



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Fall network schedules off the drawing boards, into the competitive fire  
Issues-loaded NAB convenes in Chicago for 50th anniversary convention  
In perspective: The why behind, the what may come of FCC's fairness inquiry  
Public broadcasting as it is takes long, hard look at what could be

NEWSPAPER  
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A U I L I H R A R Y  
U S A I R F O R C E  
S E R I A L A C T I O N S E C T I O N  
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Ten of the 26 features contained in our new Volume VI are totally new to television...prime time movies such as **Castle Keep** ("★★★★" Daily News), **Loving** ("One of the 10 best pictures of the year!" Look), **Before Winter Comes** ("A film of great beauty!

Beautifully played!" Redbook), **The Mind of Mr. Soames** ("Top-grade science fiction" Judith Crist), **The Mad Room, The Pursuit of Happiness** and **Fragment of Fear**. Added to this group are such proven, first-run, off-network hits as **The Cardinal, Casino Royale, Anzio, Divorce American Style, Heroes of Telemark, Advise & Consent, The Comic, Duffy, Pendulum, Berserk** and **Interlude**.

**Screen Gems**  **Volume VI**  
The prime-time features.



See us at the NAB Conrad Hilton, Suite 1105-1106A

# 'Let's Make A Deal'

## The No. One Primetime Access Show is Now Available for Next Season.

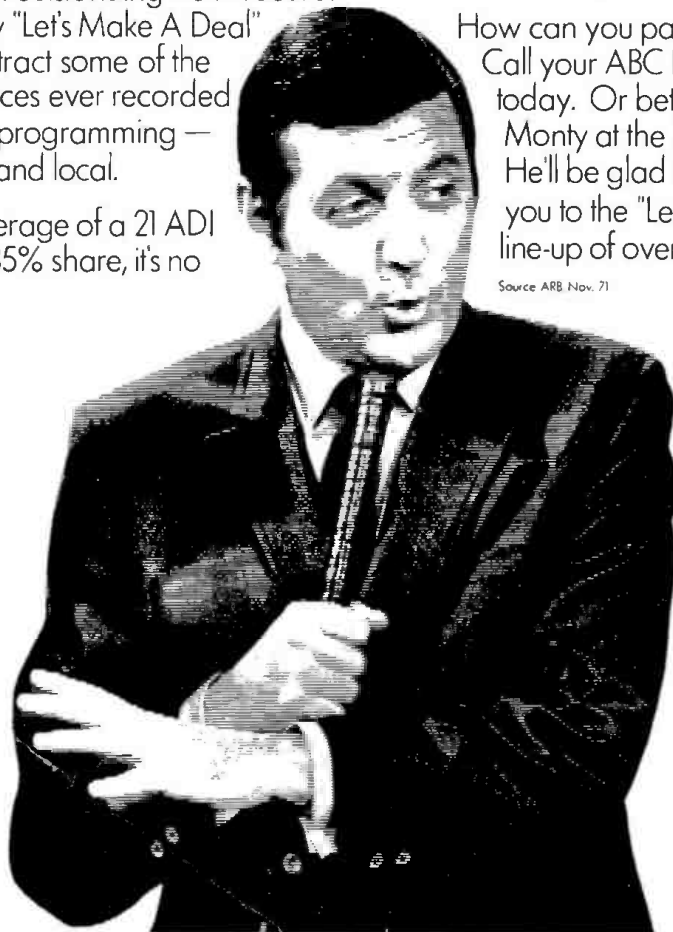
It'll be the best deal you'll ever make. No guesswork. No gamble. A proven winner with an outstanding track record. In city after city "Let's Make A Deal" continues to attract some of the largest audiences ever recorded for primetime programming — both network and local.

With an average of a 21 ADI rating and a 35% share, it's no

surprise that Variety called it "The one unqualified rating success;" that the BIB TV Newsletter referred to it as "The stand out winner;" and in the recent Fame Magazine poll, the entire country's local TV editors voted it "The best audience participation quiz show."

How can you pass up this deal? Call your ABC Films representative today. Or better yet, stop in to meet Monty at the NAB in suite 600. He'll be glad to personally welcome you to the "Let's Make A Deal" line-up of over 110 stations.

Source ARB Nov. 71



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CONRAD HILTON HOTEL  
**SUITE 600**

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CHICAGO: (312) 263-0800  
HOLLYWOOD: (213) NO 3-3311  
ATLANTA: (404) 255-0777

# 'Casper the Friendly Ghost'

## Casper Will Soon Be Seen on the Moon too.

Having nowhere else to go but up, Casper blasts off for the moon on April 16, 1972. The astronauts of Apollo 16 have chosen Casper the Friendly Ghost as the name of their command ship.

Casper has also been chosen by more than 250 television stations around the world making him the most visible ghost on this planet, being viewed by as many as 20 million people weekly.

Little Audrey, Baby Huey, Wendy the Witch, Spooky and Casper tour the globe (and now orbit the earth) as part of two delightful, wholesome cartoon packages—Harvey Cartoons and the New Casper Cartoons.

Casper and his funny friends attract children like a magnetic space field. In Cleveland, 95% of all children viewing in the time period were drawn to him; in Albany-Schenectady-Troy he entertained 94% of children viewing; in Jacksonville, 72%; in Charlotte, Rochester and New York, 69%, 66% and 41% respectively.

Produced by the Harvey Cartoon Studios, these color cartoons are now available to boost your daytime ratings.

Call your ABC Films representative today.

Harvey Cartoons  
170 cartoons

New Casper Cartoons  
78 cartoons



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Source: ARB, May-Nov. 71

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*...the most  
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**WGN Continental Broadcasting Company**

- **Chicago** : WGN Radio, WGN Television,  
WGN Continental Productions Company,  
WGN World Travel Services, Inc.
- **Duluth-Superior** : KDAL Radio and KDAL Television
- **Denver** : KWGN Television
- **Michigan and California** : WGN Electronic Systems Company
- **New York, Chicago, Los Angeles, San Francisco and Tokyo** :  
WGN Continental Sales Company

All three networks now have their fall schedules out in the open and from first glance it looks to be a case of short form vs. long form—NBC and ABC opting for the latter. Fifteen hours of new material planned. See . . .

## The other two put, take and shuffle . . . 27

The network program chiefs reveal their individual strategies in planning for the new television season. In each case, they boast of innovative and diversified programming. Agencies aren't as enthusiastic, but they're buying. See . . .

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Washington public television's long awaited plans for merger of WETA-TV, National Public Affairs Center for Television are announced. They'll move to new quarters, backed by substantial Ford Foundation money. See . . .

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The FCC now has all the background it needs to start shaping a realistic approach to the fairness doctrine. But it won't be an easy chore. 'Perspective on the News' examines the problems in store for the commission. See . . .

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Critics of the broadcast media came in for some rebuttal last week, as a 'TV Guide'-sponsored poll finds that Americans regard TV news as the most objective and reliable source of information on political events. See . . .

## Public endorses TV for political news . . . 88

WGAR(AM) Cleveland, once an immensely successful old-line network radio station, had fallen behind the times until Jack Taylor and John Lund came in with a 'dazzle' approach that paid off in the ratings and at the bank. See . . .

## 'They're playing our song' at WGAR . . . 98

Staggering under projected \$90-million loss in fiscal 1972, Ampex Corp. is retrenching. It's dropping consumer lines, consolidating several divisions, and concentrating heavily on its strong suit—video recording. See . . .

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Leonard E. Goldenson, board chairman of ABC Inc., tells security analysts in a rare briefing at New York headquarters that the company's first quarter will double last year's, and be best quarter in ABC history. See . . .

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Broadcasters' sometime critic and frequent friend, Representative James T. Broyhill (R-N.C.), was both the first sponsor of NAB's renewal bill and the man who once called broadcasting 'the most ineffective lobby.' See . . .

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### Broadcasting

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Dean Burch  
1969 CHAIRMAN



Robert Taylor Bartley  
1952



Robert Emmett Lee  
1953



Nicholas Johnson  
1966



H. Rex Lee  
1968



Charlotte T. Reid  
1971



Richard E. Wiley  
1972



Robert Wells  
1969-1971



Thomas J. Houser  
1970-1971



Kenneth A. Cox  
1963-1970



\*Rosel Heischel Hyde  
1946-1969



James J. Wadsworth  
1965-1969



Lee Loevinger  
1963-1968



\*E. William Henry  
1962-1966



\*Frederick W. Ford  
1957-1964



\*Newton N. Minow  
1961-1963



T. A. M. Craven  
1937-1944/1956-1963



John S. Cross  
1958-1962



Charles Henry King  
1960-1961



\*John C. Doerfler  
1953-1960



Richard A. Mack  
1955-1958\*\*



\*George C. McConaughy  
1954-1957\*\*



Edward Mount Webster  
1947-1956



Frieda Barkin Henock  
1948-1955\*\*



George Edward Sterling  
1948-1954



\*Paul Atlas Walker  
1934-1953\*\*



Eugene H. Merrill  
1952-1953



Robert Franklin Jones  
1947-1952\*\*



\*Albert Wayne Coy  
1947-1952\*\*



Clifford J. Durr  
1941-1948



Ray C. Wakefield  
1941-1947\*\*



\*Ewell K. Jett  
1944-1947\*\*



\*Charles R. Denny, Jr.  
1945-1947



\*Paul A. Porter  
1944-1946



William H. Wilfs  
1945-1946\*\*



\*James Lawrence Fly  
1939-1944\*\*



Norman S. Case  
1934-1945\*\*



George H. Payne  
1934-1943\*\*



Frederick I. Thompson  
1939-1941\*\*



Thad H. Brown  
1934-1940\*\*



\*Eugene D. Sykes  
1934-1939\*\*



\*Frank R. McNinch  
1937-1939\*\*



Irvin Stewart  
1934-1937



\*Anning S. Prall  
1935-1937\*\*



Hampson Gary  
1934\*\*

Federal Communications Commissioners July 10, 1934 to March 15, 1972

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

\*Served as Chairman

\*\*Deceased

## Own good time

White House announcement of appointment of first black FCC commissioner could come this week but, according to some sources, will probably be held off until next week. Judge Ben Hooks of Memphis is still candidate most likely to be named. FBI investigation of his background has been concluded. Final clearances with members of Tennessee's congressional delegation and Republican leadership were all but completed as of last Friday (April 6).

Then why delay? Some say it's way White House system works. Those backing rival candidate, Theodore S. Ledbetter Jr., Washington communications consultant, for nomination, like to think it's because decision still isn't final. Mr. Ledbetter is getting endorsements of some black groups, such as National Newspaper Publishers Association and, last week, National Association of Television and Radio Announcers.

## Exodus

RKO General Inc. has become first group owner to disclose intention of dispersing its AM-FM-TV holdings to conform with FCC's one-to-market policy. Disclosure was made in letter to commission requesting assurance that government will issue tax certificates freeing company from capital-gains tax obligations if it sells properties to advance commission's policy goal. RKO owns WRKO(AM), WROR(FM) and WNAC-TV, all Boston; KHJ-AM-FM-TV Los Angeles; WOR-AM-FM-TV New York; WHBQ-AM-FM-TV Memphis; KFRC(AM) and KFMS(FM), both San Francisco, and WGMS(AM) Bethesda, Md., and WGMS-FM Washington.

Company's aim is to sell, buy and trade, with view to operating no more than one station in any market. And company's board of directors has directed management to move on this as "expeditiously as possible." But first, company wants to make sure it will not incur "penalty of capital-gains taxes" on transactions. NBC has announced intention of selling its radio stations—only network to do so.

## Deflation note

AT&T is at work on new rate structure that insiders say could cut TV networks' program-distribution costs "substantially" below current three-network total of approximately \$75 million annually. Several meetings have been held over past few months involving AT&T and its TV-transmission users, including networks, and in at least some cases FCC. Two primary objectives are said to be (1) reallocation of rates between "occasional" users and "contract" or regular usage to eliminate much if not all of what networks regard as \$10

million to \$15 million subsidy of "occasional" users by "contract" users, and (2) reduction of AT&T facilities dedicated to TV service, primarily involving occasional usage.

Relief for networks, if it comes, is believed to be at least months away. But this restructuring effort—and any relief that emerges from it—is independent of any ultimate use of domestic satellites for program distribution. On that point, commercial networks are discussing needs and accommodation possibilities with six satellite applicants—and are talking in terms of eventually cutting, via satellite system, that \$75-million annual bill to something below \$40 million.

## Togetherness?

At FCC staff level there's now talk about relaxing or scrapping rule that prohibits acquisitions of co-located television stations and cable systems and will require break-up of such existing ownerships by August 1973. Countering "one-to-a-market" philosophy behind adoption of rule is argument that broadcasters are best qualified by experience to operate cable. If issue ever gets to FCC level, it is bound to provoke lively dispute.

## Party fight

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) will introduce bill today (April 10) to repeal Communications Act's equal-time provision for presidential and vice presidential candidates in general elections. Language is identical to Senator John Pastore's (D-R.I.) bill that cleared Senate several weeks ago (BROADCASTING, March 27).

But Nixon administration is now said to favor leaving Section 315 intact, and insiders are predicting floor fight from House Republicans. Reason given for Senate's lopsided approval of bill (67-to-13) is that Republicans weren't stirred up by White House.

## Chorus of ayes

First reaction to Institute of Broadcasting Management's plan to create broadcast credit association has been prompt and positive. Less than a week after formal proposal went out to stations over April 2 weekend, seeking support and funding (BROADCASTING, April 3), IBFM executive secretary, Warren Middleton, reported endorsements and commitments back from Cox, Gilmore, Hearst, Kaiser, Washington Star and WGN Continental groups in addition to number of individual stations, both TV and radio. Agency-advertiser leaders also are said to be encouraging creation of credit association, on grounds it could help prevent bankruptcy situations like

that involving Lennen & Newell, in which, as one executive put it, media "killed L&N with kindness" by over-extending credit.

## Behind the times

There's serious question whether TV coverage of President Nixon's trip to Soviet Union next month will equal color quality obtained by satellite transmissions on his trip to Red China. U.S. observers who have visited Moscow TV headquarters say Soviet color equipment and video-tape facilities are inadequate by U.S. standards. Question is whether Russians will let Americans take in mass of gear like that shipped to China.

## Dead ball

Baseball players' strike and resultant cancellation of late preseason and early regular-season games is creating little concern among broadcasters holding TV and radio rights. Sampling of such stations in both American and National Leagues found them unanimous in reporting no complaints from sponsors and fully confident that missed games could be made up—though some did think they "might begin to worry" if strike continues past end of month. One TV executive's reaction suggested another possible reason for lack of concern: "Baseball was never a great money-maker," he said, "but more of a community-image type thing. If there were no baseball this year, it wouldn't be a major financial problem for stations."

NBC-TV, on other hand, with 36-game package of Saturday and Monday-night *Game of the Week* telecasts and no spare Saturdays to accommodate make-ups, was prepared to deduct \$200,000—proportional share—in rights payments for each missed game. First *Game of Week* was to have been Detroit at Boston last Saturday (April 8), and NBC had mobile units on alert in case strike ended. If it continues, NBC plans to turn time back to affiliates for local programming. Stations with local baseball rights planned for most part to continue with same programming that had been in time set aside for baseball.

## Dentist next?

Colgate-Palmolive Co., through Ted Bates & Co., is scheduled to unveil shortly new half-hour medical adventure series, *Police Surgeon*, to be offered to TV stations for prime-time telecasting this fall on barter basis. Series, to be produced for Colgate by Four Star International, has already gained acceptance for prime showing by five NBC-owned stations and is expected by Bates to be cleared in 100 markets or more. *Police Surgeon* replaces *Dr. Simon Locke* in Colgate's barter line-up.

## Licensees try to stay political-spending rules

Three-judge federal court will hear arguments this week in suit brought by 42 broadcast licensees seeking ruling that portions of new Federal Election Campaign Act pertaining to broadcasters are unconstitutional.

Arguments will be on licensees' initial request for temporary restraining order that would block implementation of Title I, which applies to candidates' use of media, and which broadcasters say discriminates against them.

New law, regarded as first major effort in more than 45 years to clean up campaign practices, went into effect Friday (April 7). And chances of persuading three-judge court to grant restraining order are seen as exceedingly slim.

However, licensees, all represented by Washington law firm of Smith & Pepper, will in any case press on with effort to obtain preliminary injunction that would prohibit Justice Department from enforcing Title I pending court resolution of their contention that section violates Fifth and First Amendments of Constitution.

Suit claims law's requirement that stations make time available to political candidates at "lowest unit charge" violates Fifth Amendment right to due process, since no other medium is required to "discount their usual charge."

Suit also claims that language indicating candidates for whom lowest unit charge must be made is so ambiguous as to violate due process. Act says charge must be made available to "legally qualified candidates for any public office." And FCC says this includes nonfederal candidates. However, suit notes that act defines "legally qualified candidate" as one who meets qualifications for "federal elective office for which he is a candidate."

Suit claims Fifth Amendment is further violated by section that prohibits candidates from spending on radio and television more than 60% of total they are permitted by law to invest in their campaigns—10 cents times number of qualified voters in affected area. Candidates may spend as much as 100% of permissible amount on nonbroadcast media.

Another provision that prohibits purchase of time by person "on behalf of" political candidate without candidate's consent deprives such person of his First Amendment right of free speech, according to suit. Regulations adopted by comptroller general to implement provisions of act specify that expenditures made "on behalf of" candidate are to be charged against his legal limit.

Rule also says that person selling time or space to anyone wishing to criticize candidate must require statement as to whether buyer is authorized by any fed-

eral candidate to make expenditure. If it is not authorized, it will not be applied against any candidate's expenditure limitation.

Violations of law provide for fines of up to \$5,000 and prison terms of up to five years. In addition, broadcasters who deny political candidates "reasonable access" to their stations risk revocation of their licenses.

Three judges who will hear argument this week on request for temporary restraining order are Judge Harold Leventhal, of U.S. Court of Appeals, and U.S. Judges Gerhard Gesell and Oliver Gasch.

## News on auto FM radio is both bad and good

FM broadcasters were told Friday (April 7) that despite efforts to persuade automobile manufacturers to make FM integral part of auto radio, reaction from auto makers was that they are doing best they can in light of marketing programs and public demand. Session on auto FM was held first day of two-day convention of National Association of FM Broadcasters in Chicago that saw more than 300 registrants, up 50 from 1971.

However, FM broadcasters did hear some favorable auto-radio news: FM-car radio penetration now is at least 20%, is expected to reach almost 40% this year at which point it will account for 50% of dollar volume; Motorola spokesman told FM broadcasters that his company has FM converter for cars priced at \$39.95 and also an AM-FM monophonic car radio for \$69.95 (AM-FM stereo, however, remains in \$125-150 range).

Ford next year has decided to standardize on 31-inch whip antenna for all cars in contrast to General Motors decision to stay with the windshield antenna that for last three years has been condemned by FM broadcasters because of extreme directivity. Automotive representatives asked FM broadcasters to

## 'Flip' up to \$44,000

Price tags NBC-TV has hung on its 1972-73 prime-time schedule are beginning to circulate among agencies, and those of ABC-TV and CBS-TV—whose schedules were later in hitting streets—are expected out this week. For its new shows, NBC has pegged winter (highest) rates per 30-second commercial unit as follows: *Probe*, \$26,000; *Banyon*, \$24,000; *Little People*, \$29,000; *Wednesday Mystery*, \$30,000, and *Ghost Story*, \$26,000. For *Flip Wilson Show*, hold-over hit whose 30-second price year ago was \$43,000 (BROADCASTING, April 5, 1971), rate now is \$44,000.

help FM-equipped car drivers by boosting transmitting power to highest levels possible, using circular polarization, broadcasting stereo—but watching channel separations—and by reducing over-abundance of signal strength in areas adjacent transmitting antenna.

Also announced Friday was formation of joint committee of commercial and educational FM broadcasters to press for all channel, AM-FM legislation with former FCC Commissioner Kenneth Cox, now Washington lawyer who is board member of National Public Radio, as chairman. There are two bills in Congress, one by Representative Alvin O'Konski (R-Wis.) and other by Senator Frank Moss (D-Utah). NAFMB position is that public deserves "full audio service," and AM is only half of such service.

Board re-elected John Richer, WIOQ (FM) Philadelphia, as president. In other actions board increased its membership by adding five more at-large members, and planned for five regional meetings this year as against three last year.

## National Black Network aims for June 15 debut

National Black Network, black-owned news organization that announced formation last month (BROADCASTING, March 20), plans start June 15, hopes to have affiliations firm in 25 markets by then. Eugene D. Jackson, president, will be soliciting, cementing affiliation agreements at National Association of Broadcasters convention in Chicago this week.

Parent Unity Broadcasting Network Inc. has station ownership ambitions as well. Company is capitalized at \$1.5 million, roughly half from Bank of America.

Network faces heated—and bitter—competition from Mutual Broadcasting System, which has black network plans of its own. Robert Pauley, ex-ABC Radio Network and Mutual head, one of first to attempt organization of black network, is consultant to NBN.

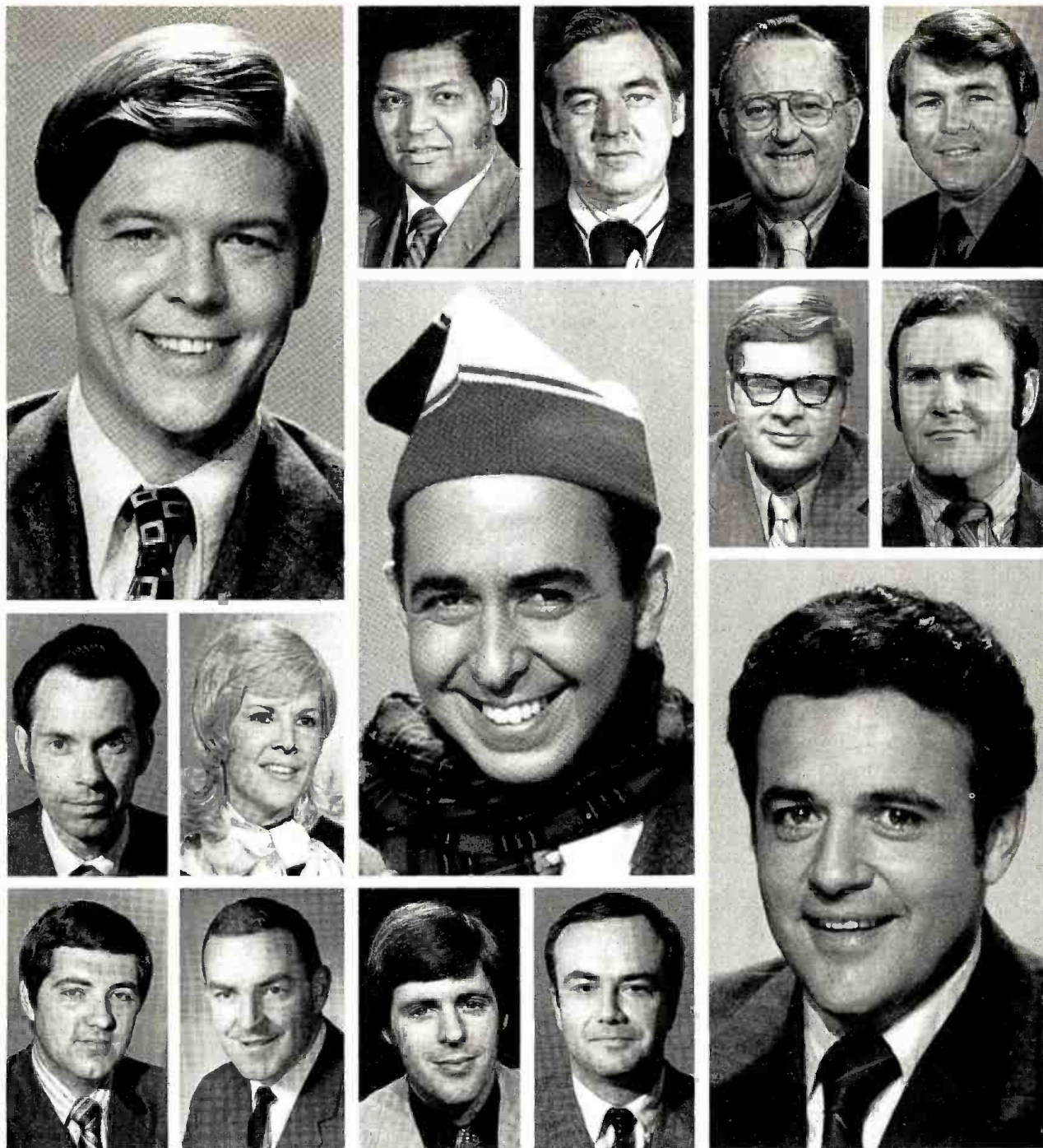
## Local TV's win a point in San Diego CATV case

Dispute between San Diego television stations and cable systems over interpretation of grandfathering provisions in new CATV rules has been settled by FCC.

Commission last week issued declaratory ruling that CATV's wishing to extend service to areas where commission had previously prohibited them from operating must obtain certificate of compliance, showing FCC approval, before such expansion can take place.

