized them to the need for changes that they might not otherwise have made. One station manager whose license is under challenge, asked about the effect of the groups emerging in his city, strode about his office, puffing on a cigar, pondering the question, then said: "I am doing my

Manager of major-market station facing citizen protest:

"I'm doing my job differently this year than last and will do it differently next year than this."

job differently this year than last, and will do it differently next year than this."

The station manager and other broadcasters across the country express a willingness to provide programming of interest to minority groups and to hire minority group members. But in terms of access, they ask, how much is enough? On the way to an answer to that question, groups and broadcasters frequently wind up in confrontation.

Richard Wolfe, president of WRNS-AM-FM-TV Columbus, Ohio, for instance, appears to regard himself as caught in a high-level, and expensive, game of chicken with a coalition of groups that has filed petitions to deny the station's renewal applications.

Mr. Wolfe, who is 38, is the grandson of the man who with his brother arrived

in Columbus at the turn of the century to start a shoe business and eventually laid the foundation for the extensive communications (*Columbus Dispatch* in addition to the broadcast outlets) and banking interests the Wolfe family now controls. Despite that background, or perhaps because of it, Mr. Wolfe, slim, balding and very much a part of the Columbus community, appears to have a good working relationship with Tony Rocciano, the 39-year-old son of a Sicilian father (who was deported to Sicily in the early forties) and a black mother, who is the coordinator of the Columbus Broadcasting Coalition. Mr. Rocciano speaks openly of his admiration for Mr. Wolfe.

Mr. Wolfe also appears to be sensitive to the needs and problems expressed by the coalition. He is aware, for instance, that the style and presentation of a news item that may seem inoffensive to a white can be regarded as antiblack by some elements of the black community. He lists a number of programs that the Wolfe stations carry to serve blacks, notes that the stations have black employees, including some in news, who are capable of screening out material that would be offensive to blacks, and expresses doubt that any community group that has asked had been denied access. And he says that a committee of Wolfe station personnel works at maintaining contact with all groups in the community. (The other Columbus stations being challenged by the coalition and seven other groups—Taft's WTVN-AM-TV and WRUK-FM and Great Trails Broadcasting's WCOL-AM-FM—make similar claims.)

Then why the petitions to deny the station's renewal applications? "The coalition," Mr. Wolfe says, "would like as much access as they can get. A petition to deny is a good way to start. It is a bargaining wedge."

The coalition has charged that all eight stations have failed to ascertain the needs of blacks in the community and have not provided adequate programming for them. It also has accused the stations of discriminating against blacks in their employment practices. And although he has a high regard for Mr. Wolfe, Mr. Rocciano says he "has

resisted some of our strongest efforts for change."

Mr. Wolfe does not appear to be worried about the prospect of FCC's ordering a hearing on the WBNS renewal applications—much less losing the licenses. What troubles him, and other broadcasters engaged in confrontation with community groups, is the cost, in money and time, in responding to petitions to deny.

And, like broadcasters at other times facing other problems—CATV competition, for instance—he is looking to Washington for help, for protection against "irresponsible" pressures. "Everyone, including broadcasters, should be held accountable," he says. But since broadcast licenses must be renewed every three years, community groups have a "point of attack." And if that attack point becomes "too vulnerable, the broadcasting system as we know it in the United States will be substantially destroyed or eroded." The entry point should not be entirely shut off, for that would leave broadcasters invulnerable to pressure. The question—one that Congress and the FCC should resolve, Mr. Wolfe feels—is how to provide a mechanism for permitting access while protecting broadcasters against "irresponsible" pressure, assuming the line can be drawn.

But, "as a broadcaster," he says, "I would hope for as much protection as I could get."

Charles T. Jones Jr., vice president of New Mexico Broadcasting Co. and general manager of its KGGM(AM) Albuquerque, shares Mr. Wolfe's feelings on the issue of "irresponsible" petitions. Mr. Jones, who was speaking after the filing of the first petition to deny the renewal application for KGGM-TV (the second was filed a few days later), said: "We can't afford this sort of thing. We literally can't afford it. The radio station after six months is in the red. We hope to pull out of it, and make \$10,000 profit before taxes." But, he adds, "I spent the last eight or nine days trying to respond to the Alianza's charges [the Alianza Federal de Pueblos Libres]. It's tough to stay in business." A hearing on the petition, with its added costs in time and money, was something he did not want to contemplate.

But, in Washington, FCC Chairman Dean Burch, who believes the number of disputes between community groups and stations will, if anything, increase because of the success the groups have thus far enjoyed, offers no hope of protection. "I don't know what form protection would take," he says. "Broadcasters are not going to be protected against the requirements of the Communications Act," which, he noted, gives "interested parties" the right to file informal complaints or petitions to



Harris



Jones



Curran



Osterhaus

Burt Harris (Bakersfield), a broadcaster who has felt the pressure of community groups, recognizes that, whether wanted or not, change is the order of the day in the industry's relationship with its audience. "We must recognize that," he says, "and be ready to bend." Charles T. Jones Jr. (Albuquerque) is equally realistic, but feels, too, that "We can't afford this sort of thing [fighting off petitions to deny license renewals]." Don Curran (ABC San Francisco), faced with the same problems, finds it's "good business" to deal with community groups, as well as good politics. Nevertheless, he expects the upcoming California license renewal period to be the toughest ever. Bill Osterhaus (Westinghouse San Francisco) has found his own dialogues with community groups "very constructive," and that there "is a tremendous amount of gray areas in the middle where both [community group and broadcaster] can operate very successfully. The groups don't want the responsibility of running the station, but they do want reasonable access to their ideas."

deny license-renewal applications with the commission.

The rash of such filings in the past couple of years has forced the commission to review its license-renewal procedures—but with a view to removing from the commission's shoulders some of the responsibility for resolving disputes. The proposals are designed to encourage dialogues between community groups and stations ("a solution agreeable to both parties is better than a governmental edict," the chairman says). They would also provide earlier deadlines for the filing of renewal applications, as a means of ending the submission of "last-minute" petitions to deny, with what the commission calls their "disruptive" effect.

Mr. Burch appeared sympathetic to broadcasters who feel they are being approached by groups that are not representative. "If I were a broadcaster dealing with a nonrepresentative group, I would not be responsive," he said. "The citizen movement gives a lot of room to the self-starter to create a group that may not represent anything but the individuals involved."

And that is an issue in some of the disputes between broadcasters and community groups across the country. In Columbus, broadcasters wonder whether the coalition represents more than "four or five" individuals. Tony Rocciano says it speaks for 80,000. In Albuquerque, broadcasters question whether the Alianza has as much as 1% of the 3,000-family memberships (or 30,000 individuals) it claims. In one major market, a group emerged and then faded from view after its principal aim was disclosed to be the attraction of clients by two public-relations men who were the group's spokesmen.

But Mr. Burch also noted that the WLBT(TV) Jackson, Miss., case, which opened the door to the controversy over access, established the right of even a single "affected" individual to intervene in a license-renewal proceeding. And even a single individual, he added, could have a valid complaint or a good idea. But the broadcaster, the chairman said, "should know what he's dealing with."

Mr. Burch feels the citizen groups' impact on broadcasting has already been great, in terms of the changes in the law that have resulted from court decisions in cases various groups have brought—the decisions in the Business Executives' Move for Vietnam Peace and the Friends of the Earth cases, for instance. The first held that members of the public have a First Amendment right to the airwaves; the second, that commercials promoting the sale of automobiles and leaded gasolines raise a controversial issue of public importance—involving air pollution—and require the broadcaster to provide program balance. Mr.

Station manager under fire:

"The thing that bothers me, that causes me to stay awake nights, is the absolute militancy of some of these groups—the 'when did you stop murdering your wife' approach."

Burch also mentioned the court decision invalidating the commission's January 1970 policy statement that was designed to afford broadcasters protection against challenges from competing applicants at license-renewal time. He indicated he thought all three decisions were "mediocre." But a benchmark decision that escaped the tar of that brush was the one involving WLBT.

And, he said, "By and large, this may be the scheme that was originally intended—more citizens playing a role in broadcasting. I don't think broadcasters welcome this. It's easier to run your own show than answer to anyone else."

(He is less philosophical, however, about another aspect of citizen involvement in broadcasting—petitions and court suits aimed, thus far successfully, at blocking sales of stations because of a likely change in the stations' format. "I would hate to think we've got to the point where every radio station has to go to a hearing to change its format," the chairman says. "Radio comes closer to the free-enterprise system than any part of broadcasting—the market place determines programming—and I would prefer to see that encouraged rather than discouraged.")

The movement for access is presenting broadcasters and their attorneys with problems other than those contemplated in court decisions. In one of the pleadings they filed with the FCC in response to the petitions that the Columbus coalition filed against the Taft stations, Taft counsel recounted an experience that was probably unique in the lives of Carl Wagner, manager of WTVN(AM), and the company's Washington attorney, Victor E. Ferrall Jr.

It dealt with two lengthy meetings the two men had with Tony Rocciano and other members of the coalition after the petitions to deny the Taft stations' renewal applications had been filed. "At the first meeting, undersigned counsel [Mr. Ferrall] was called a 'white ass m_____ f_____er' by Mr. Rocciano [blanks are in the pleading] and told that 'there are black brothers in Washington who will take care of you.' Mr. Rocciano also advised the general manager of WTVN(AM) that 'I need your

ass' and repeatedly challenged him to fight."

The pleading, in describing the second meeting, said it "was held in the same windowless conference room at the Neil House hotel in Columbus as the first meeting, a room with a single door. The door was locked by Mr. Rocciano and he and two of his associates, one of them a large man wearing a black uniform, sat in front of the locked door throughout the meeting." (Mr. Rocciano says there were several uniformed black men present at the meetings, members of the Afro Set, a local militant organization he describes as "similar" to the Black Panthers. The Afro Set is one of the groups represented in the petitions to deny.) Taft said "no meaningful dialogue was forthcoming" at the second meeting. "Instead, station management and counsel were advised again and again that they were racists."

Mr. Rocciano denies threats were made, at least in the sense they were taken by the Taft representatives. The remark about black brothers in Washington taking care of Mr. Farrall was said to refer to the coalition's ability to shut off Mr. Farrall's source of information in the black community in Washington. Mr. Farrall had said he was going "to make liars out of us," Mr. Rocciano recalls.

But more than a question of semantics may have been involved. Mr. Rocciano appeared to regard the reaction of Mr. Wagner and Mr. Farrall as a failing on their part. He feels there was no need for them to feel "threatened."

Mr. Rocciano's wife, Judy, who is white, put it this way: "It's important to establish what it means when a black man says to another, I'm 'dealing with you.' It doesn't mean the same thing to a white man." The street language that is used in conversation between the two black men "doesn't mean anything."

Mrs. Rocciano said the first of several meetings with representatives of the Wolfe stations was "a knock-down sensitivity session": the coalition members had "come down hard" on Mr. Wolfe and John Haldi, vice president for programming. She said it was an "eventful evening" but that none of the participants had complained to the FCC. "Not even Collis Young of WCOL complained," she added. And the meeting with WCOL officials, she said, "was a fairly heated" one.

A meeting with representatives of and counsel for Avco Broadcasting Corp.'s WLWC(TV), before the deadline for filing petitions last year, is also said to have had its rough edges. Early in the session, one of the station representatives reportedly disposed of a verbal thunderbolt from across the table with the observation, "This is your negotiating tactic; get it out of your system and

we'll get down to business." But even though the station management refused to agree to an extension of the filing deadline, the coalition took no action against WLWC. "They acted like human beings," Mr. Rocciano says now. "They discussed at length what Avco was doing, and they are making good progress in programing and hiring."

But it is in California, where America's future can often be viewed today, that the problems generated by the demand for access seem most complicated. In San Francisco, for instance, the stations are contacted regularly by a variety of groups, each with a complaint, suggestion or demand of its own—the Community Coalition for Media Change (or one or another of its constituent parts, such as the Chinese Media Committee or La Raza, the National Organization for Women), Committee for Children's Television, even the Gay Liberation [which, in view of the history of the movement, is regarded with dead seriousness], among them.

How can broadcasters be responsive to a multitude of demands and still maintain control over their program day? Not all broadcasters in the Bay area are sure all demands can be met. But all say they are trying, and none seem to be resentful of the group's efforts. They accept the groups as a fact of life.

At ABC's KGO-TV, Don Curran, a dapper man who makes sure your name is displayed on the lobby call board when you visit, says he expects the renewal period through which California stations are now proceeding to be the "toughest" they will ever face. "There are so many complicating factors, and so little track record. Procedures are going to have to come out of this that will provide guidance for other broadcasters in the future," says Mr. Curran.

But he feels the community contacts are to the station's advantage—"good business," he says. He also says it's "good business" to employ minority group members at all levels of a station's operations: it "plugs us into their communities," and we're able to see them better."

But then he framed the problems facing today's station manager as a result of the movement for access, in this fashion:

"The question is how much inventory of time and manpower you donate to the different subject matter that all these different groups are coming in to ask for. Also, you have a responsibility to the majority as well as to the minorities . . .

"We're out here with the thunder and lightning striking all around us, trying to deal with these problems, trying to deal with the individuals and groups—and many of them are well organized

and financed—in a reasonable way, and yet be responsible to our management, to our stockholders and to the business side. And we are, after all, in business to make money as well as to serve the public."

He goes on to talk about the special programing the station has done or is preparing to do for various ethnic groups in the Bay area. But at the close of the interview, he indicated that, for all of his experience in dealing with community groups, he has yet to become accustomed to some of their tactics.

"The thing that bothers me, that causes me to stay awake nights, is the absolute militancy of some of these groups—the 'when did you stop murdering your wife' approach." He referred to a meeting with CCMC during which he asked what groups were represented by the group (CCMC leaders say the coalition represents virtually every minority group member in the Bay area). "We're in touch with minority groups from all over the Bay area, and thought we could consolidate our dealings. Their response was, 'You don't have to know who we are. We know who you are. If you satisfy any minority group, you satisfy us.' Now, I don't think that's a legitimate, reasonable answer to a legitimate question."

One general manager who appears determined to co-opt the whole access movement is William Osterhaus, of Westinghouse Broadcasting Co.'s KPIX-TV San Francisco. He is a large man, with broad shoulders, and he seems even larger as hunches over his desk to talk about the need today for "the

new breed of broadcast person who sees that community involvement is a critical aspect of operating a broadcast station." And he is not a man to be intimidated. When an interviewer turns on a tape recorder, Mr. Osterhaus turns on his.

What of a proposal in a proposed policy statement distributed by CCMS for bargaining purposes that broadcasters hire minority group members in proportion to their numbers in the population of the Bay area. "You're not about to do that, are you?" he was asked.

"The question," he responded, "is whether it's attainable. It will take time. So far it's not attainable, even with the best effort." Finding the qualified people for top jobs, he said, is a problem. And he makes it clear he is sensitive to the feelings of some groups that importing qualified minority-group staffers from smaller markets—which would be the traditional way—is not satisfactory. The "ideal" method, he said, "is to secure minority group members from the community to be served."

He also notes that the station had been meeting with the various groups over the past two years, and called the sessions "very constructive," adding, "Real things can come out of those meetings. Not because anybody put pressure on anybody, but when you're sitting there talking to somebody and seeing on the one hand the need and on the other hand the facility to meet the need something happens."

But at times the lava flow of words is forced around obstacles, as when he was asked about the report criticizing Bay area stations for their lack of local



Two experts in acquiring broadcast access in San Jose, Calif., are Rogelio Flores (l), a student at San Jose State College, and Phillip Jacklin, a professor of philosophy at the same school. Mr. Flores, chairman of the South Bay Community Coalition of Media Change, produced five one-hour programs on KNTV-TV San Jose. Professor Jacklin heads the Committee for Open Media, would have broadcasters set aside time for free speech messages by members of the public and make available other time for political party spokesmen.

children's television programming that was then being prepared by the local Committee on Children's Television for submission to the FCC (BROADCASTING, Sept. 13, Sept. 6). Since it was a matter being brought before the commission, he said, he would not discuss it on the record. (The report notes that KPX[TV] will present no local children's programming in the new season and that Mr. Osterhaus had said "flatly" that the station had no interest in producing such programming in the future.)

As for the critical question of how a broadcaster can exercise his responsibilities over programming and as a journalist while submitting himself to the influence of outside sources, he, again, saw no insurmountable problem. "The question," he said, "implies you can't do both at the same time. We find there is a tremendous amount of gray areas in the middle where both can operate very successfully. The groups don't want the responsibility of running the station, but they do want reasonable access for their ideas."

The important thing, he suggests, as he evidently made clear to the CCT, "is make clear to the groups that you have responsibility for running the station, and you intend to run it but . . . in the most responsible way you can."

In California, also, broadcasters are finding that community groups can do more than demand "relevant" programming; they can help in its production. Loni Ding, a member of the Chinese Media Committee, is the television coordinator for a series of 65 half-hour English-language instruction programs, designed for Cantonese-speaking Chinese, that are to be shown on KPX(TV). She was in over-all charge of the project, preparing the curriculum, writing the scripts, finding and rehearsing on-camera talent. She even scratched up \$30,000 in foundation money for some of the out-of-studio costs.

(The project was much more than she bargained for—"We worked ourselves to death"—and she feels that when KPX[TV] talks about "cooperation of the community," it really means "exploitation." She is proud of the results of her labor and, apparently, grateful to the station. "For a first step, KPX has taken a giant step, an unprecedented step for a commercial station," she says. But she also says that the next step will be one that does not involve "our being worked to death again.")

And in San Jose, there is Rogelio Flores, who is chairman of the South Bay Community Coalition for Media Change. He is a 30-year-old second-year student at San Jose State College, who feels the media have systematically excluded minority groups. And he regards that as much a disaster for the media as for the groups. For it is the

*Housewife calling KNTV(TV)
on minority-produced show:*

"If you are going to
continue to run that kind
of crap, you're not
welcome in our home."

community, he feels, that can best represent itself. And with the cooperation of KNTV(TV) San Jose, he provided some proof of that.

When he heard that the station was planning to do a series of programs from the viewpoint of the chicano—there are some one million Mexican-Americans in the area—he asked for an opportunity to do a number of programs with "grass-roots" help. He felt the station was planning to use "establishment" chicanos.

The general manager, Bob Hosfeldt, who evidently is something of a gambler, agreed; he turned over five one-hour spots to Mr. Flores, who had no experience in the business. And Mr. Flores proceeded to fill the time with programs with a truly local flavor.

The programs, under the title *Issues on Trial: A Chicano Perspective*, were discussion shows, and sought to illuminate national as well as local issues from the perspective of the San Jose chicano. A program on unemployment featured an ex-convict who, as Mr. Flores notes, "has an entirely different unemployment problem." And a program on the war featured a chicano veteran who said he had entered the Marines at 18 because his high-school education had not prepared him for anything else, except for work in the fields.

The five Flores hours are now over, but the station is continuing the series on a monthly basis, in prime time. Mr. Hosfeldt has named a staff producer—Rigo Chacon, who is said to have been in the chicano movement longer than Mr. Flores—to take charge. However, Mr. Flores will continue to meet with the station, to offer his ideas, on a regular monthly basis.

The series, apparently, has attracted considerable interest—and has irritated some viewers. Mr. Hosfeldt says that a woman in Palo Alto, after hearing a promotional spot for the show, wrote the station, "If you are going to continue to run that kind of crap, you're not welcome in our home."

There are other stirrings in San Jose that may be more portentous for the future of broadcasting than Rogelio Flores's successful effort to gain access to KNTV. For Mr. Flores was operating in a tradition in which the broadcaster has final editorial control; the new stirrings are of a movement for access that

would not be by invitation of the broadcaster.

The guiding spirit behind the new movement in a San Jose State College philosophy professor, Phillip Jacklin, who heads a group called Committee for Open Media and who also helped establish the South Bay coalition. He is advancing two proposals, one that would require broadcasters to set aside time each day for Free Speech Messages by members of the public; another that would require them to make time available for political-party spokesmen.

Under the FSM proposal, which has been filed with the FCC in the proceeding in which it is reviewing the fairness doctrine, the limited amount of time available would be apportioned among individuals who, through petitions, could demonstrate a substantial following. If more requests for time from such representative spokesmen were received than could be accommodated, the spokesmen to be given time would be chosen by lot. COM has already called on Bay area television stations to commit themselves to providing access for FSM's—one 30-second spot each half hour or one 60-second spot each hour—of the broadcast day, on pain of facing a petition to deny their renewal applications if they refuse to adopt the plan or something similar.

The proposal dealing with political-party spokesmen calls for stations to provide "a fixed amount of prime time" every day that would be apportioned on the basis of each party's "popular support." Professor Jacklin says leaders of three political parties in the state—Democratic, Peace and Freedom and American Independence—have indicated they will ask every television station in California to adopt the plan.

Professor Jacklin cuts a figure far different from that of professors most broadcasters recall from their college days—he is bearded, beaded and long haired, and is forever scrawling peace symbols that he leaves behind as a kind of calling card—but he knows how to marshal support. He has persuaded the American Civil Liberties Union of Northern California to adopt a resolution pledging itself to "explain its concern" to station management "whenever it appears that a radio or television station has denied First Amendment access rights." The resolution also says the ACLU may, "in due course, support a license challenge."

Professor Jacklin has also drawn on the legal advice of the two Washington-based public interest-law firms principally concerned with broadcast matters, the Citizens Communications Center and the Stern Community Law Firm. And he expects to be able to recruit students at San Jose State and at colleges and universities in the Bay area

for research assistance in the event his COM decides to file petitions to deny license-renewal applications.

Last month, Professor Jacklin assigned several students the task of discussing the proposals with Bay area broadcasters. By all accounts, station personnel gave the students a respectful hearing, but they said later they did not see how they could simply surrender responsibility for part of their broadcast day.

However, Professor Jacklin contends that the First Amendment rights of the public are involved, and he was making that argument long before the U.S. Court of Appeals in Washington, in the BEM case, said stations could not refuse to sell spot announcements for the discussion of controversial issues of public importance, that the prospective purchaser's First Amendment rights were involved.

Thus it may be that Professor Jacklin, whose idea at one time would have seemed implausible, may be running with the current of history. Tracy Westen, of the Stern Community Law Firm, appears to think so, for he foresees a "radical" shift in the movement for access—from one in which community groups seek to influence programming to one in which individuals or groups could actually program part of the station's day.

And he sees the shift coming through court-fashioned policy that transforms the concept of fairness to one of direct access. The first barrier to the public's right of access to the airwaves was removed by the court decision in the BEM case. The second would be eliminated when a citizen's right to purchase program time is established; the third, when members of the public are given the right to free program time.

Mr. Westen envisages, then, a mixed system in which the broadcaster programs only part of his day, and members of the public the remainder. He notes that broadcasters now turn over a substantial part of their day to outside sources—advertisers and networks.

How would a station survive financially if it were obliged to give free time for programs? "You don't run a broadcaster into bankruptcy by requiring him to make more time available than he can afford," Mr. Westen says. "You reach a point where you stop." Where is that point? "The argument we make," Mr. Westen says, "is that they haven't yet started in that direction."

Like Professor Jacklin, Mr. Westen sees direct public access to the airwaves as the proper response to the kind of criticism Vice President Spiro T. Agnew has leveled against a broadcasting system in which "a small group of men decide what 40 to 50 million Americans

will learn of the day's events in the nation and the world."

Presumably, it could also be offered as an alternative to, or adjunct of, a system in which community groups seek a share in station management's decision-making power. Direct access offers the remedy of "doing it yourself," Mr. Westen says. "You can show up at a station with a program you've done . . . You don't have to wait for the broadcaster to do it for you."

It remains to be seen, of course, whether real life will follow the Westen scenario. It may be that the courts, although they have started down the road indicated by Mr. Westen, will yet pull back. Or CATV may develop in a reasonably short period of time to a point where it can drain off the demand for the kind of access Professor Jacklin and Mr. Westen see broadcasting providing. But if the scenario is played out, broadcasters who today are looking to Washington for protection against "irresponsible" demands of community groups seeking to influence their programming and employment practices, will look back on the early 1970's as the good old days, when access, for all the pressures, was still under their control.

(This is the second of two parts of BROADCASTING's special report on "The Struggle over Broadcast Access." The report was researched and written by Leonard Zeidenberg, senior correspondent.)

No rush to get on cables in New York

Public-access channels on Manhattan systems are far from overcrowded

Pop artist Andy Warhol once said: "In the future, everyone will get to be a star for 15 minutes." But apparently not many people want to avail themselves of a chance at stardom on CATV's public-access channels, at least in New York.

Executives of Manhattan's two cable systems credit the slow response to a general summer lag in most public-service activity and to the newness of the whole idea. But all feel the "electronic soapbox," as the companies call it, has been a successful experiment with no place to go but up.

When the Bureau of Franchises granted Sterling-Manhattan Cable Corp. a license to wire the lower half of Manhattan and granted Teleprompter Corp. one for the upper half, the city assigned cable channels C and D for use by the

public. Cablecasting began July 1 of this year; a report on its slow but steady progress following.

Teleprompter Corp. got things moving on its public-access cablecasts with a block party (BROADCASTING, July 12). And to publicize the new channels, it ran full, continuous coverage of the Apollo 15 mission and later, in cooperation with New York University's Alternate Media Center, covered the New York prison hearings. Public response has been moderate but enthusiastic, according to Henry Pearson, assistant general manager and head of the access program. During August he received 30 requests for time and all are slotted and ready to go in the coming months.

Time has been given to groups ranging from the National Organization of Women and the Third World Media to the Visiting Nurse Service and several small theater groups. No charge for time is placed on noncommercial uses of the channel, but costs for commercial time range as high as \$520 for an hour of prime time, excluding production costs. No cost is assessed for single-camera production for noncommercial use.

Teleprompter's main base of operation is its St. Nicholas Street studios but plans are in the works to set up 22 additional sites around northern Manhattan. Teleprompter has 40,000 subscribers, estimates its potential at 165,000.

After the addition of four staff members and several hundred thousand dollars worth of new equipment, Sterling-Manhattan also opened its channels July 1 with a full program of public broadcast. Since then, it has received 35 applications for time. Two groups have requested more than 200 hours of programming: the Deafness Research Center and the Alternate Media Center. Forty hours of programming have been scheduled for October with the probability of more time being added in the next few weeks.

Among the groups requesting time are the Veterans Administration, the Italian-American Civil Rights League and the Boy Scouts. On Sept. 9, Sterling became the first company to cablecast separately on the C and D channels (according to city guidelines, C channel is to be used for series-type programming and D for one-shots). Up until then, the same program was usually transmitted over both lines. Sterling has no charge for noncommercial time on the channels but does charge for production—costs are half the price of regular channel production. The minimum is \$10 for a single camera and one hour of half-inch tape.

Bill Lamb, who heads the access-channel activities, hopes that individual groups will set up their own media

production centers, like the Alternate Media Center. But Sterling will stay with only one production center.

Sterling has 40,000 subscribers of a potential market it estimates at 300,000.

Teleprompter is cablecasting on the access channels from 7 to 11 each night. Sterling is scheduling its spots at different times each day. Neither, though, is hard-pressed to find an open time slot.

Open Channel is a privately and government-endowed organization which actively solicits groups to partake in the access programs and offers technical help. To date it has contacted more

than 50 groups, has scheduled one half hour each night on both systems for its own use and has helped more than 20 groups with productions. Feeling that a community group rather than the cable companies themselves should be the agency to handle the program, Open Channel is in the process of setting up studios for public-access use specifically (at this time, most groups wishing production facilities have to use the companies' studios).

"Public access is like a road," Martha Thompson, an Open Channel staffer explains. "Now that we have the roads, we have to put the cars on it. That's our purpose." The cable companies who

have no monetary interest in public access cannot be relied upon to promote it, she added. They emphasize strongly that public access television is in its infant stages and that the public must be educated in how to use this new "road."

Use of these channels will come in time, all groups say. But their biggest practical problems do not rest there. The cable companies are anxious to be rid of the responsibility of screening programs for slander or obscenity. A bill failed to pass the New York State legislature last spring that would give the access channels common-carrier status freeing them of that burden.

Equipment & Engineering

Prelude to satellite-to-home?

That wasn't intent of Rocky Mountain area test for institutions, but it's step in that direction

The government regards it as a relatively modest though highly interesting experiment: a satellite, to be launched in mid-1973 and used to transmit television signals to low-cost ground receivers at public institutions in the Rocky Mountains and Alaska.

Months ago, with little fanfare, it was made known that the project would be undertaken as a joint effort of the National Aeronautics and Space Administration, the Department of Health, Education and Welfare and the Corporation for Public Broadcasting (BROADCASTING, July 5). Now it appears that—more or less inadvertently—the U.S. may have taken a step along the road to satellite-to-home broadcasting.

The Applications Technology Satellite (ATS-F) is not designed for that purpose at all. It is to be used for 18 kinds of experiments during the 10 months it will be located in the region of the Rockies (ultimately, the satellite is slated for permanent use over India). Among those experiments is educational television; although the exact nature of the broadcast material has yet to be decided, it will probably include a variety of technical experiments such as two-way, computer-aided instruction. It has been proposed that 500 community-type receivers be placed in schools, public broadcast stations, cable systems and other locations (neither the number nor the allocation has been finally determined).

So why satellite-to-home? The an-

swer, as stated by the Federation of Rocky Mountain States—which has presented an elaborate set of educational program proposals to HEW—is this: "The limitation of 500 receivers on the experiment will not prevent any individual, business or organization from acquiring an antenna at a cost of \$150 to \$200 and receiving the satellite programming without being a part of the actual experiment."

(The federation, an alliance of industries and state governments in the region, was the recipient of \$35,000 from the Office of Education earlier this year to prepare its 200-page proposals for use of the satellite in the Rockies. It has also prepared five pages of background information on the project, from which the foregoing quote was taken.)

No one denies that homes *may* receive the satellite's signal, but officials emphasize that such broadcasting is not their purpose. "The notion that we're going to engage in direct broadcasting to homes is certainly wrong," was the comment of Albert Horley, director of the Office of Education's office of telecommunications policy. He likened the experiment's purposes to those of the Instructional Television Fixed Service, which is limited to classroom use and requires special equipment.

It might also be noted that any individual who spends \$200 to receive the broadcasts direct to his home would be getting a year's worth of classroom material—the content of which is still very

much up in the air. In addition to the Federation of Rocky Mountain States, groups in Alaska and the Appalachians have been asked to submit programming proposals for their respective regions. HEW is to submit detailed plans, covering all educational levels, to NASA by Dec. 1.

An indication of how far the broadcast plans are from resolution is that the federation's present proposals would cost \$26 million if implemented—far beyond HEW's intentions. Dr. William Rapp, vice president of the Rocky Mountain Federation, commented that the proposals are far from final approval.