FCC acted in response to pleadings





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by two San Diego stations, KFMB-TV and KCST(TV), complaining of plans by Mission Cable TV and Southwestern Cable Inc. to expand service to new areas. Broadcasters contended expansion would entail addition of new signals to systems, thus necessitating procurement of FCC certificate under new rules. Cable firms argued that no FCC authorization is needed, since under rules, existing systems are grandfathered, and would not require certificates until 1977. They claimed expansion plans do not involve adding new signals but rather establishment of entirely new systems. Both cable firms' service areas had been restricted to specific area by prior FCC order.

Commission ruled that in such cases where CATV service area is limited by federal directive, expansion of service "should properly be considered the addition of a signal."

## Honors for KQED and Georgia ETV

Major programing awards of Corporation for Public Broadcasting have been given Jonathan Rice, program director of KQED(TV) San Francisco, and to Georgia Educational Television Network.

Mr. Rice won second annual Ralph Lowell Medal, established to honor "the most extraordinary contribution to public broadcasting." He has been KQED's program director for all 18 years of its existence, during which time station has won reputation as among most innovative in public television. Among his creations is *Newsroom* format, which has since been exported to other noncommercial stations.

First Lowell award last year went to Joan Ganz Cooney, president of Children's Television Workshop.

Georgia ETV Network won CPB's community service award for two 90-minute specials exploring issues and implications of reapportionment of Georgia General Assembly.

Both awards were presented at Public Television Conference in Washington (see pages 44, 46).

## CATV copyright fight taken to Pa. subscribers

Pennsylvania Community Antenna Television System not only doesn't like idea of paying copyright fees for local signals, it's planning campaign to tell subscribers so—and to encourage them to tell their congressmen so.

Public-relations package includes print and radio advertising, letters to subscribers and cards suitable for use on cable channels. Sample wording: "Baloney! That's our reaction to all this talk about your having to pay copyright fees for programs received from TV channels local to this market, just because you watch them on cable TV. . . . Tell your congressman how you feel. . . ."

Material makes clear that costs involved would be passed on to subscribers.

Spokesman emphasized Friday (April 7) that association is not opposed to such other copyright fees as payment for distant signals, or materials procured for cablecasting—only to fees for signals that could be received off-air anyway. Compromise agreed to late last year by interested parties, including national cable representatives, would establish compulsory licensing system and payment of fees according to schedule, without distinguishing local and distant signals.

Pennsylvania's plans were outlined last week at NCTA board meeting (see page 38) by board member George Barco, of Meadville Master Antenna Inc., Meadville, Pa. Although not all board members thought much of idea, there was reportedly no great furor or questioning of association's right to undertake campaign.

## Political ads unwanted

Richard Carr, general manager of Meredith Broadcasting's KCMO(AM)-KFMU(FM) Kansas City, Mo., said Friday (April 7) that stations will not accept political advertising this year.

New policy, he said in broadcast editorial, is attempt "to change the emphasis from political rhetoric and advertising skills to discussion of the issues." He said candidates will still be given access to stations through series of station-sponsored programs. Political ad ban does not apply to Meredith's KCMO-TV.

## Week's Headliners



Mr. Bresnan

William J. Bresnan, Teleprompter Corp., named board chairman of National Cable Television Association. He will succeed present chairman, John Gwin, after approval by full membership at May NCTA convention. Other officers also selected at last week's NCTA board meeting: Amos B. Hostetter, Continental Cablevision Inc., vice chairman; William Brazeal, Community Telecommunications Inc., secretary; Gene Schneider, LVO Cable Inc., treasurer. At same meeting, board approved appointment of David H. Foster, executive vice president of Data Transmission Co., as NCTA president (see page 38).

For other industry developments see "Fates & Fortunes," page 113

## Anderson wants Burch to do the payola talking

Columnist Jack Anderson has offered to confer with FCC Chairman Dean Burch on charges in Mr. Anderson's syndicated "Washington Merry-Go-Round" that payola is rampant in broadcasting industry and going undetected (BROADCASTING, April 3).

However, in letter to Chairman Burch last week, Mr. Anderson did not promise to provide information. Rather, he expressed interest in determining what commission has done to investigate payola.

Mr. Anderson's letter was in response to one from Chairman Burch. Chairman had said commission has inquired into "hundreds of allegations of payola practices" in broadcast industry, and would appreciate any information Mr. Anderson might have that would provide basis for further investigation.

Although he would be glad to discuss situation with chairman, Mr. Anderson wrote, "our first concern is the protection of our sources." Some of them, he added, "have spoken with us only because they have lost hope that the FCC will remedy the situation."

He also said he will look forward at meeting with chairman "to hearing what you have done and what you intend to do keep the public protected."

## Harmony returns to State College

Settlement has been reached on First-Amendment dispute stemming from firing of newsmen from WQWK(FM) State College, Pa. (BROADCASTING, Jan. 10).

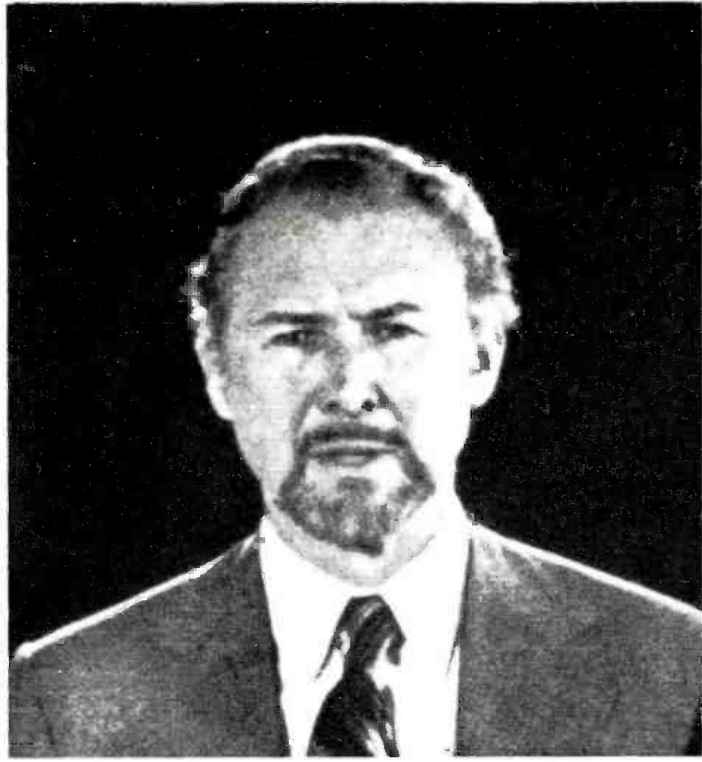
In letter to FCC last week, Tracy Westen, attorney for James C. Lange, fired from station after airing controversial news item on local merchants' compliance (or lack of it) with phase I economic guidelines, withdrew complaint Mr. Westen had filed with commission on Mr. Lange's behalf. Complaint had stated that WQWK terminated Mr. Lange's employment because of threats of economic reprisals from advertisers named in news story. It claimed station had distorted news content and violated Mr. Lange's constitutional right of freedom of press.

Settlement was reached after station agreed to rehire Mr. Lange and adopted new policy on advance clearing of news and editorial matter. Mr. Lange and Edorea Corp., WQWK licensee, said they now believe Mr. Lange's dismissal was result of "a lack of staff-management communication, and not improper conduct by Mr. Lange as he understood the station's policies."

## Ready for quadrasonic

First four-channel FM broadcast begins on regular basis May 1 over KIOI(FM) San Francisco if FCC does not object. Station was to file petition for declaratory ruling with FCC Friday (April 7), maintaining nothing in rules forbids quadracasting. KIOI plans to use Dorren system.

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## Datebook <sup>®</sup> A calendar of important meetings and events in communications

### This Week

April 9-12—Annual convention, *Advertising Marketing International Network*. Rio Rico inn, Nogales, Ariz.

April 9-12—Annual convention, *National Association of Broadcasters*. Conrad Hilton hotel, Chicago. For agenda and related meetings see page 34.

April 10—Deadline for entries, *19th International Advertising Film Festival*. Commercials in 35 mm for public transmission in theaters or TV network may be entered in competition by agencies or production houses. Entry fee is \$75 per film. Contact: 35 Piccadilly, London, W1V-9PB.

April 10-12—Annual spring meeting, *California Community Television Association*. Panels on FCC rules, legislation, political cablecasting and origination will be included. Senator hotel, Sacramento.

April 11—Conference and seminar on "How to cope with consumerism and government regulation in today's business climate," sponsored by region one of the *Association of Industrial Advertisers*. Nassau inn, Princeton, N.J.

April 11-17—Conference for Journalists on Politics 1972, sponsored by *Washington Journalism Center*. Conference will go behind the scenes to discuss questions such as the demography of the electorate, the motivation of voters, media issues vs. real issues, the influence of TV, the use of campaign polls, the high cost of campaigning, reform efforts within parties and the professional management of campaigns. For further information: WJC, 2401 Virginia Avenue, Washington 20037.

April 12-14—National meeting, *National Industrial Television Association*. Chicago.

April 14-15—Region 1 conference, *Sigma Delta Chi*. Newark, N.J.

April 14-15—Region 3 conference, *Sigma Delta Chi*. Athens, Ga.

April 14-15—Region 4 conference, *Sigma Delta Chi*. Toledo, Ohio.

April 14-15—Annual meeting, *American Academy of Advertising*. University of Oklahoma, Norman.

April 15—*Midwest acoustics conference*. Four channel sound reproduction and creation and recreation of a sound field will be topics handled. Contact: Daniel Queen, 5524 West Gladys, Chicago 60644. National College of Education, Evanston, Ill.

April 15-19—Convention, *Southern Cable Television Association*. Convention Center, Myrtle Beach, S.C.

April 15-20—*International Television Program Market*, Palais des Festivals, Cannes, France.

April 16-21—Television workshop, *National Press Photographers Association*. University of Oklahoma, Norman.

### Also in April

April 17—Annual Broadcasting Day, sponsored by *Florida Association of Broadcasters and University of Florida's College of Journalism and Communications*. Featured speakers will be Wilson Hall, NBC News; Mal Goode, ABC News; James H. Hulbert, NAB; Richard Wiley, FCC; George Arkedis, CBS Radio; and Red Barber, sportscaster. Reitz Union building, Gainesville.

April 17—Deadline for filing comments in FCC rulemaking proceeding regarding importation of distant radio signals by cable television systems (Docs. 19418). Replies due May 8.

April 17—Deadline for filing annual FCC financial report by networks and licensees of broadcast stations.

April 17-21—Seminar conducted by *Eastman Kodak's* motion picture and education markets division focusing on techniques of producing color film specifically for use in commercial, public and cable television. The "Videofilm Seminar" is designed for television management, cameramen and those dealing with film. Registration fee is \$150 and each seminar is restricted to 12 participants. Kodak's Marketing Education Center, Rochester, N.Y.

April 18-19—Annual meeting, *Affiliated Advertising Agencies International*. Lucayan Beach hotel, Freeport, Grand Bahamas Island.

April 19—Dedication of *Broadcast Pioneers Library*. National Association of Broadcasters building, Washington.

April 19-21—Region six conference, sponsored by *Institute of Electrical and Electronics Engineers*. Microelectronics systems and applications and gen-

eral systems and applications will be treated. Hilton inn, San Diego.

April 19-22—22d annual *Broadcast Industry Conference*, sponsored by San Francisco chapter, National Academy of Television Arts and Sciences. Principal speakers include: Sir Charles Moses, permanent secretary of Asia Broadcasting Union; Alexander Evstafiev, of Soviet Embassy. San Francisco State College, San Francisco.

April 19-25—*International Film, TV-Film and Documentary Market (MIFED)*, where feature, TV and documentary films are traded on a worldwide basis. For information: MIFED, Largo Domodossola 1, 20145 Milan, Italy.

April 20-22—Spring convention, *Louisiana Association of Broadcasters*. Hodges Gardens, Many, La.

April 20-22—10th annual College conference, sponsored by *International Radio and Television Society*. Topic will be "Issues in Broadcasting" and will focus on five areas: consumerism-advertising, program control-freedom of broadcast journalism, broadcast technology, licensing-access and employment and economics of the industry. Hotel Commodore, New York.

April 20-22—International symposium, "Broadcasting in Pacific Nations," at 22d annual *Broadcast Industry Conference*. San Francisco State College. Address for inquiries: Dr. Benjamin Draper, conference chairman, Broadcast Industry Conference, San Francisco State College, San Francisco 94132.

April 21-22—Region 9 conference, *Sigma Delta Chi*. Albuquerque, N.M.

April 22—*Wrangler Awards* presentation, which honors top Western films, musical pieces and literary works in 10 categories. Cowboy Hall of Fame, Oklahoma City.

April 22—Region 2 conference, *Sigma Delta Chi*. Staunton, Va.

April 22—Annual meeting and awards banquet, *Georgia Associated Press Broadcasters Association*. Marriott motor hotel, Atlanta.

April 24—Annual meeting, Associated Press, followed by luncheon, with C. Jackson Grayson, chairman, U.S. Price Commission, speaker. Waldorf-Astoria, New York.

April 24-26—Fourth Communications Satellite Systems Conference, sponsored by *American Insti-*

### Major meeting dates in 1972

April 9-12—Annual convention, *National Association of Broadcasters*. Conrad Hilton hotel, Chicago (see page 34).

May 4-7—Annual convention, *American Women in Radio and Television*. Stardust hotel, Las Vegas.

May 14-17—Annual convention, *National Cable Television Association*. Conrad Hilton hotel, Chicago.

May 15-18—*Public Radio Conference*. Washington Hilton hotel, Washington.

June 2-3—Second national meeting, *Associated Press Broadcasters Association*. Speakers include FCC Commissioner Richard Wiley, Dick Eimers, director, News Election Service, will report on plans for coverage of November national elections. Bill Small, VP and bureau chief, CBS News, Washington, will be keynote speaker. Sheraton-Blackstone, Chicago.

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

Aug. 21-24—*Republican national convention*. San Diego Sports Arena, San Diego.

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

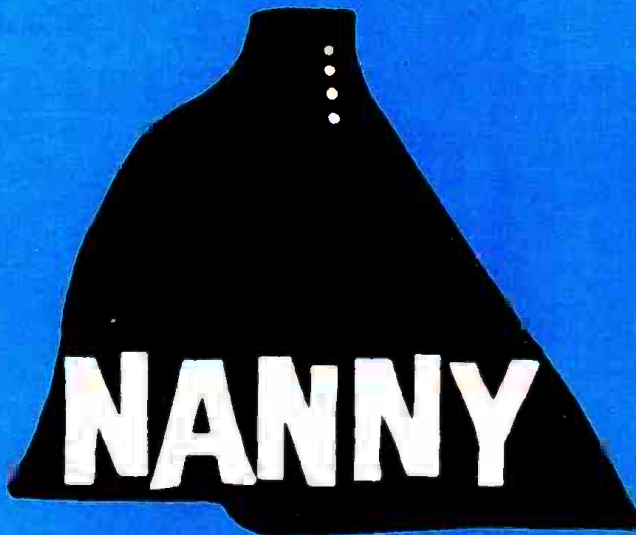
Oct. 29 - Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

Nov. 12-16—Annual seminar, sponsored by *Broadcasters Promotion Association*. Statler Hilton hotel, Boston.

Nov. 14-16—Annual meeting, *Television Bureau of Advertising*. Waldorf-Astoria hotel, New York.

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

Nov. 26-29—Annual meeting, *Association of National Advertisers*. Cerromar Beach, Puerto Rico.



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The Indian Fighter  
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The Kentuckian  
Key Largo  
Marty  
Mr. Skeffington  
Mystery of the Wax Museum  
New York Confidential  
Old Acquaintance  
Patterns  
Pork Chop Hill  
Run Silent, Run Deep  
To Have and Have Not  
Trapeze  
Twelve Angry Men  
Vera Cruz  
The Wonderful Country

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All the Way Home  
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Arrivederci Baby  
The Busy Body  
Chuka  
The Deadly Bees  
Five Branded Women  
Funeral in Berlin  
Grand Slam  
Heller in Pink Tights  
Hostile Guns  
Hurry, Sundown  
It's Only Money  
Ladies' Man  
The Long Duel  
Man-Trap  
My Geisha  
Naked Prey  
On the Double  
One-Eyed Jacks  
The Pigeon That Took Rome  
The Pleasure of His Company  
The President's Analyst  
The Rat Race  
Red Tomahawk  
Samson and Delilah  
Sebastian  
The Slender Thread  
The Spy Who Came In From the Cold  
Stalag 17  
This Property Is Condemned  
Treasure of San Gennaro  
Warning Shot  
White Christmas  
Who's Been Sleeping in My Bed?

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Castle Keep  
Cardinal  
Casino Royale  
Anzio  
Advise & Consent  
Loving  
Divorce American Style  
Heroes of Telemark  
Before Winter Comes  
Don't Raise the Bridge, Lower the River  
The Comic  
Duffy  
Kiss the Girls and Make Them Die  
Interlude  
The Mad Room  
Pendulum  
The Mind of Mister Soames  
Berserk  
Shadow On the Land  
Pursuit of Happiness  
Fragment of Fear  
The Feminist & The Fuzz  
Sheriff  
The Hyena of London  
Seven From Texas  
The Monster of London City

## UNIVERSAL

The Aquarians  
Banacek  
Best Kept Secret  
Bravos  
Brock  
The Challengers  
Charlie Chan: Happiness Is a Warm Clue  
A Clear and Present Danger  
Conspiracy To Kill  
Cool Million  
Do You Take This Stranger?  
Don't Look Behind You  
Drive Hard, Drive Fast  
Evil Roy Slade  
The Harness  
Hauser's Memory  
Heck  
Holvack  
A Howling in the Woods  
The Impatient Heart  
Judge and Jake Wyler  
Lock, Stock and Barrel  
The Magic Carpet  
Magnificent Thief  
Marriage: Year One  
Murder One  
The Neon Ceiling  
Of Life and Death  
Operation: Cobra  
The Priest-Killer  
Profane Comedy  
Ritual of Evil  
San Francisco International Airport  
The Snoop Sisters  
Who Killed the Mysterious Mr. Foster

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Battle of The Bulge  
Brides of Fu Manchu  
City Beneath the Sea  
A Covenant With Death  
Crosscurrent  
A Fine Madness  
Five Million Years to Earth  
The Great Race  
Gunfight at Comanche Creek  
Harper  
House on Greenapple Road  
Incident in San Francisco  
Kona Coast  
Life With Father  
A Lion Is in the Streets  
Madison Avenue  
Marriage on the Rocks  
The Nanny  
Of Love and Desire  
Once Before I Die  
One Million Years B.C.  
Sheriff of Fractured Jaw  
Sons and Lovers  
Term of Trial  
Third Secret  
Triple Cross  
Where's Charley?  
The Young Lions

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Bravo  
Flare-Up  
Gigi  
The Girl & The General  
Go Naked in the World  
Guns for San Sebastian  
Hotel Paradiso  
The House of the  
Seven Hawks  
Libel  
Once a Thief  
Operation Crossbow  
The Password Is  
Courage  
Point Blank  
Quentin Durward  
The Secret of My  
Success  
Seven Women  
To Trap a Spy  
When the Boys Meet  
the Girls  
The Young Lovers

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

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

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

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

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

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

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of Aeronautics and Astronautics and organized by its Technical Committee on Communications Systems. Mayflower hotel, Washington.

April 26—Annual stockholders meeting, Foote, Cone & Belding Communications. 10 a.m., Continental Plaza, Chicago.

April 26—Annual spring seminar, *Missouri Radio-Television News Association*. Missouri Governor Warren E. Hearnes will be principal speaker. Spencer Allen, editorial director, KMOX-TV St. Louis, will discuss the "Problems and Pitfalls of Broadcast Editorializing." Chairman: Robert R. Lynn, KXOK(AM) St. Louis, chairman. University of Missouri, Columbia.

April 26-28—Spring meeting, *Pennsylvania Cable Television Association*, Holiday Inn, State College.

April 26-29—ABC-TV affiliates convention. Century Plaza hotel, Los Angeles.

April 27—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Speaker: Miles W. Kirkpatrick, chairman, Federal Trade Commission. Hotel Plaza, New York.

April 27-29—Convention, fourth district, *American Advertising Federation*. Walt Disney World, Bay Lake, Fla.

April 28-29—Annual seminar on broadcasting and social issues, *Federal Communications Bar Association*. Two panels: "Is the News Credible?" with Edith Eron, author; Bill Monroe, NBC News; Richard Moore, special assistant to President Nixon; Bill Moyers, former news secretary to President Johnson and former editor, *Newsday*; Robert Lewis Shayon, University of Pennsylvania and TV-radio critic, *Saturday Review*. Also "Has the Romance Gone out of Broadcasting?" with Elie Abel, Columbia University; Eugene Katz, The Katz Agency; Robert Swezey, veteran broadcaster, and William Wright, BEST. Boar's Head inn, Charlottesville, Va.

April 28-30—Region 8 conference, *Sigma Delta Chi*. New Orleans.

April 28-30—Region 11 conference, *Sigma Delta Chi*. Long Beach, Calif.

April 29—Annual meeting and awards luncheon, *Alabama Associated Press Broadcasters Association*. Parliament House motel, Birmingham.

April 30 - May 5—11th semiannual technical conference and equipment exhibit, *Society of Motion Picture & Television Engineers*. Calvin H. Hotchkiss, Eastman Kodak Co., New York, is program chairman. Theme is "The New Filmmaker—Changing Trends in Motion Picture and Television Production Methods." Hilton hotel, New York.

### May

May 1-3—Annual seminar, *Association of Canadian Advertisers*. Royal York hotel, Toronto.

May 1-3—Annual conference, state association presidents and executive secretaries, sponsored by *National Association of Broadcasters*. Mayflower hotel, Washington.

May 2—Tune-in '72 seminar, sponsored by *Beaverbrook Commercial Broadcasting Ltd.* Nuts and bolts of commercial radio from organization to news gathering will be treated. Further details: Beaverbrook Commercial Broadcasting Ltd., 43 Shoe Lane, London, EC4A3BH. Grosvenor House, London.

May 2-5—Annual spring meeting, *Audio Engineering Society*. Hilton hotel, Los Angeles.

May 3-4—Meeting, *Television Code Review Board*, National Association of Broadcasters. NAB building, Washington.

May 3-5—Second annual conference, *National Friends of Public Broadcasting*, nonprofit organization formed to build citizen support for public broadcasting at local level. Royal Orleans hotel, New Orleans.

May 3-5—NBC-TV affiliates convention. Century Plaza hotel, Los Angeles.

May 4-7—Annual convention, *American Women in Radio and Television*. Featured speakers: Frank H. Bartholomew, UPI; Dr. Robert Rosenstone, California Institute of Technology; Maureen O'Connor, San Diego councilwoman; Edgar A. Holtz, Washington lawyer; Perry Lafferty, CBS; Louis Rowlett, Motivation Research Center, Austin, Tex.; Sonny and Cher, entertainers. Stardust hotel, Las Vegas.

May 4-7—25th Anniversary Conference, *Western States Advertising Agencies Association*. Hotel Del Coronado, Coronado, Calif.

May 5-6—Policy conference, sponsored by *New York Law Journal* and the *Cable Television Information Center*. Topic will be tapping the potential of CATV. Focus will be on new opportunities and problems for CATV in light of recent FCC regulations. Beverly Wilshire hotel, Los Angeles.

May 5-6—22d annual convention, *Kansas Association of Broadcasters*. Featured speakers will include CBS Vice Chairman Frank Stanton. Ramada inn, Topeka.

May 5-6—Second annual *National Educational*

### BROADCASTING PUBLICATIONS INC.

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**TORONTO:** John A. Porteous, contributing editor, 3077 Universal Drive, Mississauga, Ontario, Canada. Phone: 416-625-4400.

**LONDON:** Dudley D. Carroil Jr., advertising sales representative, c/o American Magazine Group, 27 Maddox Street, London, W1. Phone: 01-499-1661.

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

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**Any resemblance to traditional radio networks is purely coincidental.**

**Film Festival.** The competition recognizes excellence in educational film-making. Contact: NEFF, 5555 Ascot Drive, Oakland, Calif. 94611. Oakland, Calif.

May 5-6—Region 5 and 6 conference, *Sigma Delta Chi*, combined with national awards presentation ceremonies and spring board meeting. Milwaukee.

May 9-10—CBS-TV affiliates convention. Century Plaza hotel, Los Angeles.

May 10—*Wilson Hicks International Conference on Visual Communications*. Program will cover aspects of broadcast, print and mixed media. Registration is \$75. Contact: PR office, University of Miami. Otto G. Richter Library, main campus, University of Miami.

May 11-13—Annual management conference, *Iowa Broadcasters Association*. Roosevelt hotel, Cedar Rapids.

May 11-13—Annual spring conference, *Oregon Association of Broadcasters*. Speakers will include: FCC Commissioner Charlotte Reid; Vincent T. Wasilewski, National Association of Broadcasters, and Fred E. Baker, N. W. Ayer/F. E. Baker Advertising, Seattle, chairman of the American Advertising Federation, Representative John Delleback (D-Ore.) and Frank J. Dye, Fred Meyer Inc. Inn at Spanish Head, Lincoln City.

May 14-17—Annual convention, *National Cable Television Association*. Conrad Hilton, Chicago.