The Rocky Mountain experiment will cover all or part of eight states: Montana, Idaho, Wyoming, Colorado, New Mexico, Nevada and Arizona. The federation notes that with the necessary special equipment the TV signal "can be received anywhere in the Rockies. . . . In many remote areas the first TV signal *ever* will come from the satellite."

It was emphasized by the federation, and by HEW, that this is an experimental project, not a "total delivery system." The ATS-F will, at a later date, be succeeded by a far larger satellite.

ACTS seeks tuner tests

The All-Channel Television Society, an organization of UHF stations, has turned to the Consumers Union for help. ACTS—which last year persuaded the FCC to require comparability between VHF and UHF tuners in the manufacture of TV receivers—urged the Mount Vernon, N.Y.-based non-profit testing service to evaluate UHF tuning devices in the next and future studies of TV receivers. In a letter to the organization ACTS chairman David M. Baltimore (WBRE-TV Wilkes Barre-

Scranton, Pa.) said: "We think that such a service is an essential one in light of the burgeoning service provided to the public by the UHF television broadcasting industry.

IDC encoding system still alive at FCC

New rule is proposed to permit enlargement of code-form transmission

International Digisonics Corp., whose visual encoding system has been criticized by broadcasters and technical concerns alike, has won a preliminary—but important—victory at the FCC. The commission on Sept. 13 issued a notice of proposed rulemaking that would permit a broadening of the code form on the transmitted television picture into which IDC places its encoding signal. IDC has contended that such an expansion of the code form is necessary in order for its system to work.

The IDC system, which is to be used for monitoring TV commercials and other program materials, electronically encodes information in the TV picture, which activates computers to record the fact that a commercial has been broadcast. IDC has told the commission that the agency's present code-form allocation is not large enough for the system to operate effectively. Several parties opposed to the system have countered that IDC has not, in over a year's time, been able to iron out the bugs in its system and, citing the several time extensions the commission has granted the company in order to work out the technical difficulties, argued against a further extension (BROADCASTING, May 24). Most of the opponents, however, also requested that a further rulemaking proceeding be initiated to resolve the matter. Audicom Corp., which has developed an aural monitoring system that is in direct competition with an aural system devised by IDC, also requested that a rulemaking proceeding already in progress involving the two competing programs be incorporated with a proceeding based on IDC's visual system. The commission, however, failed to do this in its latest action.

In implementing the new inquiry last week, the commission stated that it has already determined that a visual-encoding monitoring system such as IDC's is in the public interest and that an authorization of such a system would not preclude other types of monitoring programs. The commission said

that the new rulemaking proceeding would not alter these determinations.

The commission requested that comments in the new proceeding be directed at two specific questions: Will an expansion of the code form be adequate to accommodate the visual program identification system? And would transmissions of encoded material under the proposed rule adversely affect the quality of program material that is received at home?

The commission also pointed out that film processors and station licensees must make a special effort if the encoded material is to be transmitted properly.

The commission said it would permit IDC to continue operation of its system while the rulemaking proceeding is in progress.

However, the commission also set up an interim code-form allocation to be used during this period which falls short of the broader availability advanced by IDC. Under the interim rule, code patterns may be transmitted on six field lines at the top and six at the bottom of the transmitted picture. (This means that 12 out of a total of 484 lines in the TV transmission may be occupied by encoded information. Although there are 525 lines in the visual transmission pattern, which are divided into two

FCC: Paint by numbers

The FCC has issued a public notice clarifying the requirements for the painting of broadcast antenna towers.

Noting that some confusion has arisen in regard to the width requirements for alternating bands of colors, the commission said that the rules require that towers with altitudes up to 700 feet should be painted with seven equal-width bands of alternating colors of white and aviation-surface orange. The bands should be no more than 100 feet in width or no less than 1½ feet in width. Further, the commission said, the bands at the top and bottom of the structure should be painted orange. Each band should be approximately one-seventh the total height of the tower.

For structures higher than 700 feet, the commission said, additional bands should be applied alternating the two colors. These should be added at the ratio of two bands for each additional 200 feet or an equal fraction of the entire height of the tower.

The commission said that licensees have until the time that their towers next require painting to comply with the requirements, but in no case any later than Nov. 1, 1977.

fields of 262½ lines each, twenty lines in each field are not visible in the TV picture received at home due to a vertical blanking interval.)

IDC has asked for an allocation that may include as many as 15 lines: six at the top and bottom in addition to three "floating" lines which may be added to either the top or bottom if needed. The present rules allow for only three lines at top or bottom; these rules have been relaxed at the request of IDC since October 1970, to enable six lines at the top and five at the bottom.

Comments on the proposed rulemaking are due Dec. 8; reply comments on Jan. 7, 1972.

PHS drops TV-set X-ray warning

Viewers who have been afraid to touch a TV set with less than a six-foot pole (that's the distance the Public Health Service recommended back in 1968 as a safe viewing distance to overcome possible radiation) can relax now. They can sit as close to the set as they wish.

That was the word from the Public Health Service: there is no need to sit at that distance any more to minimize the effects of possible X-ray emissions. In fact, PHS says in a booklet issued Friday (Sept. 17), "there should be no significant health hazard in watching a properly serviced and operated home TV at a distance at which image quality is satisfactory to the viewer."

The change in recommendation came about, PHS said, when it was found that X-ray emissions from TV sets made after the middle of 1968 have been too low to present a public health problem.

Early in 1967, leakage of X-rays was detected from a poorly designed shunt-regulator tube in many General Electric TV sets. GE sent out notices of this potential defect to 100,000 TV set owners, ordering receivers into service shops for correction. This knowledge spurred the radiological experts at PHS into a major testing program that found about 5% to 6% of sets tested emitting radiation above the 0.5-milliroentgen-per-hour level recommended by the federal health service as the limit for human exposure. Late in 1969, PHS issued a standard requiring all TV sets to emit no more than this quantity of X-rays. Since June 1 this year, this limitation has been imposed even under the most adverse operating conditions.

There is no evidence, the pamphlet notes, that TV receiver radiation has resulted in any human injury. It adds, however, that scientists have not yet learned what health effects may be expected from even smallest doses of low-level radiation over long periods of time.

'The News Twisters'—trouble ahead?

Showdown on objectivity of TV-network journalism may be triggered by new book charging liberal bias

The simmering dispute over alleged bias in television-network news may boil up into a national debate of unprecedented acrimony when a new book gets into circulation next month. The book, which claims to document a consistent slant toward liberal politicians and philosophies, had been given only limited distribution last week, but already cries of foul were rising.

The book—"The News Twisters"—charges that network news is "strongly biased in favor of the Democratic-liberal-left axis of opinion" and against the "Republican-conservative-right axis of opinion." It asserts that Richard Nixon was elected President against the massive opposition of network newsmen. The indictment is based on an analysis of the three networks' early-evening newscasts during the last seven weeks of the 1968 presidential campaign.

The book was immediately made the target of countercharges as severe as the accusations they were answering. It was denounced as replete with errors and distortions (see below). It was said to have been underwritten by a foundation that exclusively sponsors right-wing causes (see page 36).

But the evidence was clear that both sides were only warming up for main events to come. The author was scheduled to address a luncheon meeting of Accuracy in Media, a nonprofit organization with a mission described by its name, in Washington tomorrow (Sept. 28) and to appear soon on *The Advocates*, the Sunday-evening feature on the noncommercial television network. The build-up to a showdown was beginning.

"The News Twisters," which is noted by a publisher's blurb to be convertible to the acronym, TNT, was written by Edith Efron, a *TV Guide* staff writer for the past 10 years, and will be published by Nash Publishing, Los Angeles (355 pages; \$7.95). BROADCASTING received permission from a publisher's representative to report on its contents in advance of its Oct. 11 publication date.

In one of the more mildly worded passages, based on a word-count analysis of "opinions" on three presidential

campaigns and 10 related issues as presented on the early-evening newscasts over the seven-week period, Miss Efron offers these conclusions: Performance varied from issue to issue and network to network, but "the preponderant opinion slant is unmistakable" and "based on these figures alone, one can make these statements about this period of coverage:

- "The networks actively slanted their opinion coverage against U.S. policy on the Vietnam war.

- "The networks actively slanted their opinion coverage in favor of the black militants and against the white middle-class majority.

- "The networks largely evaded the issue of violent radicals.

- "The networks actively favored the Democratic candidate, Hubert Humphrey, for the Presidency over his Republican opponent.

- "The networks actively opposed the Republican candidate, Richard Nixon, in his run for the Presidency.

- "In summary, the presidential campaign of 1968 and its major issues were

handled in a partisan fashion by all three networks."

At another point she wrote: "If Richard Nixon is President of the U.S. today, it is in spite of ABC-TV, CBS-TV and NBC-TV. Together they broadcast the quantitative equivalent of a *New York Times* lead editorial against him every day—for five days a week for the seven weeks of his campaign period. And every editorial technique was employed on three networks to render the pro-Nixon side less 'forceful' than the anti-Nixon side. Indeed, to speak of 'forceful' pro-Nixon is impossible."

Miss Efron said she tape-recorded the early-evening newscasts through the seven-week period, had the tapes transcribed, isolated the stories dealing with the issues she had chosen to study, excerpted all "for" and "against" opinion on these issues and counted the words "for" and "against" in such case. Among her findings:

ABC carried 869 words for Richard Nixon and 7,493 against him; CBS, 320 for and 5,300 against; NBC, 431 for and 4,234 against. As to Hubert Hum-

Setting the backfires before the book is out

CBS officials charged late last week that Edith Efron's "The News Twisters" is as biased in its way as it alleges network news to be in its.

"It is not unfair to comment that Miss Efron is wrong on her very first fact and figure, and the book goes downhill after that," said Richard S. Salant, president of CBS News. This was a reference to the book's opening-sentence mention of Nov. 5, 1972, as election day. Nov. 5, 1972, will be a Sunday. Nov. 7 will be election day.

In apparent awareness that the book, dealing with the three networks' evening-news coverage of candidates and issues in the last seven weeks of the 1968 presidential election campaign, may easily—if not inevitably—touch off some new governmental probe of television news, CBS News has launched its own analysis of the book, its methods and its findings. Presumably the other network news organizations are

similarly engaged though neither had any explicit comment last week.

CBS News Vice President David Klinger said his group's own study was only in the beginning stages and would ultimately include a side-by-side comparison of Miss Efron's summaries of so-called "pro" and "con" opinion with the broadcast statements they purport to summarize, plus expert independent opinion on both her methodology and her content analysis.

But already, since receiving advance copies of the book a week earlier, CBS News has pulled together enough information to make it "abundantly clear" that "what purports to be a scientific, unbiased analysis is, in fact, nothing of the sort," said Mr. Klinger. "It examines only a limited part of our coverage. It does so with an obvious bias which distorts the facts. It uses inadequate procedures. And it produces erroneous and prejudicial conclusions."

phrey, she reported, ABC carried 4,218 words for and 3,569 against; CBS, 2,388 for and 2,083 against; NBC, 1,852 for and 2,655 against.

Looking at it another way, she said ABC carried 869 words for Mr. Nixon and 4,218 for Mr. Humphrey; CBS, 320 pro-Nixon and 2,388 pro-Humphrey, NBC 431 pro-Nixon and 1,852 pro-Humphrey. From the negative standpoint her count showed ABC with 7,493 words against Mr. Nixon and 3,569 against Mr. Humphrey; CBS, 5,300 anti-Nixon and 2,083 anti-Humphrey. NBC, 4,234 anti-Nixon and 2,665 anti-Humphrey.

These counts—and similar breakdowns on wordage pro and con on other issues under study—included all opinions presented on the newscasts, whether expressed by network newsmen, candidates, other politicians or members of the public, Miss Efron wrote. When she isolated those voiced by network newsmen from those offered by others, she reported, she found that on ABC the newsmen accounted for 48%, on CBS, 31%, and on NBC 18%. (ABC at that time, she noted, “had an unusually large number of commentators,” since reduced to two.)

Miss Efron noted the “striking difference in the editorial participation at the three networks” but cited the figures as evidence that “however varied the quantity per network, editorial opinion is an important element in the generation of the bias we see on the air.”

Nor does it matter whether opinion is labeled for the viewer, she contended: “Indeed, there is often far stronger opinion in an allegedly factual news



story than there is in a commentary. There is often a harder one-sided position taken in a news story than in an even-handed editorial . . . it makes no difference if the networks do or do not post signs—or send up warning flares—when commentary takes place.

“The striking fact is that during the period of this study, ABC has a *great many* commentators. CBS only one commentator and NBC has no commentators, yet the findings reveal an extreme and similar bias in all three networks.”

Through their own opinions and the opinions of others they chose to include, Miss Efron contends, the network newsmen managed to present over-all pictures that portrayed Mr. Humphrey “as a quasi-saint” and Mr. Nixon “as corruption incarnate.”

She offered this “summary of the

personal praise received by Humphrey during the seven-week period”:

“On ABC: Hubert Humphrey is declared to be: able to lead and heal the world; a fighter and a patriot; endowed with courage, common sense and compassion; warm; enthusiastic; a man of exacting qualities of mind and spirit, of settled principles and clear vision; a man of perception and compassion; a man with understanding of the epic forces governing the world; a man with a capacity to lead us to peace; a good and honorable man; spontaneous; beloved by the poor and downtrodden of the nation; the last best hope of the unfortunate.

“On CBS: Hubert Humphrey is declared to be: a fighter and a patriot; a man with a passion for education; an intense, aggressive man; a humanitarian; an impressive man; a man of great political sensitivity, strength and leadership qualities.

“On NBC: Hubert Humphrey is declared to be: a man of perception, compassion, who can understand the epic forces at work in the world and will guide the country to peace; self-confident; understanding; imaginative; a man with a commitment to freedom; a man with a love of country; a man with a capacity to do good; a man who is likely to bring peace; a man who is for racial and economic justice.”

And what are Mr. Nixon’s virtues as transmitted by TV? Miss Efron gave this report:

“On ABC: It is said that Nixon has fine power as a debater and extraordinary political astuteness.

“On NBC: It is said that he is calm

Mr. Klinger said Miss Efron’s dependence on word counts was faulty because length is not the sole measure of impact and because, among other things, it ignores the “impact of pictures” and the fact that some candidates, in this case Mr. Nixon, run lower-keyed campaigns than their opponents. Moreover, he contended, Miss Efron’s word counts themselves were inaccurate and “based not on what we said, but on what she imagines we said.”

For example, he said, on one broadcast John N. Mitchell then Mr. Nixon’s campaign manager, . . . now attorney general, reported on-air that “I think our operation has been, as you put it, without passion, because we have planned it and programed it and have had the time to carry it out.” In his wrap-up on the same newscast, Newsman John Hart said: “They understand success, and in their crusade for their oppressed majority they confidently await a programed victory.”

This, Mr. Klinger said, was classified

by Miss Efron as an anti-Nixon editorial in which the reporter—in her words—“compares Nixon and staff to inhuman computers.”

As another example, Mr. Klinger said, she reported no pro-liberal opinion on CBS and yet charged that CBS gives the impression that “all liberals are nonracist good guys” and attributed this to CBS “editorial selection, strongly reinforced by editorial opinion.”

And when Eric Sevareid broadcast that “Mr. Nixon is hitting harder” and “stirring up the faithful just as much as he possibly can” because “he has to counteract the possible stay-at-home effects of the widespread impression that he already has it made.” Mr. Klinger said, Miss Efron interpreted it as “an attack on Mr. Nixon to the effect that ‘he has not yet convinced his supporters to vote for him.’”

In undertaking to “objectively classify opinions as pro or con, Mr. Klinger said, Miss Efron contradicted her own belief as stated in a 1964 *TV Guide*

article in which, he said, she wrote that “in any given news report or documentary on a controversial issue, a treatment that seems eminently ‘fair,’ ‘impartial’ or ‘objective’ to one viewer, may seem eminently ‘unfair,’ ‘slanted’ and ‘biased’ to another.”

In selecting 1968 campaign issues to analyze, he also contended, she chose some relatively minor ones and omitted some “gut issues,” such as forced school integration and economic conditions, so that her picture of the network’s news performance could not possibly be complete.

Mr. Klinger also claimed that Miss Efron’s book invoked the fairness doctrine unfairly—and not entirely accurately—because her analysis was confined to early-evening newscasts and ignored all other regular and special newscasts whereas the fairness doctrine applies, by FCC definition, to “the sum total of the licensee’s efforts, taking into account his plans when the issue is a continuing one.”

Miss Efron offers her answer to her questions:

"The ideal solution is perfectly apparent, although infinitely difficult to achieve after decades of heavily rationalized government intervention into the broadcast medium. It is simply this: to create in broadcasting the identical system that exists in *all other* media of communication in the U.S.—the system which would totally expel government from its confines, and would allow the development of competing news services, each of which had the right to any political point of view it preferred [and which would offer its product] for a fee . . . This and only this is the First Amendment system which has given us the incredible wealth of intellectual, ideological and artistic products we have in this country. It stands out in violent contrast to the monotonous, vacuous, ideological-one-note insipidity of standardized network broadcasting. Needless to say, such a reorganization of broadcasting would repudiate the very concept of "public ownership," which is the arch-justification for perpetual government intervention in this medium. It would be a revolution of the broadcast operation down to its very roots."

and serene in the face of hecklers." "On CBS: It is said he is a man of great dimensions.

As for the flaws, Miss Efron said Mr. Nixon was portrayed at length as, among other things, "an unkind automaton," "overconfident," "intellectually intimidated by reporters," lacking in principles and clear vision, "a posturer," "a racist," "a liar," "a danger to the country," "tricky Dick," "shallow," "a racist wasp," "a hater of Negroes"—and many more. (The quoted words and phrases are as they appear in Miss Efron's summary.)

Mr. Humphrey's flaws, according to Miss Efron, seemed few:

"On ABC: It is said or implied that he talks too much; that he is piqued with the demonstrators because they tried to interrupt him; and that he talks too much.

"On CBS: It is said or implied that he role-plays; that he talks too much; and that he harms well-written speeches by ad libbing.

"On NBC: It is said or implied that he talks too much; that he postures."

The book also claims that "network men covertly encouraged physical violence directed at" third-party candidate George C. Wallace by reporting acts of violence as if they were incidents of verbal protest. Miss Efron cites instances on each network in which, she said, opponents threw rocks, eggs or

other objects at Mr. Wallace but were described on the air as "hecklers" or "dissenters." This, she said, "was a tacit sanctioning of the assaultive conduct."

"Certainly," she added, "network men have never in a burst of collective imprecision referred to club-swinging policemen—or, more recently, fist-swinging construction workers—as men engaging in verbal expression or men simply manifesting their intellectual disagreements." She contended that "in seven weeks, not one reporter expressed the view or quoted anyone as expressing the view that this outbreak of physical attacks on Wallace was assault, that it was *illegal*, that it was morally *wrong*—that these were not 'hecklers' or dissenters, but hoodlums . . .

"As it applied to George Wallace, what emerges from editorial opinion is the clear-cut implication that violence from the left (never named as such) is legitimate if directed at the racist right—that it is the racist right, per se, which is the social evil—and that against it no ethics, no laws, need prevail."

Miss Efron said there was only one "impassioned editorial on violence" by a reporter during the seven weeks and that it, on ABC, attacked violent acts not as evil but because "they may 'manage to elect George Wallace.'"

On the issues of U.S. Vietnam war

policy, she continued, opinion presented on the three networks was solidly against the administration and in favor of a unilateral bombing halt, while the pro-administration side, she maintained, was covered "symbolically" or not at all.

On racial issues, she found "both an anticongervative bias and an antiliberal bias," but said this paradox was "illusory." There was little pro-liberal and almost no pro-conservative opinion, she said, and both the antiliberal and the anticongervative opinions on ABC and CBS managed to convey the impression that conservatives were racists and liberals nonracists, while NBC generally portrayed conservatives as "comic-strip racist bad guys" and liberals as "non-racists who are occasionally deluded and corrupt."

All three networks portrayed "the white middle class" as being racist, like conservatives, but more violently antagonistic, according to Miss Efron, and reporters equated middle-class advocacy of law and order with race prejudice. Of 23 criticisms of "the white middle class," she said, 18 came from reporters, and opposed to the 23 criticisms there was only one story on one network (ABC) favorable to "the white middle class."

Opinion coverage of black militants, Miss Efron continued, tended to be favorable much more often than not, and "a significant amount"—she cited 19 stories—"glamorize violent black militants, and/or sympathize with, rationalizes, or threatens violence—riots, arson, political and racial murder." She said about half of "this rationalizing of black violence" consisted of or included reportorial opinion—two of five stories on ABC, four of five on CBS, five of nine on NBC. Attacks on black violence, she said, were found in only nine stories and only one of those was by a network reporter—the same ABC reporter who, she said, attacked violence on the ultimate grounds that it "might elect George Wallace."

While the networks emphasized black violence, Miss Efron maintained, they also "refrained from giving any significant air time to the view that American blacks are the chief victims of black crime" and tended to "exclude black effort, black struggle, black courage, black resiliency, black strength, black growth, black progress, black hope, black benevolence and, above all, black intelligence—all the qualities of humanity as opposed to bestiality."

Miss Efron said she found "virtually no opinion on the left wing, its means and its ends." Generally, she said, "an actively agreeable and/or harmless picture of the left is communicated and heard, serious warnings to the country against violent new leftists by the FBI

are suppressed by two networks out of three [CBS and NBC]."

She said new leftists and "demonstrators"—protestors, dissenters, hecklers, militants and the like—were presented with little distinction between the two except that demonstrators were depicted as "politically and ideologically anonymous" and were shown as the hard-core violent element of political life while leftists were depicted as harmless and nonviolent.

But in 95 instances of opinion on "demonstrators," she said, not one described the demonstrators as leftists or gave them any specific political identity. "On all three networks, she said, "the leaders of this country repeatedly charge the 'demonstrators' with criminal lawlessness. But reporters on all three networks have either: no criticisms, or petty criticisms, or cloak the misdeeds with protective euphemisms, or actively rationalize their commission or pretend that there is no issue of criminal lawlessness at all.

"This is so massive an editorial undercutting of the serious charges as to render the statistics unreliable as guides.

"The sheer quantity and severity of the criticism of the demonstrators' violence put on the air by the networks cannot be minimized. But it is nonetheless the case that every possible editorial action is taken to undermine this criticism and to render the violent demonstrators' side of the controversy the more 'forceful.'"

Miss Efron also criticized the network news departments for what she called their failure to present leftist sources arguing openly in favor of politics of violence even though "such statements were pouring like cataracts over the campuses."

"This is clearly suppression of information and opinion about the violent left by three network news departments. And it is not opinion on violent radicals alone which was suppressed. It is the radicals themselves who have been obliterated. To an astonishing degree, this 'big' American movement was kept under wraps by the networks."

Miss Efron's analysis also undertook to show, statistically, that the bias of the opinions of "others" chosen for inclusion in the newscasts tended to coincide with the bias of the opinions expressed by the newsmen. This happened, she said, in 25 (64%) of 39 possible cases, and in another 5% only reporters' opinions were presented. "To state it differently," she said, "in 69% of these situations, reporters are either failing to present opinions other than their own, or are so selecting the opinions of 'others' that the bias or mutism of those 'others' parallels their own."

This parallelism, she said, occurred seven times at ABC, eight times at CBS

and 10 times at NBC, and on that basis "one can state with certainty that this is an active and institutionalized principle of network selectivity."

She found "only four exceptions" that were "so politically startling as to require special explanation": All three networks gave "others" an antidemonstrators bias when their own reporters were pro-demonstrators, she said, and CBS carried more anti-Humphrey than pro-Humphrey opinions even though its own men's opinion were pro-Humphrey.

She said the CBS situation could be explained by people, rather than statistics: "In this study, I have systematically refrained from identifying specific reporters, because my interest is solely in the bias patterns. But at CBS a unique situation prevails: 80% of the pro-Humphrey opinion comes from one reporter, stationed primarily in one city, who ran a Humphrey campaign of his own on the air. His colleagues, collecting the opinions of 'others' across the country, did not share his partisan zeal for the old Democratic guard—and the nation, as it appeared on CBS, tended to reflect their selective processes."

The exception to the "parallel principle" in the case of antidemonstrator opinions was attributed to "a severe post-Chicago attack of political nerves," brought on by public protests—followed

Dick Salant, CBS News:

"It is not unfair to comment that Miss Efron is wrong on her very first fact and figure, and the book goes downhill after that."

by government investigations—over network coverage of the demonstrations at the Democratic convention in Chicago a few months before, plus the fact that many of the law-and-order opinions came from candidates and it might have been legally hazardous to suppress them.

Miss Efron devotes a chapter to showing how her findings support the charges leveled by Vice President Agnew in his Nov. 13, 1969, speech, and another to the question of whether and to what extent the networks know "what they are doing." Of the latter, she says, "it is fairly apparent that awareness ranges from abysmal confusion to a high degree of understanding." Some newsmen, she said, are not sufficiently educated to cover some of the subjects they deal with, some are "intellectually pretentious," some are "quite simply party-liners."

"No single generalization," she wrote. "will do to describe the state of awareness of the networks on the subject of

their biased newscasts. Some men do know what is happening in networks news coverage and approve of it. Some know and disapprove of it. Some don't know. Some 'sort of' know. Some don't want to know. Some are afraid to know."

Beyond that, "one other element exists: active dishonesty," she said, asserting that "on the top official level of the networks, the failure in honesty is gross—particularly in response to Vice President Agnew's bias charges." Network heads, she said, flatly denied the validity of these charges in statements "redolent with professional exaltation and righteous indignation," engaging in "blatant evasion of the bias admissions made by a group of their most prominent men just two months before," in interviews in *TV Guide*.

Miss Efron presents 33 techniques that she says have been used for slanting news and asserts that "a revolution in network reporting would occur overnight" if just two of them—"mind-reading," or the attribution of the reporter's views to others, and the omission/evasion/suppression of contrary opinions—were eliminated. Of the 33 techniques, she writes:

"It would be an error to conclude from this that network news reporters have maliciously invented these devices to delude an unwary public. They have invented none of them. These are standard slanting techniques in use in the press, and they have probably been in existence in partisan communication since the beginning of time. Indeed, there are probably hundreds of other names of slanting and distorting communication beyond those I have named."

She also concedes that the techniques are equally useful to journalists of all political orientations and that bias is protected by the First Amendment—in print. Broadcast newsmen are in a different situation, she maintains, because they must operate under the fairness doctrine and "seek out and provide 'nonpartisan,' 'equal' and 'equally forceful' coverage of contrasting opinions on controversial issues."

The FCC, Miss Efron said, "should be pressed to analyze the bias patterns of the three network news services and to announce to the nation that it is receiving three Democratic-liberal news services with identical editorial philosophies"—and ideally, she said, the commission should do this "well before the presidential election of 1972."

Moreover, she continued, pressure should be put on Congress, the FCC and the networks to institute "spectrum commentary" immediately — "journalistic representatives of the new libertarian right, the old right and of the new and old left should be regularly heard

on the air interpreting national affairs along with the liberals—all clearly identified."

"Spectrum hiring"—employment of "competent reporters from all other bands of U.S. political spectrum in sufficient and representative numbers to create a genuine democratic mix in the network news departments"—is also advocated. "Current network hiring practices," Miss Efron charges, "are nothing more or less than institutionalized political blacklisting [that is] automatically directed against journalists of the conservative and the far-left persuasions."

But these "spectrum" solutions, she said, represent only the "lesser evil" and not the ideal. "The ideal solution is perfectly apparent although infinitely diffi-

Literary angel

Financial godfather of Edith Efron's "The News Twisters" was the Historical Research Foundation, an organization founded in 1958 by the late Alfred Kolhberg, noted as a China lobbyist and ardent anticommunist. Its president is Lawrence Furtig, for many years a syndicated newspaper columnist, and foundation affairs are conducted from his offices at 380 Madison Avenue in New York. Among present trustees are William F. Buckley Jr., editor-columnist-broadcaster and probably America's leading articulator of conservatism (and, on the book's dust jacket, a prominent endorser), and J. Daniel Mahoney, chairman of the Conservative Party of New York State. An earlier broadcasting-concerned publication sponsored by the Historical Research Foundation was titled "The Left-Leaning Antenna."

cult to achieve after decades of heavily rationalized government intervention into the broadcast medium. It is simply this: To create in broadcasting the identical system that exists in all other media of communications in the U.S.—the system which would totally expel government from its confines, and would allow the development of competing news services, each of which had the unbreached right to any political point of view it preferred [and which would offer its product] to the public for a fee . . . This, and only this, is the First Amendment system which has given us the incredible wealth of intellectual, ideological and artistic products we have in this country. It stands out in violent contrast to the monotonous, vacuous, ideological-one-note insipidity of standardized network broadcasting. Needless to say, such a reorganization of broadcasting would repudiate the very concept of "public ownership," which is the arch-justification for perpetual government intervention in this medium. It

would be a revolution of the broadcast operation down to its very roots."

Miss Efron wrote the book on a grant from the Historical Research Foundation of New York (see story, this page). She was assisted in the basic research by Mrs. Clytia M. Chambers, a lawyer with a graduate degree in sociology, who is a creative services executive and writer at Hill & Knowlton, New York public-relations firm.

The book includes more than 135 pages of appendices including summaries of Miss Efron's findings of pro and con opinions by issue, network and date. In her book she said her "complete opinion fields are available to the reader on payment of reproduction fees."

Miss Efron dedicates the book: "To those Davids of all political persuasions who wish to fight rationally against the network Goliaths, I offer this study as a sling and a stone. To all of them—including those with whose political views I most profoundly disagree—do I dedicate this book."

Radio news starts the day for executives

CBS reports on study of habits of leaders in U.S. business world

For most big-business executives, radio is the first source of news in the morning and television the last at night. Newspapers come off second best at both ends of the day.

These findings have been reported by CBS Radio, based on personal-interview surveys by Opinion Research Corp. among 501 executives selected at random from a sample composed of the 500 largest manufacturing companies and each of the 50 largest banks, utilities, transportation, merchandising and life-insurance companies in the U.S.

The 58% who named radio their first news source in the morning gave radio a 76% advantage over newspapers, which were named by 33% as their day's first news source, and a 72% advantage over television, named by 7% of the respondents as their first. CBS Radio said radio's lead was even stronger among executives under age 40, having been named first morning news source by 69% of this group.

Asked to name their last news source at night, 63% of the executives designated television, 18% newspapers and 15% radio. That 15%, CBS Radio noted, meant that radio's popularity at night was more than double television's in the morning.

Harper Carraine, director of CBS Radio research, said the survey, con-

ducted in July and August this year, showed that "top executives act pretty much as previous research has shown the general public to act" in their choice of early-morning and late-night news media.

He also had some criticism for the Roper surveys sponsored by the Television Information Office, which for years have shown television to be the primary source of news for most people. Without referring to those organizations by name, Mr. Carraine said the ORC survey results "redocument the fact that it is a highly inaccurate over-generalization to cite television as people's principal source of news without specifying the particular part of the day one has in mind."

Free press witnesses head for the Hill

CBS President Frank Stanton will be among those testifying this week at Senate hearings on the state of freedom of the press in the U.S. (BROADCASTING, Aug. 23).

A spokesman for Senator Sam Ervin's (D-N.C.) Constitutional Rights Subcommittee said last week that leadoff witnesses at first session tomorrow (Sept. 28) will be Senator James Pearson (R-Kan.) and Representative Charles Whalen Jr. (R-Ohio), sponsors of bills that would protect newsmen's privileged information. They will be followed by Harding Bancroft and Earl Caldwell of *The New York Times* and Norman Isaacs of the Columbia School of Journalism.

Dr. Stanton will be among witnesses on Wednesday; CBS newsman Walter Cronkite and others will appear Thursday. Hearings will continue Oct. 12-14 and Oct. 19-20.

The spokesman said Herbert Klein, director of White House communications, was invited to testify but declined on grounds he is a member of the President's immediate staff.

Others invited to testify include House Commerce Committee Chairman Harley O. Staggers (D-W.Va.); Attorney General John Mitchell; FCC Chairman Dean Burch and Commissioner Nicholas Johnson; Howard K. Smith, ABC News; David Brinkley, NBC News, and NBC President Julian Goodman.

KNBC documentary leads to \$3-million suit

Charging libel and defamation of character, documentary producer-writer Don Widener has filed a \$3-million lawsuit against Pacific Gas and Electric Co., San Francisco, and two of the firm's executives.

At issue are charges made by J. C.

Carroll, supervising steam generation engineer with PG&E, that the documentary, *Powers That Be*, dealing with some of the dangers that surround nuclear power stations, is "replete with half truths, innuendos and worse." Mr. Carroll was interviewed as part of the documentary and he claims that his appearance within the program, aired on KNBC(TV) Los Angeles May 18, was taken from an informal discussion taped and filmed without his knowledge. The charges were made by Mr. Carroll in a letter to Robert T. Howard, vice president and general manager of KNBC. That letter was also sent to Senate Communication Subcommittee Chairman John O. Pastore (D-R.I.), Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) and FCC Chairman Dean Burch by Ralph B.

Dewey, assistant to the president of PG&E. Mr. Dewey's letter said that "the attached letter [Mr. Carroll's] complains bitterly about an NBC reporter's chicanerous if not illegal use of interview material."

Mr. Widener, who conducted the interview with Mr. Carroll, denies that any such informal interview was taped or filmed and says that the power company engineer may have misinterpreted a halt in the interview to change film reels as the break between what was off the record and what was on the record.

Mr. Howard's reply to Mr. Carroll said that "without exception. [NBC personnel who were present at the interview] advise us that no part of the interview was filmed without your knowledge."

Getting in a say on newsmen's privilege

Supreme Court is told of 'alarming' trend as 123 subpoenas of broadcast news turn up

A variety of news-industry sources filed friend-of-the-court briefs with the U.S. Supreme Court last week, pointing to a rising number of subpoenas to news media as a sign that the constitutional guarantee of a free press is being endangered. A prime exhibit was a list of 123 subpoenas served on NBC and CBS and their owned stations for their films or video or audio tapes or for their reporters to appear before grand juries or court investigations between January 1969 and July 1971.

The briefs urged the court to protect newsmen against government efforts to compel them to disclose information obtained on a confidential basis. Such governmental action, the briefs maintained, would ultimately dry up newsmen's sources of information and, consequently deny the public its right to a free press.

However, news-industry sources differed on the kind of protection they sought. Some argued for a qualified right of protection against subpoena, others for an absolute right.

Most of the briefs were filed in the case involving Earl Caldwell, the *New York Times* reporter who was cited for contempt for refusing to testify before a grand jury on information he had obtained regarding the Black Panthers in San Francisco. The Ninth Circuit Court of Appeals overturned Mr. Caldwell's conviction, asserting the reporter could not be required to testify unless the government demonstrated a "compelling need" for his information.

The Caldwell case will be heard in the term beginning Oct. 4 along with two other cases involving newsmen who refused to testify before grand juries.

One concerns a television newsmen, Paul Pappas, of WTEV(TV) New Bedford, Mass., who refused to testify about Black Panther activities; the other, Paul M. Branzburg, of the *Louisville (Ky.) Courier-Journal*, who declined to disclose the names of marijuana and hashish dealers about whom he had written stories.

The statistics on the subpoenas issued to CBS, NBC and their owned stations appeared as an appendix to a brief filed in behalf of the *New York Times*, the three networks, the *Chicago Sun Times*, *Chicago Daily News*, Associated Press Managing Editors Association, Associated Press Broadcasters Association and Association of American Publishers Inc.

Fifty-one of the subpoenas were issued by some governmental authority—28 of them at the federal level. The remainder were from attorneys for defendants in cases brought by the federal or by state governments, or by lawyers representing parties in civil suits.

The *New York Times* brief, which was written by Professor Alexander M. Bickel of the Yale Law School, said there was an "alarming" trend toward the use of newspaper, radio and television reporters as an "investigative arm of the government."

However, Professor Bickel did not argue for an absolute protection for newsmen against subpoenas. He said newsmen should not be required to divulge confidences to a governmental body unless the government has reason to believe the reporter has information about the violation of a law, can show the information it seeks is not available elsewhere, and can demonstrate "a com-

WHBF

*the call
letters of
public service
since 1925*



Maurice

Corken, vice pres. & gen. manager

"Serve is the key word in our motto. It challenges us to provide the best in entertainment, news and public service that our many years experience can provide."



Bob

Sinnett, vice president, engineering

"Superior service demands superior equipment like our radar weather system, full color studio and control rooms, film labs and complete backup equipment."



Bud

Nelsen, national sales manager

"Our philosophy of advertising investment, as opposed to just time sales, makes staff involvement in community affairs the keystone to media service."

WHBF

CBS for the No. 2 market in Illinois-Iowa (Davenport, Rock Island, Moline & East Moline)

pulling and overriding interest in the information."

And the compelling need test, Professor Bickel said, could only be met in connection with a major crime. Victimless crimes, such as drunkenness, narcotics, drug abuse and gambling, would not justify the issuance of a subpoena to a newsmen.

Professor Bickel said that none of the subpoenas against the three newsmen involved in the cases pending before the court was justified on the basis of the test he proposed. The government, he said, did not demonstrate in any of the cases that a crime had been committed about which the reporters had evidence available nowhere else.

The Radio Television News Directors Association, the Authors League of America and the American Newspaper Guild, also argued, in separate briefs, for something less than an absolute bar

between newsmen and a subpoena.

The absolutist line was taken by several news media sources including the Washington Post Co. and Newsweek Inc., which in joint brief stated: "The fundamental question . . . is whether the production of compulsory testimony from newsmen is so important in our governmental scheme as to justify impairment of First Amendment freedoms. We respectfully submit that it is not . . ."

"We believe that nothing less than an unqualified, absolute First Amendment newsmen's privilege is sufficient to preserve the First Amendment right of newsmen to gather and report the news without fear or favor."

The position of law-enforcement officials on the issue was expressed in briefs filed by the National District Attorneys Association, in the Caldwell case, and by the Commonwealth of Massachu-

setts, in the Pappas case. The district attorneys association cited approvingly decisions of state courts that held that there is a "superior interest of the public in due administration of law over any private consideration that may exist as between journalist and informants."

Massachusetts said the Supreme Court should not use the "compelling need" test devised by the appeals court in the Caldwell case but a compelling interest test. It said Mr. Pappas's testimony before a grand jury investigating riots might "remove a spark" that might cause a recurrence of the disturbances.

U.S. Solicitor General Erwin N. Griswold, in a friend-of-the-court brief in the Pappas and Branzburg cases two weeks ago, argued that the First Amendment does not afford newsmen protection against being required to testify before governmental agencies (BROADCASTING, Sept. 20).

NPACT hires former NBC newsmen

Sander Vanocur and Robert MacNeil
join public TV news center in Washington

Public television's embryonic Washington news center has a new name and two major new correspondents.

The National Public Affairs Center for Television, as it is now called, announced last week at same-day news conferences in New York and Washington the hiring of former NBC newsmen Sander Vanocur and Robert MacNeil as "senior correspondents."

Their first priority will be coverage of the political year ahead, in a still-untitled series of half-hour news programs. Working with them in Washington will be a staff of 55 to 60 people.

Both the two newsmen and their boss—NPACT Vice President and General Manager Jim Karayn—expressed the conviction that public television's treatment of major political issues will be noticeably different in style and emphasis from that of the commercial networks. All three have worked with the networks, and all have felt some dissatisfaction with the handling of news there.

It was not clear in detail what the differences would be, but all three suggested that NPACT will probably eschew any attempt to provide blanket coverage of "hard" news: will try, in Mr. Karayn's words, to provide "continuing" coverage of political issues "as opposed to occasional climaxes at obvious moments" and will attempt to go beyond the emphasis on institutions and personalities.

"The public is dissatisfied with political reporting," Mr. Karayn said at the Washington conference. "We hope to



Mr. MacNeil

Mr. Karayn

Mr. Vanocur

reverse the focus on political reporting. . . . We hope to look from the electorate back to the politician."

Mr. MacNeil, who has been with the British Broadcasting Corp. since 1968, said: "We won't be as episodic and sporadic in our approach, and we hope to stay free of some of the cliches and formulas the networks have developed and stuck with over the years. But we don't have any preconceived ideas. We're very informal; we're flying by the seats of our pants."

Mr. Vanocur resigned from NBC last month after 14 years with the network. "I didn't want to continue in television news—or in television," he said. However, he added, he was lured by the opportunity to work in a different kind of environment, and with Mr. Karayn, who has been chief of National Educational

Television's Washington bureau since 1965. Recalling the work done there by Mr. Karayn and the late Paul Niven, another former network newsmen, Mr. Vanocur said: "They had done things I envied—and I envied them because they seemed to be having fun."

NPACT was officially launched last month as the National Public Affairs Broadcast Center (BROADCASTING, Aug. 23), and is the first real attempt at centralization of public television's news operations. It will offer programs of national news and public affairs to the Public Broadcasting Service for scheduling and distribution to noncommercial stations throughout the country.

In addition to its new weekly series, the center will provide special-events coverage in the nation's capital. It will also assume responsibility for two pro-

grams originating at WETA-TV Washington: *Washington Week in Review* and *30 Minutes With*. . . . It will use that station's production facilities, and will also draw on the resources of stations in other parts of the country.

NPACT has \$3 million from the Corporation for Public Broadcasting and the Ford Foundation for its first year.

Senate gets its version of lottery-winners bill

Senator Harrison A. Williams Jr. (D-N.J.), introduced legislation last Thursday (Sept. 23) that would allow TV and radio stations to broadcast information on state-run lotteries.

The bill, similar to a measure introduced Jan. 26 in the House by Representative Peter W. Rodino Jr. (D-N.J.) and 11 other New Jersey Democrats, would amend the section of federal law that prohibits the broadcast of information regarding lottery winners so that it would not apply to a lottery operated by a state government.

The senator's bill follows a complaint last month by Representative Cornelius E. Gallagher (D-N.J.), one of the co-sponsors of the House measure, protesting an FCC ruling that lottery information cannot be broadcast even if it is treated as news material (BROADCASTING, Aug. 23).

ABC News president wants wider news access

ABC News President Elmer W. Lower urged authorities last week to provide journalists with wider access to news events. He told a group at Wartburg College in Waverly, Iowa, that if newsmen had not been barred from observing the raid by state police against the rebel convicts at Attica state prison, "we might have gotten some insights in the Attica tragedy." He said newsmen are "willing and able to go anywhere that news developments demand."

Mr. Lower also deplored government action in seeking prior restraints against newspapers publishing *The Pentagon Papers* and the attempt to cite CBS for contempt of Congress over the broadcast of the TV documentary, *The Selling of the Pentagon*.

Georgia news service expands operations

A Georgia statewide radio news sound service has expanded into regularly scheduled newscasts.

The State Broadcast News Service, Atlanta, has been providing voice and actuality reports in cut form since June, feeding stations by phone. But, last

Monday (Sept. 20), the service began providing three daily five-minute newscasts, fed to stations by WLTA-FM Atlanta. Don Blake, founder and director of the service, said the newscasts are strong on actualities and can be used as programs or as cuts. He said the cost of the service ranges from \$19 to \$100 a week, depending on station and market size.

Mr. Blake, formerly a reporter for WSB(AM) Atlanta and WKYC(AM) Cleveland, said six Georgia AM's have been carrying the reports.

Upcoming at the RTNDA convention

Stanton award highlights agenda; BBC's Curran is banquet speaker

Twenty-five years old, the Radio Television News Directors Association heads for Boston this week (Sept. 28 - Oct. 2) and its annual convention.

Highlight of convention activities will be the presentation of the Paul White Memorial Award, the RTNDA's highest, to CBS President Frank Stanton, for his contribution to broad journalism during 1971 ("At Deadline," Sept. 20). Dr. Stanton will be cited for his "courageous and determined efforts" in defense of journalism's constitutional rights during *The Selling of the Pentagon* controversy.

When the announcement was made honoring Dr. Stanton, NBC President Julian Goodman, scheduled to address the Oct. 1 banquet at which the award would be presented, withdrew saying that it should be the CBS president's "day in the sun." Chosen as replacement for Mr. Goodman at the podium that day will be Charles Curran, director general of the BBC. It was during those same months when CBS was embroiled in the *Selling* controversy that the BBC figured heavily in a similar British upheaval over *Yesterday's Men* (BROADCASTING, July 12, Aug. 16).

After Tuesday (Sept. 28) is spent touring New England's "Freedom Trail," the group will settle down to a rigorous agenda of workshops and panels following a keynote address by Jim Bormann, past president of RTNDA. Morning sessions on Wednesday will include workshops on radio writing and tape editing and a report by Andrew Stern from the University of California at Berkeley on "The Impact of Television News."

After a luncheon address by Washington news analyst Nancy Dickerson, the group will return for panel discus-

sions on "Minorities in Broadcast News," and "The Law and Broadcast News."

Thursday morning officers and directors for the coming year will be selected. At an awards luncheon the presentation of RTNDA international radio-television awards will be made.

Among the winners in the international competition are a French-language station in Montreal and six U.S. stations. Radio awards will be made in the area of spot news reporting to CKAC(AM) Montreal, for its news handling of the kidnapping of two government officials and the assassination of Pierre LaPorte, and to KEYO(AM) Lubbock, Tex., for tornado disaster coverage. For editorializing, to KFI(AM) Los Angeles, dealing with a park development controversy. The Edward R. Murrow Award for a radio documentary will be made to WMAQ-AM-FM Chicago, for "Bound by the Badge," a story of a policeman.

Television awards will be made for spot news, to WKYC-TV Cleveland, for coverage of the deaths at Kent State. No award will be made for the field of editorializing. Murrow awards for television documentaries will be made to KNXT(TV) Los Angeles for "If You Turn On," study of narcotics traffic, and to WOOD-TV Grand Rapids, Mich., for "Our Poisoned World," probe of local polluters.

Afternoon sessions Thursday will handle police-press relations and training of minority news cameramen.

Friday activities will include a radio workshop on news coverage. A luncheon that day will feature an address by ABC President Elton Rule. Afternoon sessions will combine discussions on the fairness doctrine and the techniques of investigative reporting. The Stanton presentation is later that evening.

The conference concludes Saturday morning after breakfast workshops sponsored by the ABC, CBS and NBC for their affiliate news directors.

Overcoming 'reticence'

In an attempt to provide deeper, more integral coverage of the upcoming Vietnamese presidential elections, ABC News has added a new wrinkle to its nightly TV news format. ABC News has been using Vietnamese reporters and film crews to interview other Vietnamese in order to overcome any "reticence on the part of Vietnamese in talking to American newsmen." Av Westin, executive producer of *The ABC Evening News*, said.

The first such all-Vietnamese report was aired last Tuesday (Sept. 21). Reports are broadcast with a "voice over" supplying translations, with introductions provided by ABC correspondent Jim Giggans.

Bad mood over drug ads

Senator Nelson pursues Burch at hearings for FCC action, but finds Johnson much more in favor of idea

Senator Gaylord Nelson (D-Wis.) last week was looking for a commitment from the FCC that it would warn licensees not to carry false and misleading drug advertising. He didn't get it from commission Chairman Dean Burch. But FCC Commissioner Nicholas Johnson took up the cause with the suggestion that all over-the-counter drug ads be banned from the airwaves.

The senator's Small Business Committee Subcommittee on Monopoly examined broadcast advertising of analgesics and mood drugs at a hearing last Wednesday (Sept. 22). The session, at which all FCC commissioners appeared, was part of an inquiry began four years ago into proprietary drugs.

Senator Nelson told the commissioners that witnesses at previous hearings have claimed that such advertising is false and misleading and fosters a drug culture and drug abuse.

Throughout the three-hour hearing, Senator Nelson tried to drive home his point that it is the FCC's responsibility to "alert" broadcasters that the commission will not tolerate false and misleading drug ads—and if such ads are broadcast licensees must provide equal time to present the opposing viewpoint. Information about whether a drug does what it claims can easily be obtained from the Food and Drug Administration, he said.

Chairman Burch told the subcommittee that the FCC has consistently held that licensees are obligated to protect the public from false and deceptive advertising and in a 1961 notice stressed that a licensee should exercise care in



Senator Nelson

deciding whether to accept advertising that has been the subject of a Federal Trade Commission complaint. In any event, he said, broadcasters must take "reasonable action . . . to determine the advertisers' ability to fulfill any promises made to the public over his broadcast facility."

He noted that a licensee's performance in these areas is an important element in evaluating his performance at renewal time. The commission's policy on false and misleading advertising is being reviewed to determine whether it should be clarified or strengthened, he said.

But, Chairman Burch said, the commission has neither the facilities nor the expertise to evaluate the effectiveness of drugs—that authority has been vested with the FTC, which is given scientific back-up by the FDA. Moreover, he said, the FTC's authority reaches to all modes of advertising.

"The determination to ban the advertising of any class of drug products should and must be left to Congress," he said, pointing out that "Congress did make such a determination with respect to the advertising of cigarettes over the electronic media" (see "Closed Circuit," Sept. 20).

Commissioner Johnson, in a separate statement, told the subcommittee that the FCC does not enforce the responsibility of licensees to evaluate advertising. "It is my fear," he said, "that the present commission is moving even

further away from vigorous enforcement, toward a repudiation of its policies that call for independent licensee evaluation, and toward a position which holds that a licensee has no independent responsibility *except* to enforce final FTC orders."

Commissioner Johnson said he has recommended to his colleagues that the commission "propose rules banning all over-the-counter drug advertising, particularly advertising for analgesics and mood-altering drugs."

In the alternative, he said, the commission should require that any over-the-counter drug advertising to be carried prior to broadcast with the FTC and the FDA.

In related proposals, he suggested that ads in programs viewed significantly by children be of an institutional rather than a product nature; that ads be factual and informative, eliminating emotional and psychological appeals; that the fairness doctrine be extended "so that product advertising would be rebutted by counteradvertising," and that the FCC require licensees to review commercials which they air.

Chairman Burch was critical of the proposal to ban all drug ads. "What this really gets down to," he told the subcommittee, "is do we want this commercial system or another system? There comes a point when you can't keep cutting arms and legs off the animal—it dies."

Johnson on advertising:

"Now you hear the same argument—only this time from the FCC—that we must not act too hastily to remove drug advertising from the airwaves because it produces over \$100 million a year for the broadcasters! If these network executives, who are rich beyond their wildest dreams of avarice, would put some of that money back into programming we might feel differently about their purported plight."

Dean Burch on advertising:

"What this really comes down to is do we want this commercial system or another system? There comes a point when you can't keep cutting arms and legs off the animal—it dies."

Cigarette ads off Canada radio-TV

Voluntary action taken by manufacturers to slow bill seeking all-media ban

In an apparent effort to ward off Canadian legislation that would ban all cigarette advertising in that country, the Canadian Tobacco Manufacturers Council last week announced that it will voluntarily end cigarette advertising on Canadian radio and television.

A government bill, which calls for an all-media ban on cigarette advertising, is to become law on Jan. 1, 1972. Paul Pare, chairman of the tobacco industry council, noted that there is no reason to believe that the government has changed its mind about the total ban, but added that "hopefully, the revised advertising code will aid deferment of the bill." Canadian Health Minister John Munro has commented that the government might be willing to delay the Jan. 1 implementation of the total ban pending further talks with the tobacco industry.

In addition to the termination of broadcast advertising, which will take effect Jan. 1, 1972, the council announced that all cigarette packages will include in both English and French, the words: "Warning: Excessive smoking may be hazardous to your health." And the council also announced that it has agreed to limit tar and nicotine content in cigarettes to 22 milligrams and 1.6 milligrams, respectively.

The council stated that its action "puts the Canadian [tobacco] industry in line" with the voluntary withdrawal from broadcast advertising by cigarette manufacturers in Great Britain and the "voluntary and legislative action in the United States."

In 1969, the latest period in which figures are available, cigarette companies spent \$25 million in Canadian media advertising with \$7 million in broadcast.

ANA workshop slated on media planning

Current trends and developments in media planning—including a "new look at media cost trends" and "making better intermedia comparison"—will be explored Thursday (Sept. 30) in New York at an Association of National Advertisers workshop on media planning.

The full-day session at the Plaza hotel has been scheduled for advertising com-

pany representatives who have media-planning responsibilities and for their agency and media guests.

Other media topics scheduled for the workshop, whose theme is "improving the return on media investments," include what general management needs for better media investments; organizing and staffing for media management; "the pros and cons of in-house vs. full-service agencies vs. a la carte services"; guides to improved evaluation of media information; how marketing and media strategy can keep pace with audience segmentation; the problem of improving media quality in the face of consumer and governmental pressures; the more creative uses of media; and the use of research for more efficient media investment.

Among the speakers on ANA's roster: M. R. Bohm, executive vice president of General Foods; Stanley Ganter, senior vice president of Ogilvy & Mather; Thomas Dunkerton, senior vice president and director of media and research services at Compton Advertising; James Henderson, president of Henderson Advertising Agency; John Kelley, director of advertising for Goodyear Tire & Rubber; Andrew Kershaw, president of Ogilvy & Mather; Archa Knowlton, director of media services, General Foods; James Kobak, president of James Kobak Inc., and Alfred Kuehn, president, Management Science Associates.

RAB sales clinics: a guide for the salesman

Approximately 300 stations sales executives and salesmen attended the first three Radio Advertising Bureau sales clinics last week in Memphis, Atlanta and Orlando, Fla., where key local advertising executives spoke on "What I as a Customer Want from Radio Salesmen."

Jan Gardner, partner, Gardner-Taylor Advertising, Memphis, urged station personnel to work more closely with the agency and help it perform a better job for the advertiser. Andrew Purcell, senior vice president, marketing division, Tucker Wayne & Co., Atlanta, suggested that salesmen sell the full potential of radio; call on the right people at the agency, and use rating service material in a positive manner. Charles Fry, of Fry-Hammond-Baker, Orlando, spoke on a similar theme.

Other clinics and speakers: Oct. 4 in Minneapolis, Sydney Rich, Jaffe, Naughton, Rich; Oct. 6 in Chicago, Christo Jackson, Sears, Roebuck & Co.; Oct. 7 in Cincinnati, T. N. Gaynor, Firestone Tire & Rubber Co.; Oct. 8 in Greensboro, N.C., Paul Bell, Wachovia Bank & Trust Co.; Oct. 11 in Seattle, Ronald Capner, David Evans

& Associates; Oct. 12 in San Francisco, Lenn Gross, Gross, Pera & Rocky.

Oct. 14 in Los Angeles, Sherman Slade, Honig-Cooper & Harrington; Oct. 18 in Boston, Robert Hagan, Jordan Marsh Co.; Oct. 18 in Denver, Philip Quedenfeld, Sears Roebuck & Co.; Oct. 19 in Kansas City, Bernie Papin, Fremerman-Papin; Oct. 19 in Philadelphia, Han L. Christensen, N. W. Ayer & Son; Oct. 20 in Oklahoma City, Lowe Runkle, Lowe Runkle Co.; Oct. 20 in Washington, George Idelson, Henry J. Kaufman & Associates; Oct. 21 in Cleveland, Peter Kinsey, Marschalk Co., and Oct. 21 in Houston, Earl Littman, Goodwin, Dennon-Baum, Littman, Wingfield.

Fight clutter, NH&S official says

Commercial overload hurts all advertising, Harper tells admen

A top agency executive went on record last week with a suggestion that limits be placed on the number of commercials broadcast and that "high clutter areas" be cut back.

Paul C. Harper, board chairman and chief executive officer of Needham, Harper & Steers, proposed a formal agreement specifying commercial limits and blamed much of public criticism of advertising on "an esthetic reaction to the gross amount of advertising on the air."

Mr. Harper told the advertising lodge of B'nai B'rith, New York, that he thought it probable that TV and radio have passed the "saturation point" in commercials, a situation that "affects not only the effectiveness of advertising but its acceptance as part of the spectrum."

He commended efforts of those broadcasters who have voluntarily limited the number of messages broadcast, or gross commercial minutes available.

Mr. Harper said it was time that the ad industry and media "acted in concert" and asserted that so-called "clutter" was having a "devastating effect on public confidence in and acceptance of advertising and unless voluntary measures are taken, it remains a wide-open area for government intervention." Also in his speech, he termed as "misguided" a federal appellate ruling that included auto and leaded gasoline commercials under the fairness doctrine (BROADCASTING, Aug. 23). He said it set a "dangerous precedent" and showed a naivete as to the actual power of advertising.

Burch says fairness is chaos

He lays out list of problems he hopes can be resolved in FCC's over-all review

The FCC does not face great difficulties in accommodating product advertising to the fairness doctrine, FCC Chairman Dean Burch said last week. "Bluntly," he declared, "we face a chaotic mess."

And the problem is not simply the applicability of the fairness doctrine to commercials. For "in the fairness area," he said, "the bond of theory and implementation has come unstuck and all the principal actors—licensees, public interest advocates, the commission itself—are in limbo, left to fend for themselves."

How is the commission to determine whether programing has been balanced? "I for one find it impossible to feel very confident or secure about a process that relies on the stop-watch approach."

Chairman Burch expressed his exasperation in a concurring opinion in a fairness case involving three spots, carried a total of 28 times on NBC-TV, that the commission said helped promote one side of a controversial issue—the construction of the Alaskan pipeline. However, the FCC also held, on reconsideration of an earlier decision (BROADCASTING, July 5), that NBC had afforded "reasonable opportunity" for the discussion of conflicting viewpoints on the pipeline issue ("Closed Circuit," Sept. 20).

Chairman Burch's growing concern over the difficulties the commission faces in administering the fairness doctrine, led him to propose, and the commission in June to initiate, an over-all review of the fairness doctrine (BROADCASTING, June 14). He said his comments in the concurring opinion were

designed to focus attention on problems he would like interested parties to address in the inquiry.

Commission Nicholas Johnson, who in a separate opinion dissented to the view, accepted by all other commissioners, that NBC had met its fairness obligations, expressed no such misgivings about applying fairness in the case.

Rather, he urged a kind of equal-opportunities approach when a commercial is found to have raised a controversial issue of public importance. A broadcaster who grants access to one party to a controversial issue should be required to grant it for the expression of conflicting views, he said. Because of its unique impact, he added, direct-access programing should not be lumped in with any other programing a broadcaster might do on that particular subject.

The issue involving NBC was raised by the Wilderness Society and Friends of the Earth after the network aired the Standard Oil of New Jersey spots, which dealt with Esso's oil-drilling operations in Alaska.

The commission, in rejecting NBC's argument that the spots did not raise a controversial issue of public importance—NBC described them as institutional advertising—but upholding its contention that its programing on the issue had been balanced, said: "We stress . . . that the issue, in the end, is not what this commission or some other observer might have done but, rather, the reasonableness of the licensee's journalistic judgment."

Chairman Burch supported that view.

If the Esso commercials are counted fully, NBC is found to have devoted twice as much time to the pro side of the pipeline issue as to the anti side. In terms of frequency, the ratio is 4- or 5-to-1. If the commercials are not counted, the negative side of the issue is found to have been given the most attention—21 as against 11 minutes.

But Chairman Burch said it is not equal time that is required under the fairness doctrine. And he expressed the fear that if it were, "the resulting quagmire would, in effect, mean the end of 'robust, wide-open' debate."

'Quarterly' off its mark—Xerox

Sponsor says fear of controversy did not prompt decision to drop

Xerox sought to put out a small fire last week over its withdrawal from sponsorship of further *Quarterly Report* news documentaries on NBC-TV.

Xerox, through Needham, Harper & Steers, had an agreement with NBC to sponsor the series, to be produced by NBC News and telecast on a quarterly basis, but with an option permitting Xerox to decide nine days after the first show's telecast whether or not it would underwrite three additional shows.

They will not appear; NBC says it will program a like amount of time in news-public affairs fashion, but has not yet determined either when or how.

The first show on Sept. 8 included several segments dealing with capital punishment, moon rocks, animated films by Peter Max and political caricatures by David Levine and featured John Chancellor in a live origination from the National Archives in Washington.

A published report last week said C. Peter McColough, president of Xerox, saw the first show at a private screening after he had missed the original telecast and decided to exercise the right to cancel. The report, however, said that NBC News indicated Mr. McColough objected to the show as "too controversial."

Xerox officials bristled at this report. The company issued a statement by David J. Curtin, vice president for communications, denying that it dropped the series because it was too controversial and saying that the first program "simply did not fulfill its objectives" and "had the program lived up to its promise, we would have continued to back it, but it just didn't come up to expectations."

Mr. Curtin said that the program as outlined in advance by NBC "held forth the promise of examining the most im-

BAR reports: television-network sales as of Sept. 5

CBS \$377,221,500 (37%); NBC \$349,855,800 (35%); ABC \$279,145,200 (28%)*

Day parts	Total minutes week ended Sept. 5	Total dollars week ended Sept. 5	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday					
Sign-on-10 a.m.	65	\$ 417,400	2,608	\$ 15,160,600	\$ 14,900,100
Monday-Friday					
10 a.m.-6 p.m.	917	5,567,300	31,546	210,658,600	230,738,900
Saturday-Sunday					
Sign-on-6 p.m.	282	1,858,400	9,599	93,777,500	97,424,900
Monday-Saturday					
6 p.m.-7:30 p.m.	84	1,071,600	3,191	47,313,100	53,145,100
Sunday					
6 p.m.-7:30 p.m.	12	178,600	544	13,713,700	19,347,700
Monday-Sunday					
7:30 p.m.-11 p.m.	435	13,921,300	15,449	580,535,300	632,847,600
Monday-Sunday					
11 p.m.-Sign-off	123	1,822,200	4,448	45,063,700	47,851,100
Total	1,918	\$24,836,800	67,385	\$1,006,222,500	\$1,096,255,400

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

portant news of recent months and then focusing in an extremely interesting way on items destined to have the greatest impact on viewers during the coming months."