May 14-17—Annual convention and public affairs conference, sponsored by *American Advertising Federation*. Two panels will discuss "Advertising and the Law" and "The Government at Work" in an attempt to explore the relationship between government and ad industry. Among featured speakers are Miles W. Kirkpatrick, Federal Trade Commission; John Elliott Jr., Ogilvy & Mather; Charles Yost, National Advertising Review Board; Esther Peterson, Giant Food Inc.; Tom Benham, Opinion Research Corp., Senator Frank Moss (D-Utah); Dr. Yale Brozen, University of Chicago; Willie Mae Rogers, Good Housekeeping

Institute, and Dr. Harland Randolph, Federal City College, Washington. Shoreham hotel, Washington.

May 16—Annual meeting, *International Radio and Television Society*. Waldorf-Astoria, New York.

May 16—Annual meeting, *Ogilvy & Mather International*. 3 p.m., 2 East 48th Street, New York.

May 16-18—*Public Radio Conference*. Washington Hilton hotel, Washington.

May 17-19—Consumer journalism conference, Graduate School of Journalism, Columbia University, New York.

May 18—Sixth annual Belding Awards competition sponsored by the *Advertising Club of Los Angeles*. Competition winners and scholarship students to be honored at a banquet. Beverly Wilshire hotel, Beverly Hills.

May 18-19—Annual spring meeting, *Washington State Association of Broadcasters*. Tyee motor inn, Olympia.

May 18-19—Conference on "Electronics 1985" by *Electronic Industries Association* to explore economic, political and social environment and relationship to electronics industry. Conrad Hilton, Chicago.

May 21-24—Annual symposium on theater, TV and film lighting, sponsored by the *Illuminating Engineering Society*. Pick Congress hotel, Chicago.

May 21-25—Annual convention, *Pennsylvania Association of Broadcasters*. Xanadu, Grand Bahamas Island.

May 25—Annual membership meeting and "Broadcaster of the Year" award, *International Radio and Television Society*. Hotel Plaza, New York.

May 25-26—Spring convention, *Ohio Association of Broadcasters*. Hospitality Motor Inn, Toledo.

## June

June 1-3—Annual convention, *Canadian Adver-*

*ting and Sales Association*. Queen Elizabeth hotel, Montreal.

June 2-3—Second national meeting, *Associated Press Broadcasters Association*. Speakers include FCC Commissioner Richard Wiley, Dick Elmers, director, News Election Service, will report on plans for coverage of November national elections. Bill Small, VP and bureau chief, CBS News, Washington, will be keynote speaker. Sheraton-Blackstone, Chicago.

June 6-8—Annual convention, *Armed Forces Communications & Electronics Association*. Featured speakers: Irving K. Kessler, RCA; Dr. Eberhard Rehtin, assistant secretary of defense for telecommunications. Sheraton Park hotel, Washington.

June 8-9—Policy conference, sponsored by *New York Law Journal* and the *Cable Television Information Center*. Topic will be tapping the potential of CATV. Focus will be on new opportunities and problems for CATV in light of recent FCC regulations. Gotham hotel, New York.

June 8-10—Annual spring meeting, *Missouri Broadcasters Association*. Rock Lane Lodge, Table Rock Lake, Branson.

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

June 11-14—Sixth annual *Consumer Electronics Show*, sponsored by *Electronic Industries Association*. McCormick Place, Chicago.

June 11-30—*National Institute for Religious Communications*, co-sponsored by Loyola University and the Institute for Religious Communications. Loyola University, New Orleans.

June 12-22—"Short Course in Statistical Methods and Advanced Quality Control," sponsored by *Purdue University division of mathematical sciences*. Course fee is \$400. Contact: Conference division, c/o Carl Jenks, 116 Purdue Memorial Center. Purdue University, Lafayette, Ind. 47907.

June 18-21—Annual conference, *Association of Industrial Advertisers*. Sheraton-Boston, Boston.

## OpenMike

### Memo for all seasons

EDITOR: I was very impressed with the "Monday Memo" in your March 20 issue—an article by Don Cowlbeck [of Ogilvy & Mather, Houston] entitled "The key to success: stating the obvious." Mr. Cowlbeck's "seven advertising secrets" can be related to a great many fields of work. When I read it, I couldn't help but think of my profession of meteorology. We should like very much to use the article in our regional news letter. May we have your permission?—*L. H. Magar, executive officer, National Oceanic and Atmospheric Administration, Salt Lake City.*

(Permission granted.)

### P.S. from a guest adman

EDITOR: From the many comments I have received from various people in the industry throughout the country about my "Monday Memo" (BROADCASTING, March 13), I can only say that you must have a well-read magazine reaching key people in the television and radio industry. *Gene Bryson, senior vice president-general manager, McCann-Erickson, Los Angeles.*

### How long the law's arm?

EDITOR: As an ex-convict who regained his FCC license, I applaud the commission's decision to expedite this process [BROADCASTING, March 20]. However, your story puzzles me.

You report that the new policy applies only to prisoners on parole and that an applicant released on expiration

of his term would have to await a parole officer's post-prison behavior report. If a prisoner is not paroled, but serves his entire sentence and is released, he is not subject to any supervision, for the state has no more authority over him. How can a parole officer report on a man he cannot legally supervise?

In my own case, I petitioned the commission for permission to retake the exam, and had friends in the broadcast industry write letters of recommendation for me.—*Name Withheld.*

(In cases where a parole officer is not assigned to an individual following his release from prison according to an FCC official, the commission will accept as verification of the applicant's rehabilitation two letters of recommendation from responsible members of the community, such as clergymen, public officials or former business associates. Post-prison supervision varies by jurisdiction.)

### The Thissell plan

EDITOR: I have read with great interest the latest attack by Commissioner Nicholas Johnson on the broadcast media [during the Senate Communication Subcommittee's hearings on TV violence]. He outlined a five-point plan for television. I would like to submit my six-point plan.

1. Require that Commissioner Johnson speak only when he has properly bunched his thoughts together.

2. Reduce Commissioner Johnson's salary by one-half in order to get what we pay for.

3. Require that Commissioner Johnson provide a place where people can come in and relax and receive cultural stimulation at no cost to themselves.

4. Require that Commissioner John-

son provide time to those who are in disagreement with him so they can seek out the reasons behind his statements.

5. Require that \$200 be removed from Commissioner Johnson's salary each time he proves he is not a responsible professional.

6. Instead of verbal rhetoric, Commissioner Johnson should be required to back up his statements with factual information.—*Michael A. Thissell, program director, WITY(AM) Danville, Ill.*

### Another 52-timer

EDITOR: I'd like to correct a statement in the March 20 BROADCASTING which announced a policy of 52-week rate protection by KQTV(TV) St. Joseph, Mo., with the comment that WCCO-TV Minneapolis was believed to be the only other TV station with such protection. Twelve-month rate protection for advertisers in all rate classifications is a stated policy of WWLP(TV) Springfield, Mass., as it has been for many years—for so long, in fact, that I can't find when it went into effect. Our experience convinces us that it's a good idea.—*Robert F. Donahue, promotion manager, WWLP.*

### Case of the missing Z

EDITOR: My thanks for the ["Rep Appointment"] item in the March 13 issue. However, please be advised that the correct spelling of our name is Bunchez (not Bunche). Gremlins do get into the typography every so often.—*Gert Bunchez, president, Gert Bunchez & Associates, St. Louis.*

# Sometimes the best show for daytime is a show that feels like nighttime.



And no one knows how to do it like Mike Douglas because no one knows daytime, like Mike Douglas.

For the ten years his show has been on TV, Mike has been working on a very simple plan: Deliver nighttime quality entertainment...with celebrity co-hosts like Sammy Davis Jr., Carol Channing, Jennifer O'Neill, and Liberace; celebrity guests like Henry Fonda, Bette Davis, Elliott Gould, Karen Valentine, Ralph Nader, and Don Ho... only deliver it in the *daytime*.

Pace it with plenty of singing and laughing. For a change of scenery, take the whole show on the road every once in a while to Hawaii, the West

Coast, Chicago, Florida. Keep it young and keep it moving.

No wonder Mike Douglas is called (and not just by his ad agency) the King of Daytime TV. Consistently top-rated in his time slot in New York and Los Angeles,\* where the competition is the heaviest. As well as many other markets.

Contact Group W Productions. We've got 250 new shows a year, available in 90- and 60-minute versions. Maybe what you need to brighten up your daytime programming is the show that feels like nighttime programming.

## Mike Douglas Show

**GROUP  
W  
PRODUCTIONS INC**  
WESTINGHOUSE BROADCASTING COMPANY

\*source—ARB (Feb/March 1972). Audience figures are estimates subject to the limitations of techniques and procedures used.

NAB Convention guests are cordially invited to stop by and visit us in the Consulate Suite at the Continental Plaza.

**POLLUTION OF OUR AIR AND WATER  
IS A THREAT TO OUR VERY SURVIVAL.**

---

**Broadcasters are concerned  
and are doing something about it.**



These days, ecology is a very big word.

Everybody is *against* pollution. The trick is getting everybody to *do* something about it. About the smog, and the phosphates and the garbage that we're generating in such enormous quantities.

Because the experts agree: either man drastically changes the way he misuses Earth's resources, or our planet becomes poisoned by its own wastes—unable to support either life or civilization as we know it.

America's broadcasters are getting the message. And they're delivering it—loud and clear.

The Storer radio and television stations are among the leaders in the crusade to make every day Earth Day.

**WAGA-TV gives Atlanta a daily look at its pollution-filled skies.**

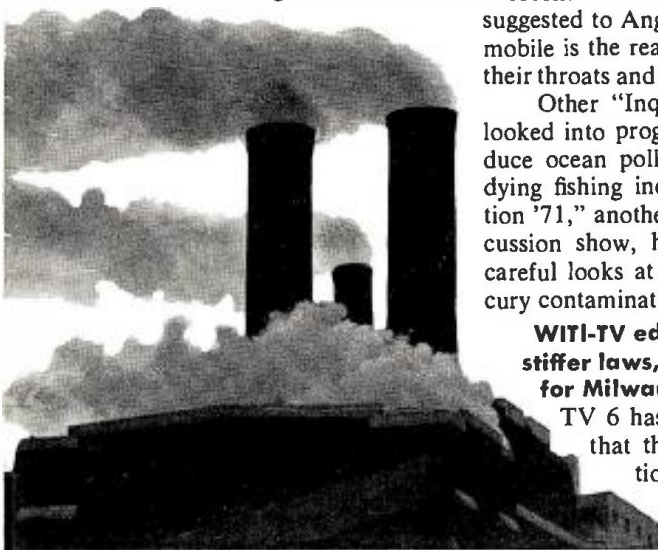
TV 5 was the first Atlanta station to broadcast daily air pollution reports along with the weather.

Weatherman Guy Sharpe shows viewers a daily pollution chart, as well as a stop-action sunrise to sunset film of the local skies.

WAGA-TV has also taken strong editorial stands against pollution of the Chattahoochie River, and for increased budgets and personnel for the state's Water Quality Control Board.

**Cleveland's WJW-TV and WJW-Radio cover every aspect of environmental pollution.**

From "A Race Against Time," a long look at the overall pollution problems of society featuring Eddie Albert on TV8, to specific progress reports featuring local air, water and utilities officials, the Storer stations give Cleveland audiences a continuing fill-in on the



fight against pollution.

Editorially, too, they've featured experiments in waste disposal and smoke elimination as well as controversial nuclear power plants.

**In Toledo, WSPD-TV and WSPD-Radio are out to clean up Lake Erie.**

An estimated 10-million people in a five-state area, including Ohio, drink water drawn from Lake Erie. So the Storer stations in Toledo have made cleaning up the lake their own pollution thing. With editorials urging a stiff clamp-down on phosphate-detergent discharge into the lake and a statewide anti-pollution agency with stiff enforcement powers.

And with many special shows, including a pollution quiz on TV 13 that was so popular it had to be aired a second time.

**WHN-Radio keeps Greater New York up-to-date on the environment.**

When WHN wants to tell its listeners the latest on the clean air and water fronts, it goes to the men who are in charge of the battle against pollution. To New York's traffic commissioner and environmental protection commissioner. To Newark's Mayor. To suburban Suffolk County's sewer commissioner.

And WHN ecology editorials leave no polluters unnoticed—from power plants, to apartment house incinerators, to mass transit busses.

**KGBS-Radio diagnoses Los Angeles' cough.**

A recent controversial "Inquiry" show suggested to Angelenos that the automobile is the real cause of the frog in their throats and the tears in their eyes.

Other "Inquiry" segments have looked into programs designed to reduce ocean pollution and revive the dying fishing industry. And "Education '71," another popular KGBS discussion show, has taken some long careful looks at the problem of mercury contamination of sea food.

**WITI-TV editorials call for stiffer laws, stiffer penalties for Milwaukee polluters.**

TV 6 has been telling viewers that the county's air pollution control laws are so weak as to be virtually ineffective.

Worse, that the air pollution control director has so little personnel and equipment that he could not cope with an air pollution emergency.

Waterwise, TV 6 reported on a special conference of Midwest governors and Canadian provincial officials dealing with Great Lakes pollution, as



well as on the efforts of local industries to comply with water pollution orders.

**Detroit's WDEE-Radio tells sportsmen what pollution is doing to fish and game.**

A recent Radio 15 interview show featured the editor of "Field and Stream" magazine who outlined for listeners how phosphates, pesticides and nitrates are weakening the game fish, bird and deer populations of the area.

Other ecology specials featured Michigan's US Senator Robert Griffin, the President of Michigan State University, and teachers and students of a Detroit high school involved in a River Rouge clean-up campaign.

**Concerned stations-talking to concerned citizens.**

All Storer stations get involved in the vital affairs of the communities they serve. It's a matter of policy with us, and a matter of pride for the people who staff our stations.

That's why our stations often do as routine, things that community leaders consider rather special.

We look at it this way. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

**Broadcasting that serves.**

THE  
**STORER  
STATIONS**  
STORER BROADCASTING COMPANY

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo  
WJW Cleveland / WDEE Detroit / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo

## TV programing and advertising: a delicate balance

*(This is the third of four consecutive articles written by representatives of Dancer-Fitzgerald-Sample, New York, dealing with the amelioration of media planning.)*

Advertising agencies today are not involved in the production of prime-time network television programs. Only a few are still involved in producing daytime serials and weekend children's programs. Why then should an agency consider maintaining a TV network-programing department when it has been proved that the economics and risks of producing shows for network TV are so great that only TV networks are willing to assume the financial burden necessary to operate in this field?

D-F-S took a long look at the value of maintaining a TV network-programing department. We decided that the investment was worthwhile because it would provide our clients with greater service and expertise in an area where they invest millions of dollars annually.

For example, a primary benefit of a programing department to clients—whether they buy full sponsorship or scatter programs—is in the area of program evaluation. What are the chances of success for a new TV series? Is the program content right for the client's commercials? Are the demographics of the new programs going to fit the client's market profiles?

Long before a new TV season, our program department begins to evaluate programs in the early stages of development right through the pilot stage. The success or failure of many TV shows depends not on who directed or wrote the pilot, but on whether these creative people continue with the series. In weighing the possibilities for success or failure of proposed programs, this knowledge, coupled with an evaluation of time periods, competitive programs, share levels and demographic characteristics is a key factor in eliminating much of the risk involved in the selection of network programs for clients.

A foreknowledge of new network programs enables an advertising agency to alert its clients to especially promising programs in development. This knowledge permits an advertiser to express a prior interest in a program, which may influence the program's time-period placement. It also establishes the advertiser's interest in the program with the network's sales department.

Program expertise, knowledge and contacts can gain advantages for advertisers in areas other than program buying. An agency program executive who maintains business and social relations

with East and West Coast production people is privy to invaluable information on sales possibilities. This kind of thing can only happen between people who share a common trade experience.

Several years ago, when advertisers could afford to sponsor all or half of a weekly series, the supervisory role of the advertising agency was a big one. Agency TV-program people were literally a part of the Hollywood or New York production group. Today, with most advertisers sponsoring only a fraction of a program, the agency's supervisory role has narrowed. However, there still is a vital marriage between program content and commercial that must be carefully watched. Every agency has its own history of mismarriages. Some may remember when a famous beer commercial was inserted smack in the middle of a scene where a mutilated corpse was being identified in a morgue. It may not take much program expertise to sense that something is wrong with that; but there are instances when more subtle program values work against the fullest impact of the commercial. In such instances, an agency's experience with viewer reactions is very valuable.

Product protection against competitive brands demands constant surveillance by the agency. The increased use of the 30-second commercial has almost doubled the number of products advertised within a TV program. The problem of seeing to it that a client's commercial message is not negated or diluted by a competitive message following soon after is acute.

A key contribution from a good agency program department is in developing nighttime television specials. The agency programing department is completely aware of the needs and desires of a client and can help find the type of special that best suits a client. The agency also acts as a liaison between client and producer, between client and talent and between client and network

in order to optimize program values and time periods without which the large capital investment by a client may prove completely unproductive.

D-F-S recently was offered the opportunity to build a one-hour special around the grand opening of a circus palace in a European city. Price, ownership, rights and other factors were favorable enough to interest a major advertiser. The result was a production on location in Europe with the advertiser and the agency present along with the production group. The special, *Budapest Circus Festival*, sponsored by Best Foods Division of CPC International Inc., was on ABC-TV, Monday, Feb. 7, 8-9 p.m. NYT.

The special was truly an advertising vehicle tailored to this advertiser's need. Furthermore, it was an experience that happens less frequently than it should these days—an experience in which the ideas of a knowledgeable client received the utmost consideration and acceptance by the production group and talent.

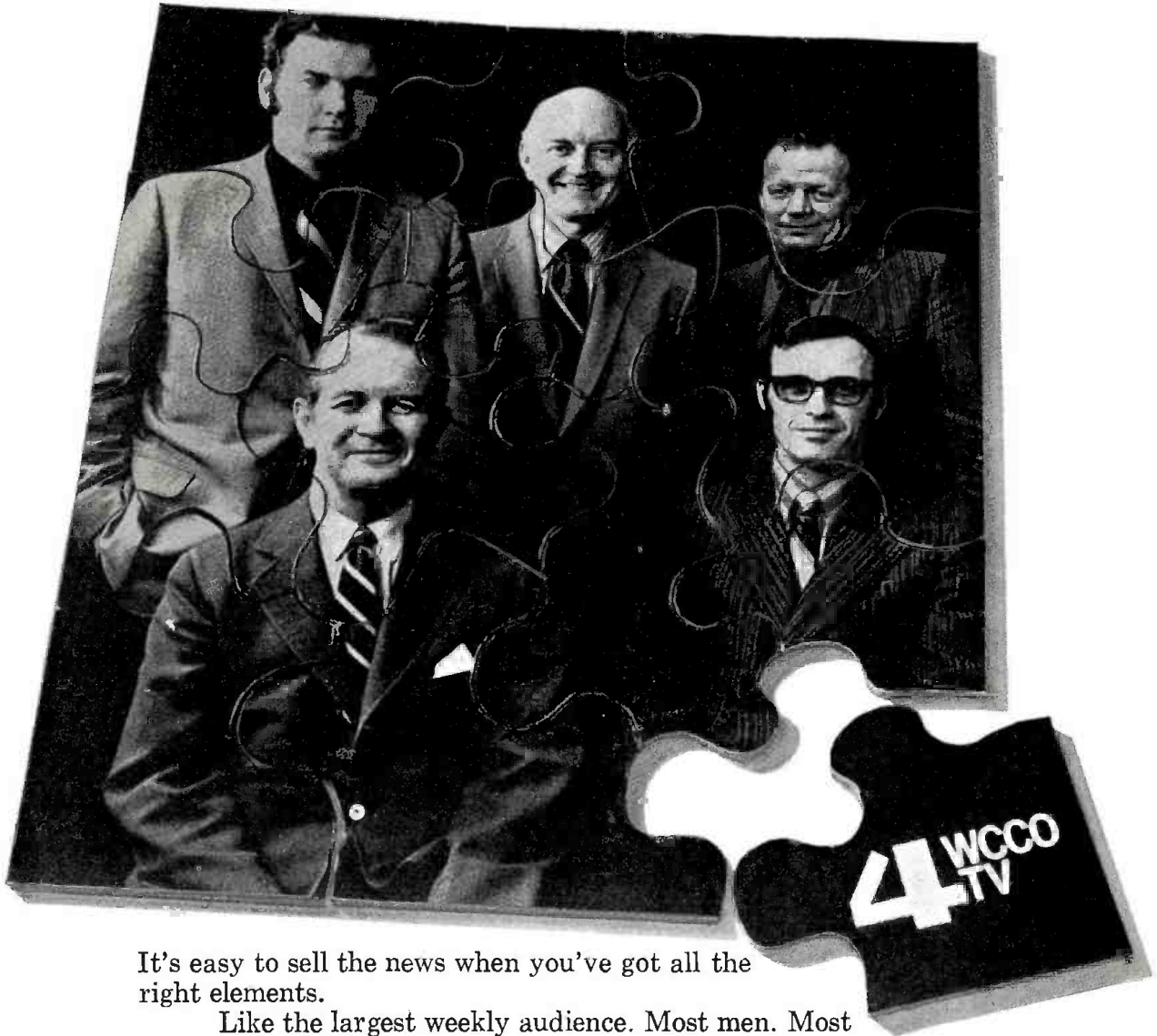
Over a relatively few years the networks went from program sponsorship to shared sponsorship, to minute participations and most recently to 30-second participations. Where will network TV be in four or five years? Will the pressure from the government get stronger and more restrictive? Will the developments in CATV and video cassettes siphon off network audiences? As the small CATV systems amalgamate into bigger cable companies, to what extent will they initiate their own programing? Will there come a time when the big stars of free television are on CATV? An agency program department keeps abreast of these trends.

We can see developments of the future leading to a great upsurge in advertising-agency activity in television programing production, especially if the government restricts and confines the networks' fields of endeavor.



*Lou Dorkin left Terre Haute, Ind., in 1952, where he was advertising manager of Schultz & Co. department store, to join Warwick & Legler, New York as a media trainee. In 1953 Mr. Dorkin joined Dancer-Fitzgerald-Sample as assistant timebuyer. He later entered account work and was moved up to vice president and account supervisor on Sterling Drug in 1961. In January of this year, he was made senior vice president and director of D-F-S's TV network/programing department.*

**We put together the most-watched  
newscasts in Minneapolis/St. Paul.  
Maybe that's why everybody wants a piece.**



It's easy to sell the news when you've got all the right elements.

Like the largest weekly audience. Most men. Most women. Most 18-49 year olds.\*

And as the dominant TV station in the market, we can offer the right availabilities almost any time of day to reach your prospects.

For specifics, call Peters, Griffin, Woodward or the WCCO-TV sales staff. **The Scene at 6 The Scene Tonight (at 10)**

\*See any ARB or Nielsen for the last two years! Audience ratings are estimates only, based on data supplied by indicated sources and are subject to the limitations thereof.

# The early returns or

In its first five weeks...

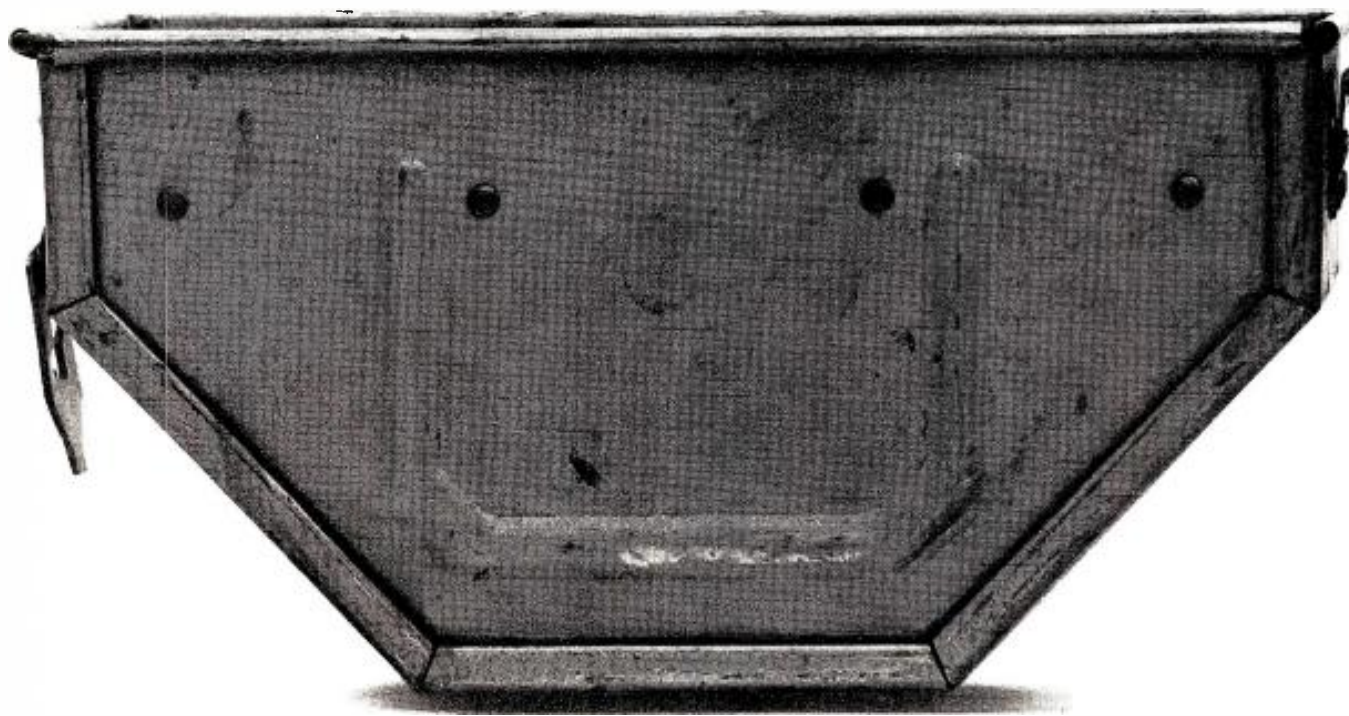
The CBS Late Movie averages 7% more homes than Johnny Carson in time periods when they are in direct competition.