The series concept, said Mr. Curtin, was "excellent."

He said also that the company had "never shied away from the purchase of programing that might spark controversy nor will we in the future."

A Xerox spokesman said the advertiser was talking with all three TV networks—and it was specified they included NBC—for a new sponsorship possibility.

"We wish to continue our association with commercial television," he said, with reference to Xerox's current backing on noncommercial TV of reruns of the *Civilisation* series and a new *January Film Odyssey* series.

ATLA head disclaims anti-no-fault spots

The American Trial Lawyers Association has asserted that it is not buying TV and radio spots opposing no-fault automobile insurance legislation ("Closed Circuit," July 19).

Professor William Schwartz, general director of the national organization in Cambridge, Mass., said ATLA "has not bought and is not buying" any media time or space to oppose no-fault.

According to the Senate Antitrust Subcommittee, author of no-fault legislation, a number of stations have carried anti-no-fault spots. WKDA(AM) Nashville and WOR-TV New York said the time was purchased by citizen groups; WIP(AM) Philadelphia said it carried spots purchased by "a lawyer's group."

But Professor Schwartz pointed out that citizen groups may comprise a number of individuals and organizations, adding that if any lawyers affiliated with ATLA are purchasing time, they are doing it independently of the national organization.

A spokesman for the subcommittee said last week that it has not filed a fairness complaint with the FCC over the spot purchases "because stations that have run anti-no-fault spots are carrying the opposing viewpoint." Some have declined to run the spots on fairness grounds, he added.

ReAppointments

■ WHIM-AM-FM Providence, R.I.: Katz Radio, New York.

■ WXLTV(Sarasota, Fla.): Savalli/Gates, New York.

Now the Army wants free time

Claiming budget problems, it asks broadcasters for up to ten times what it has been getting

The U.S. Army, which spent \$10.6 million last spring on an experimental prime-time TV-radio advertising campaign aimed at boosting enlistments, now wants broadcasters to provide it with five to 10 times the amount of public-service time it has been receiving.

In a letter to TV and radio network presidents, Secretary of the Army Robert F. Froehlke said that response from the 13-week ad campaign, that ran from March 1 to June 15 (BROADCASTING, Feb. 22, et seq.) was "remarkable," and that "approximately 8,000 enlistments can be attributed directly to the special advertising campaign, and many others may have been influenced."

But, the secretary said, "it appears that the Department of Defense may be precluded from further use of paid prime-time radio or television advertising by budgetary restrictions. Many also believe that radio and television stations which are licensed by the United States government should provide effective public service time to support essential national programs."

"Therefore," he said, "I turn to you for assistance in increasing substantially the amount of public service announcements, particularly in prime time . . . to support Army recruiting."

And, he added, "I am not thinking in terms of just doubling the weight of public-service advertisements; I am asking for a five- to ten-fold increase."

An Army spokesman said last week that some \$9 million has been earmarked for TV and radio recruitment ads in prime time, but the decision as to whether to spend it will not be made until official results of the pilot campaign become available. That should be in 30 to 45 days, he said.

The appeals for the free time went to Frank Stanton, CBS; Julian Goodman, NBC; Elton H. Rule, ABC; Sidney J. Wolf, Keystone Broadcasting System; Richard E. Bailey, Hughes Television Network; Victor C. Diehm, MBS; and Thomas C. Harrison, Blair Radio Network.

Julian Goodman, NBC president, suggested to the secretary of the Army that he request public service time through The Advertising Council. He pointed out that the council is in a position to evaluate the requests from all types of public service organizations—private and governmental—and to decide the amount of time that should be allotted to each project.

Both CBS and ABC said they had received the letter but have not as yet replied. They are studying the Army's proposal before coming to a decision.

August TV revenues no bright spot

Television-network billings in August dropped 1.8% below their levels of August 1970 and for the first eight months of 1971, billings were down 8.1% from a year ago. These figures are according to estimates compiled by Broadcast Advertising Reports and released today (Sept. 27) by the Television Bureau of Advertising.

August revenues totaled \$103.9 million as compared with \$105.7 million last year, and for the eight months the respective figures were \$989.5 million and \$1,076.2 million.

Weekend daytime billings show the larger share of decline: An 11.3% drop in August as compared with the month a year ago. Nighttime TV, which attracted the largest share of dollars, showed an 0.9% decline in August—from \$71,327,000 in August 1970 to \$70,701,500 this year.

	AUGUST		% chg.	JANUARY-AUGUST		% chg.
	1970	1971		1970	1971	
Daytime	\$ 34,457.1	\$ 33,215.4	- 3.6	\$ 336,368.6	\$314,143.1	-6.6
Mon.-Fri.	25,487.7	25,263.7	- 0.9	240,611.2	222,224.0	-7.6
Sat.-Sun.	8,969.4	7,951.7	-11.3	95,757.4	91,919.1	-4.0
Nighttime	71,327.0	70,701.5	- 0.9	739,911.2	675,422.6	-8.7
Total	\$105,784.1	\$103,916.9	- 1.8	\$1,076,279.8	\$989,565.7	-8.1

	ABC	CBS	NBC	TOTAL
January	\$ 36,905.5	\$ 50,029.2	\$ 52,027.2	\$138,961.9
February	38,478.7	48,852.4	45,322.3	132,653.4
March	39,946.5	54,338.1	48,506.9	142,791.5
April	36,949.8	49,261.3	46,792.6	133,003.7
May	33,701.5	48,611.8	42,148.5	124,461.8
June	32,039.4	41,929.6	38,183.1	112,152.1
July	27,310.3	38,270.3	36,043.8	101,624.4
August	29,605.5	39,039.1	35,272.3	103,916.9
Year to date	\$274,937.2	\$370,331.8	\$344,286.7	\$989,565.7

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising



The Metropolitan Washington Communications Council, nearly a year in planning, was officially launched at a news conference in the nation's capital. The council is designed to provide advertising and promotional campaigns—either free or at nonprofit rates—for community groups and public agencies. It was planned and formed by a committee of the Advertising Club of Metropolitan Washington. The council will review suggested projects and forward approved campaigns to participating agencies in the area. There, professional advertising personnel will process them as commercial accounts.

Fielding questions at the news conference were (l-r): Alexander W. Sheftell, ad club president; D.C. Mayor Walter Washington; Charles Brotman (standing), immediate past president of the ad club; David B. Abramson, president of Abramson/Himelfarb Advertising Inc.; Osby L. Weir, chairman of the Washington Convention and Visitors Bureau, and Carlos M. Rosario, executive secretary, D.C. Advisory Committee.

Political spending bill curbs eased

Macdonald measure revised in committee to drop 50% limit, permit charges to candidates on level of commercial sponsors

Republicans on the House Commerce Committee, which met in executive markup session last week on Communications Subcommittee Chairman Torbert H. Macdonald's (D-Mass.) political-spending bill, succeeded in knocking out some provisions of the measure that broadcasters regard as discriminatory.

The original Macdonald measure would repeal Section 315 of the Communications Act for presidential and vice presidential candidates; limit to 10 cents per eligible voter the amount a

federal-office candidate could spend in the primary or general election (no more than 50% of which could be spent in broadcast); require all media to charge candidates their lowest unit rates, and provide that if nonbroadcast media make space available to a candidate, they must make an equal amount available to all candidates for the same office at the same rate. But heavy Republican votes changed the bill's complexion.

The bill no longer contains the 50% spending-limit restriction on the broadcast media, and the lowest unit rate pro-

vision has been altered to allow print and broadcast media to charge candidates the rates given commercial advertisers for comparable space or time. But, repeal of Section 315 only for presidential and vice presidential candidates is still in the bill.

Following is a summary of actions taken on the measure (H.R. 8628) by the committee last week:

- Amendment by Clarence J. Brown (R-Ohio) to repeal Section 315 for candidates on all levels—federal, state and local: Defeated 21 to 9.

- Amendment by Louis Frey Jr. (R-Fla.) to repeal Section 315 for federal-office candidates: Defeated 20 to 11.

- Amendment by James M. Collins (R-Tex.) to leave Section 315 as it presently applies to all candidates: Tabled 17-11.

- Amendment by Mr. Frey to make the spending limits apply to campaigns against, as well as for, a candidate: Defeated 15 to 11.

- Amendment by Ancher Nelsen (R-Minn.) to strike the lowest unit rate provisions for all media and the "equal space" requirement that applies to print: Defeated 15 to 12.

- Amendment by Mr. Macdonald to eliminate the lowest unit rate provision for nonbroadcast media and substitute comparable rates: Adopted by voice vote.

- Amendment by J. J. Pickle (D-Tex.) to Macdonald amendment that would apply the same comparable rate provision to broadcasters: Adopted 19 to 4.

- Amendment by Mr. Frey to strike out the provision limiting to 50% the portion of the 10-cents limit that can be spent in broadcast: Adopted 16 to 8.

The committee's work on the bill is not yet finished; it may resume its markup this week. After the markup, a vote must be taken on the entire bill to send it to the floor. The House bill will eventually be considered in conference with the Senate's version (BROADCASTING, Aug. 9).

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

HOWARD E. STARK

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50 EAST 58TH STREET

NEW YORK, N. Y.

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Agency Appointments

- Asher/Gould Advertising Inc., Los Angeles, has been appointed agency for Pioneer Takeout Corp., owner of 41 chicken carryouts in California. The account will bill between \$300,000 and \$400,000 with extensive use of TV and radio.

- The better than \$2-million account for Shell's No-Pest Strip has been transferred to Carson/Roberts/Inc., Los Angeles, from Ogilvy & Mather, New York. An agency spokesman said more than 75% of the account is in broadcast advertising.

SEC reports August stock trading by insiders

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for August (all common stock unless otherwise indicated):

- American Television and Communications—J. F. Gault sold 500 shares, leaving 500.
- Burnup & Sims—C. W. Cox, through Walston & Co. trading account, bought 24,829 and simultaneously sold 24,882, leaving 566 shares in account. Mr. Cox holds 226 shares personally.
- Cablecom-General Inc.—G. C. Milner sold 100 shares of class A common, leaving 400.
- Capital Cities Broadcasting Corp.—D. B. Burke sold 1,000 shares, leaving 25,000. B. M. Peebles sold 500, leaving 7,500. D. H. Smith sold 1,000, leaving 6,000.
- CBS—W. S. Paley sold total of 74,300 shares, leaving him balance of 1,560,995 personally. He also holds 93,702 through partnership, 20,662 through trusts and 71,641 through wife.
- Columbia Pictures Industries—J. B. Williams Co., in recession of prior sale, purchased 63,653 shares, giving it balance of 875,241.
- Combined Communications Corp.—H. T. Goss sold 500, leaving him 401 directly and 99 indirectly.
- Communications Properties Inc.—J. R. Crosby bought 11,250, giving him 173,780 personally and 200 through children. M. N. Avery sold \$6,800 worth of 6% convertible subordinate debentures, leaving him \$10,000 worth of such stock. Mr. Crosby bought \$3,400 worth of such stock, giving him \$231,300 worth personally and \$2,000 worth through children. R. W. Hughes bought \$3,400 worth of same, giving him \$31,400 worth.
- Cowles Communications—W. B. Arthur sold 1,400, leaving him 1,500. W. H. Hippee sold 400, leaving 113.
- Doyle Dane Bernbach—M. Dane sold 76,303, leaving him 52,257. His wife liquidated her holdings by selling 319 shares and Mr. Dane's holdings in foundation were liquidated through sale of 8,850 shares (all three transactions involved sale of stock to issuer). J. R. MacLennan in private transaction made initial purchase of 20,000 shares.
- Fuqua Industries Inc.—W. B. Smith sold 10,000, leaving 196,967.
- Gannett Co.—W. A. Stretch exercised option to purchase 7,500 shares, giving him 12,550. His family owns 450.
- General Electric—J. T. Coe (late filing) liquidated his holdings by selling 42 shares; his wife sold 200, leaving 600; Mr. Coe holds 2,567 shares in incentive plan. V. B. Day bought 3,300, giving him 11,108. L. W. Dettman sold 327, leaving 2,714 personally and 114 in incentive plan. H. M. Lawson bought total of 478, giving him 1,236.
- Grey Advertising Inc.—J. Wayne sold 622, leaving 4,250.
- Harris-Intertype Corp.—S. C. Szuter sold 100, leaving 300.
- Kaiser Industries Corp.—D. Hardy bought 2,121, giving him 8,877.
- Kaufman & Broad Inc.—L. Berkowitz, jointly with wife, sold 2,025, liquidating joint holding. Mr. Berkowitz holds 21,135 personal shares. E. Broad, through trusts, sold 7,500, leaving 642,288 in trusts, 183,982 personally and 5,700 through foundation (private transaction). L. J. Grill bought 700, giving him 1,400. B. J. Fenmore sold 440 warrants for common stock, leaving him none.
- Lamb Communications Inc.—E. H. Lamb bought 100, giving him 1,775 (class A common); P. H. Lamb bought 200 shares of such stock, giving him 1,200. He is also indirect owner of Lamb Enterprises Inc., which holds 2,101,407 shares.
- Liberty Corp.—G. R. Shafto sold total of 10,000 shares, leaving him 22,191. His wife holds 7,873.
- LIN Broadcasting—T. I. Unterberg, through

Towbin Co. trading account, bought 26,200 and simultaneously sold 27,656, leaving him balance of 800 shares in account, 7,102 personally, 200 through family, and 2,500 in trading account.

- Magnavox Co.—C. W. Rutledge made initial purchase of 1,000 shares.
- Memorex Corp.—Wife of B. C. Schmidt bought 200, giving her 600; Mr. Schmidt holds 144,800 through partnership. Mrs. Schmidt also made initial purchase of \$5,000 worth of 5¼% convertible subordinate debentures.
- 3M Co.—B. S. Cross sold 1,000, leaving him 60,243 personally and 6,483 through wife.
- Motorola Inc.—M. Cooper bought 1,600 shares, giving him 1,610. S. L. Levy bought 2,790, giving him 4,590. E. P. Beavey Jr. made initial purchase of 4,000 shares.
- Movielab—H. Brandt sold 3,500, leaving 148.
- National General Corp.—D. Schwartz bought total of 57,800, giving him total of 156,800 personally and 200,000 in partnership. He also bought \$300,000 worth of 4% convertible subordinate debentures personally and total of \$1,100,000 worth of such stock through partnership, giving him personal holdings of \$300,000 worth of debentures and \$2,200,000 worth through partnership.
- A. C. Nielsen—H. W. Hanscom sold 100 shares of class A common, leaving him 600; A. C. Nielsen, through trusts, sold 25,130 shares of Class A, leaving him 41,197 in trusts, 435,575 personally and 1,250 through wife. H. A. Rahmel sold 3,000 shares of same, leaving 3,000 in trusts and 63 personally. M. E. Goodin sold 1,000 shares of class B common, leaving 14,000. H. A. Rahmel, through trusts, sold 1,500 shares of same, leaving 1,500 in trusts and none personally.
- RCA—C. Mosely Jr. made initial purchase of 200 shares.
- Republic Corp.—L. M. Leiman made initial purchase of 1,000 shares.

■ Rollins—D. R. Lund made initial purchase of 2,000 shares. J. W. Rollins Jr sold 1,000 shares personally and 1,500 through foundation, leaving 91,061 personally and 31,900 in foundation. J. W. Rollins sold total of 22,000, leaving 1,326,293.

- Starr Broadcasting—W. F. Buckley Jr. sold 4,000, leaving 75,899.
- Sterling Communications—Time Inc. made following transactions: Made initial purchase of 300,000 warrants for common stock; sold 126,000 warrants, now left with no balance of warrants; through Time-Life Broadcast, purchased \$900,000 convertible note; subsequently purchased \$70,000 and \$175,000 convertible notes, respectively (all transactions with issuer).
- Storer Broadcasting—L. M. Carino sold 100, leaving 3,650 personally and 91 through family. J. Y. Conway sold 300, leaving 3,700. J. P. Storer sold 300, leaving 22,550 personally and 600 through wife.
- Taft Broadcasting—L. H. Rogers II sold 1,000, leaving 11,122 personally, 1,212 through trust and 384 through family.
- J. Walter Thompson—K. B. Daley sold 150, leaving 2,650. R. D. Kapp, through trusts, liquidated assets by selling 1,125; he retains 750 personal shares. R. C. McKee liquidated holdings by selling total of 4,000 shares. L. J. Sherman liquidated holdings, selling 1,000.
- Time Inc.—C. D. Bear sold 500, leaving 5,700.
- Tracor Inc.—F. W. McBee Jr. sold 5,575, leaving 12,000 personally and 16,274 through partnerships. E. Randall III, through Rotan Mosle-Dallas Union trading account, bought 10,664 and sold 9,055, leaving account with 2,048. Mr. Randall holds 7,000 shares personally.
- Twentieth Century Fox—J. H. Johnson, indirect owner, bought 500 shares.
- Viacom—Wife of R. M. Baruch made initial purchase of 100 shares. Mr. Baruch holds 300. G. C. Castell bought total of 250, giving him

This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these securities. The offer is made only by the Prospectus.

September 23, 1971

375,000 Shares

Pacific and Southern Broadcasting Company, Inc.

Common Stock

(\$1 Par Value)

Price \$11.25 per Share

Copies of the Prospectus may be obtained from the undersigned only in states where the undersigned may legally offer these securities in compliance with the securities laws thereof.

Allen & Company
Incorporated

Bear, Stearns & Co. Harris, Upham & Co. E. F. Hutton & Company Inc.

W. E. Hutton & Co. Reynolds Securities Inc. Shearson, Hammill & Co.
Incorporated

F. S. Smithers & Co., Inc.

Walston & Co., Inc.

350. N. E. Halaby made initial purchase of 200. R. L. Schall made initial purchase of 500.

■ Vikoa Inc.—T. Baum sold 2,000, leaving him 149,983 personally, 19,799 through family and 232,440 through trusts.

■ Westinghouse Electric—C. H. Bartlett sold 100, leaving 435 personally and 200 through wife. M. K. Evans bought 1,000, giving him 5,140 personally and 1,660 through wife. P. O. Gladdis bought 700, giving him 753. C. E. Hammond bought 8,350, giving him 11,980. S. H. Herwald bought 5,750, giving him 6,538 personally and 300 through trust. G. W. Holton bought 1,500, giving him 2,116. W. E. Johnson bought 300, giving him 990. P. M. Saries bought 700, giving him 2,148 personally and 36 through investment plan. J. W. Simpson sold total of 7,500, leaving 3,150. G. L. Wilcox sold 4,000 leaving 8,624. L. W. Yochum bought 350, leaving him 791.

■ Zenith Radio Corp.—E. McCausland sold 1,000, leaving 2,000.

Company Reports

■ Columbia Pictures Industries Inc., New York, parent company of Screen Gems, reported net loss of \$28,772,000 for the year ended June 26. Loss included an unusual year-end pre-tax write-down of \$22 million of company's motion-picture and TV inventory, which, according to Columbia, "was made necessary because of the depressed market for the licensing of feature films

to television and additional amortization requirements for a number of recent theatrical releases."

For the year ended June 26:

	1971	1970
Earned per share (loss) \$	(4.54)	0.99
Revenues	233,273,000	242,051,000
Net income (loss)	(28,772,000)	6,217,000

■ Cypress Communications Corp., Los Angeles, group cable-television owner and operator, reported record levels for revenues and income for its fiscal year ended June 30. Burt I. Harris, president of the firm, said Cypress had increased

The Broadcasting Stock Index

A weekly summary of market activity in the shares of 113 companies associated with broadcasting.

Stock symbol	Ex-change	Closing Sept. 22	Closing Sept. 15	Net change In week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting									
ABC	ABC	N	45%	45½	+ ½	48	25	7,089	\$303,055
ASI Communications	ASIC	O	3	3½	- ½	4½	2½	1,789	6,709
Capital Cities	CCB	N	46½	45¾	+ ¾	48¾	29	6,236	293,092
CBS	CBS	N	43¾	45%	- 1¼	49%	30½	27,210	1,244,858
Cox	COX	N	32½	31¾	- ¼	34	17¾	5,802	173,306
Gross Telecasting	GGG	A	14¾	14¾	—	16	10%	800	11,296
LIN	LINB	O	13½	14½	- ½	15½	6¼	2,294	32,690
Mooney	MOON	O	9¼	9¼	—	8¾	4	250	2,313
Pacific & Southern	PSOU	O	11¼	11½	- ¼	17½	12½	1,637	20,872
Rahall Communications	RAHL	O	11%	13	- 1¾	29	8½	1,037	10,889
Scripps-Howard	SCRIP	O	23¼	23¾	- ½	25	18	2,589	58,890
Sonderling	SDB	A	24½	25½	- 1	34	22	997	24,177
Starr	SBG	M	18½	19½	- ½	20½	8%	496	9,672
Taft	TFB	N	42%	42½	+ ½	44%	23%	3,707	147,798
							Total	61,933	\$2,339,622

Broadcasting with other major interests

Avco	AV	N	17½	17%	+ ½	18%	12½	11,475	\$176,371
Bartell Media	BMC	A	4½	4	+ ½	8	3%	2,254	9,580
Boston Herald-Traveler	BHLD	O	21	21	—	28	19	577	15,579
Chris-Craft	CCN	N	6½	6¼	- ½	9%	5½	3,901	22,431
Combined Communications	CCOM	O	21½	21¼	+ ¼	21½	10½	2,131	39,424
Cowles Communications	CWL	N	11½	12½	- ½	13%	8	3,969	45,644
Fuqua	FOA	N	21½	22%	- 1¼	26½	13¼	6,700	162,475
Gable Industries	GBI	N	20%	21¼	- ½	12¾	2½	1,667	34,590
Gannett	GCI	N	56	58½	- 2¼	59	32%	7,519	403,169
General Tire	GY	N	27%	26%	+ 1	28½	21%	18,713	502,818
Gray Communications	O	O	7	5%	+ 1%	8	5¼	475	2,670
ISC Industries	ISC	A	6	5½	+ ½	8	4%	1,959	11,499
Lamb Communications	O	O	2%	2¼	+ ½	2%	2%	475	1,069
Lee Enterprises	LNT	A	18½	18%	- ½	20	18¼	1,957	54,052
Liberty Corp.	LC	N	23	23	—	24	17½	6,744	151,740
Meredith Corp.	MDP	N	24¼	24¼	—	29½	19%	2,754	68,850
Metromedia	MET	N	25¼	26%	- ¾	30%	17%	5,756	163,298
Multimedia Inc.	O	O	34%	32¾	+ 2	34¼	25	2,406	79,398
Outlet Co	OTU	N	17%	17¼	+ ½	22	14¼	1,332	23,470
Post Corp.	POST	O	—	16½	—	16	9¼	734	10,643
Publishers Broadcasting Corp.	-PUBB	O	3¼	3¼	—	4%	1%	916	2,977
Reeves Telecom	RBT	A	2¼	2¼	—	3%	2	2,292	5,730
Ridder Publications	RPI	N	27¼	28	- ¾	28%	23½	8,236	213,065
Rollins	ROL	N	38¼	38	+ ¼	43½	25%	8,065	306,470
Rust Craft	RUS	A	42¾	—	—	48¼	28%	1,159	47,519
Schering-Plough	PLO	N	80%	82½	- 1¼	87%	80½	25,174	2,089,442
Storer	SBK	N	28½	28%	- ¼	33¼	19	4,223	124,030
Time Inc.	TL	N	56½	54½	+ 2¼	62¾	40%	7,257	377,364
Trans-National Communications	O	O	¾	¾	—	1¼	¾	1,000	370
Turner Communications	O	O	3¼	3¼	+ ½	4	2	1,328	4,143
Wometco	WOM	N	19½	20%	- ¾	23%	17%	6,037	120,740
							Total	149,185	\$5,270,620

CATV

Ameco	ACO	O	2½	—	—	24½	9½	1,200	\$30,000
American Electronic Labs.	AELBA	O	7	6¾	+ ¼	10	3	1,636	11,043
American TV & Communications	AMTV	O	23	23	—	26%	17%	2,042	41,861
Burnup & Sims	BSIM	O	25%	26¼	- ¾	37¼	20½	2,962	80,715
Cablecom-General	CCG	A	13%	13%	- ½	17%	11%	2,485	30,739
Cable Information Systems	O	O	2½	2%	- ¼	4%	2½	955	2,628
Citizens Financial Corp.	CPN	A	15%	14½	+ ¾	15%	12¼	1,590	21,883
Columbia Cable	CCAB	O	11%	11%	- ½	15½	9%	900	9,675
Communications Properties	COMU	O	10%	10½	+ ½	10%	7¼	1,800	14,850
Cox Cable Communications	CXC	A	20%	20%	- ½	25%	16½	3,552	62,586
Cypress Communications	CYPR	O	8½	9	- ½	10¼	7	2,384	19,954
Entron	ENT	A	3%	3%	—	7%	3%	1,320	4,950
General Instrument Corp.	GRL	N	20%	21½	- 1%	29%	16½	6,368	145,636
Sterling Communications	STER	O	5%	5%	- ½	6%	3½	1,100	6,182
Tele-Communications	TCOM	O	22%	22¼	+ ¼	20¼	12	2,856	54,264
Teleprompter	TP	A	86¾	90%	- 4	95	56½	3,077	255,391
Television Communications	TVCM	O	9%	9½	- ¾	10%	7	3,804	29,481
Viacom	VIA	N	13%	15	- 1¼	21	12½	3,760	59,220
Vikoa	VIK	A	7	7%	- ¾	14¼	6	2,339	15,204
							Total	46,130	898,240

its working capital by \$3.9 million during the year.

For the year ended June 30:

	1971	1970
Earned per share (loss)	\$ 0.10	\$ (0.27)
Revenues	8,698,890	6,157,722
Net income (loss)	204,848	(398,781)
Shares outstanding	2,048,545	1,731,376

Note: Income figures include extraordinary items of \$112,400 or five cents per share in 1971 and a loss of \$513,367 or 30 cents per share in 1970.

■ Technicolor Inc., Hollywood, reported net income of nearly \$2.8 million for its fiscal year ended June 26. This compares with a reported loss of over \$10.6

million in 1970. Last year's loss was primarily in extraordinary items which totaled over \$9.7 million.

For the year ended June 26:

	1971	1970
Earned per share (loss)	\$ 0.75	\$ (2.57)
Revenues	98,116,278	105,528,168
Net income (loss)	2,780,230	(10,638,459)
Shares outstanding	3,720,447	4,136,080

■ Gross billings and net income rose at Grey Advertising for the first six months ended June 30:

	1971	1970
Earned per share	\$ 0.57	\$ 0.52
Gross billings	97,842,000	96,188,000
Net income	682,000	666,000

■ Lamb Communications Inc., Toledo, Ohio, operator of wicu-TV Erie, Pa., and CATV systems, reported an increase in operating revenues and net income for the fiscal year ended May 31:

	1971	1970
Earned per share	\$ 0.08	\$ 0.07
Operating revenues	2,757,492	2,424,534
Net income	200,050	185,091

■ Doyle Dane Bernbach, New York, reported last week a 4% drop in billings and a 3.4% decrease in gross income for the nine months ended July 31. Agency attributed the decline "almost

	Stock symbol	Ex-change	Closing Sept. 22	Closing Sept. 15	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)	
Programming										
Columbia Pictures	CPS	N	9%	9%	+ 1/2	17%	9 1/2	6,342	\$63,420	
Disney	DIS	N	112	112 1/2	- 3/4	128 1/2	77	12,854	1,511,887	
Filmways	FWY	A	6 1/2	6%	- 1/2	11 1/2	5%	1,829	11,431	
Four Star International	O	O	1 1/4	1 1/2	- 1/4	1 1/2	1	668	1,166	
Gulf & Western	GW	N	26 1/2	27	- 1/2	31	19	14,964	433,956	
Kinney Services	KNS	N	32 1/2	32 1/2	-	39%	28 1/2	11,230	383,168	
MCA	MCA	N	29	28 1/2	+ 1/2	30	21%	8,165	198,001	
MGM	MGM	N	22 1/2	23	- 1/2	26 1/2	15 1/2	5,886	119,898	
Music Makers	MUSC	O	2 1/4	2 1/2	- 1/4	3%	2 1/4	589	1,543	
Tele-Tape Productions	O	O	2 1/2	2 1/2	+ 1/2	2 1/2	1	2,183	4,912	
Transamerica	TA	N	18 1/2	18%	- 1/2	20 1/2	15%	63,841	1,188,719	
20th Century Fox	TF	N	9 1/4	10%	- 3/4	15%	8%	8,562	84,507	
Walter Reade Organization	WALT	O	2 1/2	2 1/2	- 1/2	3%	1 1/4	2,414	3,911	
Wrather Corp.	WCO	A	6%	7%	- %	8%	6%	2,164	16,230	
								Total	146,666	\$4,203,165
Service										
John Blair	BJ	N	18%	19%	- 1/2	24%	16	2,584	\$50,388	
ComSat	CO	N	61 1/2	64 1/2	- 3	84 1/2	49%	10,000	651,200	
Creative Management	CMA	A	9 1/2	10	- 1/2	17%	7%	1,050	10,500	
Doyle Dane Bernbach	DOYL	O	23%	22%	+ 3/4	26 1/2	21	1,929	38,098	
Elkins Institute	ELKN	O	9%	9 1/2	- 1/2	16%	8 1/2	1,684	16,008	
Foote, Cone & Belding	FCB	N	11 1/4	11 1/2	+ 1/2	13%	7%	2,196	28,548	
Grey Advertising	GREY	O	16 1/2	16%	+ 1/2	16%	9%	1,209	20,251	
Interpublic Group	IPG	N	26	26 1/2	- 7/8	27 1/2	24%	1,673	43,498	
Marvin Josephson Assoc.	MRVN	O	7 1/2	7 1/2	-	12	7%	902	7,442	
LaRoche, McCallrey & McCall	O	O	-	11 1/4	-	16 1/2	9	585	6,435	
Marketing Resources & Applications	O	O	7	8	- 1	18%	2%	504	4,914	
MovieLab	MOV	A	2	2 1/2	- 1/2	4	1%	1,407	2,983	
MPO Videotronics	MPO	A	5 1/2	5	+ 1/2	8 1/2	5	557	3,130	
Nielsen	NIELA	O	42%	44%	- 2	49%	39%	5,299	229,182	
Ogilvy & Mather	OGIL	O	36 1/2	35 1/2	+ 3/4	36	24	1,096	37,264	
PKL Co.	PKL	A	7 1/2	6%	+ 3/4	9%	3%	742	6,678	
J. Walter Thompson	JWT	N	42%	42%	+ 3/4	60	34 1/2	2,721	1,143	
Transmedia International	O	O	1/4	1/4	-	3%	1/2	535	134	
Wells, Rich, Greene	WRG	N	19%	21 1/2	- 1/4	25%	15 1/2	1,601	34,213	
								Total	38,254	\$1,192,009
Manufacturing										
Admiral	ADL	N	16	16%	- 7/8	21	8	5,183	\$98,097	
Ampex	APX	N	15 1/2	16%	- 1 1/2	25%	13%	10,873	171,250	
CCA Electronics	CCAE	O	4	4%	- 3/4	4%	2%	897	3,588	
Collins Radio	CRI	N	13 1/2	14 1/2	- 1 1/2	20%	11%	2,968	40,424	
Computer Equipment	CEC	A	3%	3%	- 1/4	7%	3%	2,434	9,736	
Conrac	CAX	N	22 1/2	23%	- 3/4	29	15%	1,259	29,423	
General Electric	GE	N	61 1/4	63	- 1 1/2	65%	52%	181,626	11,215,406	
Harris-Intertype	HI	N	60 1/2	58%	+ 1 1/2	69%	49 1/2	6,333	378,397	
Magnavox	MAG	N	52	51%	+ 1/2	55	37%	17,283	933,282	
3M	MMM	N	119%	120 1/2	- %	123%	95%	56,186	6,847,388	
Motorola	MOT	N	82%	85%	- 3	89%	51 1/2	13,370	1,166,532	
RCA	RCA	N	36	32 1/2	+ 3 1/2	40%	26	74,437	2,679,732	
Reeves Industries	RSC	A	3%	3%	- 3/4	6%	2%	3,458	12,968	
Telemation	TIMT	O	7%	7%	-	13%	8%	14,040	135,065	
Westinghouse	WX	N	94%	92%	+ 1 1/2	95 1/2	65%	41,555	3,854,226	
Zenith	ZE	N	48%	50%	- 1 1/2	54%	36%	19,022	977,160	
								Total	450,904	\$28,552,674
			Grand Total					893,072	\$42,454,330	
Standard & Poor Industrial Average			108.85	110.22	- 1.37					

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

Shares outstanding and capitalization as of Aug. 25.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

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entirely" to its loss of the Alka-Seltzer account in March. DDB also declared a dividend of 24 cents per share for the current quarter, payable Oct. 15 to shareholders of record Sept. 30.

For the nine months ended July 31:

	1971	1970
Earned per share	\$ 1.38	\$ 1.64
Gross billings	\$ 200,849,000	\$ 209,294,000
Net income	2,664,000	3,139,000
Shares outstanding	1,933,802	1,918,949

Financial Notes

▪ American International Pictures Inc., Beverly Hills, Calif., theatrical and TV film producer and distributor, has been

approved for listing on the American Stock Exchange. Trading will begin on Oct. 1. AIP has been traded on the Pacific Coast Stock Exchange since Sept. 22, 1970, and has been selling recently at approximately \$6 per share.

▪ Burnup & Sims Inc., West Palm Beach, Fla., diversified communications and utility services firm, announced last week its acquisition of Greenbank services Inc., Hopewell, Va., for an undisclosed amount of stock. Greenbank Services, a regional contractor involved in utility construction, is the eighth subsidiary acquired by Burnup & Sims since October 1969.

The Media

Blacktalk from WNJR contenders

Eight applicants for vacated Newark frequency vow to continue minority-oriented programing

When Rollins Inc. lost its license for WNJR(AM) Newark, N.J., community leaders expressed the fear that the predominantly Negro city would permanently lose its only black-oriented radio voice. A look at the eight separate applications for the vacant frequency now on file at the FCC shows a unanimous awareness of that concern; all eight have met it head-on.

The applications for a CP on 1450 kHz proposed voluminous and broad-ranging public-affairs programing. There were several pledges to orient programing toward the black community, as well as other minority groups. All but one of the applicants is a local concern.

The sole out-of-towner is Brown Broadcasting Corp., Washington, which is 90% owned by black entertainer James Brown. Mr. Brown already has a controlling interest in three "soul" stations: WJBE(AM) Knoxville, Tenn.; WRDW(AM) Augusta, Ga., and WEBB(AM) Baltimore. Albert F. Garner Jr., who has a 10% interest in the Newark venture, also has ownership in WEBB. Brown proposes a 100%-black oriented format for the facility. The applicant's program proposal indicates that it will make the facilities available to leaders from the community for discussion and interview forums on a regular basis.

Greater Newark Broadcasters Inc. also pledges to make time available "on a sustaining basis" for the discussion of public issues. Its proposed entertainment fare, however, is rather a mystery

at this point; the company simply promises "diversity in music not usually associated" with other area stations. Majority owner of the group of principals making up GNBI is Daniel J. Fernacola, a Newark dentist (30%). Dr. Fernacola has a one-half interest in a CP for WDJZ(AM) Bridgeport, Conn. The two other broadcast-oriented principals are Michael Kinslow, former news director of WWL(AM) Cornwall, N.Y., and Edward Schober, that station's chief engineer. Each has a 1% interest.

Sound Radio Inc., a new corporation with 11 stockholders, is headed by Jerome Bess, former vice president and general manager of RKO General's WOR-TV New York. Mr. Bess has been an executive vice president in charge of station operation at RKO General. He is presently president and 10% owner of Frank B. Sawdon Inc., a New York advertising agency. Singer Dionne Warwick is another principal. The company said its programing will be "oriented toward the black population."

Community Action Radio Enterprises also promises that the station on the WNJR frequency will continue to be black-oriented. CARE has five principals: Andrew W. Stanfield, presently director for the public sector, Office of Economic Opportunity (17%); Everett T. Felder, an employee of WJLU-TV Newark (17%); Harry A. O'Mealia, majority owner of O'Mealia Outdoor Advertising, New York (24.5%); Napoleon T. Powell, a Newark area businessman who owns a theatrical produc-

tion house and real estate interests (17%), and Frank J. Guarini, an attorney (24.5%).

Venture III Corp. submitted a detailed community survey and public affairs proposal with its application. Its stockholders include some WNJR employees and, in fact, the company indicated a desire to continue to use the WNJR call letters if it is awarded the frequency. Venture III's principal owner is Hulbert Enterprises Inc. (32%), a Newark financial and data processing firm. F. L. Hulbert, with 76%, is Hulbert Enterprises' majority stockholder.

Thirty area businessmen make up the Community Group for North Jersey Radio Inc. Its president, John Wesley Alexander, is a Newark physician. The group's programming proposal calls for a heavy rhythm-and-blues schedule, with 21% of the total broadcast time devoted to "news and community involvement" programming.

Charles A. Stanziale, audio-visual and broadcast consultant for the New Jersey Department of Education, heads up a group of 12, calling itself the Fidelity Voice Trustees. Each of the principals has an 8.5% interest in the venture. The group promises a format that will emulate WNJR's programming to a certain extent, but will "be altered to embrace all minority groups, which include all segments of the community."

W.M.E.D. Associates Inc. proposes extensive public affairs programming. Most of the company's stockholders reside in the vicinity of Newark, although its president, John E. Metts, is from Weston, Conn. Mr. Metts, a field underwriter for the Equitable Life Assurance Society, Westport, Conn., has a 22% interest in the applicant.

Three of the applicants say they expect to use WNJR's equipment; two of these, in fact, claim to have entered into an agreement with Rollins for use of the facilities. Both CARE and Fidelity make that statement in their applications.

CARE states it has an arrangement by which it may either rent or buy the facilities from Rollins. Fidelity says it has an agreement to rent the facilities at \$180,000 per year. In addition, W.M.E.D. said it anticipates using the WNJR equipment, although it did not acknowledge any agreement.

A Rollins spokesman said that W. Falk III, a local real estate broker, has an option to buy the WNJR land and facilities. He said Mr. Falk has agreed to assist Rollins in complying with an FCC request that it make the station's physical plant available to an interim operator as well as the firm to be named permanent licensee, if he exercises his option. However, he emphasized that as far as Rollins is concerned, the facilities will only be available on a lease basis. "Nobody, to my knowledge," he

said, referring to the applicants, "has anything but an oral agreement."

At present, WNJR is being run by the city of Newark on a nonprofit, temporary basis. The FCC is expected to designate an interim operator for the station.

Will subscription TV exclude the poor?

Losers of ch. 38 Chicago claim Zenith's proposed pay outlet is for affluent

Zenith Radio Corp.'s proposed purchase of WCFL-TV Chicago has run into stiff opposition at the FCC from the loser in a comparative hearing for the station's ch. 38 allocation. Thomas L. Davis and Frederick B. Livingston, principals of Chicagoland TV Co., whose bid for ch. 38 was dismissed three years ago on a financial issue, last week petitioned the commission to deny the sale, and further asked for a hearing to determine whether Zenith's programming proposal is inferior to its own.

Zenith—which is offering to reimburse the Chicago Federation of Labor, the WCFL-TV permittee, for expenses it incurred in constructing the yet-to-be-completed station in return for its CP—hopes to establish a subscription television facility at the station (BROADCASTING, Aug. 23).

Messrs. Davis and Livingston contend that the sale would not serve the public interest because Zenith's pay-TV proposal would not be acceptable to the poorer citizens of the area. They emphasized that in the comparative hearing with CFL, the presiding examiner had determined that Chicagoland was superior in all areas, and that its program proposal to specifically serve black and foreign-nationality groups in the Chi-

cago area had been particularly praised. Nevertheless, the petitioners said, Chicagoland's application was dismissed because the company failed to establish the availability of a \$300,000 bank loan to Mr. Livingston, which was to be a substantial factor in consideration of the financial-qualification issue.

The petitioners' argument revolved (or centered on) around the fact that CFL has not completed construction of its station after three years, and now seeks to assign the permit to a company which is advancing a program proposal that, they alleged, is inferior to Chicagoland's and which would be beyond the economic resources of "a substantial number of the public." CFL, the petitioners contended, has "totally abandoned" the operating plan authorized by the commission—one offering programming for the general public—and now "believes that the public interest will be served in prime time by a subscription television service," which it connoted as being geared toward a more affluent segment of the population.

They argued that there has been a growing demand in recent years "for more, not less, free television programming geared to meet the needs of minority groups in the Chicago area." A hearing is necessary, they continued, to determine whether Zenith's pay-TV proposal would serve a greater public need than Chicagoland's minority proposal.

(The petitioners' attorney last week acknowledged that his clients intend to grasp this situation to rekindle their prospects of obtaining a CP.)

Further, they contended, the commission's conclusion that Chicagoland was not financially qualified "has been proven to be erroneous." In ruling on the financial issue, the commission's review board found that Mr. Livingston did not qualify for the \$300,000 loan because he had failed to provide the bank source with underlying material that would permit it to analyze assets shown on Mr. Livingston's balance

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R^W WRDWO TV 12

sheet. Since the submission of this material was a condition of the loan, the review board ruled, Mr. Livingston's failure to meet that requirement disqualified him for the loan. But the petitioners last week contended that Mr. Livingston had been qualified at the time of the review board's action, and submitted an affidavit from him stating that he has now received the loan.

HEW's news on grants

Prospective applicants for public broadcasting facilities grants have begun receiving from the Department of Health, Education and Welfare, information on refined procedures and priorities in fiscal 1972. The document is an attempt to spell out what HEW's requirements—financial, technical, procedural—presently are, not the establishment of new requirements.

HEW also announced the first \$4 million in grants for this fiscal year, distributed among 15 recipients in 13 states. (Total of \$13 million has been appropriated for this purpose in fiscal 1972, of which \$11 million has actually been allotted so far.) First grants went to highest-priority projects that were approved last year, not to new applicants

CATV loophole in FCC policy?

Spanish-language stations in U.S. see threat from Mexican importation

The licensees of three Spanish-language stations say the FCC's proposed CATV regulations contain a hole large enough for the unrestricted importation, by CATV, of south-of-the-border stations. Such importation, they add, could "destroy independent Spanish-language broadcasting in the United States."

Spanish International Broadcasting Co., licensee of KMEX-TV Los Angeles (and permittee of KFTV(TV) Hanford, Calif.), Spanish International Broadcasting Corp., licensee of KWEX-TV San Antonio, Tex., and Spanish International Communications Corp., licensee of WLTW(TV) Miami, are principally owned by the same individuals, and collectively are known as SIN.

The provision troubling them, SIN said in a letter to the FCC last week, would permit a CATV system in any of the top 100 markets to import a foreign-language station without counting it against the distant-signal quota assigned the system, if there are no for-

eign-language stations in the market. It would also permit a CATV system to carry a foreign station not programed in English, rather than a foreign-language station in the U.S.

SIN noted that 22 systems in the border states of Arizona, California, New Mexico and Texas are carrying Mexican stations and that six more systems, not yet in operation, propose to do the same. Furthermore, SIN said, the systems frequently carry the foreign stations at the expense of American outlets. It said that SIN stations rely to a large extent on programming carried by the Mexican stations—but that its stations do not get programming until a year or more after it is seen on the Mexican stations.

SIN urged the commission, in formulating its final CATV policies, to adopt a rule prohibiting the CATV importation of Mexican stations "either where the economic viability of local—i.e., U.S.—Spanish-language television stations may be threatened or where U.S. Spanish-language stations are available off-the-air or via microwave."

Picking up on WPIX

FCC Hearing Examiner James F. Tierney has ordered the comparative hearing for New York channel 11 to resume today (Sept. 27) in that city. The hearing, which involves the license renewal of WPIX(TV) New York and a competing application of Forum Communications Inc., was recessed for the duration of the summer to enable Mr. Tierney to concentrate on other proceedings in which he is also presiding officer (BROADCASTING, June 14).


Changing Hands

Announced

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

- KSDO(AM) San Diego: Sold by Sherwood R. Gordon to Firestone Communications Inc. for an estimated \$2 million. (See page 54.)

- WLOF(AM) Orlando and WLOQ(FM) Winter Park, both Florida: Sold by Margery Y. Clarke, executrix of estate of William S. Clarke, and John T. Rutledge to Home Security Broadcasting Co. for \$2,425,000. Carl Glicker is president of Home Security Broadcasting, a newly formed subsidiary of Home Security Life Insurance Co., Durham, N.C. Watts Hill Jr. is chairman of the board of the publicly owned parent company; Arthur W. Clark is president. WLOF is on 950 khz with 5 kw directional at night. WLOQ operates on 103.1 mhz with 3 kw and an antenna 105



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70-38

feet above average terrain. Broker: Blackburn & Co.

▪ KGUD-AM-FM Santa Barbara, Calif.: Sold by Dick Clark to Harold S. Greenberg and others for \$310,000. Mr. Clark an ABC-TV personality, is host of the network's *American Bandstand* program. Mr. Greenberg was formerly vice president and general manager of KDWB-(AM) Minneapolis-St. Paul. KGUD(AM) is a daytimer on 990 khz with 1 kw-directional. KGUD-FM operates on 99.9 mhz with 34 kw and an antenna 550 feet above average terrain. Broker: Blackburn & Co.

Cable TV

▪ Multiple-CATV owner Videcomm of Saugerties (N.Y.) Inc. has purchased systems in Seneca Falls and Waterloo, both New York, from Leghorn Corp. Consideration was not disclosed. Videcomm is owned by Alan Gerry, who operates systems in Liberty, Boonville, Saugerties and Walden, all New York. Broker: Hamilton-Landis & Associates.

Spectrum of speakers for NAEB convention

The National Association of Educational Broadcasters, which is putting the final touches on the agenda for its convention next month (Oct. 17-20) in Miami Beach, has added the names of Dean Burch and Clay T. (Tom) Whitehead to its list of speakers.

FCC Chairman Burch will address the convention's opening session on Monday, Oct. 18; Mr. Whitehead, director of the Office of Telecommunications Policy, will speak Oct. 20.

(Another FCC commissioner—H. Rex Lee—will speak to the Instructional Television Fixed Service committee and may address the NAEB's executive board on Oct. 17. Neither of those sessions has traditionally been public.)

At a morning session on Oct. 19, the speaker will be Dr. Sidney Marland, U.S. Commissioner of Education.

The intervening workshops and specialized meetings will for the most part feature luminaries from public broadcasting and education. Among the exceptions is a session on cable and community service, for which one of the panelists will be Wally Briscoe, managing director of the National Cable Television Association. Other sessions will cover such topics as public "telecommunications centers," minorities, broadcast instruction and long-range financing. A drop of at least 10% is expected from last year's attendance of 6,000.

On the technical side, 70 exhibitors have signed up to display their wares. The exhibits will be located in the Miami Beach Convention Center, near that city's Fontainebleau hotel, the site of this year's convention.

CATV and copyright in court again

CBS infringement suit against Teleprompter begins trial in New York

A lawsuit to determine the copyright liability of cable-TV systems that import distant signals, originate programs, carry advertising, transmit through the air and interconnect with one another went to trial in New York last week.

It was the copyright infringement suit brought by CBS Inc. and three production companies against Teleprompter Corp., a leading CATV operator, in 1964. CBS sources regard it as a test of the scope of the Supreme Court's 1968 decision, in the so-called "Fortnightly" case, that CATV systems that merely provide reception services for local TV signals are not liable for copyright infringement.

The principal witnesses at the opening of the trial on Wednesday (Sept. 22) in the U.S. Southern District Court in New York were Richard W. Jencks, CBS Washington vice president, who pointed to the operational similarities between cable systems and TV stations,

and Edwin W. Davis, CBS engineering staff consultant, who cited the organizational parallels between CATV installations and TV outlets.

The plaintiffs in the suit along with CBS, are Calvada Productions, Jack Chertok Television Inc. and Dena Pictures Inc.

In support of CBS's contention that Teleprompter cable systems are subject to the copyright laws, as TV stations are, Mr. Jencks said they import distant signals, originate programming, transmit through the air, carry advertising and interconnect with one another. Under questioning from CBS counsel, Mr. Jencks said there were significant differences between the Teleprompted case and the Fortnightly case.

Mr. Jencks testified that in the Fortnightly case there was no involvement with importation of distant signals, or with the origination of programming, or with commercial sponsorship. The issue in that case, he said, was whether the transmittal of a local signal was subject to copyright regulation.

In an attempt to show cable television is different from network television, counsel for Teleprompter asked Mr. Jencks to comment on this proposition: Network TV is a mass medium, supported by national advertisers and one that relies heavily on such factors as

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Donald E. McClintock (left), vice president of the Rocky Mountain Broadcasters Association and vice president and general manager of KFBB-TV Great Falls, Mont., and Earl E. Morgenroth (right), president, Western Broadcasting Co., Missoula, Mont., discuss problems facing the small-market broadcaster with Senate Majority Leader Mike Mansfield (D-Mont.). RMBA delegates, in Washington last week for their annual visit, also presented their particular problems in meetings with all the FCC commissioners, Dr. Clay T. Whitehead, director of the Office of Telecommunications Policy and Representative Charlotte Reid (R.-Ill.), who is to become an FCC commissioner when Thomas Houser departs on Oct. 1. The delegates met with Senator Mansfield last Wednesday (Sept. 22) following a presentation to assembled senators and representatives from the states of Montana, Idaho, Wyoming and Utah.

that relies heavily on such factors as ratings and shares.

Mr. Jencks agreed in part but pointed out that network TV also embraces regional advertisers who buy in certain sections of the country only. He conceded that ratings are a vital factor in advertiser and network considerations, but noted that the demographic audience attracted for a program is also important for certain sponsors.

Mr. Davis, who testified that he had visited and inspected four Teleprompter cable-television systems in late 1970, stressed that these installations were similar in structure to TV stations. They had a studio, cameras, microphones, tape recorders, transmitting equipment and other items found at a TV station, he reported. He said there were striking similarities in the technical capabilities of a cable facility and a TV outlet.

Council for Teleprompter objected, saying Mr. Davis's testimony was "irrelevant". But Judge Constance Baker Motley permitted the witness to continue and allowed numerous photographs and sketches of Teleprompter facilities to be placed in the record.

Another witness, Jack Chertok, president of Jack Chertok Television Inc., said that in negotiating the licensing of a series, *My Living Doll*, to CBS-TV, CATV exposure of the program was not involved. He voiced the view that a showing on CATV of a program carried

on the network can affect adversely the sales price when the program is released eventually to syndication. He pointed out that CATV exposure might be in an area that was not covered in the original network presentation and the subsequent syndication sales price would suffer because audiences already had viewed the series.

Counsel for CBS in the proceedings is Asa Sokolow of Rosenman, Colin, Kaye, Petschek, Freund & Emil, New York. Representing Teleprompter are Robert C. Barnard and Michael Duncan of Cleary, Gottlieb, Steen & Hamilton, Washington.

Judge Motley has asked the parties to complete it by Oct. 4, the start of a new judicial term.

NCTA tells OTP cable is private property

The National Cable Television Association staked its industry's claim to the status of private enterprise in comments last week to the Office of Telecommunications Policy.

In its contribution to OTP's debate on long-term cable policy, NCTA said cable "has always been considered a high-risk, competitive enterprise dependent upon venture capital. CATV in the near future, consistent with efforts to

develop its potential, should not be treated as a total common carrier."

NCTA supported some limited governmental restrictions on the cable business: limits on "the number of systems one entity can own or control," some kind of minimum channel capacity, and a compulsory copyright licensing plan "covering all nonoriginating uses of copyright materials." And it supported access to cable channels by all "responsible persons and groups," accompanied by new legislation limiting the operator's liability for slander, libel and invasion of privacy.

However, the association opposed such other forms of government activity as state regulation and municipal ownership of CATV systems. Of the latter, it said: "Government should not own and operate a business where private enterprise is willing and able to do so."

NCTA's comments were among several written responses to a letter in which OTP requested "concise written statements" on six cable policy issues: public impact, industry structure, access, copyright, impact on existing media and regulatory framework (BROADCASTING, Aug. 16).

OTP is also holding talks with interested parties, but has yet to meet with NCTA.

Cut Johnson on bias, KRON petitions FCC

Chronicle Publishing Co. has renewed its efforts to compel FCC Commissioner Nicholas Johnson to disqualify himself from the license-renewal case of Chronicle's KRON-FM-TV San Francisco.

In a petition requesting voluntary withdrawal—or should he refuse, commission action to eliminate him from the proceeding—the company cited "newly discovered evidence" it contends should compel the commissioner to remove himself from the KRON case. The commission last October ruled that an earlier and similar complaint was invalid (BROADCASTING, Oct. 21, 1970). The company had alleged that Mr. Johnson had participated in ex-parte communications with Albert Kihn, a former KRON-TV cameraman whose charges that the station slanted its news were instrumental in the commission's designation of the KRON stations renewal hearing, and with Bruce B. Bruggmann, publisher of the *San Francisco Bay Guardian*, and a long-time Chronicle critic.

In throwing out the earlier complaint, the commission said the company failed to show the commissioner was biased against KRON-FM-TV.

The "new evidence" advanced in Chronicle's petition fell into three categories. First, it contended, there are

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now "further details" at hand concerning the Johnson-Kihn communications; second, it argued, Mr. Johnson cannot be considered impartial since the law firm representing Mr. Kihn in a petition to deny the KRON renewal (Citizens Communication Center, Washington) is partially funded by royalties from Mr. Johnson's book, "How to Talk Back to Your Television Set"; third, the fact that Mr. Kihn and Mr. Johnson both appeared on a Public Broadcasting Laboratory program on Feb. 16, 1969 (although on separately taped segments), and that their statements were interrelated, may be construed to mean that Mr. Johnson supplied PBL with letters from Mr. Kihn while suggesting that Mr. Kihn be asked to participate in the program, Chronicle said.

NAB conferences taking shape

Legislators, regulators, newsmen among participants in six fall meetings

Key members of Congress are among the speakers being sought for the six fall regional conferences of the National Association of Broadcasters, beginning Oct. 15 in Atlanta.

Luncheon speaker at the Atlanta meeting will be Senator Ernest F. Hollings (D-S.C.), a member of the Senate Commerce Committee.

A possible other luncheon speaker is Representative Torbert H. Macdonald (D-Mass.), who is chairman of the House Communications Subcommittee. Senator Marlow W. Cook (R-Ky.), another member of the Senate Commerce unit, is set for Boston. Already scheduled, from the executive department, is Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, who will be the featured luncheon speaker at the Dallas meeting, Nov. 19.

Plans are under way to have FCC Chairman Dean Burch attend several of the regional meetings; he is tentatively set for Las Vegas and Dallas. Other FCC officials will be Commissioner Robert Wells, at Boston, Richard E. Wiley, general counsel, at Chicago; and Wallace E. Johnson, chief of the Broadcast Bureau, at Atlanta.

A session on "News Reporting in a Turbulent Society" will be held at each of the six meetings. Charles Kuralt, CBS News, and Steve McCormick, MBS News, will be the principals at the Atlanta meeting. Other newsmen who will participate in this session elsewhere are Richard Salant, president of CBS News, at the Chicago meeting,

Oct. 18; Bill Monroe, NBC News, in Boston, Oct. 22; Richard Wald, NBC News, in Las Vegas, Nov. 12; Merrill Mueller, ABC News, in Denver, Nov. 15, and Steve Bell, ABC News, in Dallas, Nov. 19. At each of the news-reporting sessions, local station news directors will make up a panel.

Each of the regional meetings also will have a panel on TV's present and future. Panel members, the same at each of the meetings will consist of Norman E. (Pete) Cash, Television Bureau of Advertising; Roy Danish, Television Information Office; Stockton Helffrich, NAB Code Authority, and John Summers, NAB general counsel.

Mark Evans, VP Metromedia and task force, will be the luncheon speaker at the Chicago meeting.

Also scheduled at each of the regional meetings is an "NAB in Action" session that will be led by the association's three executive vice presidents: Grover Cobb, station relations; Paul A. Comstock, government relations, and James H. Hulbert, public relations.

Firestone acquires KSDO as first broadcast buy

KSDO(AM) San Diego has been acquired from Sherwood R. Gordon by Generation II Radio San Diego Inc., a subsidiary of Firestone Communications Inc., Firestone said last week. The transaction is subject to FCC approval.

The price was not disclosed but was believed to be close to \$2 million.

The acquisition is the first by Firestone Communications since its formation last January to acquire and operate radio stations. Principals are Bertram R. Firestone, whose interests include real-estate and development firms, who is chairman of the executive committee; William N. Farlie Jr., former RKO General Inc. vice president, who is board chairman, and James R. Lightfoot, former general manager of Group W's KFVB(AM) Los Angeles and WBZ(AM) Boston, who is president.

Mr. Lightfoot plans to make his home in San Diego and be operating head of KSDO, continuing and expanding its news/conversation format. The station operates fulltime on 1130 khz with 5 kw day and 1 kw night.

Community Telecasting still wants WQAD-TV

The competing TV applicant which has lost a bid for Moline, Ill., channel 8 is seeking a reversal of the FCC's decision favoring the incumbent licensee. In a notice of appeal filed with the U.S. Court of Appeals for the District of Columbia, Community Telecasting Corp. asked that the commission's renewal

grant to WQAD-TV Moline be vacated and that the matter be remanded to the agency for further consideration.

In granting renewal for WQAD-TV last month (BROADCASTING, Aug. 23), the commission ruled that Moline Television Corp., the incumbent licensee, is entitled to "a plus of major significance, based on its past performance." Within the course of comparative hearings on the WQAD-TV renewal issue, Community had contended that the incumbent should be judged on promise vs. performance standards. But the FCC said that only "a slight demerit attaches on the promise vs. performance issue."

Columbia Pictures adds on stations

\$5.7 million buys out Basic Communications and its four radio outlets

An agreement in principle whereby Columbia Pictures Industries would acquire Basic Communications Inc. and its four radio stations for \$5.7 million was announced last week, subject to FCC approval.

Emil Mogul, former agency owner who is president of Basic Communications would continue to direct the stations under CPI ownership, according to Jerome S. Hyams, senior executive vice president of CPI, who announced the agreement. The stations are WWVA-AM-FM Wheeling, W. Va., WYDE(AM) Birmingham, Ala., and WIGO(AM) Atlanta.

Columbia Pictures's broadcasting subsidiary, Screen Gems Stations Inc., which is headed by Norman Louvau, currently owns KCPX-AM-FM-TV Salt Lake City, WVUE(TV) New Orleans, WAPA-TV San Juan, Puerto Rico, WNJU-TV Newark, N.J., and a one-third interest in WOLE-TV Mayaguez, Puerto Rico. Basic Communications and its stations would be merged into Screen Gems Stations Inc.

Mr. Hyams said the decision to buy the four radio stations "represents another important step in our continuing expansion in the broadcasting field." He said the company will send survey teams into the three markets within the next week to study the special needs of the communities.

WWVA, a country-and-western station, operates at 1170 khz with 50 kw; WWVA-FM, which simulcasts the AM 100%, operates on 98.7 mhz. with 7.4 kw and an antenna 470 feet above average terrain. WYDE, also country-and-western, is on 850 khz with 50 kw day and 1 kw night. WIGO, black oriented, is on 1340 khz with 1 kw day and 250 w night.

Broadcast Advertising

Robert W. Troast, VP and management representative, Needham, Harper & Steers, New York, joins Theodore Hamm Brewing, St. Paul, as VP for marketing.

William Hackett, creative director of pharmaceutical division, BBDO, New York, elected VP, and **Jonathan C. Feller**, media supervisor, appointed associate planning director in media department.

Kenneth Southard, production supervisor, Kenyon & Eckhardt, New York, elected VP, and **Sheldon Kawer**, research analyst at K&E, appointed media supervisor.

George J. Kapel, general sales manager, WKBG-TV Cambridge, Mass., and **King Patterson**, general sales manager, WKBD-TV Detroit, exchange positions. Both are Kaiser Broadcasting stations.

Samuel P. Landers, account supervisor, and **Wilma Kriner**, executive secretary and treasurer, W. M. Zemp & Associates, St. Petersburg, Fla., agency named VP and VP-treasurer, respectively.

Dean J. Heitler, account executive, Grey Advertising, New York, joins Firestone & Associates, agency there, as VP.

Bernard Rowe, creative director, McCann-Erickson, Los Angeles, elected VP.

Fred A. Scott, Young & Rubicam, Los Angeles field account supervisor, joins Carson/Roberts/Inc., Los Angeles, in same capacity.

Steven Zinberg, VP, Grant Advertising, New York, appointed creative director, Grant Advertising International, for international region served by New York office.

James R. Kelly, account executive with John Blair & Co.'s TV station division in Chicago since 1965, appointed to newly created post of VP and national sales manager of station division, based in New York. He will specialize in development of new spot TV sales to agencies and advertisers, with emphasis on multi-market and regional sales.

Jerome R. Davis, account executive and director of new business, Cargill, Wilson & Acree, Charlotte, N.C., joins Lawler Ballard Little Advertising, Norfolk, Va., as account manager. **Churchill Young**, VP, media director and accounting manager, Lanigan Inc., Memphis agency, joins Lawler as media director.