The CBS Late Movie reaches more than twice as many homes as Dick Cavett.

The CBS Late Movie nearly doubles the audience formerly reached by CBS.

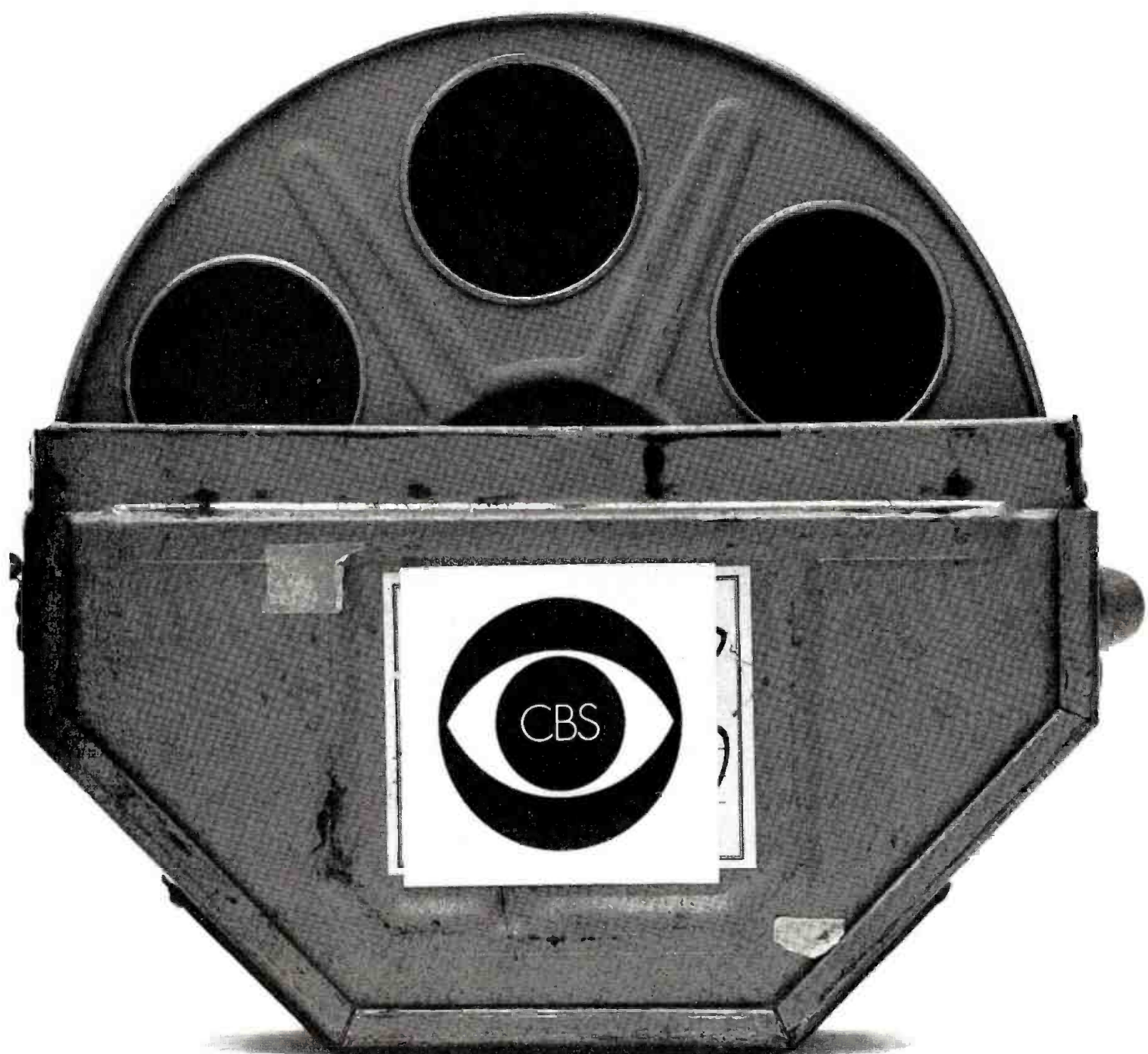
And, in the one week when Nielsen measured audience composition, The CBS Late Movie outperformed both Johnny Carson and Dick Cavett with young adults...total adults...women 18 to 49...and large families.

In other words, many happy returns. Especially for the late movie's early advertisers.





# The CBS Late Movie.



**WFAA**

AM-FM-TV



MIKE SHAPIRO  
VICE PRESIDENT & GENERAL MANAGER

April 9, 1972

OPEN LETTER TO BROADCAST MANAGERS:

As broadcasters, we are confronted daily by pressures from government officials, critics and viewers requesting and demanding change in our industry. A frequent request is for a better means of communication between the television industry and the viewers.

For eleven years in Dallas, we have asked our audience for their likes, their dislikes, their complaints and their constructive criticism. We answer their questions and inform them of developments affecting broadcasting and viewers in a half-hour program entitled LET ME SPEAK TO THE MANAGER. The response has been overwhelming and gratifying.

LET ME SPEAK TO THE MANAGER, top rated in its prime time period in our market, reaches a quarter of a million viewers each and every week, and demographics reveal a complete composite of the audience. And, it's commercial...very commercial. Tailored to answer today's needs, it is an ideal vehicle for prime access.

We have compiled a new booklet which outlines the "do's and don'ts" for starting such a program at your station. I will be more than happy to send you a free copy, and help in any way to answer questions regarding your production of the show.

I encourage you to consider a program of this type as a part of your new fall schedule.

Cordially,

communications center, 214 748-9631, dallas, texas 75202

## The other two put, take and shuffle

The cards are all shown for the new television season: ABC deals out a mixed hand; CBS is betting on comedy

The three television networks will offer a total of 15 weekly hours of new programs in their prime-time schedules next fall (also see pages 28-29).

The new CBS-TV and ABC-TV schedules, announced last week, contain five hours of new programs each, not counting two hours of prime-time football on ABC that will revert to movies when the football season is over. NBC-TV's schedule, out earlier, also has five new hours (BROADCASTING, April 3).

CBS relied heavily on situation comedies in replacing seven current shows with eight new ones, and in the process left not one night's line-up unchanged. ABC mixed comedy, musical-variety, adventure and law-enforcement themes in its choice of six new programs to replace an equal number, and left only its current Sunday and Friday line-ups undisturbed.

CBS wiped out its entire Sunday-night line-up and installed three new comedies; moved *Dick Van Dyke* in from Saturday night to follow the comedies and switched *Mannix* from Wednesday night to follow *Van Dyke*. The *Sunday Night Movie*, a feature-films series, becomes *Friday Night Movies*, and the current *Friday Night Movies*, made-for-TV films, becomes *The New CBS Tuesday Night Movies*.

ABC had to break up its highly successful Tuesday-night schedule after the FCC refused to again waive the prime-time access rule and permit ABC to program from 7:30 to 11 (BROADCASTING, March 13). It accomplished the break-up by moving *Mod Squad*, which now opens the night, to 8-9 p.m. Thursdays—where it will go against NBC's high-rated *Flip Wilson Show* and a new CBS entry tentatively titled *Spencer's Mountain*—and installing a new half-hour comedy, *Temperature's Rising*, to open Tuesday evening. *Movie of the Week* and *Marcus Welby* remain as now.

Among other changes, ABC is dropping its Saturday *Movie of the Weekend* but scheduling a second weekly series of made-for-TV movies on Wednesdays.

ABC's schedule calls for programming 8-11 p.m. NYT all evenings, NBC's and CBS's for 7:30-10:30 Sundays and 8-11 all other nights.

Just when the 1972-73 season will

start was unclear. NBC had said it would begin Sept. 25 but left the door open for change if any other network decided to open earlier—and one did. ABC said it would start Sept. 11. CBS did not indicate its starting date.

CBS's new shows:

▪ *Anna and the King* (Sunday, 7:30-8): Comedy-drama based on best-selling "Anna and the King of Siam" and starring Yul Brynner and Samantha Eggar.

▪ *M\*A\*S\*H* (Sunday, 8-8:30): Comedy based on motion picture of same name and starring Alan Alda and Wayne Rogers.

▪ *Sandy Duncan Show* (Sunday 8:30-9): New production of last season's comedy hit, which had to be suspended when its star underwent eye surgery.

▪ *Bill Cosby Show* (Monday, 10-11): Comedy-variety.

▪ *Cousin Maude* (Tuesday, 8-8:30): Spin-off from *All in the Family*, with Beatrice Arthur in the title role as a woman as strong-willed as Archie Bunker of *Family* but in the "liberated" style of Auntie Mame.

▪ *Spencer's Mountain* (Saturday, 8-9): Title is tentative, but the story will deal with a closely knit family as portrayed in the CBS-TV special, *The Homecoming*, by Earl Hamner Jr.

▪ *Bridget Loves Bernie* (Saturday, 8:30-9): Comedy based on differences in outlook between an Irish-Jewish couple and starring Meredith Baxter and David Birney.

▪ *Bob Newhart Show* (Saturday, 9:30-10): The comedian plays a guidance counselor who is also manager of the condominium where he lives, with Suzanne Pleshette as his wife.

Being dropped by CBS are *Cade's County*, *Glen Campbell Goodtime Hour*, *Me and the Chimp*, *My Three Sons*, *O'Hara*, *Don Rickles Show* and *Arnie*.

ABC said its six new programs would be augmented once a month by another, *Kung Fu*, about a Chinese-American pursued by killers from China. The program, starring David Carradine, will appear every fourth Saturday in the period otherwise occupied by *Alias Smith and Jones*.

ABC also said it would continue its

Jacques Cousteau specials and would present musical specials, TV essays, news and sports specials, and a number of biographical dramas, teleplays of varying lengths and 90-minute or two-hour live-on-tape dramas. The network also announced two new programs for this summer, both regarded as likely candidates for midseason replacements if needed: *The Super*, a comedy about a superintendent in a lower-middle-income apartment building, and *The Corner Bar*, the contemporary scene viewed from a New York tavern.

ABC's new entries for 1972-73:

▪ *The Rookies* (Monday, 8-9): Dramatic series developed from an ABC *Movie of the Week* and featuring as the pilot did, Michael Ontkean, Jeff Pomerantz, Georg Stanford Brown and Sam Melville as young policemen who think force should be used only in extreme situations.

▪ *Temperature's Rising* (Tuesday, 8-8:30): Looks at the humorous side of life in a big hospital, with James Whitmore as chief surgeon, Joan Van Ark as head nurse.

▪ *Paul Lynde Show* (Wednesday, 8-8:30): The comedian stars as an attorney "in generational and ideological conflict with his genius son-in-law."

▪ *Julie Andrews Show* (Wednesday, 10-11): Musical-variety hour.

▪ *The Men* (Thursday, 9-10): Suspense-adventure trilogy with these series rotating: "The Delphi Bureau," with Laurence Luckinbill as an investigator for the President and featuring Celeste Holm; "Jigsaw," with James Wainwright as an officer with a bureau of missing persons, and "Assignment: Vienna," with Roy Scheider as a U.S. agent fighting international crime.

▪ *The Streets of San Francisco* (Saturday, 9-10): Police drama starring Karl Malden as an older detective teamed with a younger officer played by Michael Douglas.

ABC programs being dropped are *Monday Night Special*, *Courtship of Eddie's Father*, *ABC Comedy Hour*, *The Persuaders*, *Longstreet* and *Bewitched*. The network's *Monday Night Movie* will be off for the duration of the football season but will return, the network said, after Jan. 1, 1973.

# Diagram of competition: the 1972-73 schedules as they're laid out now

**Bold** denotes new shows, *italic* denotes a new time period. All network prime-time periods are 8-11 p.m. except Sunday, when CBS and NBC program from 7:30 to 10:30.

Wed.	ABC	CBS	NBC	Thur.	ABC	CBS	NBC
7:30				7:30			
8:00	<b>The Paul Lynde Show</b>	The Carol Burnett Show	Adam-12	8:00	<i>The Mod Squad</i>	<b>Spencer's Mountain</b> (tentative title)	The Flip Wilson Show
8:30	<i>Wednesday Movie of the Week</i>		<b>NBC Wednesday Mystery</b>	8:30			
9:00		Medical Center		9:00	<b>The Men</b>	The CBS Thursday Night Movies	Ironside
9:30				9:30			
10:00	<b>The Julie Andrews Show</b>	<i>Cannon</i>	<b>Probe</b>	10:00	Owen Marshall: Counselor At Law		Dean Martin Show

Sun.	ABC	CBS	NBC
7:30		<b>Anna and the King</b>	The Wonderful World of Disney
8:00	<b>FBI</b>	<b>M*A*S*H</b>	
8:30		<b>The Sandy Duncan Show</b>	<i>NBC Sunday Mystery</i>
9:00	ABC Sunday Night Movie	<i>The New Dick Van Dyke Show</i>	
9:30		<i>Mannix</i>	
10:00			<i>Night Gallery</i>

## Production boxscore on the new TV season

Here are the prime-time programs, production companies and average weekly production budget for 1972-73:

### ABC

Sunday—8-9 *FBI*, Quinn Martin and Warner Bros. TV, \$260,000; 9-11 *ABC Sunday Night Movie*, various, \$700,000.

Monday—8-9 *The Rookies*, Aaron Spelling Productions, \$195,000; 9-conclusion *NFL Monday Night Football*, ABC Sports, \$650,000.

Tuesday—8-8:30 *Temperature's Rising*, Screen Gems/Bill Asher, \$110,000; 8:30-10 *Tuesday Movie of the Week*, various, \$425,000; 10-11 *Marcus Welby, M.D.*, Universal TV, \$200,000.

Wednesday—8-8:30 *The Paul Lynde Show*, Ashmont Productions with Screen Gems, \$110,000; 8:30-10 *Wednesday Movie of the Week*, various, \$425,000; 10-11 *The Julie Andrews Show*, ATV, \$180,000.

Thursday—8-9 *The Mod Squad*, Thomas-Spelling Productions, \$225,000; 9-10 *The Men*, Warner Bros. TV/Universal TV/MGM TV, \$235,000; 10-11 *Owen Marshall: Counselor at Law*, Universal TV, \$110,000.

Friday—8-8:30 *The Brady Bunch*, Paramount TV, \$100,000; 8:30-9 *The Partidge Family*, Screen Gems, \$110,000; 9-9:30 *Room 222*, 20th Century-Fox TV, \$100,000; 9:30-10 *The Odd Couple*, Paramount TV, \$103,000; 10-11 *Love, American Style*, Paramount TV, \$200,000.

Saturday—8-9 *Alias Smith and Jones*, Universal TV, \$195,000, giving way every fourth week to *Kung Fu*, Warner Bros. TV, \$250,000; 9-10 *The Streets*

*of San Francisco*, Quinn Martin with Warner Bros. TV, \$210,000; 10-11 *Sixth Sense*, Universal TV, \$200,000.

### CBS

Sunday—7:30-8 *Anna and the King*, 20th Century-Fox TV, \$95,000; 8-8:30 *M\*A\*S\*H*, 20th Century-Fox TV, \$95,000; 8:30-9 *The Sandy Duncan Show*, Paramount, \$105,000; 9-9:30 *The New Dick Van Dyke Show*, Cave Creek Enterprises, \$103,000; 9:30-10:30 *Mannix*, Paramount TV, \$210,000.

Monday — 8-9 *Gunsmoke*, Arness Productions, \$225,000; 9-9:30 *Here's Lucy*, Lucille Ball Productions, \$125,000; 9:30-10 *The Doris Day Show*, Arwin Productions, \$105,000; 10-11 *The Bill Cosby Show*, CBS, \$190,000.

Tuesday — 8-8:30 *Cousin Maude*, Tandem Productions, \$95,000; 8:30-9:30 *Hawaii Five-O*, Leonard Freeman Productions, \$210,000; 9:30-11 *The New CBS Tuesday Night Movies*, CBS, \$350,000.

Wednesday—8-9 *The Carol Burnett Show*, Burngood Productions, \$230,000; 9-10 *Medical Center*, MGM TV, \$200,000; 10-11 *Cannon*, Quinn Martin, \$195,000.

Thursday—8-9 *Spencer's Mountain* (tentative title), CBS, \$195,000; 9-11 *The CBS Thursday Night Movies*, various, \$750,000.

Friday—8-9 *The Sonny and Cher Comedy Hour*, Blyde Beard Productions and Humbug Productions, \$195,000; 9-11 *The CBS Friday Night Movies*, various, \$750,000.

Saturday—8-8:30 *All in the Family*, Tandem Productions, \$105,000; 8:30-9 *Bridget Loves Bernie*, Screen Gems, \$95,000; 9-9:30 *The Mary Tyler Moore Show*, MTM Enterprises, \$100,000;

9:30-10 *The Bob Newhart Show*, MTM Enterprises, \$100,000; 10-11 *Mission: Impossible*, from Paramount Television, \$225,000.

### NBC

Sunday—7:30-8:30 *The Wonderful World of Disney*, Walt Disney Productions, \$230,000; 8:30-10 *NBC Sunday Mystery*, Universal TV, \$310,000; 10-10:30 *Night Gallery*, Universal TV, \$95,000.

Monday—8-9 *Rowan and Martin's Laugh-In*, Romart Inc., \$200,000; 9-11 *Monday Night at the Movies*, various, \$750,000.

Tuesday—8-9 *Bonanza*, NBC Productions, \$225,000; 9-10 *The Bold Ones*, Universal TV, \$200,000; 10-11 *NBC Reports*, NBC News, alternating from Nov. 14 to May 8, 1973, with *America*, BBC, \$193,000 average.

Wednesday—8-8:30 *Adam-12*, Universal TV with Mark VII Productions, \$97,500; 8:30-10 *NBC Wednesday Mystery*, Universal TV, \$310,000; 10-11 *Probe*, Warner Bros. TV and Leslie Stevens Productions, \$195,000.

Thursday—8-9 *Flip Wilson Show*, Clerow Productions, \$205,000; 9-10 *Ironside*, Harbour Productions and Universal TV, \$215,000; 10-11 *Dean Martin Show*, Claude Productions, and Greg Garrison Productions, \$230,000.

Friday—*Sanford and Son*, Tandem Productions and Norbud Inc., \$90,000; 8:30-9 *The Little People*, Warner Bros. TV, \$102,500; 9-10 *Ghost Story*, Screen Gems, \$195,000; 10-11 *Banyon*, Warner Bros. TV and Quinn Martin Productions, \$195,000.

Saturday—8-9 *Emergency*, Universal TV and Mark VII Productions, \$200,000; 9-11 *NBC Saturday Night at the Movies*, from various production sources, \$750,000.

Mon.	ABC	CBS	NBC	Tues.	ABC	CBS	NBC
7:30				7:30			
8:00	<b>The Rookies</b>	Gunsmoke	Rowan and Martin's Laugh-In	8:00	<b>Temperature's Rising</b>	Cousin Maude	Bonanza
8:30				8:30	Tuesday Movie of the Week	Hawaii Five-O	
9:00	NFL Monday Night Football (to conclusion)	Here's Lucy	Monday Night at the Movies	9:00			<i>The Bold Ones</i>
9:30		The Doris Day Show		9:30		<i>The New CBS Tuesday Night Movies</i>	
10:00		<b>The Bill Cosby Show</b>		10:00	Marcus Welby, M.D.		<i>NBC Reports/America</i>
Fri.	ABC	CBS	NBC	Sat.	ABC	CBS	NBC
7:30				7:30			
8:00	<b>The Brady Bunch</b>	<i>The Sonny &amp; Cher Comedy Hour</i>	Sanford And Son	8:00	<i>Alias Smith and Jones Kung Fu</i> (every 4th week)	All in the Family	Emergency
8:30	<b>The Partridge Family</b>		<b>The Little People</b>	8:30		<b>Bridget Loves Bernie</b>	
9:00	Room 222	<i>The CBS Friday Night Movies</i>	<b>Ghost Story</b>	9:00	<b>The Streets of San Francisco</b>	<i>The Mary Tyler Moore Show</i>	NBC Saturday Night at the Movies
9:30	<b>The Odd Couple</b>			9:30		<b>The Bob Newhart Show</b>	
10:00	Love, American Style		<b>Banyon</b>	10:00	Sixth Sense	Mission: Impossible	

## The network strategies explained

### Program chiefs tell what they're after; agencies start buying but reserve comments

Salesmen of all three television networks were on the street last week with 1972-73 program schedules that they claimed were innovative and diversified. Agency executives called the new programming imitative, but they were already placing orders for commercial positions—even though prices remained to be set.

The styles were varied. CBS said it was returning the short-form comedy series for family viewing. NBC said it was enlarging program variety by moving farther toward the long form, of series rotating within series. ABC is introducing Julie Andrews as a regular performer on the living-room screen and is going for more of the long-form as well.

At BROADCASTING's request, network program executives explained their respective strategies.

Martin Starger, vice president in charge of programming, ABC-TV, said the objective of his network's 1972-73 schedule was to improve ABC's growing rating strength, to maintain a better balance and to experiment with new forms.

The most significant changes, he said, were made on Tuesday, Wednesday, Thursday and Saturday nights. Tuesday, which was a block-buster for ABC this season, had to be reprogrammed because the network could not obtain another waiver of the FCC prime-access rule permitting it to open at 7:30, as it had this season, with *Mod Squad*.

"We kept our movie period at 8:30 to 10 and *Marcus Welby* at 10 and

moved in a new medical comedy series, *Temperature's Rising*, as a lead-in at 8-8:30 p.m.," he pointed out. "And on Wednesday we start with another light comedy, *The Paul Lynde Show*. We move the Saturday-night movie to 8:30-10 and finish up at 10 to 11 with a series we are extremely high on—*The Julie Andrews Show*. Scheduling movies on Tuesday and Wednesday gives us the opportunity to schedule two-part features on successive nights."

Mr. Starger observed that Thursday has been a dominant NBC night. ABC has shifted the popular series, *Mod Squad* to its 8-9 p.m. slot, keeping *Owen Marshall* at 10-11 p.m. and inserting a new "trilogy" series with the umbrella title of *The Men* in the 9-10 segment. These will be light-dramatic "mini-series," produced by Universal, Warner Bros. and Metro-Goldwyn-Mayer.

On Saturday, ABC is scheduling *Alias Smith and Jones* in a new time period at 8-9 p.m. and every fourth week inserting a new series, *Kung Fu*, centering on a Chinese-American. A new program, *The Streets of San Francisco*, follows at 9-10 p.m. and the evening closes with *The Sixth Sense*, which Mr. Starger said has been showing strength since its insertion in the line-up at mid-season.

Mr. Starger said the network will bolster the number of dramatic special programs pre-empting regular series. Producer Fred Coe has been assigned to develop a group of one-hour drama programs under the title of *Men and Wom-*

*en*. Under the working title of *Biographies*, the network plans also to present two to four one-hour dramatizations about pivotal figures in history. Mr. Starger said ABC also intends to schedule a minimum of four other dramatic specials, either 90-minute or two-hour, during 1972-73.

The CBS-TV schedule for the 1972-73 season "represents a return of CBS to television, and to series television, and to a schedule of brightness and lightness in entertainment." That's how Fred Silverman, vice president-programs, explained the CBS move to comedy (and the half-hour form) next season.

Mr. Silverman said that CBS, bringing in eight new shows, six of them comedies, will have 11 half-hour comedies in all in prime time next fall. "That's more than the other two networks combined."

He said: "Management viewed the 1971-72 season as imbalanced on the networks. There was too much emphasis on the long form." He stressed that comedy nights have showed up well in audience ratings, citing CBS's success with comedy on Saturday and ABC's on Friday this past season.

Mr. Silverman noted that CBS is switching off movies Sunday night (moving them to Friday), shifting the 90-minute TV movie from Friday to Tuesday, and establishing a "second front" Sunday in family programming—"an alternative" presented to the viewer.

"We are really out this year to create an image totally distinct and apart from the other networks," Mr. Silverman said. At the same time CBS hopes to strengthen "weak portions" of the schedule: Sunday, early Thursday and early Friday.

Mr. Silverman anticipates a "major

turnaround" on Sunday as a result of CBS's slotting two shows that have strong track records (*Dick Van Dyke* and *Sandy Duncan*) with "the cream of the pilots" (*Anna and the King*, and *M\*A\*S\*H*).

The Thursday moves are keyed to *Spencer's Mountain*, which he said "is about a family and love for one's family" and "the only new form entered this season." He said some people at the network were concerned about putting the one-hour show up against NBC's *Flip Wilson*, but the prevailing confidence at CBS, he said, was reminiscent of that shown in *All in the Family* by its advocates before that show went on the air. The new show, he said, consistently earned high shares in its original showing as a movie on Thursday night, a repeat showing and last December in sequel form as "The Homecoming." "It will be not only a distinguished effort next fall but a commercial success, Mr. Silverman said.