John Vera, national sales manager



Tom Powell (l), news director of WDAU-TV Scranton, Pa., re-elected president of the Associated Press Broadcasters Association, and Frank Balch (r), general manager of WJOY(AM) Burlington, Vt., elected first VP of association. They are shown with APBA secretary Robert Eunson during group's annual board meeting in New York. Chosen as directors were Ken Booth of KEEL(AM) Shreveport, La.; Jack Brown, WLON(AM) Lincolnton, N.C., and Robert Tobey, KOTS(AM) Deming, N.M.

KNTV(TV) San Jose, Calif., appointed general sales manager. **Dan McCarthy**, with national sales staff, KNTV, appointed national sales manager. **Jack Yearwood**, local sales manager, appointed sales manager.

Marshall Black, with sales staff, WFLD-TV Chicago, appointed local sales manager.

The Media

Philip D. Marella, president and general manager, WAVY-TV Norfolk-Portsmouth-Newport News, Va., named VP for TV for parent LIN Broadcasting Co.

Barrett H. Geoghegan, president and general manager, WAND(TV) Decatur, Ill., elected VP of LIN Broadcasting Corp., New York.



Mr. Middleton

Warren W. Middleton, former sales manager of BROADCASTING, based in New York, and before that Midwest sales manager in Chicago, appointed executive director of Institute of Broadcasting Financial Management. Post is newly created. Mr. Middleton will be chief administrative officer, planning and organizing IBFM pro-

grams and activities, relationships and communications, reporting directly to IBFM board of directors. He takes office this week in conjunction with IBFM's 11th annual conference, Sept. 26-29 in Atlanta. His headquarters will be in IBFM offices at 18 South Michigan Avenue, Chicago.

John W. Goddard, controller, West Coast CATV operations, Viacom Communications, Fairfax, Calif. (Bay Area), named VP and general manager of division.

Robert J. Lewis, executive VP, Cablecom General, Denver, named president, chief operating officer and director.

Don F. Shuler, president, Cypress Cable TV of Ohio Inc., also named VP with parent Cypress Communications Corp., Los Angeles.

Jerrold Levine, treasurer, Sonderling Broadcasting Corp., New York, elected VP-finance and treasurer.

Robert M. Hosfeldt, general manager, KNTV(TV) San Jose, Calif., named VP-general manager.

Tally Simpson, manager, WCCB-TV Charlotte, N.C., appointed director of broadcast relations for Bahakel Broadcasting, station's licensee. He is succeeded by **Warren M. Brill**, sales manager, WCCB-TV. **James M. Martinson**, operational director, WCCB-TV, appointed director of Bahakel's radio division.

E. C. Stiker, with sales staff, Blair Radio, station representative, New York, joins Meredith Broadcasting division, there, as manager of broadcast services.

Glen Banks, controller, KTAR-TV Phoenix, named VP-controller.

Jack J. Kessler, general manager, WGGO(AM) Salamanca, N.Y., joins WLYC-AM-FM Williamsport, Pa., as VP and general manager.

Randall Hughes, general manager and chief engineer, WNVL(AM) Nicholasville, Ky., joins WBLG(AM) Lexington, Ky., as executive VP and general manager.

Michael M. Schreter, controller, Golden West Broadcasters, Los Angeles, group radio and TV station owner, appointed treasurer.

L. Wayne Hill, sales manager, KFVS-TV Cape Girardeau, Mo., joins KCBJ-TV Columbia, Mo., as assistant station manager and sales manager.

Ted Griffin, general manager, KFEQ(AM) St. Joseph, Mo., named executive

VP, Missouri Broadcasters Association.

Programing

Mike Palmer, with KOCO-TV Oklahoma City, appointed program director.

William Linsman, film production manager, Combined Cinegraphics, film production arm of KTAR-TV Phoenix, appointed managing director of firm.

Wilton A. Chase, director of editing, Canyon Films, program producer, Phoenix, appointed executive director and supervising editor.

Bob Rubin, sportscaster KOA-AM-FM Denver, appointed program manager.

Roger Layng, former program director, KFAC-AM-FM Los Angeles, appointed to similar position with KNX-FM there.

Roger Ward, two-time winner of Indianapolis 500 auto race, joins Universal Commercial-Industrial Films, Universal City, Calif., as director, special projects. Firm is division of MCA Inc., program and record producer and distributor, New York.

John Wellman, formerly with WCFL(AM) Chicago, and **Jan Walner**, music supervisor, American Independent Radio, Los Angeles, join Programing db, Hollywood, as music programing director and production director, respectively.

William T. Harris, executive producer of news and public affairs, WTNH-TV New Haven, Conn., appointed operations manager.

Lew Wilson, production manager, WKBF-TV Cleveland, joins Cathedral Teleproductions, Akron, Ohio, as production manager.

Jack Kane, with WMPO(AM) Middleport-Pomeroy, Ohio, appointed program director.

Broadcast Journalism

Pat Polillo, news director, KGO-TV San Francisco, elected chairman, California Associated Press Television-Radio Association. **Leo McElroy**, news editor, KFVB(AM) Los Angeles, continues as vice chairman.

Michele Clark, reporter, WBBM-TV Chicago, CBS-owned station, joins CBS News, Chicago bureau, in same capacity.

Alan Phillips, news assignment editor and newscaster, WXYZ-TV Detroit, joins WBEN-AM-FM-TV Buffalo, N.Y., as assistant news director.

Richard W. Anthony, newscaster, WDSM-AM-TV Duluth, Minn., appointed news director.

William Balleza, newsman with WOAI(AM) San Antonio, Tex., joins news staff of KRON-TV San Francisco.

Jack A. Frazier, news producer, KTAR-TV Phoenix, appointed assistant news director.

Len Martin, news supervisor, KSD(AM) St. Louis, appointed news director.

Richard P. Williams, assistant news director and correspondent, WTEN(TV) Albany, N.Y., appointed news director, WTNH-TV New Haven, Conn.

Louis R. Torres, associate director, community relations and associate editorial director, KABC(AM) and KLOS(FM) Los Angeles, appointed editorial director, KLOS. Both are ABC-owned stations.

Bob Ryan, evening anchorman, KSTP-TV St. Paul-Minneapolis, joins KROC-AM-FM-TV Rochester, Minn., as director of community affairs.

Eric Marengi, with news staff, WRCH-AM-FM New Britain, Conn., appointed news director.

Derry Bird, with WTOL-TV Toledo, Ohio, joins WDAU-TV Scranton-Wilkes Barre, Pa., as anchorman.

Bob Noble, anchorman, KCOP(TV) Los Angeles, joins WFTV(TV) Orlando, Fla., in same capacity.

Everett H. Aspinwall Jr., director of TV news, ABC News, Washington bureau,

joins National Educational Television, New York, as coordinating producer of new NET public affairs series, *This Week*.

Don Marbury, with volunteer group, Crossroads Africa, on assignment in Ghana, joins news staff, noncommercial WQED(TV) and WQEX(TV) Pittsburgh.

Jim Bosh, with KOA-TV Denver, joins KDKA-TV Pittsburgh, as reporter.

Bill Kenner, with WNOV(AM) Milwaukee, joins news staff of WITI-TV there.

Larry Adderly, sportscaster, WXYZ-TV Detroit, appointed assistant sports director.

Equipment & Engineering

Dr. Lawrence E. Fouraker, dean of Harvard Business School, Cambridge, Mass., elected to board of directors of RCA, New York.

Ralph L. Hucaby, VP and director of engineering, WLAC-TV Nashville, appointed fellow of Society of Motion Picture and Television Engineers. Others so named: **Leslie H. Holmes** and **Norman R. Grover**, both Canadian Broadcasting Corp; **Renville H. McMann Jr.**, CBS Laboratories; **Harry J. Lehman**, Cine-View Inc.; **Herbert R.**



At board meeting of the Broadcast Pioneers held in New York, association's new officers meet with board members. Seated (l-r): Charles H. Tower, Corinthian Broadcasting Corp., outgoing president; Betty Luster Prentis, retired broadcaster and station-representative executive, secretary; Leonard J. Patricelli, WTIC-AM-FM-TV Hartford, Conn., newly elected president.

Standing (l-r): M. H. Shapiro, former executive with Broadcast Music Inc., executive secretary; Roy Danish, Television Information Office; Edwin Pfeiffer, WPRI-TV Providence, R.I.; Pete Cash, Television Bureau of Advertising; Sydney M. Kaye, attorney; Carl E. Lee, Fetzer Broadcasting, Kalamazoo, Mich., first VP; Joseph E. Baudino, Westinghouse Broadcasting; Arthur H. Hayes, former president of CBS Radio; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Eugene McCurdy, WPVI-TV Philadelphia; Don Mercer, NBC, New York, VP; Justin Bradshaw, BMI, New York; G. Richard Shafto, former executive with Cosmos Broadcasting; Robert J. Higgins, Station Representatives Association, treasurer, and Morris Kellner, Station Representatives Association, New York. Absent from the photo were: Thomas C. Bostic, KIMA-TV Yakima, Wash., association's VP; and board members Norman P. Bagwell, WKY-TV Oklahoma City; Daniel Calibraro, WGN-AM-TV Chicago; Donald P. Campbell, WMAR-TV Baltimore; Grover C. Cobb, National Association of Broadcasters, Washington; Robert L. Coe, with radio-TV department, Ohio University, Athens, Ohio; Robert S. Dome, Dome-Messervey, Philadelphia; Harold Grams, KSD-AM-TV St. Louis; Clair R. McCollough, WGAL-AM-FM-TV Lancaster, Pa.; Samuel Thurm, Lever Bros., New York; Willard E. Walbridge, Capital Cities Broadcasting, Houston, and Peggy Stone, H-R Representatives, New York.

Pilzer, Motion Picture Enterprises Inc. **Raymond W. Pawley**, with Entertainment Products group, GTE Sylvania Inc., Batavia, N.Y., appointed product marketing manager for CATV operations, responsible for national marketing of cable equipment.

Allied Fields

Senator J. Glenn Beall Jr. (R-Md.) appointed member of Commerce Committee, succeeding **Senator Winston L. Prouty** (R-Vt.), who died Sept. 10 (BROADCASTING, Sept. 20). **Representative Robert T. Stafford** (R-Vt.) appointed by Vermont Governor Deane C. Davis as interim successor to Senator Prouty. In special election Jan. 7, Mr. Stafford will run for full term in Senate and his replacement in House will be chosen.

Alfred W. Cortese Jr., partner, Pepper, Hamilton & Scheetz, Philadelphia law firm, appointed to newly created position of assistant executive director for legal coordination, Federal Trade Commission, Washington. Mr. Cortese will be principal assistant of FTC Executive Director Basil J. Mezines in planning, coordinating and reviewing antitrust and consumer protection functions of FTC's 11 regional offices.

International

Frank Calamita, VP-administration and development, CBS International, pri-

marily concerned with international record production and sales, New York, elected VP-planning and development, CBS/Columbia Group.

J. T. Inch, VP and general manager, NBC Canada Ltd., named president, Toronto-based Broadcast Executives Society for 1971-72.

Deaths

J. James Neale, 61, senior VP and director for radio and TV, Dancer-Fitzgerald-Sample, New York, died Sept. 20 in Northern Westchester hospital, Mount Kisco, N.Y., following surgery. Before joining DF's predecessor, Blackett-Sample-Hummert, in 1940, Mr. Neale was associated with NBC for 11 years. He is survived by his wife, Marian, and two sons.

Lucille R. Buford, 59, owner and president, KLTV(TV) Tyler, Tex., died Sept. 2 in fire at her room in Fairmont hotel, Dallas. Pioneer broadcaster active in field for more than 32 years, Mrs. Buford was original licensee of KLTV. She was also chairman of Forest Capital Communications Corp., licensee of KTRE-TV Lufkin, Tex. She is survived by three sons.

James M. Tisdale, 61, pioneer broadcaster and owner, WVCH(AM) Chester, Pa., died Sept. 14 at Jefferson hospital there after long illness. Mr. Tisdale founded station in 1948. He is survived by one brother.

William Reed Jr., 58, senior account executive, Radio Advertising Representatives Inc., New York, died Sept. 5 in Northern Westchester hospital, Mount Kisco, N.Y. Mr. Reed joined AM Radio Sales, RAR predecessor, in January 1961.

Louis J. Schweitzer, 72, New York industrialist and one-time owner of WBAI (FM) New York, died of heart attack Sept. 19 on liner France returning from Europe. Mr. Schweitzer is said to have bought WBAI in 1957 because he wanted to hear kind of music he enjoyed and because he disapproved of commercials. In 1959 he donated station to Pacifica Foundation but continued financial support. He is survived by his wife, theatrical producer Lucille Lortel.

Lionel Lindon, 66, Emmy-winning cameraman, died Sept. 20 following lengthy illness, in Valley Community hospital, Balboa, Calif. Mr. Lindon won Oscar in 1956 before turning primarily to TV in 1957 where he won an Emmy for "Ritual of Evil," movie for TV for Universal in 1969. He is survived by his wife, Marilou, and one daughter.

James Prittippo, 43, three-time Emmy winner for art direction, died of heart attack, Sept. 15, in Los Angeles. He won Emmys for his work on the *Hollywood Palace*, *An Evening With Fred Astaire* and *Robert Young and the Family*. He is survived by his parents, one sister and one brother.

ForTheRecord[®]

As compiled by BROADCASTING, Sept. 14 through Sept. 21 and based on filings, authorizations and other FCC actions.

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

New TV stations

Start authorized

■ *WNPE-TV Watertown, N.Y.—Authorized program operation on ch. 16, ERP 525 kw vis., 105 kw aur. Ant. height above average terrain 1,210 ft. Action Aug. 17.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, set certain procedural dates and


scheduled further hearing for Nov. 15 (Docs. 18845-9). Action Sept. 13.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. and Hampton Roads Television Corp.), TV proceeding scheduled evidentiary hearing for Feb. 1, 1972, in Norfolk, at place to be hereinafter specified (Docs. 18791-2). Action Sept. 13.

Call letter actions

■ New Jersey Public Broadcasting Authority. Camden, N.J.—Granted WNJS(TV).

■ Ohio Educational Network Commission. Portsmouth, Ohio—Granted *WOEB-TV.

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Existing TV stations

Final actions

- KHJ-TV Los Angeles—FCC took official notice on request of Fidelity Television Inc., in commission proceeding of pleadings and consent decree in the U.S. District Court civil antitrust action against General Tire and Rubber Co. and its subsidiary, RKO General Inc., applicant for renewal of license of KHJ-TV. Fidelity Television is competing applicant for same facilities at Norwalk, Calif. (Docs. 16679-80). Action Sept. 20.
- WFSU-TV Tallahassee, Fla.—Broadcast Bureau granted CP to change ERP to vis. 316 kw; aur. 31.6 kw and change type trans. Action Sept. 20.
- Memphis—FCC notified New York Times Co. that condition placed on commission's Aug. 18 grant of application for transfer of control of WREC-TV from Cowles Communications Inc., to Times Co., applies to Cowles Communications. Times Co. asked for clarification in letter to commission in which it stated that it is "reluctant" to close transaction until some clarification had been obtained. Action Sept. 16.

Action on motion

- Chief Hearing Examiner Arthur A. Gladstone in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV] and George T. Herrelrich [KAIT-TV]), TV proceeding, having under consideration notice of withdrawal by Hearing Examiner Lenore G. Ehrig, assigned Hearing Examiner Forest L. McClenning to preside over case; cancelled hearing and prehearing conference and scheduled prehearing conference for Oct. 4, hearing for Oct. 26 (Docs. 19291-2). Action Sept. 10.

Call letter action

- KRAQ(TV) Sacramento, Calif. — Granted KMUU-TV.

New AM stations

Actions on motions

- Hearing Examiner Lenore G. Ehrig in Brush, Colorado Springs and Boulder, all Colorado (Pettit Broadcasting Co., et al.), AM proceeding, scheduled further prehearing conference for Jan. 11, 1972 (Docs. 19157-9). Action Sept. 14.
- Hearing Examiner David I. Kraushaar in Eupora and Tupelo, Miss. (Tri County Broadcasting Co. and Radio Tupelo), AM proceeding, granted motion by Broadcast Bureau for extension of time to file proposed findings of fact and conclusions of law, on understanding that bureau pursue initiative it assumed without further delay, and that Radio Tupelo cooperate so that record may be closed no later than Oct. 12 (Docs. 19026-7). Action Sept. 14.
- Hearing Examiner David I. Kraushaar in Mebane, N.C. (Radio Mebane-Hillsborough Inc.), AM proceeding, granted request by applicant and rescheduled hearing for Oct. 1 (Doc. 18837). Action Sept. 10.
- Hearing Examiner Jay A. Kyle in Humble, Houston and Nassau Bay, all Texas (Albert L. Crain, et al.), AM proceeding, on request of Broadcast Bureau, extended through Sept. 22, time to comment on petition for leave to amend and joint request for approval of agreement for dismissal of applications and continued hearing conference to Oct. 7 (Docs. 19186-9). Action Sept. 13.
- Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, et al.), AM proceeding, on own motion, reopened record and corrected transcript in numerous aspects and closed record (Docs. 18585-7). Action Sept. 17.

Other actions

- Review board in Jacksonville, Ala., denied petition by Jacksonville Broadcasting Co. for deletion of issues added by review board actions of Nov. 1970 and May 1971, in proceeding on its application and that of University Broadcasting Co. for new AM in Jacksonville (Docs. 18899, 18900). Action Sept. 27.
- Review board in Eureka, Calif., AM proceeding, granted motion by Phil D. Jackson for extension of time to Sept. 30, to file responsive pleadings to petition of W. H. Hansen to enlarge issues. Proceeding involves applications of Jackson, Hansen and Carroll R. Hauser for new AM at Eureka (Docs. 19294-6). Action Sept. 17.
- Review board in Key West, Fla., AM proceeding, granted motion by Florida Keys Broadcasting Corp. for extension of time to Sept. 15, to file responsive pleadings to motion to modify issues, filed by John M. Spottwood and motion to enlarge, change or clarify issues filed by Florida Keys Broadcasting (Doc. 19290). Action Sept. 13.
- Review board in Bay St. Louis, Miss., AM proceeding, denied petition by Broadcast Bureau for special relief and motion by Bay Broadcasting Corp. to dismiss (Doc. 18413). Action Sept. 15.

Initial decision.

- Hearing Examiner Isadore A. Honig in Wheaton, Ill., proposed in supplemental initial decision grant of application of Central DuPage County Broadcasting Co., for a new AM on 1530 khz at Wheaton, to operate with a power of 500 w, daytime only, DA, and denial of mutually exclusive application of DuPage County Broadcasting Inc., for same facilities at Elmhurst, Ill. (Docs. 16965-66). Ann. Sept. 17.

Call letter application

- Jack R. McVeigh, El Paso, Tex.—Requests KAMA.

Existing AM stations

Final actions

- KFAY Fayetteville, Ark.—Broadcast Bureau granted CP to increase tower height to accommodate FM ant.; condition. Action Sept. 17.
- WJGA Jackson, Ga.—Broadcast Bureau permitted remote control. Action Sept. 15.
- WCKD Ishpeming, Mich.—Broadcast Bureau permitted remote control. Action Sept. 16.
- WOKO Albany, N.Y.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location, while using DA. Action Sept. 14.
- WHHO-AM-FM Hornell, N.Y.—Broadcast Bureau granted mod. of license covering change of main studio location and remote control point to Beech Street, R.D. #1, Hornellsville, N.Y. (outside the city limits). Action Sept. 15.
- KRPT Anadarko, Okla.—Broadcast Bureau granted license covering new AM; studio location same as trans. Action Sept. 15.

Actions on motions

- Chief, Office of Opinions and Review in Denver (Action Radio Inc. [KTLK]), granted petition by applicant and extended through Oct. 18, time to file petition for reconsideration (Doc. 19274). Action Sept. 10.
- Hearing Examiner Basil P. Cooper in New York (City of New York Municipal Broadcasting System [WNYC]), granted request by Midwest Radio-Television and extended to Nov. 15, time to respond to petition of applicant for leave to amend filed Aug. 9 (Docs. 11227, 17588). Action Sept. 15.

- Chief Hearing Examiner Arthur A. Gladstone in Fargo, N.D. (Northwestern College [KFNW]), AM proceeding, designated Hearing Examiner Jay A. Kyle to serve as presiding officer and scheduled prehearing conference for Oct. 12, and the hearing for Nov. 9 (Doc. 19313). Action Sept. 9.
- Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, granted motion by WPIX Inc. for production of documents (Docs. 18711-2). Action Sept. 14.

Other action

- Review board in Smyrna, Ga., granted request by Broadcast Bureau for extension of time to Oct. 8, to file replies to exceptions by Times-Journal Inc. and M. W. Kinney Jr., to initial decision released July 1, proposing denial of application for transfer of control of Jonquil Broadcasting Co., licensee of WYNX, Smyrna, from Laurence N. Polk Jr., to Times-Journal Inc. and M. W. Kinney Jr. (Doc. 18784). Action Sept. 16.

Call letter applications

- KDAZ Albuquerque, N.M.—Requests KDSE.
- WFCM Winston-Salem, N.C.—Requests WPGD.

New FM stations

Application

- Alamo Heights, Tex.—National Enterprises Inc. Seeks 106.3 mhz, 3 kw. Ant. height above average terrain 106 ft. P.O. address 5170 Broadway, P.O. Box 6628, Alamo Heights 78209. Estimated construction cost \$20,344; first-year operating cost \$5,950; revenue \$6,300. Principals: Dr. Samuel N. Morris Sr. (50.96%), president; Sam Morris Jr. (24.57%), vice president; Louise Morris (4.16%), treasurer, and Jewel Reeves Morris (20.30%), secretary. National Enterprises Inc. is licensee of KDRY(AM) Alamo Heights. Ann. Aug. 27.

Starts authorized

- KADL-FM Pine Bluff, Ark.—Authorized program operation on 94.9 mhz, ERP 25 kw. Ant. height above average terrain 145 ft. Action Aug. 2.
- WFDU(FM) Teaneck, N.J.—Authorized program operation on 89.1 mhz, ERP 550 w. Ant. height above average terrain 500 ft. Action Aug. 5.
- KKLS-FM Rapid City, S.D.—Authorized program operation on 93.9 mhz, ERP 30 kw. Ant. height above average terrain 320 ft. Action July 30.

Final actions

- Deputy Chief, Broadcast Bureau granted request by Vancoimar Broadcasting Corp. and extended through Sept. 30, time to file comments and through Oct. 15, time to file reply comments in matter of amendment of FM table of assignments (Modesto, Turlock, and Patterson, all California; Albuquerque, N.M.; Centerville, Iowa, and Milford, Del.) (Doc. 19297). Action Sept. 6.
- Sioux City, Iowa—Tri-State Broadcasters Inc. Broadcast Bureau granted 94.3 mhz, 3 kw. Ant. height above average terrain 226 ft. P.O. address 115 Florida Ave. N.W., Orange City, Iowa 51041. Estimated construction cost \$21,425; first-year operating cost \$6,000; revenue \$10,000. Principals: Russell Vande Brake, president, et al. Action Sept. 16.

Actions on motions

- Hearing Examiner Basil P. Cooper in Fort Smith, Ark. (KFPW Broadcasting Co.), FM proceeding, granted petition by applicant for leave to amend its application with respect to its programing proposal (Doc. 18241). Action Sept. 10.
- Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, granted petition by Eastern Broadcasting Corp. for leave to amend its application to provide supplemental information concerning its financial qualifications (Doc. 19018-9). Action Sept. 14.
- Hearing Examiner Charles J. Frederick in Virginia Beach, Va. (Payne of Virginia Inc. and Virginia Seashore Broadcasting Corp.), FM proceeding, rescheduled hearing for Oct. 5 (Docs. 19095-6). Action Sept. 16.
- Hearing Examiner Charles J. Frederick in Virginia Beach, Va. (Payne of Virginia Inc. and Virginia Seashore Broadcasting Corp.), FM proceeding, on request of Virginia Seashore Broadcasting Corp., rescheduled hearing for Oct. 18 (Docs. 19095-6). Action Sept. 14.
- Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, granted petition by Broadcast Bureau, and extended to Oct. 1, time to file proposed findings of fact and conclusions of law; on examiner's own motion, extended to Oct. 15, time to file replies (Docs. 18975-6). Action Sept. 13.

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Summary of broadcasting

Compiled by FCC, Sept. 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,330 ¹	4	12	4,346 ¹	52	4,398 ¹
Commercial FM	2,232	1	37	2,270	111	2,381
Commercial TV-VHF	501	2	8	511 ²	15	526 ²
Commercial TV-UHF	171	0	15	186 ²	81	267 ² †
Total commercial TV	672	2	23	697	96	793
Educational FM	458	0	6	464	63	527
Educational TV-VHF	82	0	5	87	4	91
Educational TV-UHF	106	0	9	115	16	131
Total educational TV	188	0	14	202	20	222

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on nonreserved channels.

† Does not include six commercial UHF TV's licensed but silent.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Publishing Co., et al.), FM proceeding, on own motion scheduled further prehearing conference for Sept. 24 (Docs. 18674-6). Action Sept. 17.

■ Hearing Examiner Jay A. Kyle in New Albany, Ind. and Louisville, Ky. (Lankford Broadcasting Co. and Radio 900 Inc.), FM proceeding, granted petition of Radio 900 Inc. for leave to amend its application to include certain material relating to Radio 900's ascertainment of community needs, interests, problems and issues; and closed record (Docs. 18637-8). Action Sept. 13.

■ Hearing Examiner James F. Tierney in Washington (Pacifica Foundation and National Education Foundation Inc.), FM proceeding, set certain procedural dates and scheduled hearing for Feb. 8, 1972 (Docs. 18634-5). Action Sept. 7.

■ Hearing Examiner James F. Tierney in Jeffersonville, Ind. (Wireless of Indiana), FM proceeding, granted request by applicant and scheduled further hearing conference for Sept. 24 (Doc. 18615). Action Sept. 14.

■ Hearing Examiner James F. Tierney in Lorain, Ohio (Lake Erie Broadcasting Co., et al.), FM proceeding, granted request by Lake Erie and changed certain procedural dates; hearing date of Nov. 15 shall remain in effect (Docs. 19213-5). Action Sept. 14.

Other actions

■ Review board in Harriman, Tenn., FM proceeding, granted motion by Harriman Broadcasting Co. for extension of time to Sept. 23, to file responsive pleadings to petition by Folkways Broadcasting Co. to enlarge issues. Proceeding involves applications of Folkways Broadcasting Co. and Harriman Broadcasting Co. for new FM at Harriman (Docs. 18912-3). Action Sept. 15.

■ Review board in Corpus Christi, Tex., FM proceeding, denied motion by Broadcast Bureau proposing that any grant of application of A. V. Bamford, for new FM station at Corpus Christi, be made contingent upon favorable determination of requisite qualifications issues against Bamford in consolidated proceedings on applications of Pettit Broadcasting Co., A. V. Bamford, and Brocade Broadcasting Co. for CP's for new AM at Brush, Colorado Springs, and Boulder, all Colorado, respectively (Docs. 19157-59). Action Sept. 15.

Initial decision

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala., proposed grant of application of Voice of Dixie Inc., for new FM to operate on 99.5 mhz, at Birmingham. Examiner Denniston also proposed denial of application of First Security and Exchange Co. for same channel (Docs. 18664, 18666). Ann. Sept. 17.

Call letter applications

■ D. A. Plank Broadcasting, Arcata, Calif.—Requests KXGO(FM).

■ Jones College, Jacksonville, Fla.—Requests *WXJ(FM).

Call letter actions

■ El Paso Community College, Colorado Springs, Colo.—Granted *KEPC(FM).

■ Springfield Technological Community College, Springfield, Mass.—Granted *WTCC(FM).

■ Upper Minnesota Broadcasting Corp., Aitkin, Minn.—Granted KKIN-FM.

■ Capital Media Inc., Starview, Pa.—Granted WRHY(FM).

■ Order of St. Benedict, Portsmouth, R.I.—Granted *WJHD(FM).

Existing FM stations

Final actions

■ KUOA-FM Siloam Springs, Ark.—Broadcast Bureau granted CP to install new trans.; ERP 34 kw; ant. height 410 ft.; remote control permitted. Action Sept. 16.

■ WTM1(FM) Miami—Broadcast Bureau granted CP to change studio and remote control location to 2951 South Bayshore Drive, Miami; install new trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 340 ft. Action Sept. 16.

■ WRIF(FM) Detroit—Broadcast Bureau granted CP to install new main trans. and ant.; ERP 27 kw; ant. height 880 ft.; remote control permitted; CP to install former main trans. as aux. trans. and former main ant. as aux. ant. for test and emergency use only; CP to install former main trans. as aux. trans. with main ant. for test and emergency use only; CP to install former main ant. as aux. ant. for use with new main trans. for test and emergency use only. Action Sept. 14.

■ WKXI(FM) Jackson, Miss.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 320 ft. Action Sept. 15.

■ WHBI(FM) Newark, N.J.—Broadcast Bureau granted mod. of SCA to change programing format. Action Sept. 13.

■ WATH-FM Athens, Ohio—Broadcast Bureau granted CP to change trans. location to 6.3 miles south of Athens, located ½ mile west of Pleaston, between Fisher Road and Pleasant Road, near Athens; install new ant.; make changes in ant. system; ERP 3 kw; ant. height 300 ft. (horizontal) and 280 ft. (vertical); remote control permitted. Action Sept. 13.

■ *KPCS(FM) Pierce county and Tacoma, both Washington—Broadcast Bureau granted CP to install new trans. and ant.; ERP 40 kw; ant. height 180 ft.; remote control permitted. Action Sept. 13.

Call letter applications

■ KOGO-FM San Diego, Calif.—Requests KYOT(FM).

■ WOW-FM Omaha—Requests KFMX(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux.: KBER-FM San Antonio, KCTX(AM) Childress, KENR(AM) Houston, KFRO(AM) Longview, KGKL(AM) San Angelo, and KGUL(AM) Port Lavaca, all Texas; KGWA(AM) Enid, Okla.; KNAM(AM) Midland, KNFM(FM) Midland, KPDN(AM) Pampa, KRBA(AM) Lufkin, KSJT(FM) San Angelo, KVOP(AM) and KPLA(FM), both Plainview, and KWEX-TV San Antonio, all Texas; KWSH(AM) Wewaka, Okla.; KZAK(AM) Tyler, Tex.; WKRG-TV Mobile, Ala., and WLAC(AM) Nashville. Action Sept. 16.

Other action, all services

■ FCC, in response to request by Black Efforts for Soul in Television extended time from Sept. 15, to Sept. 27, to file reply comments in rule-making proceeding concerned with formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153). Action Sept. 15.

Modification of CP's, all stations

■ Westport, Conn. Board of Education Town of Westport—Broadcast Bureau granted mod. of CP for noncommercial educational FM to change type of trans.; ERP 110 w; ant. height 125 ft. Action Sept. 13.

■ WUAZ(FM) Henderson, Ky.—Broadcast Bureau granted mod. of CP to change trans. and ant.; studio location Highway 41, 4.75 miles southeast of Henderson. Action Sept. 15.

■ *WGBY-TV Springfield, Mass.—Broadcast Bureau granted mod. of CP to change type trans. and ant. Action Sept. 13.

■ *WGGL-FM Houghton, Mich.—Broadcast Bureau granted mod. of CP to change trans. location to southwest of Painesdale, Mich., 0.3 miles from State Rout 26 and 1.35 mile due west of Champion Maine, Adams-Township, Mich.; ERP 100 kw; ant. height 860 ft.; remote control permitted. Action Sept. 16.

■ KRKG(FM) Carthage, Mo.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ant. height 160 ft.; condition. Action Sept. 15.

■ KOJM Havre, Mont.—Broadcast Bureau granted mod. of CP to correct electrical height of tower. Action Sept. 17.

■ K07JN Seelye Lake and Lake Placid, both Montana—Broadcast Bureau granted mod. of CP to extend completion date to March 13, 1972 for VHF translator. Action Sept. 13.

■ WTLV(TV) New Brunswick, N.J.—Broadcast Bureau granted mod. of CP to change ERP to vis. 1000 kw, aur. 148 kw; trans. location to south of Mt. Horeb Road, Warren Township, N.J.; type trans. and ant.; make changes in ant. structure; ant. height 730 ft.; condition. Action Sept. 14.

■ *WUNK-TV Greenville, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to March 14, 1972. Action Sept. 14.

■ WYFI(FM) Norfolk, Va.—Broadcast Bureau granted mod. of CP to change type trans. Action Sept. 17.

■ WRFT-TV Roanoke, Va.—Broadcast Bureau granted mod. of CP to change ERP to vis. 589 kw, aur. 117 kw; trans. location to 900 ft. from present site; type trans. and ant.; make changes in ant. structure; ant. height 2040 ft. Action Sept. 14.

Ownership changes

Applications

■ KAAA(AM) Kingman, Ariz.—Seeks assignment of license from Wallace E. Stone to Sun Mountain Broadcasting for \$225,000. Seller: Wallace E. Stone, sole owner. Buyers: Charles D. Langerveld (70%), president, and Robert S. Hamilton (30%), vice president. Mr. Langerveld is applicant for new FM at Lake Havasu City, Ariz. Mr. Hamilton is time salesman at station. Ann. Sept. 13.

■ KBHS-AM-FM Hot Springs, Ark.—Seeks assignment of license from Tim Timothy Inc. to KBHS Broadcasting Co. for \$229,077. Sellers: Tim Timothy, principal stockholder and manager, et al. Buyers: KWHK Broadcasting Co. Principals of KWHK: Lyle Foy (25%), chairman; William Mitchell (25%), president; David Mackey (25%), vice president, and George Stucky (25%), secretary-treasurer. KWHK Broadcasting is licensee of KWHK(AM) Hutchinson, Kan., and KTRC(AM) Santa Fe, N.M. Ann. Sept. 16.

■ KTOH(AM) Lihue, Hawaii—Seeks assignment of license from Santa Maria Publishing Co. to Urbatek Systems Inc. for \$75,000. Sellers: Duane B. Hagadone, president, et al. Buyers: Kenneth R. Harding Jr. (91.53%), president, et al. Urbatek Systems Inc. specializes in community development services, environmental development and community research. Mr. Harding's interest in company is held jointly with his wife, Catherine. Ann. Sept. 16.

Actions

■ WMEL(AM) Pensacola, Fla.—Broadcast Bureau granted assignment of license from Wheeler Broadcasting Inc. to The Wonder Corp. for \$200,000. Sellers: Joseph W. Carson, F. E. Holladay, et al. Buyers: Roy L. Hess (99.1%), president, and Theresa Joan Hess (Mrs. Roy L. Hess). The Wonder Corp. is insurance agency. Mr. Hess also has interests in outdoor advertising firm, bank service company, and marine sales and service business. Mrs. Hess is housewife. Action Aug. 25.

■ WSOO(AM) Sault Ste. Marie, Mich.—Broadcast Bureau granted assignment of license from Hiawathaland Broadcasting Co. to Patterson Communications Inc. for \$200,000. Sellers: Stanley R. Pratt, president, et al. Buyer: Walter Paterson, president, treasurer, director, and sole owner. Mr. Patterson has 49% interest in WWLD-TV Jackson, Mich., and 13% interest in Television

(Continued on page 66)

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Management

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

Manager for South Carolina small market station needed by end of year. Good market. Must have experience and know how to sell. Salary plus commission. Box J-246, BROADCASTING.

Small market manager in Wisconsin. Want hard worker able to deal with people. Good track record in sales required. Send information to Mr. Clark, KDAN Radio, Newport, Minnesota.

Sales

Advertising space sales. Leading national business publication has immediate opening, in Washington office, for young, aggressive self-starter to cover the south. Knowledge of broadcast business helpful, but not required. Draw plus commission. Send complete resume, including salary requirements to Box J-179, BROADCASTING.

Tremendous opportunity for experienced salesman. Here's our story, we are the #1 adult AM station in a 14 AM station market and have been since 1968 when we had an ownership and management change. Our programming consists of a bright Nashville sound, strong news department, traffic reports, along with many other features that has made this station the most respected in the area. The man we are looking for must have an outstanding sales record with management potential and be able to stand a rigid reference check. He will be working in a major market in Florida and receive a protected client list. We pay a higher rate of commission than the prevailing area rate, some of our men earn in excess of \$20,000 annually. Advancement possibilities are unlimited, the right man could advance to sales manager or station manager. If you feel you can qualify, send complete resume to Box J-196, BROADCASTING.

Sales manager for small market station, with great future. Must be mature, self starter, who wants to grow with a growing market. Good salary, plus over-ride. Florida southwest coast. Send resume and photo with first letter. Box J-201, BROADCASTING.

Successful, single east coast needs sales-announcer. Will train for sales. Box J-203, BROADCASTING.

Wanted: Experienced salesman interested in promotion to sales manager with Chicago area AM station. Generous guarantee against high commission with an over-riding incentive plan. Send resume including personal "track record" to Box J-230, BROADCASTING.

Florida. Before freezing winter comes make that move. Let others enjoy the problems of the north. Your family will love this 100,000 metro west coast paradise. You will like selling both the fulltime separately programmed AM and FM. Both the most powerful in the market. One owner for almost 20 years. Fishing, hunting, golfing year round and \$150 week plus 15%. Today send resume to Box J-248, BROADCASTING. All replies confidential. Life can be beautiful.

Sales manager, experience necessary. Good opportunity for right man. If you can sell, you can make money. KOAK, Red Oak, Iowa. 712-623-2584.

Experienced salesman-announcer who can produce and sell own show on commission basis. Dave Drew, WDLR, Delaware, Ohio.

Experienced radio salesman to step up to TV. All local selling direct to clients in 47th market. Oldest UHF in nation. CBS affiliate. Send resume, selling record, and income requirements to Dave Berlin, WBSA-TV, York, Pa. 17405.

Salesman—opportunity to make fine living in wonderful Connecticut shore market with only two stations. Plenty of fun, friends and money. Call Irv Lowenthal, WSUB, 203-446-1980.

Sales continued

Equipment sales—CCA Electronics, the industries largest, independent manufacturer of AM and FM broadcast equipment, has immediate vacancies for several sales oriented personnel with knowledge of AM and FM broadcast equipment. These gentlemen will be trained in the CCA plan for management activities. A background in AM and/or FM station management or high level technical activity would be appropriate. Supply resume to Mr. Bernard Wise, President CCA Electronics Corporation, 716 Jersey Ave., Gloucester City, N.J. 08030.

Radio sales in southern California. Commission, draw, expenses. RAB station. Opportunity for growth with expanding company. All the good things plus an ocean view (sometimes) from our office windows—send resume to West Coast Media—Suite 1437, One City Boulevard West, Orange, California 92668. An equal opportunity employer.

Announcers

Wanted—announcer "with maintenance ability" & first phone for local directional AM station. A progressive operation in a pleasant east coast community. Box J-59, BROADCASTING.

Personality announcer for Florida East Coast MOR adult pop format. Split shift—mid-morning and late afternoon. Must be strong on news and spots. Deep voice preferred. Opportunity for advancement. \$12,000 year. No floaters. Equal opportunity employer. Send resume and tape to Box J-120, BROADCASTING.

Swingin soul jock for major midwest market. Must be tight, modern and have knowledge of music. Production capability a must. Send resume, picture and salary requirements to Box J-121, BROADCASTING.

Talk man—one of nation's leading all-talk-news stations in major market has opening for experienced talk-man—conservative. Some news. Top salary and potential. Send resume, air check and photo to Box J-174, BROADCASTING.

Successful, single east coast needs sales-announcer. Will train for sales. Box J-204, BROADCASTING.

Air personality to do combo talk-music programs. Must be experienced in both areas. Send tape, personal history, etc. to Box J-252, BROADCASTING.

KCFI, Cedar Falls, Iowa, has a challenging position open for a first class announcer/UP-tempo MOR music director. You'll love it here. Craig Eaton, 319-266-7564.

Suburban Northern Virginia stereo FM needs mature-voiced staffer with a minimum five years experience and polished commercial delivery. Excellent working conditions and salary negotiable. Send tape and resume to John Morrissey c/o WEZR, 3909 Oak Street, Fairfax, Virginia 22030.

WISZ, Glen Burnie, Md. has immediate opening for DJ with 1st phone. Limited experience acceptable. Call Charles Doll, 301-761-1590.

Immediate opening—1st phone announcer—WMIC—AM-FM, Sandusky, Michigan.

Wanted—talented morning man for Michigan contemporary MOR station with high ratings. Good working conditions, extra benefits. Send resume, tape and salary requirements to program director, WSGW, 400 Mason Bldg., Saginaw, Michigan 48607.

Nome, Alaska 10 KW. Need 1 experienced announcer and 1 newsmen to replace volunteers finishing their yearly tour of duty in Alaska's newest educational radio venture. Men with ideals. Audience 95% English speaking Eskimos in 100 remote villages. All new Collins equipment. Nonsalaried positions. Travel and all living expenses paid. Minimum of one year service. Must have voice, delivery, personality and great interest in helping others. Must have excellent working character references. Send "on air" tape (both news and DJ) resume, and photo. Contact Fr. Jim Poole, S.J., Box 101, Nome, Alaska 99762. Prefer 1st class license. 3rd class with broadcast endorsement required. All varieties of popular music format with educational spot-type fill. Broadcast 7 AM to 11 PM. One hour of religious programming a day. Station sponsored by Catholic Bishop of Northern Alaska.

Announcers continued

Attention Michigan, Ohio, Indiana. #1 rated Kalamazoo station needs experienced top-40 jock. Send resume, tape, salary requirements to Larry Knight, WYYY, Kalamazoo, Michigan 49001.

Wanted for new 50 kw stereo country music station, an announcer with first class ticket and limited technical experience. Tel.: Mr. Parent, 889-4900 (603).

Technical

Somewhere there is a chief engineer with experience in AM/FM stereo STL who announces and does some sports play-by-play. Good pay, security, an equal opportunity employer. Job in smog free, traffic free southwest. Write all details, picture, tape, experience etc. To Box J-186, BROADCASTING.

Chief engineer—engineering only—northeast fulltime AM directional—must be strong—studio man, company benefits. Complete resume and references first letter. Box J-244, BROADCASTING.

Chief engineer AM and FM 50 KW directional experienced in all phases of operation. Reply to Box J-258, BROADCASTING.

First class transmitter and production engineer . . . no announcing . . . 5 KW da. Immediate opening. Contact: Peter Dean, C. E.—WDEV—Waterbury, Vermont 05676 Tel. 802-244-7321.

Field Service and transmitter testing: CCA Electronics has immediate openings for experienced AM and FM transmitter engineers, preferably chief engineers, who are familiar with the technical phase of a broadcast station operation. CCA is expanding its total service to the broadcast industry and requires competent technical people in our service growth. Supply resumes together with salary requirements to: Bernard Wise, President, CCA Electronics, 716 Jersey Avenue, Gloucester City, N.J. 08030.

News

Mature newscaster who can write full time—inside wide awake self starter. Indianapolis, Ind. No screamers. Box J-157, BROADCASTING.

Experienced news director for medium market, midwest. Must work and direct three-man professional news team. Resume and tape to Box J-251, BROADCASTING.

Experienced newsmen capable of running four-man department. Host talk programs. Reply with resume and audition tape to Box J-253, BROADCASTING.

News director, able to gather, write and deliver local news. Some experience desirable. KOAK, Red Oak, Iowa. 712-623-2584.

Local news reporter—we want a good voice and ambitious digger. Staff of four newsmen. Florida resort, NBC-MOR chain. Airmail tape and resume to Dave Pavlock, Operations Manager, WCOA, Pensacola, Florida 32502.

Powerful N.J. AM seeks female newscaster. Must gather and write. Call 201-364-0250.

Programing, Production, Others

New England MOR with news emphasis, already has excellent news department needs program director to concentrate on production, create commercials, build music library, schedule music and announcer shifts plus personally do housewife air shift daily. Start at \$150 per week, pleasant community, excellent facility and future. No floaters, alcoholics or deadbeats. Send resume, recommendations and non-returnable tape to Box J-257, BROADCASTING. An equal opportunity employer.

Situations Wanted Management

Experienced salesman/broadcaster wants manager's job small-medium Florida market. Box H-357, BROADCASTING.

Dedicated 11 year professional broadcaster, Past 4 years in management with proven sales record. 29, married. Desire stock options. Box J-119, BROADCASTING.

Manager/sales manager for small, medium market station. Thorough knowledge AM/FM operation, and long personal sales record local retail, regional. Highest industry references. Box J-188, BROADCASTING.

Situations Wanted

Management continued

Experienced midwest AM/TV manager—small-medium market preferred. Box J-212, BROADCASTING.

Hard-driving professional salesman with engineering and programing background looking for right management opportunity. Now billing \$107,000 annually in 6-station, \$1,200,000 local market. RAB trained. Major university graduate. Current A/E position for three years. 29. First ticket. Box J-227, BROADCASTING.

Sales manager with exceptional local and national sales credentials. To associate with company that offers future advancement based on performance. Excellent references. Ambitious, early 30's, married. Box J-245, BROADCASTING.

16 year pro seeks better opportunities. Now managing local daytime. Experience all phases. Proven sales record, strong management, married, 36, energetic. Prefer Iowa, Minnesota, Nebraska. Call 712-623-3198.

Good grief! Somewhere out there is an owner who needs a professional broadcaster . . . an effective administrator and manager who has operated his own business, is a great air personality, crack copywriter and production man, and has a first ticket. Call a take-charge pro. 312-227-5523 evenings.

Progressive or contemporary programing challenge wanted, experienced. 317-362-8977.

Sales

Salesman and DJ to sell during the day and do a night rock show or similar situation, but would like to work with contemporary or modern country format. I'm experienced and a proven producer in sales. Midwest or Western areas preferred, but all replies considered. Box J-135, BROADCASTING.

Help! Young experienced P.R. man looking for sales career. Will begin any level. East, mid-west preferred. Box J-151, BROADCASTING.

12 years professional radio experience, all phases—sales/station management—experienced in sales, packaging, promotion, etc. contact Mr. James Kanalos, 1035 S. 4th St., Chambersburg, Pa. 17201—(717) 264-2413.

Announcers

Pro rock jock—first phone. \$200. Box J-44, BROADCASTING.

Super top 40 soul combo (3rd) cooperative bright elert professional available immediately—call 212-242-4116—6 P.M. until or Box J-75, BROADCASTING.

Combination "oldies" jock/sportscaster, third endorsed, responsible, dedicated. Box J-82 BROADCASTING.

Australian disc jockey, 28, 6 yrs. exp. Wants job in large D.A. Station. Box J-124, BROADCASTING.

Ambitious top 40 jock with wide programing experience, good numbers, terrific production, first phone. Top 100 markets \$200 a week. Box J-129, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box J-137, BROADCASTING.

Graduate top NYC broadcasting school—professionally trained—will locate anywhere in the U.S.—tight board—authoritative news—sales oriented—third endorsed. Box J-146, BROADCASTING.

1st phone . . . Black and experienced C and W . . . MOR . . . soul . . . copy writer . . . production . . . and operations mgr. Box J-147, BROADCASTING.

Intelligent professional jock looking for medium-large market slot. Seven years experience, married, active in community affairs. Will also consider P.D. in medium market. Military complete. Tape and resume from Box J-149, BROADCASTING.

Beginner dis-jock/announcer broadcast school lot of potential looking for experience in East Coast area. Third endorsed. Box J-182, BROADCASTING.

I have broadcast training. I have a 2nd phone. I have potential. What I need is a job. Box J-183, BROADCASTING.

Top-40 jock—drunk, floater, prima donna. Little or no talent. Take a chance. Box J-192, BROADCASTING.

First phone announcer desires top forty position in the southeast. Twenty, draft exempt. 1½ yrs. experience. Box J-193, BROADCASTING.

Black lady, 1st phone. DJ/announcer, excellent news delivery. Box J-194, BROADCASTING.

Announcers continued

First ticket, light experience, desires part-time announcers position in Washington, D.C. or Baltimore areas. Box J-208, BROADCASTING.

Competent, personable announcer with music-director background looking for a progressive station. Single, twenty-four, third phone . . . Box J-210, BROADCASTING.

Major market PM drive contemp; music personality. Amusing, tight, and looking. All replies confidential. Box J-214, BROADCASTING.

Radio school graduate. Rythm and blues. Experienced. Relocate. Box J-215, BROADCASTING.

Black announcer NY experience. Top 40 or soul. Box J-216, BROADCASTING.

DJ newscaster, salesman, experienced, dependable, creative, versatile, tight board, third endorsed. Looking for top 40 in rock know all oldies but goodies. Box J-217, BROADCASTING.

Fact: to have good business you need good people. Six years of broadcasting experience ready to work for you. Box J-219, BROADCASTING.

Does your station need an inventive deejay or authoritative newsmen with a first phone? Will relocate anywhere I'm ready are you. Box J-221, BROADCASTING.

Talk-show host, sports, play-by-play, news, variety. Many years experience. Major markets and personal interview preferred. Presently employed. Box J-232, BROADCASTING.

Versatile announcer, any format, currently employed, with first phone. Young but draft free. Box J-233, BROADCASTING.

Soul jock. Looking for my second job and more responsibility. Can move by October. Box J-234, BROADCASTING.

Working at progressive rocker (AM&FM) looking to move up. All offers appreciated. Box J-235, BROADCASTING.

Radio school graduate (United in Florida) 6 months hard, practical experience in classroom plus part time air experience. All formats. Box J-236, BROADCASTING.

I love radio, 7 years experience, veteran first phone "rock" jock, can handle up-MOR too . . . looking for stable home. Good references, professional sound, married, reliable. Box J-250, BROADCASTING.

21 year old needs full-time work. 1st class, enjoys challenge. Working talk radio now. Sports, progressive rock-blues-jazz. Tight board. Chris-KGMC-Englewood, Colo.

Professional D.J.—music director. First phone; no maintenance. Experienced, stable, dedicated. Married and draft-exempt. Desire medium market top 40 station—south or midwest. Contact: Henry Kastell, P.O. Box 337, Cumberland, Maryland 21502 (301) 689-9312.

What you don't know about me might hurt. Save on pain. Get the facts. Joe Mizway. (216) 663-8571. 5968 Turney Road, Cleveland, Ohio 44125.

1st phone, 3 yrs. expr. C&W, 26, married, will relocate. Call 714-344-3738.

Progressive music jock. Wants break into business. Professionally trained. College. Knows progressive music. Relocate anywhere. Art Williamson, Jr. 1-703-588-0924. Norfolk, Virginia.

N.Y., N.J., Conn. Nostalgia Nuts! Sales oriented, adult DJ-copywriter, creative idea man, 3rd, 3 yrs. experience, pleasant voice, dependable, congenial, extensive musical knowledge. Seek Sat. and/or Sun. position with MOR operation near NYC home. Personaliv format only please. Contact Ernest Favaro, 212—TA 9-6717.

Young pro with master's ready to talk turkey with major market contemporary or serious music station. Call after 4. 518-584-5623. Hurry—there's a line forming!

Dependable professional announcer with experience. 24. 3rd, single, will relocate. Howard Kane, 15 Catherine St., Portland, Maine 04102, 207-772-7839.

Sex . . . thanks for your attention Michigan, Northeast. DJ, copy, production. Experienced, 3rd, good voiced. 1-313-881-9348.

Mature air personality, 28, seeks position with MOR or easy listening station in U.S. or Canada. 6 years experience includes PD; DJ in all time slots. 3rd phone. Available immediately. Peter Allen, 315-336-1823.

6 mos. exp. Black, self-motivated, 3rd single and versatile. Nights 214-374-0109.

Announcers continued

Dynamic, heavyweight PD/DJ with 1st ticket seeks a happy home (any market) where a pro is wanted! 312-227-5523 evenings.

1st phone announcer, experienced, 21 and married. Always worked good markets, would like to keep it that way. Prefer Eastern Penna. but who knows? 412-672-1390.

Radio-TV announcer—account executive. 14 years experience—all phases. 11 years with Taft Broadcasting. Want locate large city. Immediately available. Frank Taylor, 1521 Beacon Hill, Lexington, Kentucky 254-0247.

Soul and MOR DJ announcer 3rd class ticket experience with half hour talk show. Family man. Will relocate. West Indies included. Good smooth sound with great sales pitch. Try me. Ronnie Simmons, c/o Moore, 70 W B2nd St., New York, N.Y.

Progressive cat needs work/catnip don't come free! /1st phone/7 years radio, all phases. Contact Lester, 901 California Ave., St. Cloud, Florida 32769.

Soft rock pro/7 years/big numbers/1st phone/programming & production direction/family must settle in southwest. Air Mail J. Diamond, 145 East Alachua Lane, Coca Beach, Florida 32931.

First phone, 2½ years experience in up-tempo MOR and top 40, news, music directing, program directing, play-by-play, production, and copywriting. Prefer Northeast. Personal interviews if desired. Steve Rouse, 77 E. Genesee St., Skaneateles, New York 13152.

Professionally trained announcer, 3rd/endorsed, experienced. Seeking C/W maybe MOR combo, sales news. Will guarantee 1 yr. dedicated radio. Relocation no problem. Reply George Fellows, 1217 Meadows Ave., Manhattan Beach, Calif.

Los Angeles personality—all music formats. Brad Melton—12886 Fremont, Yucaipa, California 92399—714-797-7666.

Quad! MOR, underground, phone-in interview, automated FM stereo, news, copy writing, and production; I've done them all, and have good references for each. Reasonable offers write Lee Hazelle c/o 16685 S.W. Queen Anne, Tigard, Oregon 97223.

Beginner desires 1st position. Broadcast school, 3rd endorsed, 2 yrs. college radio experience. Young, single, versatile, will relocate. Brian Geeting—215-865-2276.

Temporary position desired (approx. three months), part-time possible thereafter. Md.-D.C.-Va. area pref.; adult format only. Exp., mature, third endorsed. 703-667-4742.

Florida/California/warm climate. Ohio, Indiana, other areas considered if offer is right! Lover of sun and ocean, resort cities, college towns. Market size not important. \$150-\$200. 12 years contemporary—top 40—MOR experience. Had TV bandstand and did sports. Seek 3-7, 7-12 or all nite show. Perhaps a remote from a niteclub, restaurant, supermarket! Will come as programer/personality or plain jockey. Sharo music director. Great promoter. Enjoy personal appearances. If you're #1—I'll keep you there. If not, I'll get you there! I'll have contests, won't cost you a thing—I'll get the prizes. Financially secure, good references, clean-cut. 31. Maybe we can get a trade for a motel? Could bring ace production/personality plus 1st ticket/fair announcer alone. Call 513-274-1003 and I'll play air-check. can fly in for personal interview. Nick Powers, 869 St. Aunes, Davton, Ohio 45407.

1st phone experienced—MOR & rock. Any format. Phone 216-371-0987.

Hire my voice. Experienced hardworking pro's body, brain, programming, production, engineering talents and ticket free. Munda 317-362-8977.

Technical

Chief engineer, operations director, 20 years experience in all phases AM and FM. Desires to relocate with stable employer. Box J-81, BROADCASTING.

18 years experience, AM directional, FM, former chief, studio build etc. Want West Coast. Box J-143, BROADCASTING.

Young chief engineer desires change. Stable family man presently located on east coast. Experienced in AM/FM, automation, stereo and proofs. \$200.00 weekly minimum. No directionals. Box J-207, BROADCASTING.

Chief engineer, now with 50 kw FM stereo in NYC, wants change—similar post in greater NYC area. Will consider any northeast, and would also like exposure to AM & TV. AB degree, first phone, and over 10 years experience in FM, audio and electronics. Box J-222, BROADCASTING.

Highly experienced engineer-announcer. References. Good credit. 918-932-4083.

News

Top-notch news hawk for hire. Young, dynamic and aggressive. Box J-181, BROADCASTING.

Newsman with major market all-news background looking for slot with major or good medium market news operation. Top-notch writer, editor, production, board man; can go inside or out. Prefer northeast, but will consider all replies. Box J-239, BROADCASTING.

Experienced sports director, all play-by-play, news, disc jockey, third class will relocate. Box J-254, BROADCASTING.

Experienced newsman-DJ prefers coastal mkt. now working, 6 years radio, degree, heavy exp. copy production, sales, local news-713-522-6387, 1919 West Main, 19, Houston, Texas.

News director—13 years radio-TV seeks chance to mold your news operation into #1 product. Available for interview. Call Bill Winchell, 815-398-7664 now!

Experience 4 years midwest strong news broadcast. All forms of sports remotes. Community minded individual, draft exempt. Will relocate. Charles E. Early, 2912 Sherwood, Toledo, Ohio 419-875-3361.

Programing, Production, Others

Excellent references enhance experience. Responsible, hardworking, successful, creative dynamic, easy-to-get-along-with, attractive female with good voice, B.A. third phone, tight board, good track record in radio, some TV searches for P.D. position in small market MOR. Professional in and out of station, Mickey Mouse operations need not inquire. Box J-205, BROADCASTING.

Large market experience in sales, copy, promotion and tight board. B.A. in English . . . 3rd endorsed. Desire position in any or all of above in any Virginia market. All offers considered. Box J-209, BROADCASTING.

Producer-director—Presently employed at a highly active medium market network affiliate. Not hungry, but seeking advancement. Current duties include news blocks, commercials, promos, etc. Dedicated, dependable, hardworking, consistently innovative, and expensive. Resume, salary history, VTR portfolio and references on request. Available with preferably one month's notice to current employers. Box J-225, BROADCASTING.

Country music programming expert. Currently large market. Looking for interesting, challenging opportunity. Box J-231, BROADCASTING.

Television Help Wanted

Management

General manager midwest three station growth market. Must be experienced in national and local sales and tight TV operation. Salary plus percentage. Box J-128, BROADCASTING.

Commercial manager with proven ability for south Texas VHF. Box J-241, BROADCASTING.

Sales

Oldest UHF station in nation looking for creative salesman experienced in selling TV direct to local accounts. CBS affiliate in 47th market. Send resume, selling record, and income requirements to Dave Berlin, WBSA-TV, York, Pa. 17405.

Announcers

Sports director for northeastern major market. Must do two sportscasts per day on markets number one rated news station. Please send resume and tape plus salary requirements to Box J-161, BROADCASTING.

Versatile TV announcer to deliver weekend sports end weather shows with a daily booth shift. Top VHF 25 market in northeast. Right money for right man. An equal opportunity employer. Send replies to Box J-220, BROADCASTING.

Technical

South Texas television station needs experienced transmitter engineer, and one trainee with first class license. Write Box J-242, BROADCASTING.

Transmitter engineer, first phone required, experience not necessary. Excellent fringe benefits, top salary, with an equal opportunity employer. Box J-255, BROADCASTING.

Immediate opening for experienced UHF chief engineer. Apply KFPW-TV, Fort Smith, Arkansas.

News

Medium market station looking for young, professional news director to bring excitement, imagination and genuine originality to sound but staid news operation. No on-air talent, we want someone who can devote their entire time to developing an exciting product. Send resume to Box J-138, BROADCASTING.

Weatherman, A.M.S. Full time staff, annual salary, good conditions, Pacific N.W. Must provide VTR audition, we'll send tape. Write and include picture Box J-141, BROADCASTING.

Programing, Production, Others

Producer-director wanted for midwest market NBC affiliate. Film and switching experience mandatory. Progressive company—a good opportunity for the right man. Box J-211, BROADCASTING.

Promotion director—independent in major market. Responsible for audience, sales promotion and publicity. We have the tools, now we need a great promotion man. Send resume to Box J-226, BROADCASTING.

Director with technical aptitude and creativity for VHF in Texas Gulf Coast city. Box J-243, BROADCASTING.

Excellent opportunity with large videotape duplication-distribution and post-production service center for experienced person to develop marketing policies, direct sales activities, and to service accounts. Experience in commercial program syndication, videotape production and advertising is highly desirable. Net Television, Inc., 2715 Packard Rd., Ann Arbor, Michigan.

Television Situations Wanted

Management

Production/operation manager-producer/director victim of economy. Good background in administration, station operation, commercial and remote production, sports. All experience in top 10 markets. MA degree, 31, family man, top references. 215-548-4112 or Box J-15, BROADCASTING.

Television systems engineer seeking a challenging position, blending management and engineering, having future executive potential. Eight years experience with major network. Past achievements have included planning, design, and installation supervision of studio, plant, transmitter, and remote facilities. Technical background encompasses audio, video, RF, and control system. Presently situated on east coast, however, relocation would be acceptable. Target employer would be about to engage in initial construction, modernization, or expansion. Box J-223, BROADCASTING.

Community affairs director, NY market. Mature. Radio news, oriented. Desire black oriented radio-TV; DC, Carolina, Atlanta. Box J-224, BROADCASTING.

Young executive, major representative seeks group management or high station position. Outstanding qualifications and references. Box J-228, BROADCASTING.

Announcers

Experienced on-camera announcer. News, weather, commercials, interviews, etc. Personable family man, available immediately. Box J-184, BROADCASTING.

Personable announcer. Mature voice, with following TV experience: newscaster—sportscaster—weatherman—audio booth—plus extensive radio experience—including some play-by-play; seeking stability; prefer east-southeast. Box J-197, BROADCASTING.