The Friday shore-up is the move of *Sonny and Cher* ("a bona fide hit this past season") from Monday 10-11 to the lead-off period at 8 on Friday. "It is substantially stronger than *O'Hara* [the program it replaces at 8-9] and might just turn Friday night upside down for us," Mr. Silverman said.

At NBC, the transfer of the workhorse, *Bonanza*, from Sunday at 9-10 to Tuesday at 8-9 is a critical move in itself. But NBC next season is compounding the juggling act.

For one thing, according to Mort Werner, vice president, programs and talent, NBC-TV, there are two pairings of popular shows, or combinations, that are to be moved. *Bonanza* and *Bold Ones* together pulled in the numbers on Sunday. They will continue to be back-to-back next season but on Tuesday as NBC's heavy artillery trained against ABC's highly successful Tuesday-night line-up and CBS's strengthened Tuesday schedule. (NBC will attempt to improve the odds by putting *Bold Ones* in a doctors-only format, deleting the lawyers episodes. Doctors, said Mr. Werner, did better in the ratings.)

Unchanged nights at NBC: Monday (*Laugh-In* and the movie period) and Thursday (*Flip Wilson*, *Ironsides* and *Dean Martin*). The popular pair on Wednesday, the "mystery" hour (with rotating series) and *Night Gallery*, will now shift to Sunday. Mr. Werner acknowledged there may be a gamble in the shifting; Sunday night has been relatively strong for NBC.

Wednesday at NBC will be restructured with "high-style, escapist-form entertainment" by building a new "mystery" night drawing three or four elements from several possibilities and such star names as George Peppard, James Farentino, Richard Widmark, Richard Boone and Bette Davis, and, Mr. Werner noted, that show itself is to be paired with *Probe*, a new detective series with Hugh O'Brian as star.

Mr. Werner pointed to *Sanford and Son*, NBC's midseason hit, as the key leading off a Friday schedule that will

have a "little different" treatment of the occult in contemporary life in *Ghost Story* and a "private eye of the 30's with a Humphrey Bogart personality" in Robert Foster, who stars in *Banyon*. Mr. Werner looked for a "better" showing for NBC on Friday.

With CBS's *All in the Family* secure at Saturday 8-8:30, NBC in Mr. Werner's opinion faces a "tough fight" that night. NBC will continue with *Emergency*, a midseason replacement that Mr. Werner said has been steadily building its audience, and with its long-running Saturday movie period.

Few agency executives were willing to make detailed appraisals of the new season. Generally they appeared to favor CBS's potential ratings strength. They seemed less conclusive on the relative positioning of ABC and NBC.

## Universal is still the hottest studio

### But Warner moves up to strong second place in network placements

Warner Bros. Television, back in full TV production only since the 1971-72 season, appears to be the film production company that gains the most from the prime-time schedule for the fall. Sales of three hour programs, one half-hour show, plus one-third of an ABC trilogy hour and every fourth week of the ABC-TV *Alias Smith and Jones* time period constitute a remarkable comeback for Warner Bros. As recently as the 1970-71 season the production company had only *The FBI* on the air.

Now, despite having lost the hour *Nichols* series and the half-hour *Jimmy Stewart Show*, Warner Bros. will have five filmed series on the air, amounting to four-and-a-half hours of prime time on a regular basis, as well as eight segments of "The Delphi Bureau" for the ABC trilogy and at least three and probably six segments of *King Fu* for the *Alias Smith and Jones* slot.

This production volume has pushed WB-TV into second place among the production companies. It is still considerably behind the output of Universal TV. After losing a half-hour of its hour *Night Gallery* series and its hour *O'Hara, United States Treasury*, Universal still leads the production pack with 12½ individual shows in network prime time for next season. This represents 11½ hours of on-air time. Offsetting its losses only partially (the company also lost "The Lawyers" segment of the hour NBC-TV *The Bold Ones*, but retained the time period with "The Doctors" segments being expanded), Universal sold "Jigsaw" to fill one-third of ABC-TV's *The Men* trilogy, and will program all of the various segments of the 90-minute *NBC Wednesday Mystery* time period. In addition, Universal will produce 12 90-minute movies for ABC-TV's

*Wednesday Movie of the Week* and possibly as many as 10 two-hour *World Premiere* movies for NBC-TV.

Paramount TV lost the hour *Longstreet* series and the half-hour *Me and the Chimp*. As partial recompense, Paramount's half-hour *Funny Face* series, suspended since mid-1971-72 season, will come back next season on CBS-TV as *The Sandy Duncan Show*.

Screen Gems was a modest winner on the new schedules. The company lost its mainstay, the half-hour *Bewitched*, but gained three half-hour shows and one hour program for a net of two hours of new prime-time production.

Twentieth Century-Fox TV was a casualty, having its *Cade's County* hour and *Arnie* half-hour canceled, while adding two half-hours for next season—*Anna and the King* and *M\*A\*S\*H*.

MGM-TV saw its long-running half-hour *The Courtship of Eddie's Father* dropped, and was able to sell only one-third of ABC-TV's *The Men* trilogy via "Assignment: Vienna."

Aaron Spelling Productions, already solidly placed in prime time with the hour *Mod Squad* series, sold another hour to ABC-TV, *The Rookies*. Associated Television Corp. of London lost the hour *Persuaders* but replaced it with the hour *Julie Andrews Show*.

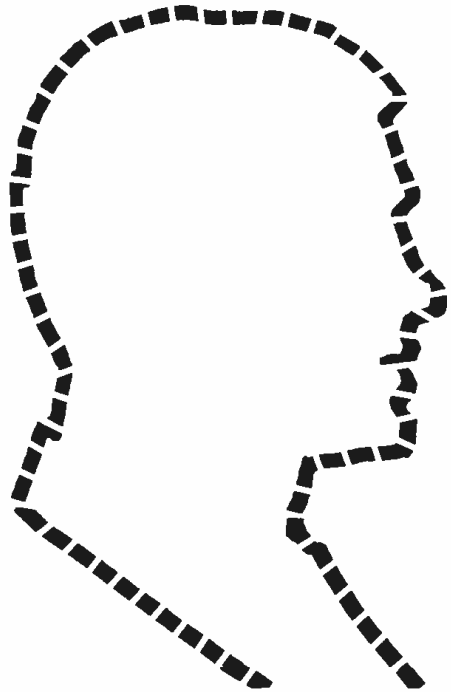
Two former advertising-agency executives will be represented with new product in 1972-73. Lee Rich's Lorimer Productions will turn out the hour *Spencer's Mountain* for CBS-TV. Grant Tinker's MTM Enterprises, already producing *The Mary Tyler Moore Show*, now adds the half-hour *Bob Newhart Show*. (Both Mr. Rich and Mr. Tinker formerly worked for Benton & Bowles).

Don Fedderson Productions lost *My Three Sons*, its only half-hour. Producer Sheldon Leonard, not too long ago the King Midas of Hollywood TV production with such shows as *I Spy* and *Dick Van Dyke*, but now on a severe losing streak, lost another series, *The Don Rickles Show*. Producer Doug Cramer sold one half-hour, *Bridget Loves Bernie*, to CBS-TV.

On the other hand, producer Quinn Martin, who has had his share of ups and downs, is riding on top of the heap now, producing in association with WB-TV two new hours, *Banyon* and *The Streets of San Francisco*, as well as continuing with *The FBI* and *Cannon*.

The team of Bill Asher and Harry Ackerman, which turned out *Bewitched* at Screen Gems for eight seasons, still had a year to go with ABC-TV on the program's contract. As part of this *Bewitched* deal, the Messrs. Asher and Ackerman will now be making two new half-hours for the network, *Temperature's Rising* and *The Paul Lynde Show*.

Gene Reynolds at 20th Century-Fox TV is virtually keeping that studio in the TV business with sales of new half-hours he produced—*Anna and the King* and *M\*A\*S\*H*—and renewal of *Room 222*, which Mr. Reynolds originally produced. It's just another reminder of the hectic cyclical pattern of network production.



GEORGE W. COLLINS  
Producer and Moderator  
of "Man to Man"  
Associate Editor  
of "Newswatch"

## **WMAR-TV MEETS CONTROVERSIAL LOCAL ISSUES "MAN TO MAN"**

Since "Man to Man" started, more than 80 programs, more than 40 hours of air time and over 350 Marylanders from all walks of life have participated. School violence, the stop-and-frisk gun bill, drugs, crime, alcoholism, real estate exploitation, women's lib, redistricting, police brutality, ghetto militants vs. police, deficiencies in penal systems, state aid for private schools and many other important subjects have been thoroughly examined and discussed.

Each week a panel, including a number of community leaders and experts from all socio-economic levels, is chosen by George W. Collins. No holds are barred — no punches pulled — nothing is held back! The panel probes, explores and confronts local and state problems, many of which are a microcosm of national problems. "Man to Man" is aired every Tuesday at 10:30 PM in prime time to reach the widest possible audience.

George W. Collins is a recognized authority on Baltimore and Maryland affairs. He brings to the program a journalistic background of over 20 years as reporter, columnist and city editor of the Baltimore Afro-American newspaper before joining WMAR-TV.

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## A quiet NAB agenda could be deceptive

Convention program promises no new worries, but delegates will be re-examining some old problems

Last year, broadcasters at the annual convention of the National Association of Broadcasters were treated to a drum-fire of attacks on network news practices and policies, including indictments of individual commentators. This year as the association gathers for its 50th annual meeting, the line-up of major speakers bodes no such sharpness.

Although, as one veteran broadcast conventioneer said last week on the eve of the Chicago meeting that was to begin yesterday (April 9): "You never can tell what will happen at an NAB convention."

The principal speakers, most government oriented, include Secretary of the Treasury John B. Connally Jr., White House communications director Herbert G. Klein (who was also a speaker last year), Clay T. Whitehead, director of the Office of Telecommunications Policy, and FCC Chairman Dean Burch (who also is making a return visit).

From the broadcast side come Dr. Frank Stanton, vice chairman of CBS; Vincent T. Wasilewski, president of NAB, and Mark Evans, Metromedia vice president, who is chairman of the NAB's task force on license renewal.

Among those from whom important words are also anticipated are FCC Commissioner Richard E. Wiley and Richard D. Dudley, Forward Communications Group, who is chairman of the goals and directions committee of the association.

One seminar among the dozens scheduled may produce significant dialogue. This is the "Quo Vadis, Video?" panel that includes Burton Benjamin, CBS News; Herbert Schlosser, NBC; W. Theodore Pierson Sr., Washington lawyer; David J. Curtin, Xerox, and Clifford M. Kirtland Jr., Cox Broadcasting.

Broadcasters, including their engineering colleagues, are anticipating an explanation of the FCC's most recent action on the Emergency Broadcasting System that is aimed at simplifying the responsibilities of broadcasters (see page 104).

Presumably above the mundane interests of broadcasters will be the Rev. Billy Graham, who receives the association's distinguished service award.

The Chicago gathering has some bright spots notwithstanding the myriad problems that threaten broadcasting.

Business seems good. Networks' TV billings are mounting. Spot TV is growing. Program syndicators are optimistic: they see a broadening market opened

by the six-month-old prime-time access rule.

Radio broadcasters anticipate good news from the FCC in actions that will lighten their administrative and technical load, part of a cooperative venture between a special NAB committee and the commission.

On the government-relations side, NAB officials feel that membership activity has never been better. This, of course, was triggered by the license-renewal campaign, and it is this subject that is expected to be the gist of Mr. Evans' speech. According to early reports, it may well be an admission that hearings on license-renewal legislation are unlikely this year, but the lobbying effort should be continued in preparation for 1973.

Even the membership of the NAB has grown; there have been 30 new members since January, with most of them radio stations.

In its internal organization, the NAB still lacks a station-relations chief, since the move last month of Grover C. Cobb to his new post as government-relations executive vice president.

And the most newsworthy element of the association's first board meeting during a convention, ordered as a regular session at conventions by the joint boards last January, is the consideration of a contract with Mr. Wasilewski, reportedly aggregating about \$100,000 including salary, deferred payments, insurance, car and expenses.

But, over-all, the convention faces, as it has in the past, somber issues.

Only two weeks ago, a federal appeals court in Washington held that the FCC could not deny the right of a broadcaster to voluntarily agree on reimbursement to a petitioner who sought to have his license denied. This certain-

ly is not expected to discourage attacks on broadcasters, as the FCC's ban might have.

Awaited also is some word from the FCC on the whole question of the fairness doctrine and the right of access to microphones and cameras on the part of the public. Although it may be too soon—the week-long panel discussions of the subject before the FCC ended only two weeks ago—broadcasters hope for some indication of what the decision will be. Already there are intimations that where a commercial touches on a controversial issue of public importance, the fairness doctrine will apply. And then there's the Federal Trade Commission's counteradvertising proposals.

Another problem facing broadcasters—and this is an immediate one—is implementation of the political-spending bill. Notwithstanding the FCC's so-called clarification last month broadcasters are obviously in a morass on how to handle some of the special cases that they see facing them in selling time to political candidates this fall.

And still looming are such other worrisome subjects as TV violence, advertising on children's programs, CATV, minority hiring, and price controls.

### Many faces and added places

Attendance at this week's National Association of Broadcasters convention in Chicago is expected to equal and possibly exceed the 5,137 who registered for last year's meeting.

There are 146 firms exhibiting equipment this year, four more than last year. They will have an estimated 1,500 salesmen and engineers on hand. In addition, the 40-odd program exhibitors are expected to have at least 225 representatives present.

The addition of four equipment exhibitors this year meant that the exhibit area had to be increased slightly (1,000 square feet) to 54,000 square feet. All exhibits are at the Conrad Hilton hotel.

### News feeds from NAB

A special audio "hot line" for the Chicago convention of the National Association of Broadcasters, April 9-12, has been established for out-of-town newsmen to call for interviews and news feeds. Interview telephone number is 312-786-9240 (one April 9, one April 10). News reports telephone number is 312-786-9236 (one on April 9, two on April 10 and four on April 11 and 12).

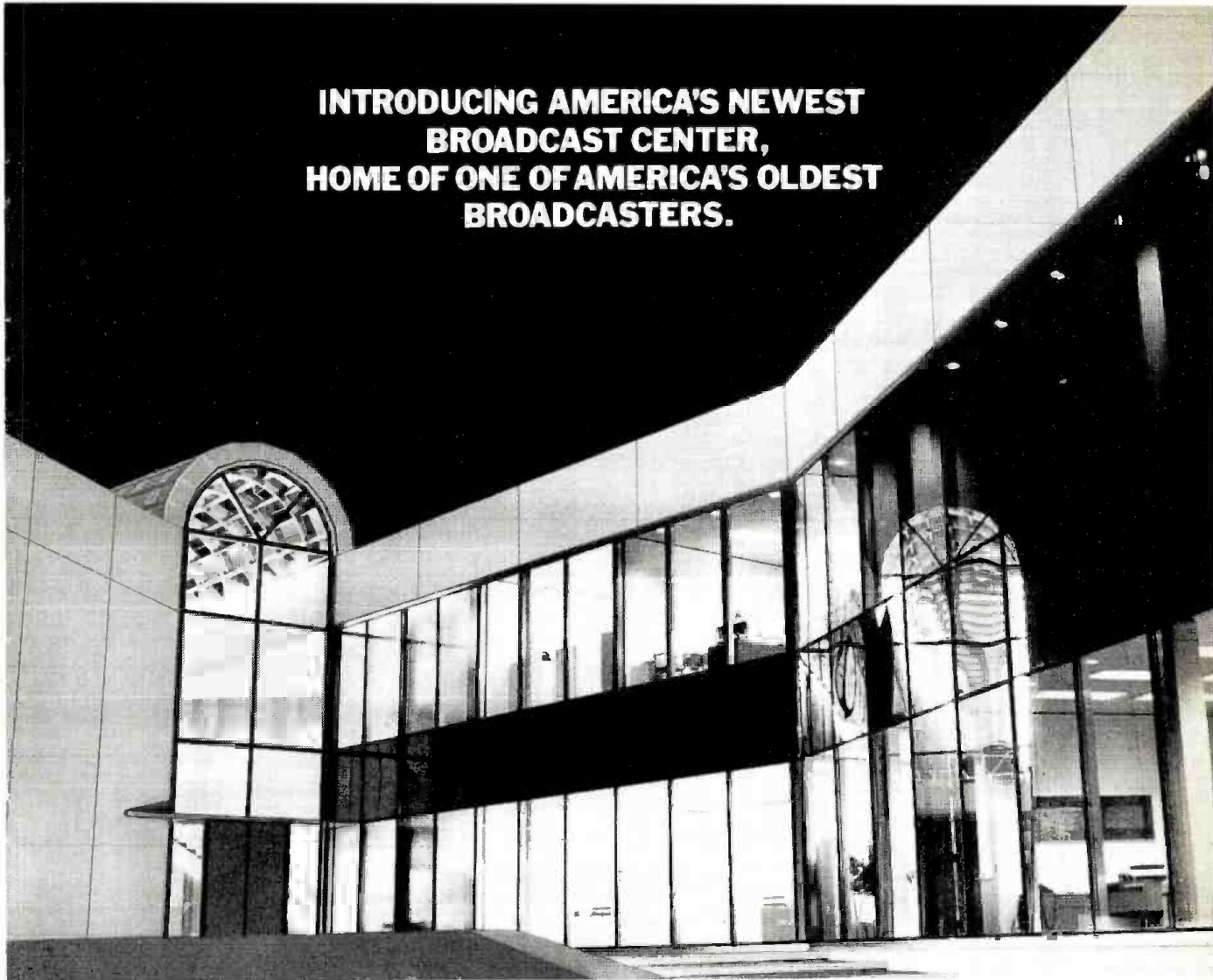
### The BPI contingent

BROADCASTING magazine has 19 representatives at the National Association of Broadcasters convention in Chicago. Headquarters for Broadcasting Publications Inc. is in Suite 705A-6A of the Conrad Hilton.

Representing BROADCASTING: Sol Taishoff, Larry Taishoff, Ed James, Don West, Rufe Crater, Leonard Zeidenberg, Earl Abrams, Morris Gelman, Al Jarvis, Helen Manasian, Elaine Lorentz, Maury Long, Dave Whitcombe, Bob Hutton, Greg Masefield, John Andre, Bill Merritt, Dave Bailey and Bill Criger.



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# On tap in Chicago: official and unofficial agendas for the 50th annual NAB convention

*This is the script for the golden anniversary convention of the National Association of Broadcasters and related activities to be held April 9-12 in Chicago. Unless otherwise noted, all locations are in the Conrad Hilton hotel.*

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## Where, when to sign up

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**Registration:** Monday, April 10—8 a.m.-6 p.m.; Tuesday, April 11—9 a.m.-5 p.m.; Wednesday, April 12—9 a.m.-5 p.m. Lower Lobby, Conrad Hilton.

**Exhibit Hours:** Monday, April 10—9 a.m.-7 p.m.; Tuesday, April 11—9 a.m.-7 p.m.; Wednesday, April 12—9 a.m.-5 p.m. Continental Room, Normandie Lounge, East, North, West Exhibit Halls, Conrad Hilton.

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## Monday, April 10

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**North American Broadcast Section-World Association of Christian Churches breakfast,** 7:30 a.m., Buckingham Court Room, Essex Inn.

**TelCom Associates 17th annual breakfast meeting,** 8 a.m., Crystal Ballroom, Sheraton-Blackstone.

**Early Bird Workshops** 8:30-10 a.m.

**Government Workshop,** Bel Air Room.

*An examination of the myth or reality of "effective" government relations. Moderator:* Roy Elson, vice president, government relations, NAB. *Panel:* Albert Hardy, radio-TV director, International Brotherhood of Electrical Workers, Washington; Erwin Krasnow, Kirkland, Ellis & Rowe, Washington; Peter B. Kenney, NBC, Washington; James Smith, U.S. Treasury, Washington.

**Legal Workshop,** Williford B Room.

*Political advertising rates and the application of the new law. Moderator:* John Summers, general counsel, NAB. *Panel:* Arthur Bernstone, rules and standards division, FCC, Washington; Martin Gaynes, Cohn & Marks, Washington; Edward Hummers, Fletcher, Heald, Rowell, Kenchan & Hildreth, Washington.

**Minorities Workshop,** Williford A Room.

*A roundtable on the training and placing of minority group personnel in the broadcast industry. Moderator:* Louise O. Knight, assistant general counsel, NAB. *Panel:* Bruce Baird, director, Indian Training Program, University of South Dakota; Elizabeth Czech, director, radio-TV, Shaw University, Raleigh, N.C.; Tony Gomez, producer-director trainee, KPBS-(FM) San Diego; Miles Mangrum, coordinator of training, Storer Broadcasting, Detroit.

James Taylor, Community Film Workshop (on Monday workshop); Cliff Frazier, director, Community Film Workshop, New York (on Tuesday workshop).

**Radio Sports,** Boulevard Room.

*An idea exchange on programing, sales, technical savings and profit potentials of broadcasting sports. Moderator:* Charles M. Stone, NAB. *Panel:* Bob Hilgendorf, KVGn(AM) Great Bend, Kan.; Sidney King, KVOC(AM) Casper, Wyo.; Bill Platt, KSPI(AM) Stillwater, Okla.; J. Max Shaffer, WDan-(AM) Danville, Ill.; Ron Shawhan, broadcast industry coordinator, AT&T, New York.

**Television News,** Waldorf Room.

*A discussion of new techniques, products and practices to improve the television news operation. Moderator:* Charles Harrison, WGN-TV, Chicago. *Panel:* Chet Casselman, KSFO(AM) San Francisco; Kenneth Hoffman, REA Express, Los Angeles; Eldon Campbell, WFBM-TV Indianapolis, and William Gatty, UPI Chicago.

**General Assembly,** 10:30-noon, Grand Ballroom. Doors open 10 a.m. (joint session with Engineering Conference). *Music by:* WGN orchestra, Robert Trendler, director. *Presiding:* Wendell Mayes, Jr., KNOW(AM) Austin, Tex., convention co-chairman. *Invocation:* the Rev. Kenneth Hildebrand, minister of the Central Church of Chicago. *Presentation of colors:* Marine Corps color guard. *The National Anthem:* Barbara Pearson. *Address:* Vincent T. Wasilewski, president, NAB.

*Presentation of NAB Distinguished Service Award to the Rev. Billy Graham. Remarks:* Dr. Graham.

**Management Luncheon,** 12:30-2:30 p.m., International Ballroom. *Presiding:* Donald P. Campbell, WMAR-TV Baltimore, convention co-chairman. *Invocation:* Dr. Paul Stevens, Radio and Television Commission, Southern Baptist Convention. *Introduction:* Wendell Mayes Jr., KNOW(AM) Austin, Tex., convention co-chairman. *Address:* John Connally, secretary of the treasury.

**Joint Radio-TV Assembly,** 2:30-4 p.m., Grand Ballroom. *Presiding:* Richard W. Chapin, Stuart Broadcasting Co., Lincoln, Neb., chairman, NAB board of directors. *Speakers:* Clay T. Whitehead, director, Office of Telecommunications Policy; Herbert Klein, director of communications for the executive branch; Mark Evans, vice president-public affairs, Metromedia.

**Television Assembly,** 4-4:45 p.m., Grand Ballroom. *Presiding:* A. Louis Read, WDSU-TV New Orleans, chairman, TV board. *Report of All-Industry Music Licensing Committee,* Leslie G. Arries, Jr., WBEN-TV Buffalo, N.Y., chairman. *Nominations for new TV board members* (Ballot box will be open from 4:30-6 p.m.)

**Harvard seminar alumni smoker,** 5 p.m., Bel Air Room.

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## Tuesday, April 11

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**Early Bird Workshops,** 7:45-9:15 a.m.