God is good, life is good, people are good, I am good. Past two years as news anchorman, previous two with ad agency. Somebody better come along, so I'm out in the cold. I think I will surprise you. Write Gil Fryer, 632 Delaney St., Orlando, Florida. Yes, that is my real name.

Technical

Two engineers, family men, wish to change situations for permanent positions. Heavy experience, color remote and studio VTR, cameras, video systems, entire plant design, construction and operation. Available now. Box J-118, BROADCASTING.

Experienced production engineer with first phone would like to work with production unit. Mobile or station. Box J-185, BROADCASTING.

Young, ambitious, color TV chief engineer, experienced in all phases of VHF and UHF construction, maintenance, and operation. Box J-190, BROADCASTING.

First phone, experienced—studio operations, switching, directing, camera and video tape recording. Currently summer relief technician for network. Available in October. Box J-195, BROADCASTING.

Technical continued

First phone: AM-TV experience, strong on engineering. Box J-247, BROADCASTING.

Operating and maintenance experience on the following: Ampex 1200, 2000, Editec, HS-100/200; GE PE-240/250; Norelco PC-70; Rikert, Visual, CDL switchers; GE, RCA TV transmitters. 22 years experience. Available now. Contact Bill Taylor, (713) 771-9138.

News

4 years newspaper reporter-photographer and some TV stringing, looking for a TV news job as writer or reporter. Want fresh air where children can grow. I'm 23 years old with B.A. Box J-131, BROADCASTING.

Sportscaster with major league play-by-play and major market experience seeking new position. Radio/TV combination with PBP preferred but all offers considered. VTR's available upon request. Box J-167, BROADCASTING.

Complete news/sports reporter with top 3 background. Family man, 32, will relocate anywhere. Call (312) 325-1538, or write Box J-238, BROADCASTING.

All dig no dog . . . Turncoat radio newsman wants TV anchor or reporter position. B.S., young, aggressive, family. Phone 518-477-6218.

Programing, Production, Others

Cinematographer—twelve years experience TV-news, documentaries. Creative, award-winning photography. Can handle still, single or double system photography plus lighting. Have traveled extensively. Married, can relocate. Excellent references. Presently completing network documentary series. Box J-113, BROADCASTING.

CATV origination—small-medium M.S.O. Have ambition, ideas, local-major market experience in producing, directing, graphics, on camera too. Now administering I.T.V. for school district. Young, family, B.S. degree. I want in. Box J-159, BROADCASTING.

Solid promotion director. Heavy experience all station functions. Box J-191, BROADCASTING.

Cinematographer/photographer comes equipped with Beaulieu, Nikon gear & more! Well versed all aspects film, TV. Presently employed, wish to relocate. Box J-200, BROADCASTING.

Sharp, young, B.A., with 7 years part-time experience on and off the air in radio and TV requires position as production assistant. Excellent references. Box J-206, BROADCASTING.

Graduate student-broadcasting, ex-teacher, seeking production position with TV studio. Certificate in production-studio operations. Directing experience in CCTV. NYC-L. I. area. Box J-237, BROADCASTING.

One well trained, well experienced, ambitious, sales-minded Art Director with heavy background in TV graphics, print and advertising. Give me one assistant and I'll design your sets and run your photo lab also. Proven ability, excellent work references. Seeking permanent career in any size market that wants a well organized art dept. Call 504-282-2787 after 6 p.m.

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.

Educational station needs reasonably priced low power FM transmitter, studio equipment, everything. Will D'Zurilla, 15 North Coates, Daytona Beach, Florida 32018.

For Sale Equipment

Heliast-vstrovflex. 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.

Two (2) RCA TK-43 Cameras complete with TD-9BC pedestal Varotal V zoom lens. 100 foot cables. Tektronix/RCA monitors, \$15,000.00 each. Call 803-253-6431.

Cartridges reconditioned and loaded with Scotch 156. Like new at half the price: i.e., 40 seconds . . . 95¢, 70 seconds . . . 99¢, plus major parts. We pay return shipping and insurance. Also best prices anywhere on new Fidelipacs and all numbers of 3M audio and splicing tape. Your order is your charge account. Lauderdale Electronic Labs, 16 S.W. 13th Street, Ft. Lauderdale, Florida 305-525-0478.

FOR SALE Equipment

continued

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

For Sale—One General Electric twelve bay batwing antenna Model 4TY70H1. 750 ft. 6 1/8 inch 75 ohms Copper Coax Line in good condition with hangers, guide and bullets. Contact Harvey Mason, VP-Engineering, WITN-TV, P.O. Box 468, Washington, North Carolina 27889.

Stereo automation. Save money on 2 trade show systems. New guarantee. Call W. Rubin, (213) 776-6933 collect.

For Sale: Two 50KW AM transmitters available 60 to 90 days. One three years old, priced at \$55,000 and one one year old at \$65,000. Equipment manufactured by Gates Radio. For further information contact Robert Sidwell, 609-456-1716, CCA Electronics.

1 1/2"-50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization Brand New, Phelps Dodge #STA 158-50 One length @ 1000 ft. one length @ 400 ft. \$1.60 per foot for all. Action Electric Sales 312-235-2830. Need Coax, bare copper, power cable?

Gates FM 58 transmitter with 67 kc SCA and 67 kc Moseley Generator, \$5,500; 4-bay Andrew antenna tuned 92.9, \$500; Shaffer AM remote control studio-transmitter units, uses 2 phone lines, \$400; 30 kw 3-phase Onan generator, gasoline powered and 250 gallon tank, \$1,500; 300 feet 3-inch Heliax spliced Andrew splices in places, make offer. Phil Wiley, KGMI, Box 943, Bellingham, Washington. 206-734-9790.

For Sale . . . Marlette Mobile broadcast studio. Ideal for remote broadcasts from fairs, shopping centers, grand openings, etc. Also, 1958 Chevrolet panel truck to pull unit. Complete \$3000 or best offer. Contact David Hendricks, c/o WBYO, Box 177, Boyertown, Penna. 19512. Phone 215-369-1075. Call mornings.

1-25KW RCA TTU-258 UHF transmitter with set of tubes and spare parts. 400 Ft. 6 1/8 RCA MI transmission line. 3—Lambda Power Supplies—285 Volt 600MA; 1—TA-9 RCA—STAB amp.; 2—TG-2A RCA—Svnc Gen.; 9 TA-3B—RCA—Video DA.; 4 TA-4A—RCA—Pulse DA.; 4 WP-15—RCA—Power Supplies.; 2 TM-6—RCA—Master Monitor.; 2 TP-16—RCA—16mm projectors.; 6 Video Heads for Ampex VR-1000; 1 580—RCA—Power Supply; Contact Chief Engineer, WICZ-TV, 70 Henry Street, Binghamton, N.Y. Tel. 607-723-8251.

Ampex spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Continental 315 SKW transmitter in good operating condition, \$3,500.00. Contact Glenn Callison, Director of Engineering, The McLendon Corporation, 1917 Elm St., Dallas, Texas (214) 747-9311.

For sale: (2) RCA jack panels \$25.00 (2) RCA solid state pre-amps \$200.00 Altec 639A microphone new \$175.00. Miscellaneous equipment. All excellent condition (714) 828-2343.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. 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.

Shoplifting is a crime! Easy-to-sell radio promotion on tape. Timely and profitable. Our rate—\$5.00 weekly. Call 703-342-2170 or write Hayden Hudleston Advertising Agency, Inc., 305 Shenandoah Building, Roanoke, Va. 24011.

"Free" Catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 2634B, San Francisco 94126.

Our company is VDU; from that we hope you'll take a cue. Drop-ins here, drop-ins there; drop-ins on your air. Try our free audition tape; get your program into shape. Drop-ins, oh they will enhance; boost your ratings at next glance. P.O. Box 1167; Miami, Fla. 33138.

Tape cart rewinding our speciality. Carts rewound to lengths you specify, cleaned, lubricated and repaired. All for one low price per cart. For details and price list write: VFE Cart Service, Box 1355, Madison, Wisconsin 53701.

Miscellaneous continued

New studios? Renovation? Remote units? Special cabinetry? Let's discuss your design, installation, construction plans. Butler, Hutchins & Company; Box 156, Clayton, New York 13624. (315) 686-4163.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-568-1110.

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, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS** in Minnesota, 4103 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 405-521-1426.

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, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 4011 Aurora Ave., North Seattle, Washington 98103. Phone 206-634-1353.

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-778-1234.

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chicago*** — Denver — Hartford — Houston** — Memphis* — Miami** — Minneapolis* — Nashville** — New Orleans*** — San Francisco** — Seattle — San Antonio** — Oklahoma City.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Oct. 6—Jan. 5, April 12. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin Oct. 11, Nov. 15, tuition \$395.00. Rooms \$15-\$20 per week, call toll free: 1-800-237-2251 for more information, or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

Instructions continued

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

F.C.C. first class license in 5 weeks. Classes begin October 4 and 25th. \$300.00 total cost. Write United Broadcasting College, 3217 Atlantic Blvd., Jacksonville, Florida.

Need 1st phone fast? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next Intensive Theory Course will begin November 1, 1971. For additional information call or write Don Martin School of Radio & TV, 1633 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Radio Help Wanted Sales

ADVERTISING SPACE SALES

Leading national business publication has immediate opening, in Washington office, for young, aggressive self-starter to cover the south. Knowledge of broadcast business helpful, but not required. Draw plus commission. Send complete resume, including salary requirements.

BOX J-180, BROADCASTING

Nationally oriented Rep salesman to manage New York office for Regional Radio stations. Investment possibility with excellent future. Write in confidence:

BOX J-218, BROADCASTING

Announcers

MORNING STARS! !

Top 15 Market
Modern MOR

Now conducting a nationwide search for a top-notch first-rate professional, who has it all put together, and is nothing short of sensational, warm and funny. If that's you, and if you're ready to move to a fabulous, mushrooming market, get your tape, resume, picture to us now!

BOX J-158, BROADCASTING

Announcers continued

WEEKEND PERSONALITY

For major market Northeast 50,000 watt winner. Only strong personalities who can make the music sing will be considered for this high pay position. Inquire:

BOX J-177, BROADCASTING

News

FOR SOME NEWSMAN . . .

This ad means the top job in his field. Radio anchorman with good pipes, excellent news sense, and worth over 20-thousand a year. Top job at top station in top market. But don't waste your time & ours if you're not the best. If you are, act right now!

BOX J-187, BROADCASTING

Situations Wanted Announcers

RADIO MODERATOR

Telephone-Talk
Newsmaker Calls
Direct Interview

Top ratings in Philadelphia and Miami. Young, experienced, intelligent and thoroughly professional.

Ready to talk to your audience—and have them talking about your station.

Guaranteed to become the most talked-about personality in your market.

BOX J-189, BROADCASTING

Technical

BROADCAST ENGINEER

Twelve years experience in all phases of radio and audio engineering, five years on management level. Master's degree. Member IEEE and other professional associations. Background includes station management, programming, sales. Available mid-October. P.O. Box 731, Athens, Georgia 30601.

News

NEWS DIRECTOR

Journalist with ten years' experience. Helped start all-news stations in New York, Los Angeles, and Washington. Now wants challenge of running his own shop. Has served as acting news director in all-news station, creative and energetic. Does not believe radio news need be rewritten from newspapers or read from wires. If you need a dynamic self-starter who can get your radio news shop humming. Contact:

BOX J-240, BROADCASTING

Television Help Wanted

Sales

SYNDICATION EXPERIENCE

Advertising agency needs right hand Gal/Man. Salary plus commission. Contact

Mr. Zwiebel (212) 758-8100, Ext. 46

Television

Help Wanted

Management

TRAFFIC MANAGER

Top 20 midwestern major TV station with network affiliation has an immediate opening for a Traffic Manager. Position offers good starting salary and fringe benefits plus growth potential. Please send complete resume in confidence to:

BOX J-165, BROADCASTING

An Equal Opportunity Employer

News

ASSISTANT NEWS DIRECTOR

For Major Top Ten Midwest Market television network affiliated station to run operation. We have a most challenging opportunity for a dedicated aggressive newsman—minimum five years experience in broadcast journalism and/or print. Position equivalent to city editor and requires mature, responsible judgment and administration. Must be a college graduate, prefer journalism major. References and samples of work required. Send to:

BOX J-198, BROADCASTING

An Equal Opportunity Employer

NEWSMAN

Reporter-on-air—needed for Major Top Ten Midwest Market television network affiliated station. We are looking for an experienced news reporter to be our number one man on film reports; also to pinch hit for anchor man when necessary. Prerequisites—(1) Five years' broadcast journalism; (2) on-air reporting; (3) college graduate. If you qualify and are looking for a real broadcast news challenge, send video tape and/or film of interviews, in depth report, etc. and resume to:

BOX J-199, BROADCASTING

An Equal Opportunity Employer

Television Situations Wanted

News

WANTED TO TRADE

Creative film cameraman/editor will trade 40 hrs. weekly for reasonable salary. Over 7 yrs. exp. BA journalism. Can write . . . produce. Good references. Call Ron Gates

305-446-3381 (off.).

Miscellaneous

HOW MANY MILLIONAIRES ARE THERE IN THE UNITED STATES?



. . . and how many NEW millionaires join the ranks every year? How did they acquire their wealth? The number and the reasons may astonish you! This amazing story is revealed in a valuable new booklet, "NEW ROADS TO WEALTH AND OPPORTUNITY." Even more exciting are the factual details about a specific business opportunity that is nothing short of a gold mine. Why? Because, as an associate of the organization providing the opportunity, you help others to succeed. For your free copy of "New Roads to Wealth and Opportunity," phone, wire, or write immediately to:

B.R.O.K. INTERNATIONAL
Box 22125 - Denver, Colorado 80222 - (303) 757-5500

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INVESTORS WANTED FOR
Attractive return—100%

RETURN ON INVESTMENT OFFERING

CONVERTIBLE CLASS "A" STOCK

WRITE:

P.O. BOX 8017
RICHMOND, VA.—(FOR DETAILS)

For Sale Stations

Tenn	small	daytime	\$ 70M	sold	NY	small	daytime	\$265M	nego
NW	small	daytime	50M	14M	Ala	medium	AM + FM	335M	29%
NE	medium	AM + FM	265M	100M	Mich	metro	FM	150M	29%
NC	medium	fulltime	275M	29%	Texas	metro	FM	65M	cash
MW	sub	FM	175M	nego	NE	metro	daytime	525M	29%



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For Sale Stations

Continued

AMERICA'S BEST RADIO OPPORTUNITY

FOR SALE or Merger. Major market fulltime AM and Class "C" FM \$1,500,000 plus \$250,000 non-compete agreement. Well-financed principals only. Send qualifications to

BOX J-71, BROADCASTING

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

NEW MEXICO FULLTIMER

Relax in the sun country on a comfortable gross of \$100,000 and good cash flow. Valuable real estate suitable for development. Total price \$215,000 on excellent terms.

BOX J-116, BROADCASTING

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1567 202/223-1553

Full time AM, single market middle west, doing 75M. Profitable. Good hunting-fishing. 150M cash with land and buildings; 120M cash and will lease land and buildings.

BOX J-202, BROADCASTING

CLASS B

FM license available in one of the Top 5 markets. No billing on the station and equipment will be needed to upgrade. Priced to sell at \$700,000. Financially qualified buyer would be considered for an installment sale. Please furnish financial responsibility with letter of inquiry.

BOX J-213, BROADCASTING

AM-FM package in east. Price \$800,000. Excellent profit. Medium size market. Very Attractive price relative to earnings.

BOX J-229, BROADCASTING

FOR SALE

Upper Midwest—Small Market station selling for 2 times billings—8 times cash flow, \$550,000 terms—\$500,000 cash Full time regional facility. History of Stability, excellent Profit & Growth.

BOX J-249, BROADCASTING

FOR SALE

Stations

continued

FLORIDA AM EAST COAST

Fulltime, "turn around" situation requiring sales-minded ownership, great growth area. About \$200,000 cash, balance terms. Will promptly phone principals with financial references.

BOX J-256, BROADCASTING

STATIONS FOR SALE

1. SOUTHWEST. Major market daytime. \$300,000. Terms.
2. UPPER MIDWEST. Regional daytimer operating with positive cash flow but not approaching potential. \$300,000. 25% down.
3. WEST SOUTH CENTRAL. Well established full-timer. \$550,000. Terms.

Jack L. Stoll
and ASSOCIATES
6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213—464-7279

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gives you nationwide display.

For Rates Contact:

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 60)

Associates Inc., proposed assignee of CP for WWLD-TV. Action Aug. 26.

■ **KKJO(AM)** St. Joseph, Mo.—Broadcast Bureau granted assignment of license from Elkins Broadcasting Corp. to St. Joseph Broadcasting Corp. for \$275,000. Sellers: Thomas R. Elkins, president, et al. Buyers: Don N. Nelson (20%), president; G. Dale Cowle (10%), vice president; John Alan Fiambo (20%), vice president and secretary; Howard H. Frederick (15%), vice president; Harry S. Hyett (15%); James O. Ramsland (15%), vice president, and Ronald O. Westby (5%), assistant secretary. Mr. Nelson, Mr. Westby, Mr. Frederick, Mr. Hyett and Mr. Fiambo have interest in KOKX(AM) Keokuk, Iowa. Mr. Cowle owns KAST-AM-FM Ames, Iowa. Action Aug. 27.

■ **KCSR(AM)** Chadron, Neb.—Broadcast Bureau granted assignment of license from Community Service Radio Co. to Big Sky Co. for \$162,500. Sellers: E. F. Huse, president. Buyers: Kermit G. Kath (25%), president; Tony A. Kehl (25%), vice president; Donald E. Jones (25%), secretary, and Gerald W. Rounsberg (25%), treasurer. Mr. Kath is owner of KGOS Torrington, Wyo., and has one third interest in KWOR(AM) Worland, Wyo. Mr. Kehl has one third interest in KVOW(AM) Riverton, Wyo., and KWOR Worland. Mr. Jones is attorney. Mr. Rounsberg is M.D. Action Aug. 27.

■ **KHBV(TV)** Henderson, Nev.—Broadcast Bureau granted assignment of license from Levin-Townsend Enterprises Inc. to Nevada Independent Broadcasting Corp. for \$250,000, plus assumption of liabilities (not to exceed \$707,735). Sellers: James E. Townsend, president, et al. Buyers: William H. Hernstadt, president, treasurer and sole owner. Mr. Hernstadt has one-third interest in United Communications Inc. and is sole proprietor of Alvernie Apartments, Las Vegas. Action Sept. 1.

■ **WIZ(AM)** Henderson, WRMT(AM) Rocky Mount, and WEYE(AM) Sanford, all North Carolina—Broadcast Bureau granted transfer of control from Seymour L. Dworsky (28% before, none after) to Stanley H. Fox (43% before, 71% after). Consideration: \$136,000. Mr. Fox has 40% interest in WPXY(AM) Greenville, N.C. Action Sept. 3.

■ **KTMC(AM)** McAlester, Okla.—Broadcast Bureau granted assignment of license and permit from McAlester Broadcasting Co. to Indian Nations Radio Co. for \$90,000. Sellers: Bob Baggett, president, et al. Buyers: Louis L. Holderby (51.4%), president, Lewis Coleman (11.9%), vice president and secretary, et al. Mr. Holderby has interest in sod farm operation. Mr. Coleman was previously manager of KGLC(AM) Miami, Okla. Action Sept. 3.

CATV

Application

■ Hampton township and Bangor township, both Michigan—Gerity Broadcasting Co. Seeks distant signals of WKBD-TV and WXON(TV), both Detroit; WJMY(TV) Allen Park-Detroit, both Michigan, and CKLW-TV Windsor, Ontario. (Grand Rapids-Kalamazoo, Mich., ARB 38; Flint-Saginaw-Bay City, Mich., ARB 46). Ann. Sept. 15.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Sept. 21. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Stockton, Calif.—Tel-Vue Stockton Inc. and Cable-Com General Inc. (multiple-CATV owner), Denver, have applied for a franchise. The community is already served by Big Valley Cablevision of Stockton.

■ Jacksonville, Fla.—Three firms have sent letters of intent to apply for a franchise to the city council. They are: Multiple-CATV owner Cable-com General Inc., Steinman Enterprises Inc. and Area Communications Inc.

■ Dearborn, Mich.—Monroe CATV has applied for a franchise. Among the firm's proposals are reportedly a \$5 monthly subscriber fee and advertising fee schedule amounting to billings of about \$12 a minute.

■ Greenville, S.C.—Charlotte Cablevision Co. has purchased the system of Cox Cosmos at Greenville, for an undisclosed amount. Cox Cosmos, multiple-ATV owner, is 80% owned by group broadcaster Liberty Corp., which is divesting of the cable interest in Greenville in compliance with FCC's proposed ban of crossownership of CATV and television in co-located markets. Liberty owns WIS-TV Columbia, S.C.

At first glance, Burt Rosen's office in Hollywood looks like the laboratory of a frantic zoologist or the kitchen of a chef whose specialty of the house is frog's legs. Just behind his secretary sit two large aquariums. In one is the usual collection of tropical fish. In the other, a large collection of frogs. On the walls of his outer office are several different interpretations of frogs, drawn by friends of Mr. Rosen. On the desk are frog statues and frog ash trays.

Once inside the office of the president of Winters/Rosen Productions, comes exposure to the "heavy" stuff. Frogs of every shape and size, from lamp bases to water jugs, another aquarium containing still more of the amphibians and finally, in a prominent place on Mr. Rosen's desk, two more frogs in what could only be called a compromising position.

"Everything we do is frogs," Mr. Rosen said. "One of our artists suggested we use it because both David [Winters] and I are continually hopping around. He told us that one day the frog might just eat the lion, meaning MGM. So we chose it."

It hasn't quite come to feasting on the competition's corporate symbols. In fact, Burt Rosen doesn't even care for frog's legs. But in hopping around from the Los Angeles headquarters of Winters/Rosen to the New York office and then up to Canada where W/R's *Story Theater* is currently in production, the president of the company has at least proved the appropriateness of the selection.

However, it is not at all the random hopping that it might at first appear to be. Each of Burt Rosen's moves has a definite purpose and those who deal with him and know him say that behind his actions is a tremendous amount of motivation.

"He is a driving, bright, reliable and quite creative guy," John R. Allen, former senior VP in charge of television at McCann-Erickson, says of Mr. Rosen. Mr. Allen goes further and says Mr. Rosen also is the kind of guy who delivers above and beyond the call, citing the way he was able to overcome difficulties in the production of one special that almost forced its cancellation, and produced a star for another that was to become the most successful the sponsor says it ever used.

It is hard to tell where Mr. Rosen's intensity began; even his mother doesn't know for sure. She says he didn't really start to work that hard at anything until after he got into the television business. "He took piano lessons for two years," Mrs. Beth Rosen says, "but never wanted to practice."

It was while he was in the military service in Fort Smith, Ark., that he had his first taste of television. The program

Burt Rosen: keeping things jumping at Winters/Rosen

was *Personality Time with Burt Rosen*, a title he jokingly says was not the most original, but he was willing to give that up to retain the creative control. He sold his localized version of *Ed Sullivan* to a local car dealer and suddenly found himself earning more money than the Fort Smith commanding general. While it created a flap with his regimental commander, he was able to resolve it by finally going to the post's inspector general, an avid fan of his TV show.

Although the show was Mr. Rosen's first chance to get involved directly, he had earned a somewhat limited reputation as a TV critic—limited in that he

used to sit around his apartment during television's early days complaining to his roommate that he could do better than the programs being offered at that time, and voicing his own suggestions for improvement.

It should be noted that he's really not changed much since those days. His partner, David Winters, says that he now writes down the names of shows that he thinks will succeed at the beginning of a new television season and locks them in a desk drawer. About three months later, he will take them out and will find his predictions quite accurate. "It's just an uncanny ability he has for picking winners." Mr. Winters says. The other half of the Winters/Rosen team also echoes John Allen's words saying that Burt Rosen never stops and that he has a tremendous amount of energy.

"The Ann-Margret special went unsold for a year before we were given a crack at it," Mr. Winters says, "and inside of two weeks, Burt had it sold."

And he is still selling. He has steered Winters/Rosen straight down a road that will take the most advantage of the FCC's prime-time access ruling—syndication. One of the most vocal of the FCC's supporters in that regard, Mr. Rosen says the reason the prime-time rule will work and is here to stay is because it has made television a whole new ball game.

"Television has been opened up to new producers without the limitations the major suppliers have confronting them," he says. "The majors are burdened with bureaucracy and an overhead that makes them akin to the dinosaurs. They've been shot with poison arrows," Mr. Rosen continues. "but they're so big they still take those last few plodding steps before they die."

He points to parallel situations in both the movie and music industries and then firmly declares that the independents are here to stay.

Of some men with the drive and ambition possessed by Burt Rosen, it has been said that they pretend to have time for family and friends but really don't. Burt Rosen is not "some men."

The consensus of those closest to him is that he spends more time with his family than others with half his responsibility. He'll stay up until 3 a.m. editing a special yet find time for a morning call from his son at the office.

And instead of staying in New York making new contacts, Burt Rosen takes his wife and children to a friend's home on Long Island and spends the weekend in a rowboat fishing.

David Winters says, "He never lets up during business hours—which vary for us—but he spends a lot of time with his children."

And his wife. And his frogs.

Week's Profile



Burton Alexander Rosen—president and co-founder, Winters/Rosen Productions; b. Feb. 13, 1936, in New York; BA Brandeis University, 1955; attended New York University Law School, 1956; U.S. Army, 1956-58; researcher, Gilbert Youth Research, New York, 1958-59; salesman, Official Films, New York, 1959-60; producer, Twentieth Century-Fox, Los Angeles, 1960-61; general manager in charge of syndication, Crosby-Brown Productions, Los Angeles, 1961-62; administrative assistant to Dick Powell, president of Four Star International, Los Angeles, 1962-68, named VP, Four Star, 1962; formed Winters/Rosen productions with David Winters, 1969; m. Carol Hoagland of New York, March 19, 1960; children—Debbie, 10, Robbie, 7.

Give and take

The rising expectations of special-interest groups seeking roles in broadcast programming and employment have been examined in detail in this and last week's issues of this magazine. The clamor for access has become an unrelenting problem for the broadcaster. It will not die down soon.

The irony of present conditions is that the ostensible have-nots are at a financial advantage when they challenge the haves in the broadcasting business. In most cases the access seekers operate at little or no expense, their legal services volunteered by local lawyers or supplied by Washington or New York specialists supported by foundation grants. By contrast the broadcaster must hire costly lawyers, buy surveys of community needs, and allocate staff time and salaries to the preparation of defense.

It is all the more ironic that the commercial broadcast system is the principal object of assault when a noncommercial system—designed to provide the complementary service of catering to discrete and relatively small audiences while the commercial system serves the democratic mass—sits there waiting. To our knowledge only one noncommercial station has been involved in the multitude of petitions to deny and negotiated settlements. Clearly the groups are after the commercial system's bigger audiences.

Still the commercial broadcaster may take no comfort in wishing that the dissidents would go away. They won't. The present system of challenge may be unfair to the incumbent licensee, but it is a rooted fact of life. The broadcaster must cope with it by providing as widely based a program service as he can reasonably afford and his community is likely to accept and by resisting demands from groups too small to deserve recognition.

Public service?

Whatever happened to the public servant?

It wasn't so long ago that the acceptance of a call to government was to make a personal sacrifice. The same argument was used by candidates for public office.

Now "public servant" has practically vanished from our lexicon: We suspect that in many if not most cases the man on the government payroll is earning as much as he could make in an equivalent private pursuit, perhaps more. And, if he sticks at it, he gets more benefits for less arduous labor than his private-business counterpart.

In this changing world the erstwhile "public servant" is replaced by a new government type. He is now a person who has lost all pretense of modesty and is more martinet than employe. That is not to suggest that all those on the government payroll should be self-effacing Milquetoasts. It is to suggest, however, that the public is entitled to the service it pays for, and without being subjected to abuse.

The way things are going, those who are directly on the federal and state payrolls and those who work for entities subsidized by government may soon outnumber those who toil in private vineyards. The last count we saw had about one in six of our employed in some government job.

Take this recent example of inefficiency, or perhaps arrogance, on the part of an executive of a subsidized offshoot in the profession of broadcasting—which brings it close to home: As we reported last issue, Edward M. Cramer, president of Broadcast Music Inc., as a private citizen, wrote to James Day, president of National Educational Television, about the applicability of the so-called fairness doc-

trine to educational stations. He asked whether NET intended to present the other side of a story involving a Black Panther who had been killed in a prison uprising.

When Mr. Cramer received no response, he dispatched the letter to the editor we published in our Sept. 20 issue. We checked NET headquarters about the response and were told that Mr. Day was "en route to Europe" when Mr. Cramer's letter arrived.

Question: Wasn't there anyone in charge when Mr. Day left? Or did they regard the inquiry as just another crank letter. It was either arrogance or inefficiency.

Two left feet

The secretary of the Army has demanded that radio and television networks enormously expand their donations of time to his recruiting messages. Not only that, he has requested that the time be given in periods and programs that command the attention of his target audience, the 17-to-21-year-olds, a narrow demographic breakout indeed.

In other times this kind of letter would have been taken as an insult or dismissed as a gaucherie. Today it must be treated gingerly. When little bands of disenchanting minorities can force concessions in their pursuit of access, the secretary of the Army cannot be summarily turned down.

Considering the provocation, the networks have responded with remarkable restraint. Those who suggested that the Army campaign should be managed, like others on behalf of government causes, by The Advertising Council were merely reminding the secretary of an apparatus that has been in regular use for a generation or more. They could have been more brusque and reminded him that while continuing to buy advertising elsewhere the Army was acting in poor grace to try to elbow its way into free broadcast exposure.



Drawn for BROADCASTING by Sidney Harris
"You have three-and-a-half minutes. You walk out, sit on the stool, do your scientist bit, your politics bit, your golf bit, thank the audience, look to the left, smile and walk off. Now go out there and improvise!"

**We'd like to raise a few points with
Nancy Dickerson.**



Maybe even four or five.

"Inside Washington with Nancy Dickerson."

Three times a week on our 10 pm News.

Nancy raises vital points in Washington.

And our points in Nielsen and ARB.

Television 9  is Chicago



The ole swimmin' hole

The livin' isn't always easy on hot summer days, especially for inner-city kids with no place to go. Realizing the need for additional summer recreational equipment, the Fetzer Stations in Kalamazoo purchased a giant, mobile, aluminum pool, 30 feet long and holding over 8000 gallons of water, fully equipped with bath house, filters, and heater, which can be moved around the city with ease, bringing a cool summer splash to the kids. The Swimobile was donated to the city, and has regularly scheduled visits to various parts of town — a sort of traveling "ole swimmin' hole" for city youngsters. Getting into the swim of things is all part of Fetzer total community involvement.



The Fetzer Stations

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