**Association of Maximum Service Telecasters continental breakfast and membership meeting,** 8:30 a.m., Waldorf Room.

**Government Workshop,** Williford B Room (see Monday for details).

**Minorities Workshop,** Williford A Room (see Monday for details).

**Price-Wage Workshop,** Beverly Room.

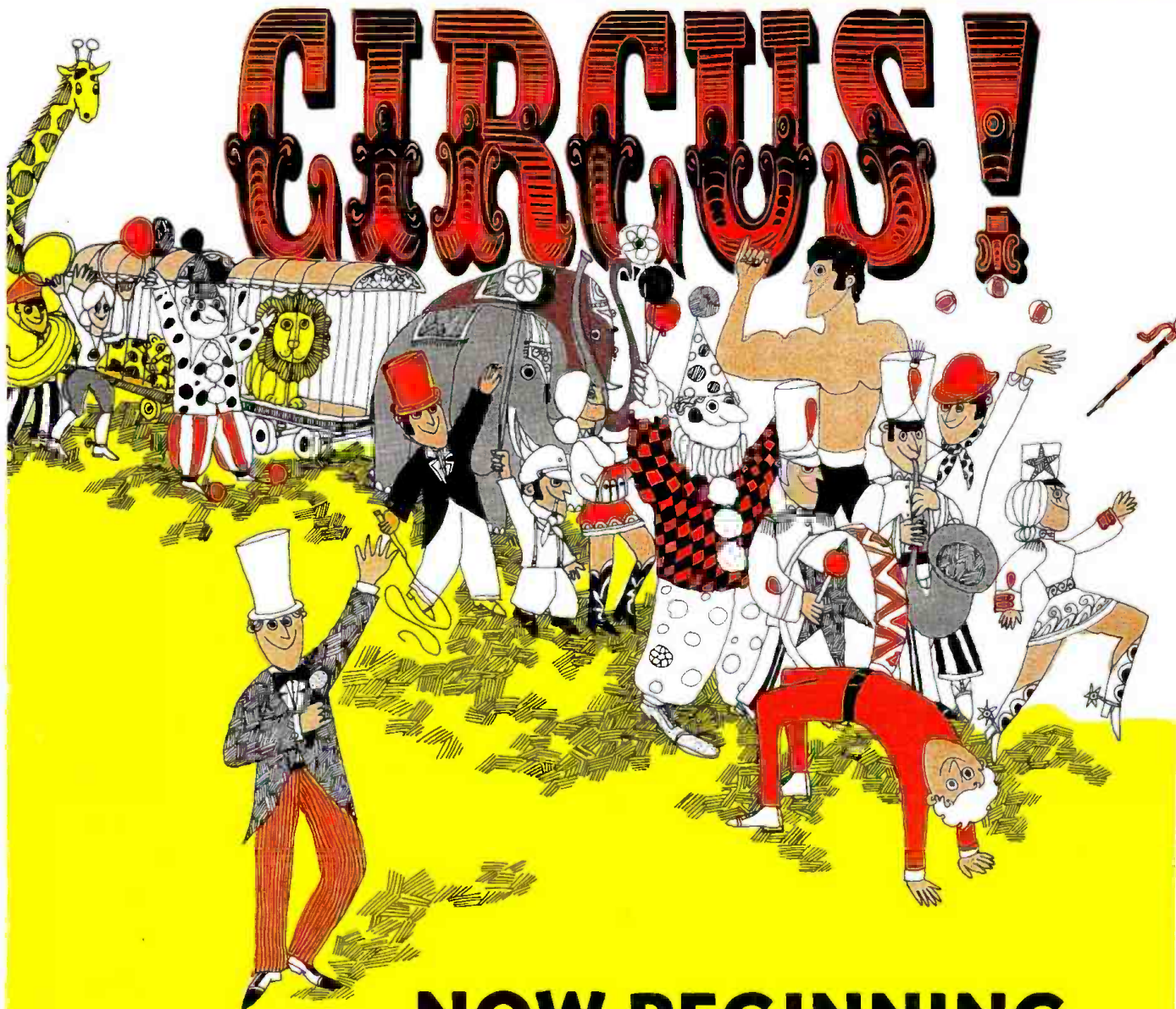
*Phase II: price-wage implications to the broadcast industry. Moderator:* Ron Irion, director, broadcast management, NAB. *Panel:* Representative of Price Commission, David Maher, Kirkland, Ellis & Rowe, Chicago; Carroll Holcomb, Internal Revenue Service, Chicago.

**Radio Sports,** Boulevard Room (see Monday for details).

**Research Workshop,** Bel Air Room.

*A session to help you in your ascertainment of community needs. Moderator:* John Dimling, vice president, research, NAB. *Panel:* Thomas Bolger, executive vice president, WMTV(TV) Madison, Wis.; James Landon, director of research, Cox Broadcasting, Atlanta; Thomas Wall, president, Federal Communications Bar Association, Dow, Lohnes & Albertson, Washington; Richard Shiben, chief, renewal branch, FCC.

**Radio Management Conference,** 9:30-noon, Grand Ballroom.



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*Meet your new directors.*

**Radio information office,** James H. Hulbert, executive vice president, public relations, NAB.

**In time of emergency,** John M. Torbet, executive director, FCC.

**Radio Music License Committee report,** Harold R. Krelstein, Plough Broadcasting, Memphis, committee member; Emanuel Dannett, committee counsel.

**Regulation of radio,** Richard W. Chapin, Stuart Broadcasting Co., Lincoln, Neb., chairman, NAB board of directors; Richard E. Wiley, FCC commissioner.

**Radio Advertising Bureau presentation,** Miles David, president, RAB; Robert H. Alter, executive vice president; Carleton F. Loucks, vice president.

**Secondary Markets TV Program, 9:30-11:30 a.m.,** Williford Room. **Presiding:** Donald P. Campbell, WMAR-TV Baltimore, vice chairman, TV board. **Introduction:** William Patton, chairman, Secondary Markets TV Committee, KATC-TV Lafayette, La. **Address:** "Motivation by Management," Professor Greg Barnes, Purdue University.

**The new CATV rules for smaller TV markets. Panel:** Jack Rosenthal, discussion leader, KTWO-TV Casper, Wyo., committee member; Sol Schildhouse, chief, CATV Bureau, FCC; Robert W. Coll, McKenna, Wilkinson & Kittner, Washington.

**Secondary markets feedback. Panel:** William Turner, discussion leader, KCAU-TV Sioux City, Iowa, committee member; members of the committee; Richard D. Dudley, Forward Group, chairman, NAB ad hoc committee on goals and direction.

**Management Luncheon, 12:30-2:30 p.m.,** International ballroom. **Presiding:** Wendell Mayes Jr., KNOW(AM) Austin, Tex., convention co-chairman. **Invocation:** Father John S. Banahan, radio-television department, Archdiocese of Chicago. **Introduction:** Richard W. Chapin, Stuart Broadcasting Co., Lincoln, Neb., chairman, NAB board of directors. **Address:** Frank Stanton, vice chairman, CBS Inc.

#### **NAB Annual Business Meeting**

**Joint Board Meeting, 2:15-conclusion,** Upper Summit Room.

**Young & Rubicam open house, 2 p.m.,** 3903 Sheraton-Chicago.

**AMST board of directors meeting, 2:30 p.m.,** Bel Air Room. **Broadcast Pioneers dinner, 7:30 p.m. (cocktails 6:30 p.m.)**

### **Wednesday, April 12**

**Early Bird Workshops, 7:45-9:15 a.m.**

**Legal Workshop,** Williford B Room (see Monday for details).

**Price-Wage Workshop,** Beverly Room (see Tuesday for details).

**Research Workshop,** Williford A Room, (See Tuesday for details).

**Television News,** Waldorf Room, (see Monday for details).

**Small Market Radio Session, 9:30-noon,** Williford Room. **Presiding:** Wendell Mayes Jr., KNOW(AM) Austin, Tex., vice chairman, radio board.

**Small Market Automation '72. Moderator:** Clint Formby KPAN(AM) Hereford, Tex., radio board member and chairman of Small Market Radio Committee. **Panel:** Walter L. Rubens, KOBE(AM) Las Cruces, N.M.; Robert M. McKune, KTRR(AM) Rolla, Mo.; Allan Page, KGWA(AM) Enid, Okla.

**The FCC and small market matters. Moderator:** Richard E. Wiley, FCC commissioner. **FCC participants:** Wallace E. Johnson, chief, Broadcast Bureau; John W. Pettit, general counsel; Richard J. Shiben, chief, renewal branch, renewal and transfer division, John Eger, legal assistant to chairman.

**Television Conference, 9:30-noon,** Grand Ballroom.

**Presiding:** Donald P. Campbell, WMAR-TV Baltimore, TV board vice chairman.

**Council of Better Business Bureaus presentation,** Bruce Palmer, president, National Council of Better Business Bureaus.

**Code Authority report,** Stockton Helffrich, director, NAB Code Authority.

**TIO report,** Roy Danish, director, Television Information Office.

**Quo Vadis Video. Keynoter/moderator:** Herb Jacobs, chairman of the board, TelCom Associates Inc. **Panel:** "The Future of News Freedom," Burton R. Benjamin, senior executive producer, CBS News Division; "The Future of Regulation," W. Theodore Pierson, Pierson, Ball & Dowd; "The Future of Programming," Herbert S. Schlosser, vice president, programs, West Coast, NBC Television Network; "The Future of TV Advertising," David J. Curtin, vice president for corporate communications, Xerox Corp.; "Cable's Future Impact on TV Broadcasting," Clifford M. Kirtland Jr., executive vice president, Cox Broadcasting Corp.

**Management Luncheon, 12:30-2:30 p.m.,** International Ballroom. (Joint session with Engineering Conference.) **Presiding:** A. Louis Read, WDSU-TV New Orleans, La., chairman, NAB television board of directors. **Invocation:** Rabbi Mordecai Simons, Chicago. **Introduction:** Vincent T. Wasilewski, president, NAB. **Address:** Dean Burch, chairman, FCC.

**Convention adjournment.**

Following are companies at the NAB convention that were not available for inclusion in the listing in BROADCASTING April 3. Room numbers, unless otherwise indicated, are in Conrad Hilton exhibit halls.

## **TV programers:**

### **News Perspective International**

Jefferson suite, Chicago Athletic Assn.

**Headquarters:** 815 Connecticut Avenue, N.W., Washington 20006

**Program available:** *Focal Point-Washington.*

**Personnel:** William J. Gill, Hugo A. Seiler, W. J. Dave Bell, Floyd McLaughlin, Tom Flemming, Barbara A. Camire, Oliver M. Presbrey, Robert McCarthy, Carol McCarthy, Jerry Turner, Philip Clarke, Desmond Wettern, Paul Kachulis, Mrs. Paul Kachulis.

### **Osceola Television Enterprises Inc.**

722-723

**Headquarters:** 330 Madison Avenue, New York 10017.

**Programs available:** *Parsley Sage Jani and Love* (130 half-hour segments), *Clive David's Party World.*

**Personnel:** Richard H. Guirley and Ann Quinn.

## **Radio programers:**

### **Bonneville Program Services**

1022

**Headquarters:** 485 Madison Avenue, New York 10022.

**Programs available:** Conservative-adult-popular good music.

**Personnel:** Marlin Taylor, Fred Seiden, Loring Fisher and Alan Irwin.

### **Boston Symphony Transcription Trust**

1635A-1636A (reported incorrectly April 3)

**Headquarters:** P.O. Box 288, Boston 02154.

### **Graphic Eleven**

702 Essex inn

**Headquarters:** P.O. Box 1084, Louisville, Ky. 40201.

**Program available:** *One Moment Please.*

**Personnel:** Mort Crim.

### **Robert Wold Co.**

2122A

**Headquarters:** 11661 San Vincente Avenue, Los Angeles.

**Programs available:** *Computer Kick-off with Ray Scott, American Motorcycle Association championship race, National League baseball playoffs, California 500 USAC race, World Baseball Classic, Washington State University football, Minnesota Twins baseball.* Syndication and radio network.

**Personnel:** Robert N. Wold, Robert Birney and Jane Martin.



# This man is looking for you in Chicago.

He's Phil Donahue. Star of the syndicated *Phil Donahue Show*. And he and his associates will be at the N.A.B. Convention in Chicago.

Phil is hoping you'll drop by and say hello. He'll be in Suite 2404-5-6 at the Conrad Hilton Hotel.

He's the best man to tell you (and show you with film clips) why *The Phil Donahue Show* has taken over in 40 markets, large and small, throughout the United States. Why the show rates\* so well among all women and especially with women 18 to 49.

If you can't get to Chicago, the next best thing is to find out about *The Phil Donahue Show* from:

Hal Golden  
New York  
(212) 687-0755  
or  
Don Dahlman  
Cincinnati  
(513) 241-1822

\*Information based on November, 1971 ARB. Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.

**AVCO BROADCASTING CORPORATION**

From coast to coast, Phil Donahue really rates with women.

## Station reps:

### Century National Sales

3704 Executive House

**Headquarters:** 875 North Michigan Avenue, Chicago 60611.

**Personnel:** Howard Grafman, George Colias, Allen Klamer, Milan Leggett, Darrel Peters, Gordon Potter, John Detz, Sheldon Grafman and Harvey Wittenberg.

## Brokers:

### Larson/Walker & Co.

Pick Congress, suite unassigned

**Headquarters:** 1801 Avenue of the Stars, Los Angeles 90067.

**Personnel:** G. Bennett Larson, William L. Walker and Sandra Gibson.

## Others:

### American Research Bureau

500

**Headquarters:** 4320 Ammendale Road, Beltsville, Md.

**Personnel:** Theodore F. Shaker, Robert L. Owens, William Shafer, William McClenaghan, Norman Hecht, Alain Tessier, Herbert Kaufman, R. R. Ridgeway, James Mocarski, John Power, Robert Atkinson, James Mulla, Doug-

las Grimm, Clay Braun, Richard Glaspell, Joel Schwartz, Sherm Brodey, Barbara Czachorski, Paul Kelly, Jack Fawcett, Charles Roda, Ron Laufer, Leonard Marsh, Warren Nelson, Frank Crane, Dwight Cosner and Linda Hartmann.

### American Society of Composers, Authors and Publishers

No suite assigned

**Headquarters:** 575 Madison Avenue, New York 10022.

**Personnel:** Lawrence Sklover and Milton Grey.

### Broadcast Music Inc.

No suite assigned

**Headquarters:** 589 Fifth Avenue, New York 10017.

**Personnel:** Edward M. Cramer, Justin Bradshaw, Russell Sanjek, Edward J. Molinelli and Sydney M. Kaye.

### Campbell Soup Co.

#### Lassie Syndication Suite

Hampshire House, room 1003

**Headquarters:** Camden, N.J. 08101.

**Personnel:** Bob Nagler.

### Malarkey, Taylor & Associates

Sherman House, suite unassigned

**Headquarters:** 1225 Connecticut Avenue, N.W., Washington 20036.

**Personnel:** Archer S. Taylor.

### SESAC

900

**Headquarters:** 10 Columbus Circle, New York 10019.

**Personnel:** A. H. Prager, Salvatore B. Candilora, Sidney H. Gruber, Norman Oldum, Charles Scully, Aleene Jackson, John Eckenrod, Harold Fitzgerald, Bob McGarvey, Glenn Ramsey and Tom Snowden.

### Sutherland Learning Associates

Drake hotel, suite unassigned

**Headquarters:** 8425 West Third Street, Los Angeles 90048.

**Personnel:** Alan P. Sloan.

### TheatreVision Inc.

Ambassador East hotel, suite unassigned

**Headquarters:** 303 Crossway Park Drive, Woodbury, N.Y. 11797.

**Personnel:** Dore Schary and Will Baltin.

### The Softness Group Inc.

Executive House, suite unassigned

**Personnel:** Don Softness.

## Networks:

### National Black Network

Suite 2504; Booth 505

**Personnel:** Eugene D. Jackson.

## NCTA board confirms new president

### Datran's Foster takes over next month; William Bresnan named board chairman

It's official: David H. Foster is the new president of the National Cable Television Association.

The NCTA board last week approved Mr. Foster's appointment at its meeting in Pebble Beach, Calif. He is expected to leave his present position, as executive vice president of Data Transmission Co. (Datran), by the end of this month.

In a statement from California, NCTA Chairman John Gwin said: "We are pleased that David Foster, with his broad background in communications and demonstrated management capabilities, will be leading the association. Much remains to be done in cable television and we're confident that David will play a significant role in the attainment of NCTA's short- and long-range goals."

Mr. Foster was chosen late last month by NCTA's presidential selection committee, after nine months of searching for a successor to Donald V. Taverner, whose contract was not renewed.

Although the selection was widely known by the time the board met (BROADCASTING, March 27, April 3), no formal announcement was made until the appointment became official.

The board also elected its officers for the coming year. Named chairman was William Bresnan, Teleprompter Corp. (who has been vice chairman, and therefore the heir apparent for the chairmanship). Replacing Mr. Bresnan as vice chairman and probable next chairman is Amos B. Hostetter, Continental Cablevision Inc. Selected as secretary was William Brazeal, of Community Telecommunications Inc.; as treasurer, Gene Schneider, LVO Cable Inc.

The new officers will be formally installed at the NCTA convention next month, after they are approved by the full membership.

### State presidents' group

Three broadcasters were named to the advisory committee for the annual state association presidents' conference to be held in Washington May 2-3. Appointed were R. M. Brown, KPOK-AM-FM Portland, Ore.; Raymond A. Plank, WKLA-AM-FM Ludington, Mich., and John G. Stilli, WFBC-TV Altoona, Pa. Wade H. Hargrove, executive director of the North Carolina Broadcasters Associa-

tion, will serve with them on the committee. He already had been named chairman of the May 1 meeting of executive secretaries, to be held at the National Association of Broadcasters headquarters. The state presidents will meet at the Mayflower hotel, also in Washington.

### Helping out cable programmers

A guide to available programs and program ideas for cable television will be compiled by a committee of the National Cable Television Association.

The "NCTA Program Service Guide" will contain three principal sections: program ideas that have been used successfully by cable systems, actual programs that have been produced for one cable system and might be suitable for others, and programs offered to cable by syndicators.

The guide is a project of NCTA's community-services committee, which has retained a television producer, John Guedel, to supervise the compilation.

Other information in addition to the program listings will include facts about channel leasing and public access, a guide to good free programming, and a how-to section on local origination. The entire loose-leaf guide will be updated and sent to operators every three months, with discounts for NCTA members.

# KOMO goes to Jerusalem

Interfaith understanding of social problems is the basic philosophy of the "Challenge" program, a prime time public affairs presentation of KOMO Radio and Television.

The Challenge Panel, a Jewish Rabbi, Catholic Priest and a Protestant Minister, has achieved over years of ecumenical on-air discussion a warmth of

personal communication of unusual interest to their large audiences. To experience together the dynamics of travelling to the Birthplace of the great Western Religions, "Challenge" and its production crew moved

from KOMO's studios to the sights and sounds of Israel, Jerusalem and Rome.

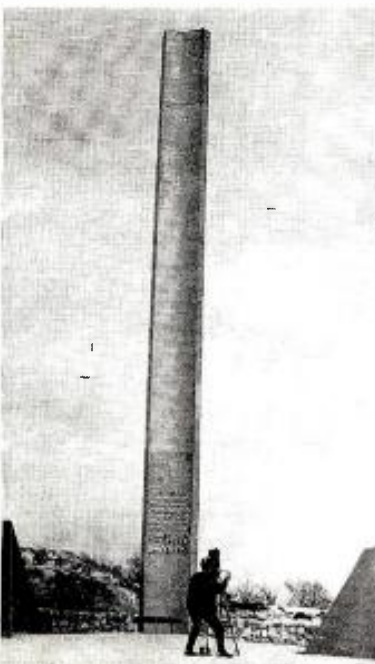
While soundmen and cameramen worked, other cameras captured pictorial high-

lights: Lloyd Jones, audio engineer, visiting the Garden of Gethsemane

with Dr. Fine, and Father William Tracy . . . the Path Christ walked to Calvary . . . Greek Orthodox priests entering the Church of the Holy Sepulchre . . . Dr. Fine at the entrance to The Garden Tomb . . . Jerusalem's Wailing Wall . . . Rabbi Levine, Dr. Fine and Father Tracy discussing the culture, industry and problems of Palestine with Hebrew, Arab and foreign students at Hebrew University . . . Yad Vashem, tall memorial to six million Jews killed in World War II . . . Rabbi Levine and Father Tracy embracing in a dramatic ecumenical ceremony inside Pilate's fortress

. . . and the cast of Challenge, en route to home, in a reverent visit to St. Peter's Square in Rome.

For Challenge audiences, the KOMO visit will dramatize more strongly than ever the past, present and future of man's struggle toward greater understanding of his fellow man.



Radio 1000 & TV Channel 4

# KOMO

LEADERSHIP BROADCASTING For Seattle and Western Washington

Represented Nationally By KATZ

## Teleprompter board under FCC scrutiny

The FCC has asked Teleprompter Corp. and Jack Kent Cooke, its largest stockholder, to provide information about a change in the company's board of directors in order to determine whether an unauthorized transfer of control took place through the election of a new board.

The board election took place following the conviction of Irving B. Kahn, formerly Teleprompter chief executive officer, of conspiracy and bribery charges in connection with a Teleprompter franchise agreement in Johnstown, Pa. (BROADCASTING, Oct. 25).

Mr. Cooke, who holds about 16% of the firm's stock, initially waged a proxy fight for control of Teleprompter, but called off that action after reaching an agreement with Teleprompter management in which a new board of directors largely allied with Mr. Cooke, was nominated to replace the existing governing body.

Mr. Cooke had written the commission last November, while he was still engaged in the proxy struggle, inquiring whether the election of a new board would represent a defacto transfer of control of the company. However, following the settlement with the company, Mr. Cooke withdrew his request.

The commission noted it had never received an application from Teleprompter for approval of a transfer. Teleprompter is the licensee of numerous common carrier, business radio and CARS facilities.

## Dole asks Johnson to call it quits at FCC

FCC Commissioner Nicholas Johnson's vitriolic remarks at a Senate hearing three weeks ago have elicited a call for his resignation from Senator Robert Dole (R-Kan.).

At the Senate Communications Subcommittee's hearing on TV violence last month Commissioner Johnson had compared the networks to child molesters and charged that network executives are "a vicious, evil influence" (BROADCASTING, March 27).

In a statement last Wednesday (April 5), Senator Dole said Commissioner Johnson has frequently used the FCC as a platform "for the most outrageous and partisan purposes" and that, while Mr. Johnson is entitled to his opinions, "it would seem that his energies might more effectively be directed toward correcting the real or fancied abuses he claims to be concerned with, rather than using them as a springboard for personal publicity.

"The greater question," the senator said, "is whether a man who reveals a virtually irrational hatred of this nation's communications media is qualified to sit on a commission which supervises those media."

Noting that Mr. Johnson's tenure on the commission is nearly at an end (his

term expires June 30, 1973), the senator said the commissioner's "more immediate departure is clearly warranted by the questions of fitness raised by his hysterical outbursts."

But the senator's indictment of the controversial commissioner was contained in more than a simple press release. Last Wednesday he wrote six Democratic presidential candidates, urging them to join him in calling for Mr. Johnson's resignation. The letters were sent to Senators Edmund Muskie (Me.), George McGovern (S.D.), Hubert Humphrey (Minn.) and Henry Jackson (Wash.); New York Mayor John Lindsay, and Alabama Governor George Wallace.

Senator Dole, chairman of the Republican National Committee, said support of the six Democrats is necessary to assure that the resignation request "has no partisan overtones."

## Viacom cable to expand

Viacom International Inc. will add 5,500 subscribers to its list with the proposed acquisition of Port Angeles Telecable Inc., which owns and operates CATV systems in Port Angeles and Sequim, both Washington, officials said. These additional numbers put Viacom's total subscription list at 177,000 with prospect of an extra 71,000 when a planned merger with Columbia Cable is completed.

## Landmark for Sterling CATV

By signing up its 50,000th subscriber on March 31, Sterling Manhattan Cablevision of New York said last week it had become largest single community cable-TV system in the U.S.

Sterling has completed construction on 65 miles of its 75-mile franchise area and now delivers a total of 19 channels to its subscribers, encompassing all local UHF and VHF stations, two city channels and two public-access channels.

## Cut-rate cable

In one of Canada's largest cable package deals, Rogers Cable TV of Toronto has closed an arrangement to service 10,000 downtown apartments controlled by a provincial housing authority. The service will be provided at \$1 per suite per month, and President Ted Rogers has indicated the same deal is available to commercial landlords, indicating heightened pressure to sign up reluctant apartment owners. The industry norm for Canadian cable connections is \$4.50 monthly.

## TVC ends merger talks

One of the big cable-television mergers of recent weeks has been called off. In a one-sentence announcement, Television Communications Corp. announced that its merger discussions with Cable Information Systems Inc. have been terminated. No reason was given. TVC was to have acquired Cable Information for about \$5 million worth of stock in TVC's parent, Warner Communications Inc. (BROADCASTING, March 13).

## Durham firm buys Orlando area AM-FM

The FCC staff has approved the \$2,425,000 sale of WLOF(AM) Orlando, Fla., and WLOQ(FM) in adjacent Winter Park. The buyer is Home Security Broadcasting Co., a new subsidiary of the Home Security Life Insurance Co., Durham, N.C.

The two stations were sold by different corporate entities with common ownership: Clarke Broadcasting Corp. for WLOF, and Clarke and Rutledge for WLOQ. Principals of the two concerns are John T. Rutledge and Margery Y. Clarke, executrix of the estate of William S. Clarke.

WLOF and WLOQ will be managed by Carl Glicken, the president of Home Security Broadcasting. Mr. Glicken, former general manager of WKIX-AM-FM Durham, will relocate to Orlando. Arthur W. Clark is president of Home Security Life Insurance—a publicly owned company—and Watts Hill Jr. is its board chairman.

WLOF is a full-time station on 950 khz with 5 kw, directional at night. WLOQ operates on 103.1 mhz with 3 kw and an antenna 105 feet above average terrain.

## RFE, Radio Liberty funding becomes law

President Nixon has signed into law legislation to continue the funding of Radio Free Europe and Radio Liberty until the end of the current fiscal year, June 30.

The measure, which passed the Senate two weeks ago (BROADCASTING, March 27) provides \$35 million for the stations.

The House had passed the administration's bill creating a semi-governmental commission to oversee the stations and to provide \$74.5 million over the next two years. But the Senate balked at that approach when Senate Foreign Relations Committee Chairman J. W. Fulbright (D-Ark.) called for the abolishing outlets. Deadlock was broken when the administration asked House conference committee members to agree to the Senate's version.

## More pay-cable plans

Optical Systems Corp., in its most recent move to place private-channel programming on cable-TV systems (BROADCASTING, March 20), has signed an agreement with Premier Cablevision Ltd., Vancouver, B.C., to form a third company to provide optional cable services to CATV systems in Canada. According to Optical Systems President Geoffrey Nathanson, the agreement is designed to bring cable-TV programming to Vancouver, Victoria and Coquitlan, all British Columbia, and Toronto by this fall. Mr. Nathanson indicates that subscribers will be offered current motion pictures, specials, sports events and instructional programs. A pilot area for testing the Optical Systems concept is to be announced soon.



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**Dr. Gillespie**

Mark Jenkins as

**Dr. Kildare**



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In Washington last week to discuss new plans for public television in that city were (l to r): McGeorge Bundy, president of the Ford Foundation; Donald V. Taverner, president of the Greater Washington Educational Telecommunications Association, licensee of WETA-FM-TV; Sidney L. James, board

chairman of both GWETA and the National Public Affairs Center for Television, which are to be merged; James Karayn, president of NPACT, and Fred W. Friendly, television consultant to the Ford Foundation, which has approved a \$1.4-million grant for NPACT.

## NPACT, Washington's WETA-TV merge

**National-local arrangement is designed to beef up that PTV outlet; station also wants VHF channel**

Washington public television's long-awaited plans for a merger and a change of scene ("Closed Circuit," March 20) were formally announced last week.

Both events are part of a grand design to strengthen public TV in Washington, which has been one of the medium's weak links among major markets. The merger brings together the local noncommercial outlet, WETA-TV, and the National Public Affairs Center for Television. The planned move will take them to Logos Teleproductions in Arlington, Va., where the merged company will take over the lease and buy the production equipment.

The merger is to become effective by the end of this year. The move to Logos—which replaces much smaller facilities at Howard University—is set for June 30. NPACT will continue to have its editorial offices inside the city.

Behind these moves is a substantial amount of money from the Ford Foundation. Ford has approved a grant of \$1.4 million to NPACT for fiscal 1973 (the balance of NPACT's money comes from the Corporation for Public Broadcasting) and a \$668,000 grant and \$1,050,000 no-interest loan for the move to Logos.

Ford has also assured NPACT of comparable funding in at least the following two fiscal years. Although the foundation's president, McGeorge Bundy, said at a Washington news conference last week that Ford makes such commitments one year at a time, public-television sources confirmed later that Ford had agreed privately to continue the funding.

The news conference was a gesture of broad-based support both for WETA-TV, which is working to beef up its local programming (with the help of a previous Ford grant), and NPACT, which has fielded heavy political criticism—not so much for its programming as for its very

existence, and for the hiring of former network correspondents Sander Vanocur and Robert MacNeil.

Mr. Taverner pointed out that the move to Logos is but one step on the road to a larger goal. Within three to five years he wants to move the entire operation into a new, modern center for public telecommunications, "within the city of our license, the District of Columbia."

He also emphasized again, in response to a question, that the station is "dead serious" about moving ahead with its application for a VHF channel in Washington. The station is expected to file within a month for a drop-in on channel 12; if successful, it would retain channel 26 for educational purposes. Mr. Friendly was also emphatic about the need for a VHF public station in Washington; he called it a "national scandal" that noncommercial operators are relegated to the UHF band there and in Los Angeles.

Among the few really safe bets in an uncertain world is that WETA-TV's application will be opposed, and vigorously, by commercial broadcasters, because it would require a waiver of the spacing standards in frequency allocations. The Association of Maximum Service Telecasters is already armed with figures to support its case against the channel switch.

When asked about it last week, an AMST spokesman said the assignment would mean a short-spacing of 67 miles to WWBT(TV) Richmond, Va., and 55 miles to noncommercial WHYV-TV Wilmington, Del., both on channel 12. In addition, he said, it would mean short-spacing of 25 miles to adjacent stations in Baltimore, WBAL-TV (ch. 11) and WJZ-TV (ch. 13).

Mr. Taverner is nevertheless prepared to go ahead, and says he has received "encouragement" from the FCC. (An

obvious exception is Commissioner Robert E. Lee, UHF's greatest defender, who pronounced himself "shocked" at the proposal in a letter earlier this year to Mr. Taverner. He asked the GWETA president whether sparse viewing of the Washington station might be "more a function of programming than of erratic UHF" signals.)

Mr. Taverner will be president of the combined organizations under the planned merger; Mr. Karayn of NPACT will become senior vice president. The national public-affairs organization will remain an autonomous unit, although it becomes part of GWETA's corporate structure.

## Does federal money equal federal control?

Two opponents of the public-broadcasting financing bill that passed the House Commerce Committee last month (BROADCASTING, March 27) have charged that government funding raises the specter of government control.

Arguments against the measure were contained in statements prepared by Republican Representatives James Collins (Tex.) and John Schmitz (Calif.) as minority opinions to the report on the bill, which will be issued later this month.

Saying that public broadcasting's emphasis has changed from educational to "cultural drama or classical music" programming, Mr. Collins questioned whether government should provide entertainment. Commercial TV now serves that function, as will CATV over the next five years, he pointed out. "Do we need to do more in America to encourage families to put more time into television viewing?" Mr. Collins asked.

He predicted that "when the government moves into the funding of these public-broadcasting stations, we will find that the government will also move into control," particularly in the area of news. "Unless we eliminate straight news reporting we will soon be developing a *Pravda* as an official government TV news propaganda source," Con-



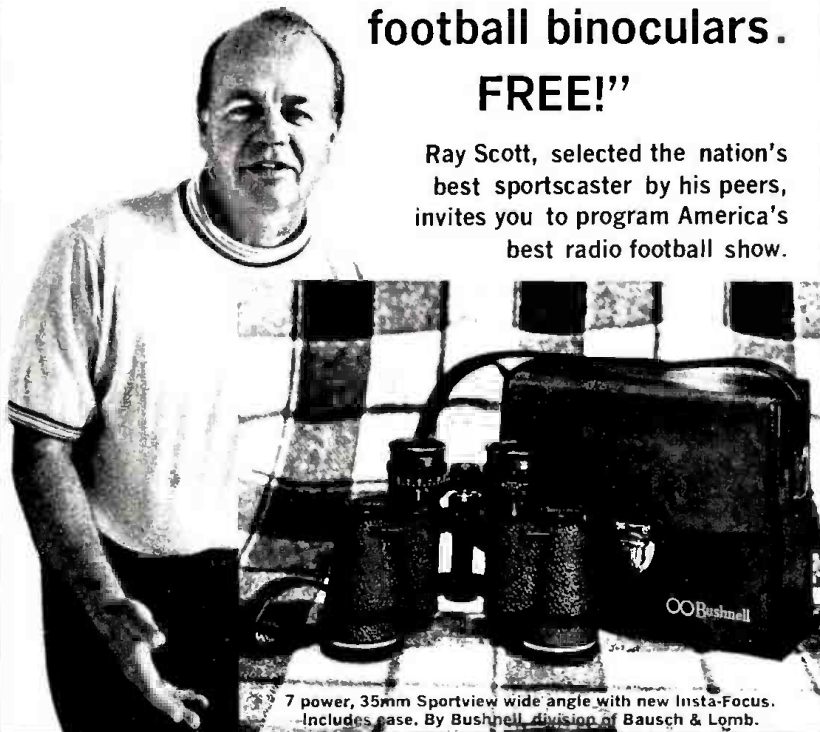
*Pittsburgh turns us on!*  
**WIBC-TV/PITTSBURGH**



A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: WIBC-TV Pittsburgh, WSB AM-FM-TV Atlanta, WHIO AM-FM-TV Dayton, WSOC AM-FM-TV Charlotte, WIOD-AM, WAIA-FM Miami, KTVU San Francisco-Oakland

Ray Scott says: "We'll give you these super football binoculars. FREE!"



7 power, 35mm Sportview wide angle with new Insta-Focus. Includes case. By Bushnell, division of Bausch & Lomb.

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To honor the fifth big year of this unique radio series, we have a great offer. When you purchase Computer Kickoff for your station, we will send you these marvelous binoculars.

Computer Kickoff projects football scores (both who will win and the score) with uncanny accuracy. *Our computer's incredible record: 82% correct winners of nearly 3,000 games in four years.* The computer input is from a secret mathematical formula.

Ray Scott, who covers the pros for TV, has fun disputing our electronic brain-bank but even Ray seldom wins.

Starting Sept. 11, we air-mail a weekly tape for Wednesday arrival. Each tape contains four program units for unlimited play:

Weeks of		Length (mins.)
Sept. 11-Jan. 8	Pro (all games)	04:30
Sept. 11-Jan. 8	Pro (top games)	02:15
Sept. 11-Nov. 27	College (regional)	04:30
Sept. 11-Nov. 27	College (national)	02:15

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gressman Collins's statement charged.

Concentration should be on educational programing, he said, and that end "can best be served with independent management, finance and control."

Mr. Schmitz concurred with Mr. Collins's views but said he would take them one step further "because I regard the dangers of tax-financed broadcasting as inherent in all programing. . . ."

Also advocating private funding, the congressman said that "the opportunities for government-directed, tax-financed indoctrination through any form of 'public broadcasting' are too great, in my opinion, to make such broadcasting an acceptable risk for a free people."

**PBS reserves right to edit its shows**

The member stations of the Public Broadcasting Service refused last week to approve a proposal that would have allowed stations to edit network programs without consulting PBS.

The proposal—which would have given the station operator the right to overhaul any program to suit his concept of community needs—was defeated after extensive debate at a PBS business meeting last week in Washington, during the Public Television Conference.

In other business actions:

▪ PBS members approved a statement of journalism standards and guidelines drawn up by a committee of newsmen (BROADCASTING, Feb. 28).

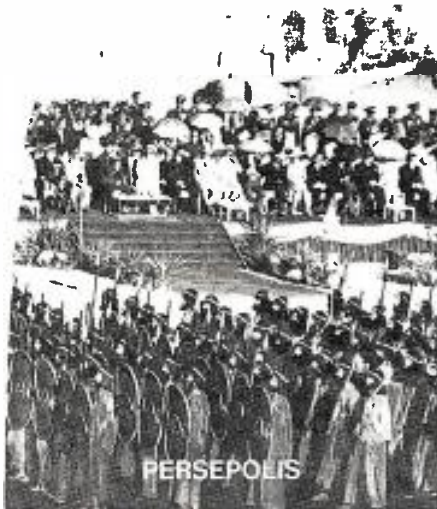
▪ The educational television stations division (ETS) of the National Association of Educational Broadcasters moved toward the establishment of a "mobilization committee" to improve government-relations activity at the local, grass-roots level. Heading the committee will be Fred Rebman, executive vice president and general manager of noncommercial WJCT-TV Jacksonville, Fla.—who berated his colleagues during the ETS business meeting for failing to keep in better touch with their congressmen.

▪ Named as a special minority-group member of the ETS board—in accordance with a resolution passed last fall at the NAEB convention—was Donald McMeans of the New Jersey Public Broadcasting Authority.

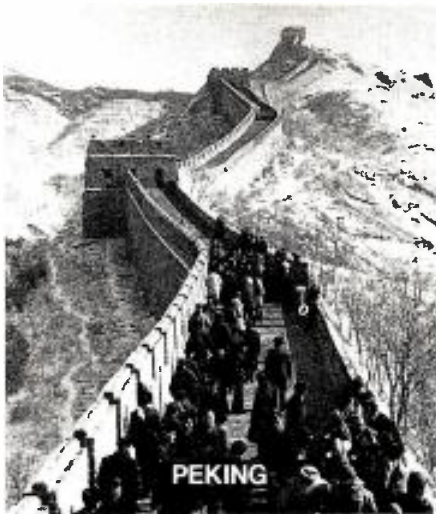
▪ PBS General Manager Gerald Slater noted the "major step forward" the network took late last month when AT&T completed the backbone of its full-time, reduced-rate interconnection service for public television. The service is provided at about one-third of commercial rates.

**WTRY stations sold for \$2 million**

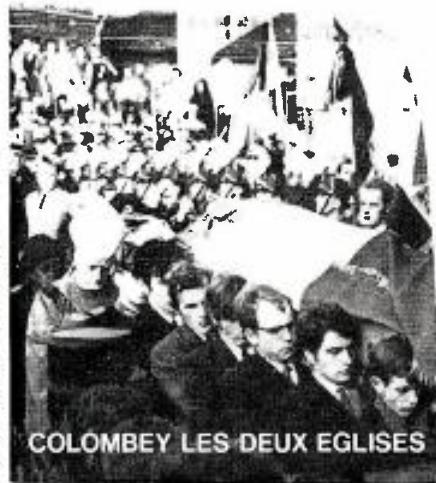
Kops-Monahan Communications Inc. has agreed to sell its WTRY-AM-FM Albany-Troy-Schenectady, N.Y., to group broadcaster Herbert Scott. Price of the transaction, which is subject to FCC



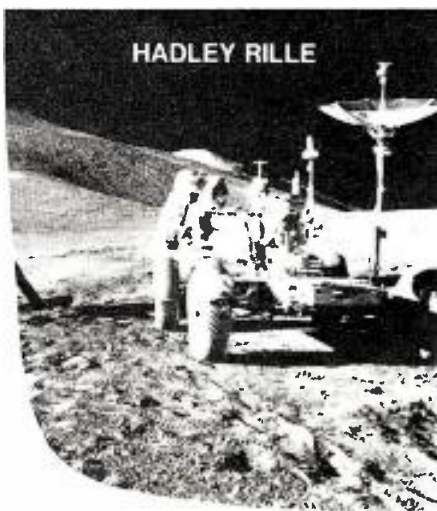
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approval, is approximately \$2 million.

The New Haven, Conn.-based selling corporation, of which Daniel W. Kops and Richard J. Monahan are the major owners, will retain WAVZ(AM) New Haven and WKCI(FM) Hamden, Conn.

Mr. Scott is acquiring his sixth AM and fourth FM facility through the WTRY transfer. His Great Scott Stations include WJWL(AM) Georgetown and WSEA(FM) Rehoboth Beach, both Delaware; WTTM(AM)-WCHR(FM) Trenton, N.J.; WKST(AM) New Castle, WFEC(AM) Harrisburg and WFEM(FM) Ellwood City, all Pennsylvania, and WTIG(AM) Massillon, Ohio.

WTRY(AM) operates on 980 khz with 5 kw; WTRY-FM is on 106.5 mhz with 11.5 kw and an antenna 900 feet above average terrain. Broker: Blackburn & Co.

## 1-kw night maximum sought for local AM's

For the third time in a decade, the FCC has been asked to permit class-IV (local-channel) AM stations to increase their nighttime power to 1 kw maximum. Present standards limit these stations to 1 kw day and 250 w night.

Community Broadcasters Association, representing class-IV AM's, petitioned for that rule amendment, claiming that recent changes in domestic and international station operation justified its request.

The group was responsible for the commission's 1958 rule amendment that allows class-IV stations to use 1 kw maximum by day. Two subsequent bids for similar power at night—in 1964 and 1965—were denied by the commission, however. In both cases, the commission said three factors—incompatibility of the proposal with U.S. agreements with Canada and Mexico, possible adverse impact on existing local nighttime services, and lack of supporting data to justify the proposal—combined to necessitate denial of the requests. CBA last week claimed these impediments no longer exist.

CBA said the public interest would be served by amendment because class-IV stations would better compete with more powerful facilities in areas where class IV's now have trouble with nighttime operations. The result, CBA said, would be improved programming and reception.

## McGraw-Hill trying to clear TV buys

McGraw-Hill Inc. and four citizens groups are preparing for an expedited court test of the FCC actions approving McGraw-Hill's purchase of five Time-Life Broadcast Inc. television stations and the license renewals of three of the outlets. However, the possibility that the contending parties will settle their differences out of court remains.

McGraw-Hill and the groups—one is opposing the sale, three are opposing the license renewals—have received infor-

mal notification from the U.S. Court of Appeals in Washington that it will grant their request for a speeded-up briefing and argument schedule. It will permit court argument on the appeals any time after June 12; under normal procedures, the final brief would not be required to be filed until Aug. 16.

McGraw-Hill has agreed that it will not consummate the assignments pending a court decision if the court argument on the appeals can be heard before the end of the present term, in June.

However, even under the expedited schedule, there is no chance a decision can be reached before either party to the \$69.3-million sale will be free to cancel. That date is now May 1; it has been moved back from an original deadline of April 12.

Attention now focuses on a meeting to be held in Denver on April 15 of the citizen groups opposing the sale. They are scheduled to discuss the question of whether they should resume negotiations—held sporadically since September—aimed at resolving their differences with McGraw-Hill.

The stations involved are KOGO-TV San Diego and KERO-TV Bakersfield, both California; KLZ-TV Denver; WFBM-TV Indianapolis; and WOOD-TV Grand Rapids, Mich. The stations whose license renewal are being opposed are KOGO-TV, KERO-TV and KLZ-TV.

## Group finds racism in New York City TV

Black Citizens for a Fair Media, a coalition of community groups in New York, charged last week that hiring practices of New York TV stations constitute "the most pervasive and harmful racism in America."

Dr. Benjamin J. Watkins, a Harlem podiatrist, said at a news conference that "the plush offices of stations like WABC-TV, WNBC-TV, WNEW-TV and WCBS-TV—the citadels of broadcasting in New York City—are conspicuously without blacks and the public airwaves those stations use ignore black news, public affairs and culturally significant programming for blacks."

Dr. Watkins said the stations were "polite in a paternal sort of way" when his group talked to them, but that "there are still no blacks on a policy-making level at the stations. Black reporters complain that their stories are constantly being edited by white men who have no idea of what's really going on in the black community."

If stations don't begin to hire more black producers and editors, said Dr. Watkins, Black Citizens for a Fair Media may begin to challenge license-renewal applications.

Asked about WNBC-TV's hiring black leader Carl Stokes as co-anchor on its 6 o'clock news, Dr. Watkins voiced disapproval: "When you bring in some big name from outside to boost your rating, you destroy the incentive of good newsmen like Art Rust Jr. and Bob Teague, who've been with the station for years."

## Harley seeks a possible dream

### Telecommunications role would supplant traditional broadcasting under plan

How, as a practical matter, can public broadcast stations begin to transform themselves into "telecommunications centers," employing all possible methods of distribution? The National Association of Educational Broadcasters wants to bring together four "working parties" in an attempt to find out.

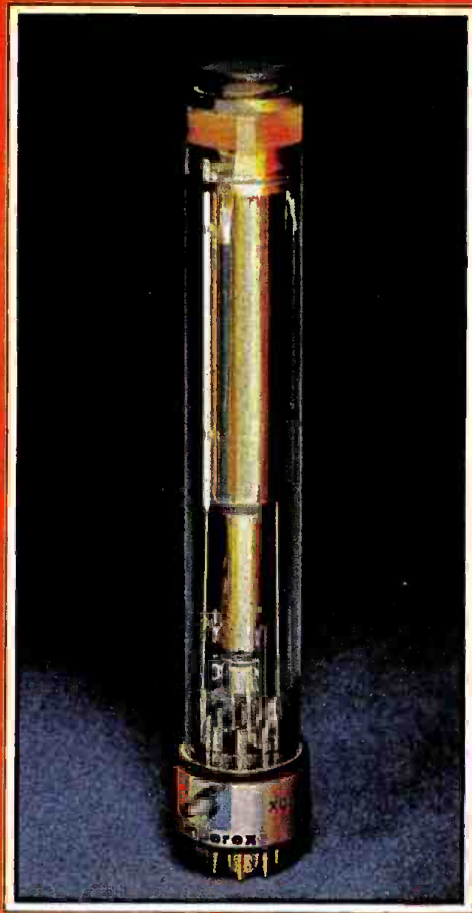
NAEB President William G. Harley told last week's Public Television Conference in Washington that the association is preparing a proposal to create such groups—composed principally of public broadcasters—"to deal with the major areas of development for the telecommunications concept." Under the plan, each group would deal with a specific problem area: governing structures, technical systems, professional skills and requirements, and "social task" (programming).

Mr. Harley has been noncommercial broadcasting's leading proponent of the idea that a broadly "educational" programming mission demands more technological capability than is offered by broadcasting alone. He has said for the past year that public stations should be preparing now for the day when they will also use cassettes, cartridges, cable, microwave multiple-channels, and whatever else is necessary—so that, as he said last week, "many people [will] have access to the media as well as the media having access to many people."

"Think of the difference in delivery capacity and in income potential if the station saw these nonbroadcast applications as part of its service possibilities," Mr. Harley said. "But it isn't broadcasting, you say. That's right, I say, and so what! As James Reston said about newspapers, 'we are no longer in the transmitting business, but also in the education business.' He was speaking of education in the large sense, not just traditional schooling. If that argument appeals to you, then the jurisdictions and distinctions among types of transmission systems and between video and audio need to be thought through again."

Mr. Harley's remarks were delivered immediately after the conferees had heard two scientist-prognosticators peer into the communications world of tomorrow and what it may mean. Arthur C. Clarke, scientist and author, and Krafft A. Ehrlicke, of North American Rockwell, looked ahead to a time when communications—and especially satellites and computers—may bring us closer to "planetary intelligence—an awareness of our common humanity," in Mr. Ehrlicke's words.

Mr. Clarke predicted that by the turn of the century, "communications consoles"—through which any newspaper,



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book, film, location or individual desired could readily be summoned to the home—will be as commonplace as books are today. "The time will come," he said, "when men will find it impossible to imagine that they could ever have existed without these devices."

He predicted that satellites will simultaneously bring the world closer together and herald the end of the city, "or at least megalopolis." With these communications tools, he said, the need for living and working in such proximity will be removed.

## Programing, financing head Macy's priorities

Public broadcasting needs to hold a "constitutional convention" to chart its future and stabilize its organizational relationships, the president of the Corporation for Public Broadcasting said last week.

CPB President John W. Macy Jr. told the Public Television Conference in Washington that the endeavor should take the form of a series of meetings involving both practitioners and members of the public. He said the broadcasters should agree on the structure and agenda of these meetings within the next 60 days.

"The need for a 'constitution'—and a mutually agreed-upon process for writing and ratifying it—has been well demonstrated in this past year when our in-

ternal stresses and strains sometimes reached painful proportions," Mr. Macy said. "I believe that our mission is too important to face this risk again."

Two initial tasks, Mr. Macy said, would be to formulate programing priorities and devise fresh proposals for long-range planning. Successful handling of these and other issues would accelerate the evolution of "a more responsive, more rapidly moving system," he said.

As for the continuing problem of permanent financing—a political problem whose ultimate resolution can be influenced but not controlled by internal measures—Mr. Macy urged the establishment of a task force to formulate financing proposals that can gain industry-wide support and then be presented to the government.

The CPB president also reviewed for conferees a plan that emerged from the last meeting of his board—to establish "structured consultation," with stations, through panels and other means, on the formulation of CPB's budget.

## WMCA ties with MBS

WMCA(AM) New York will become an affiliate of the Mutual Broadcasting System, effective June 29. WMCA will replace WHN(AM) New York in the MBS line-up. Although the official starting date of the affiliation is June 29, Mutual will begin to service WMCA today (April 10) with news on the half-hour and other programing.

## ChangingHands

### Announced

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

■ WDSU-TV New Orleans: Sold by Royal Street Corp. to Cosmos Broadcasting Corp. for \$16 million (see page 51).

■ WTRY-AM-FM Albany-Troy-Schenectady, N.Y.: Sold by Kops-Monahan Communications Inc. to Herbert Scott for about \$2 million (see page 44).

■ WBGS(AM)-WVSL-FM Slidell, La.: Sold by William C. Garrett to T.V. Garraway, Gerald Weaver and Danny F. Mitchell for \$444,500. Mr. Garraway is president of Garraway Oil Co., Prentiss, Miss., and has numerous real estate holdings in the surrounding area. Mr. Weaver is director of public information for Mississippi State College for Women, Columbus, Miss. Mr. Mitchell is a partner in Wilson-Mitchell Public Relations Consulting Co., Columbus, and is also assistant to Mr. Weaver at MSCW. WBGS is a daytimer on 1560 khz with 1 kw. WVSL-FM operates on 105.3 mhz with 100 kw and an antenna 350 feet above average terrain. Broker: Sovran Inc., Dallas.

■ WTBY(AM) Waterbury, Conn.: Sold by Lowell W. Paxson to Benjamin Friedland for \$200,000. Mr. Paxson owns WYND(AM) Sarasota, Fla. Mr. Friedland is part owner of WTHU(AM) Thurmont, Md. He is also associated with Lightning Electric Co., a Milburn, N.J., electronics firm. WTBY is on 1590 khz with 5 kw. Broker: Chapman Associates.

■ KEEZ(FM) San Antonio, Tex.: Sold by The Camel Co. to Sam Jorrie and associates for \$185,000. William D. Balthrope is president of the selling firm. Mr. Jorrie owns a chain of retail furniture stores in San Antonio. KEEZ operates on 97.3 mhz with 100 kw horizontal, 70 kw vertical and an antenna 450 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ WSMG(AM) Greenville, Tenn.: Sold by Greene County Broadcasting Co. to Don A. Crisp and Charles K. Hodge for \$150,000. R. C. Turrentine is the president of the selling company. Mr. Crisp is manager of WMTN-AM-FM Morristown, Tenn. Mr. Hodge owns a general contracting firm in Morristown. WSMG is on 1450 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ WFSR(AM) Bath, N.Y.: Sold by Warren Stiker to Taylor Aviation Inc. for \$107,000. Mr. Stiker also has an auto dealership in Addison, N.Y. Taylor Aviation is principally owned by Walter S. Taylor, its president. It owns WEXT-FM Hammondsport, N.Y. Mr. Taylor also owns a winery and associated businesses in Hammondsport. WFSR oper-



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ates daytime on 1380 khz with 500 w. Broker: Chapman Associates.

## Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 118).

▪ **WLOF(AM)** Orlando and **WLOQ(FM)** Winter Park, both Florida: Sold by Margery Y. Clarke and John T. Rutledge to Home Security Life Insurance Co. for \$2,425,000 (see page 40).

▪ **KIXL-AM-FM** Dallas: Sold by Robert A. and Pat Strauss to Robert A. Stuart for \$1,775,000. Robert Strauss is treasurer of the Democratic National Committee. Pat Strauss, his brother, is a Dallas businessman. Mr. Stuart was formerly an executive vice president with Television Advertising Representatives, rep firm affiliated with Westinghouse Broadcasting. He is semiretired at present. KIXL, a daytimer, operates on 1040 khz with 1 kw. KIXL-FM is on 104.5 mhz with 100 kw and an antenna 390 feet above average terrain.

▪ **WHOK-AM-FM** Lancaster, Ohio: Sold by Hocking Valley Broadcasting Corp. to William M. France, Anthony S. Ocepek, Richard H. Gehring, Raymond Q. Armington and Richard E. Streeter, for \$525,000. Eugene V. Runkle is president of the selling firm. Buyer principals have interest in **WPVL(AM)** Painesville, Ohio. WHOK is a daytimer on 1320 khz with 1 kw. WHOK-FM is on 95.5 mhz with 50 kw and an antenna 225 feet above average terrain.

▪ **WAAM(AM)** Ann Arbor, Mich.: Sold by First National Bank of Chicago, executor of the estate of the late Frank L. Babcock, to John L. Sinclair Jr. for \$365,000. Mr. Sinclair owns **wcvl(AM)** Crawfordsville, Ind., and **want(AM)** Richmond, Va. WAAM is on 1600 khz with 5 kw day and 1 kw night.

▪ **WCME-AM-FM** Brunswick, Me.: Sold by A. Abbot Coblentz to John R. Monson and Robert D. S. Condit for \$241,000. Mr. Monson is an attorney. Mr. Condit owns **wlnh-AM-FM** Laconia, N.H. WCME is on 900 khz with 1 kw day. WCME-FM operates on 98.9 mhz with 80 kw and an antenna 205 feet above average terrain.

## Cable television

▪ Viacom International Inc. announced completion of its acquisition of United Community Antenna Systems Inc., which owns and operates CATV systems in the Seattle and King county, Washington areas. United and its subsidiaries have more than 15,000 subscribers. Viacom said that with other proposed acquisitions, it will have a total of nearly 248,000 subscribers.

▪ Multiple-CATV owner Sammons Communications Inc., Dallas, has purchased Dwight Perfect Picture TV Corp., operator of a cable system serving Dwight, Ill., from The Leghorn

Corp., a Boston group-system owner. The Dwight system, carrying 12 channels, serves a population of 3,086. The price was not disclosed. Broker: Hamilton-Landis & Associates.

## Forum gets tangled on lost survey sheets

Forum Communications Inc.'s effort to unseat **WPIX(TV)** from New York's channel 11 has suffered a setback. The FCC's review board has ordered that a further issue be added in the case: whether Forum has adequately ascertained the needs of its community.

**WPIX** had requested the ruling on several grounds, all relating to methods Forum used to survey the public. The situation is complicated by the fact that interview sheets containing raw data used by Forum in its survey were lost somewhere in the process of preparing the firm's application for channel 11, thus making it difficult for Forum to support certain claims it made.

The review board added the issue over the objection of Forum and the FCC Broadcast Bureau. Both claimed that the **WPIX** request was filed too late. The board contended, however, that this argument is not valid since the **WPIX** case, along with eight other comparative proceedings, was redesignated for hearing a month ago in response to a federal court ruling.

Forum's attorneys were unsure what

steps they would take following the review board action. Their position is clouded by the redesignation order, it was felt, since Forum has asked the commission to reconsider that action as far as it concerns the **WPIX** case. It is arguing that the basis for the redesignation order—the court's finding that the commission did not conform to its earlier ruling overturning the FCC policy statement on comparative hearings in administering cases in question—did not apply to **WPIX**, since issues in the case were not tried on the basis of that policy statement.

The **WPIX** hearing ended last December (BROADCASTING, Dec. 20, 1971), but probably will be reopened if Forum's appeal of the redesignation order is not granted.

## UHF for Toronto French

A French-language UHF television outlet for Toronto—the third U in that market—has been approved by the Canadian Radio-Television Commission. It is **CBLFT**, to be operated by the Canadian Broadcasting Corp. on ch. 25. The CBC application had been strongly criticized on grounds that the \$1.5-million capital investment was not justified in terms of the size of the French-speaking population in Toronto. Opponents estimate fewer than 10,000 French-speaking residents; the CBC claims 30,000. The metro market itself is 2,200,000.

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## Infant U sings blues of the birth

### Station's bitter fight with Tulare citizen group now goes to the FCC

A conflict between a new independent UHF in Tulare, Calif., and a local citizen group that purports to represent the area's poor minorities has erupted into name-calling, threats and allegations of wrongdoing on both sides.

The station is KMPH-TV (ch. 26) Tulare, on the air since Oct. 11, 1971. The citizen group is a coalition of some 35 minority-interest organizations calling itself OUR-TV (Organization for Utilizing and Reforming Television).

The group charges that Pappas Television Inc., the station's permittee, did not properly ascertain the needs of the area's substantial Mexican-American population, largely migrant farm workers. It said as much last November, when it filed an "informal complaint" with the commission asking that Pappas be denied a license to replace its construction permit until the station shows an ascertainment of community needs (BROADCASTING, Nov. 21, 1971). But the specifics of the case go much farther.

OUR-TV last week gave its version of the chain of events that have taken place since it first approached the KMPH-TV management, shortly before the station went on the air. It claimed that during that time "the station's actions toward OUR-TV have degenerated from general uncooperation to open hostility." KMPH-TV's management, it said, "has repeatedly made statements and gestures which threatened the safety and security of the organization's members" and which "jeopardized the good-faith effort of [OUR-TV] to exercise its rights as a citizens group."

Included in its accusations was an incident in which a station official allegedly threatened an OUR-TV member with physical harm, an attempt by the station to discredit the group in the eyes of the community, and an effort by KMPH-TV to investigate OUR-TV members.

Those assertions differ from an account given BROADCASTING last week by Harry Pappas, the station's operations manager and a stockholder. Mr. Pappas charged that he and his staff have been the victims of "harassment" and "extortion" by OUR-TV over the past six months; that OUR-TV is involved in a conspiracy with the Tulare County Community Action Agency, a federally funded antipoverty program, to "take control" of the decision-making process at KMPH-TV; that OUR-TV's membership is not representative of the low-income minority population in the area, and that the station has been "attacked for things that really have no substance."

Mr. Pappas also claimed that OUR-

TV sent a "secret letter" to the FCC last October asking that the station be prevented from going on the air. A source at the commission said the letter, which the commission received Oct. 6, requested that action on a KMPH-TV application for modification of its construction permit to increase its coverage area be deferred. The commission denied that request, stating that OUR-TV's allegations concerning the station's ascertainment survey "do not appear to be pertinent" to the immediate request. Mr. Pappas said he was not given a copy of the OUR-TV letter.

Among the claims made by OUR-TV in its FCC pleading last week was an incident in which Mr. Pappas's brother, Pete, also a KMPH-TV stockholder, allegedly threatened to beat an OUR-TV member who had attempted to enter a press conference the station was holding to discuss results of its negotiations with the group. Harry Pappas said last week that such an action would have been "out of character" for his brother. He also claimed that other incidents involving KMPH-TV officials noted in supporting documents in the OUR-TV filing either misrepresented the actual circumstances, were taken out of context or were only "half truths."

Mr. Pappas said he was concerned with what he described as "political" devices used by OUR-TV to accomplish its goal. He said the group had originally demanded that KMPH-TV, which has 22 employees, hire an additional 14 minority-group members of its own choosing, place one of them on the station's board of directors, give it a \$2,000 monthly grant to produce a minority-interest program and give a \$1,000 scholarship to a minority student in the community.

OUR-TV said last week that the commission should hold a hearing on whether Pappas Television is "capable and fit" to be a licensee.

### FCC to AFTRA: no special treatment

The FCC has turned down an American Federation of Television and Radio Artists request for a direct voice in the disposition of station transfers.

AFTRA had filed a rulemaking petition with the commission last August (BROADCASTING, Aug. 30, 1971) asking that three specific regulations be adopted. First, it asked that AFTRA or any other affected labor organization be immediately informed of all station sales upon the filing of such applications at the FCC. Second, it requested that the commission declare that AFTRA and affiliated unions have "standing as a real party of interest" in those proceedings. Third, it asked that the unions be allowed to intervene in cases when a particular sale would threaten the status of labor contracts in effect with the seller.

AFTRA had argued that the action it requested was needed to protect its membership in cases where station sales

posed employment problems to personnel.

The commission, which denied the proposal by a 5-to-1 vote (Commissioner Nicholas Johnson dissenting), said it found no reason to specifically inform AFTRA or allied unions of an impending station sale, since it provides ample notice of all transfers pending before it by other means. (All transfer applications tendered for filing are listed in the agency's daily public notices.)

The commission also found that to give automatic standing as parties of interest to unions representing employees at a station to be sold would give AFTRA "an unusually privileged position in that no other private party is designated, in any of our proceedings, as a 'party of interest' by rule."

The commission said that if AFTRA or any other collective-bargaining agent found reason to contest a transfer, it could file a petition to deny the sale application which would be considered in due course.

## WDSU-TV to Cosmos for \$16 million

### Stern to cut broadcast ties; Read stays with station; Buyer will have 4 TV's, 1 AM

WDSU-TV New Orleans was sold to Cosmos Broadcasting Corp. last week for \$16 million, subject to FCC approval. The seller, Royal Street Corp., principally owned by Edgar B. Stern, is leaving the broadcasting business. Its WDSU-AM-FM are on the block.

Cosmos, a subsidiary of Liberty Corp., a large insurance, real-estate and investment firm based in Columbia, S.C., owns WIS-AM-TV Columbia, WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio. Francis M. Hipp is president of Liberty. Charles A. Batson is president of the Cosmos subsidiary.

A. Louis Read, president of the wdsu stations and 13% stockholder in Royal Street, will remain with WDSU-TV as president of a new Cosmos subsidiary which will be the licensee. Mr. Read will retain his interest and directorship in Royal Street—which has become heavily engaged in real-estate developments in Aspen, Colo., construction of a 12,000-acre ski resort near Salt Lake City and the remodeling of a 400-room hotel on San Francisco's Nob Hill.

Edgar Stern, president of Royal Street and, with his family, owner of about 75% of its stock, has moved his headquarters from New Orleans to Aspen. A third key executive at the wdsu stations, Dwight W. Martin, vice president and treasurer, who, with his wife, owns 10% of Royal Street, will disassociate himself from the broadcast properties and remain with the parent company.

Mr. Stern in partnership with his late

father bought WDSU-AM-FM-TV for \$600,000 in 1948. Three years later Royal Street Corp. acquired the properties from the partnership for \$1,185,000.

The Stern-family fortunes were founded by Mr. Stern's maternal grandfather, the late Julius Rosenwald, head of Sears, Roebuck. Edgar's brother, Philip M. Stern, has pursued an opposite course in broadcasting matters. He is financing Washington-based law firms that are representing citizen groups in actions against broadcasters (see "Two Men, Two Missions," BROADCASTING, Jan. 24).

WDSU-TV, on channel 6, is an NBC-TV affiliate. The call letters will go to the new owners with the station. The associated AM and FM stations must find new calls.

Cosmos's WIS-TV and WSFA-TV are also NBC-TV affiliates. Its WTOL-TV is affiliated with CBS-TV.

## Johnson's answer to fairness tangle

He says counteradvertising, wide-open 'access' would ease broadcasters' burden

FCC Commissioner Nicholas Johnson has proposed a scheme he says would lift from broadcasters some of the fairness doctrine's "more objectionable burdens." But the scheme provides for a concept few broadcasters have indicated an interest in accepting—the concept of the public's right of access to the media, including the right to present counteradvertising.

Commissioner Johnson thus becomes the first member of the FCC to endorse the controversial FTC proposal that broadcasters be required to make time available, on a free or paid basis, to individuals or groups who want to respond to commercials with which they disagree.

"This is quite a conservative proposal," the commissioner said in remarks prepared for delivery at the Women's National Democratic Club, in Washington, on Thursday (April 6). "It's just an attempt to restore a little competition to the airwaves."

The proposal for counteradvertising was one of four he made for providing for public access to the media. The fairness doctrine, he said, suffers from a conceptual flaw in that it gives the broadcaster control over the manner in which fairness is achieved. "There is a need to allow individuals the right to speak and be heard on the nation's largest soap box," he said. "There is, in short, a need for access."

He would provide for a right of free access to the airwaves, on a first-come, first-served basis, for, say, 20% of the time now devoted to commercials, for countercommercials.

He would also grant:

- A right of paid access to the air-

waves for "spot" announcements, subject to such factors as availability of time, fairness balance, technical production quality, and the obscenity and libel laws.

- A right of free access for programming "during at least some reasonable portion of the broadcast day."

- One minute of free time for each five minutes of newscasts to anyone wishing to comment on the newscasts. He said that "such a 'letters to the editor' feature would help relieve much of the pressure on broadcasters to resolve individual fairness complaints."

Commissioner Johnson said his proposals would enable the commission to move away from a case-by-case determination of fairness. Stations could still be subject to an over-all fairness obligation to cover controversial issues fairly over the three-year terms of their licenses.

He also suggested expanding the equal-time rule, which now applies only to political candidates, to bond issues and other questions on a ballot, and retaining the right of access implicit in the commission's personal-attack and political-editorializing rules.

His proposal, he said, is not to eliminate the fairness doctrine but to substitute "for its more objectionable burdens" an arrangement that would free broadcasters "from day to day governmental involvement" and "give the people of this country the rights of access shared now only by the likes of General Motors and Procter & Gamble."

## Ford continues funding for public-TV programs

Ford Foundation grants totaling \$6,840,000 for continued support of national public-television programming were announced last week by the foundation.

Awarded grants for one year beginning July 1 were the following four national public television production centers: Educational Broadcasting Corp. (WNET-TV New York), \$4,040,000; WGBH Educational Foundation (Boston), \$800,000; National Public Affairs Center for Television (NPACT Washington), \$1.4-million, and Community Television of Southern California (KCECT-TV Los Angeles), \$500,000. In addition, the Public Broadcasting Service (PBS), the national distribution system, was granted \$100,000.

The foundation also announced in a separate action a \$668,000 grant and a \$1,050,000 loan to the Greater Washington Educational Telecommunications Association WETA-FM-TV to enable it to acquire a new broadcast facility in Arlington, Va. (see page 42).

Fred W. Friendly, the foundation's adviser on television, said the funds will continue to support the diversified system of national program production developed two years ago for the interconnected Public Broadcasting Network. In 1971, 22 public-TV stations provided at least one program that was distributed nationally through the facilities of PBS.

## TV-film chief quits USIA

He says he doesn't want to endanger agency's budget with Fulbright

The dispute between Senator J. William Fulbright (D-Ark.) and the U.S. Information Agency continued last week with the resignation of Bruce Herschensohn, the USIA official who blasted the senator's foreign-policy views as "naive and stupid."

Mr. Herschensohn said that he is leaving his post as director of USIA's motion-picture and television service so that his remarks cannot be used as an excuse to cut the USIA budget request or reduce the scope of the agency's operation. Senator Fulbright is chairman of the Senate Foreign Relations Committee, responsible for reviewing the agency's \$200-million proposed budget for fiscal 1973.

The latest flap arose over an appearance by Mr. Herschensohn on a taped television interview with Senator James L. Buckley (Conservative-Republican-N.Y.) on the senator's monthly report broadcast over 12 stations in New York state. During the program a USIA film, produced by Mr. Herschensohn and dealing with the 1968 Russian invasion of Czechoslovakia, was shown publicly for the first time in this country. Senator Fulbright, long critical of USIA's role as propaganda agency and "heir apparent to the old cold war," tried to stop the film's presentation by petitioning the Justice Department. He cited two laws that prohibit the domestic showing of propaganda films destined for overseas audiences. Acting Attorney General Richard G. Kleindienst ruled, however, that the laws also require specifically that all USIA material be made available to members of Congress—and hence Justice could not suppress use of the USIA film by Senator Buckley.

In the interview segment of the broadcast, Mr. Herschensohn said Senator Fulbright was attempting to "downgrade" USIA in a way that could prove "tragic for this nation and catastrophic for the peoples of other nations."

Ensuing was an exchange of letters between USIA Director Frank Shakespeare and Senator Fulbright apologizing for the tone of Mr. Herschensohn's accusations, and between Mr. Herschensohn and Mr. Shakespeare, announcing the former's resignation.

At a news conference held in Washington last Tuesday (April 4), Mr. Herschensohn held to his views, saying that they "were inappropriate words, but they were accurate. And under the circumstances, as I know them to be," he added, "they were kind."

In a separate and apparently unrelated television interview held the same day, Senator Fulbright commented on the resignation saying: "It's a free country. He can resign. I had nothing to do



**AT THE**

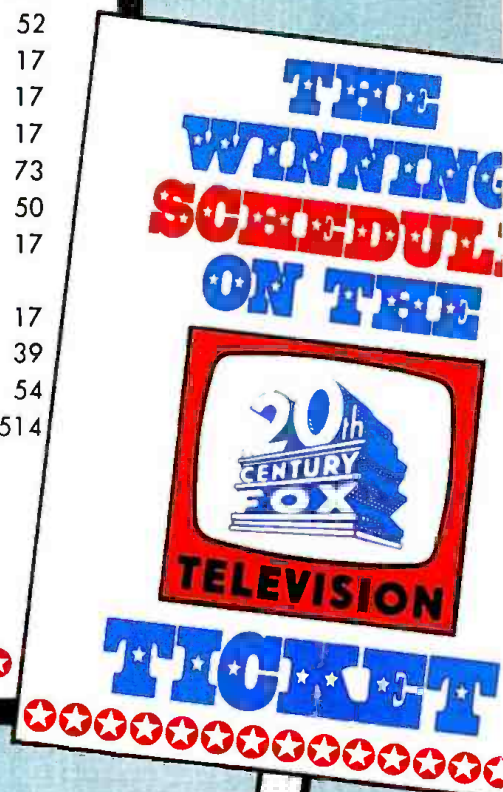


# A RECORD THAT SPEAKS FOR ITSELF

## HALF-HOUR COLOR SERIES

	<u>Format</u>	<u># Episodes</u>
BATMAN	Live Action	120
BEAT THE CLOCK*	Action Game	195
CIRCUS!* (Entering second production year)	Variety	52
DOCTOR DOLITTLE	Animated	17
THE DOUBLE DECKERS	Children	17
FANTASTIC VOYAGE	Animated	17
THE FELONY SQUAD	Action Drama	73
THE GHOST & MRS. MUIR	Comedy Drama	50
THE HARDY BOYS	Animated	17
JOURNEY TO THE CENTER OF THE EARTH	Animated	17
MY FRIEND FLICKA	All-Family Adventure	39
NANNY AND THE PROFESSOR	Comedy	54
PEYTON PLACE	Continuing Drama	514
THE RAY STEVENS SHOW*	Music Variety Special	
THE VIKKI CARR SHOW*	Music Variety Special	

\*Videotape



# WARRIORS SUPPORT

## HOURLY SERIES

	<u>Format</u>	<u># Episodes</u>
BRACKEN'S WORLD	Drama	41
DANIEL BOONE	All-Family Adventure	165
JUDD FOR THE DEFENSE	Drama	50
LANCER	Western Adventure	51
LAND OF THE GIANTS	Futuristic Adventure	51
LOST IN SPACE	Futuristic Adventure	83
VOYAGE TO THE BOTTOM OF THE SEA	Action Drama	110



**EVERYONE'S  
FAVORITE**  
FIRST-RUN ONE-HOUR SPECIALS

**TONY BENNETT** in:

- **Bennett 'n' Basie** · Count Basie and his Orchestra
- **The Tony Bennett Super Special** · The London Philharmonic Orchestra

**BOBBIE GENTRY** in:

- **The Sound and the Scene** · Don Meredith · Charley Pride · Brenda Lee · Joe Tex and others
- **The Special Gentry One** · John Hartford · Richie Havens · Ian & Sylvia · The Staple Singers · Biff Rose
- **The Special Gentry Two** · Bobby Goldsboro · Rick Nelson · Joe South · Fannie Flagg · The Sugar Shoppe

**AL HIRT** in:

- **Strollin' with Al Hirt and His Horn of Plenty** · Roy Clark · B. B. King · Boots Randolph · Dana Valery · Sarah Vaughan and others

**FRED AND MICKIE FINN** in:

- **Mickie Finn's Happy Time Hour** · Arte Johnson · Forrest Tucker and others
- **Happy Times are Here Again!!!** Snooky Lanson · The New Kingston Trio · Dave Garroway · David Frye and others

**A VOTE OF CONFIDENCE**



**CENTURY 5**

**39 OUTSTANDING FEATURES, including:**

- The Agony and the Ecstasy
- The Blue Max
- In Like Flint
- The Flight of the Phoenix
- Hombre
- The King and I
- Peyton Place
- Stagecoach
- Von Ryan's Express
- Zorba the Greek

**GOLDEN CENTURY**

**50 OUTSTANDING CLASSICS with:**

- Lionel Barrymore
- Clara Bow
- Clive Brook
- Alice Faye
- Cary Grant
- Bela Lugosi
- George Raft
- Will Rogers
- Gloria Swanson
- Spencer Tracy
- John Wayne



**CONRAD HILTON  
SUITE 1606-A**

with it." Further he stressed that the USIA would not be punished for Mr. Herschensohn's views or remarks. As to the Buckley broadcast of USIA films, the senator said that he was determined to write an absolute ban on domestic showing of these films into the USIA authorization bill now before his committee.

## De-regulation study gets off the pad

The FCC has formally announced the start of a study of its broadcast rules and regulations, particularly those relating to radio, that will include a review

of Office of Telecommunications Policy recommendations for the de-regulation of radio.

The commission announcement, on Thursday, preceded by two days a speech by OTP Director Clay T. Whitehead that cited the history of FM broadcasting as an argument in behalf of de-regulation (see below).

The commission study, which is being conducted by a special task force under the supervision of Commissioner Richard E. Wiley, is designed to determine if the commission's regulatory authority is being "exercised in a meaningful and pragmatic manner consistent with the public interest."

The task force will review all broad-

cast rules, in light of their current validity and whether they should be modified or deleted. It may also propose new rules "which more accurately reflect the present state of the broadcast art."

The commission said the study will include consideration of current proceedings relating to license renewals, substantial service and the fairness doctrine, as well as the status of other rule-makings affecting broadcast regulations. "In addition," the announcement said, "the commission will also review recommendations of the Office of Telecommunications Policy in regard to the so-called 'de-regulation' of radio broadcasting."

## A lesson seen in FM's history

Whitehead says its growth illustrates the case for 'de-regulation'

For Clay T. Whitehead, director of the Office of Telecommunications Policy, the history of FM broadcasting speaks eloquently in behalf of his proposal that the FCC experiment with the de-regulation of radio.

Mr. Whitehead, in an appearance scheduled at the National Association of FM Broadcasters convention in Chicago, on April 8, was to praise FM broadcasting as a medium that "offers the benefits of quality and diversity"—and to say its success results from government policy that "has allowed FM broadcasters freedom from regulation."

"The absence of onerous regulation," he said in remarks prepared for the occasion, "has left FM broadcasters free to compete by using specialized programming and technical innovations." He attributed the absence of such regulation to "coincidence"—FM arrived at a time when the government was concerned with television—and to deliberate FCC policy.

FM's history, he said, provides a lesson. "If allowing more play for competition has worked to strengthen FM's performance, it may be wise to use this approach more widely in broadcast regulation."

Accordingly, he urged his listeners to work with OTP and the FCC in developing the ground rules for experimenting with the de-regulation of radio in selected markets. Mr. Whitehead originally suggested the de-regulation of radio, and for a pilot program to test it, in an appearance before the International Radio and Television Society, in New York, in October (BROADCASTING, Oct. 11, 1971).

Mr. Whitehead said there is evidence that "a more flexible and selective style of regulation will produce better service to the public." He suggested putting approval of radio-station sales on a pro forma basis, eliminating application-form questions dealing with programming

# Radio 1 is more than available.

## We're there.

Radio 1 is new. And we have a new approach to the business of selling national time. We believe it's more than submitting avails; it's constantly building a station's image in the eyes of the decision makers. All of them.

That takes time, people and involvement. We have all three. Because we represent fewer stations, we spend more time on each. Our people are top professionals. (Art McCoy and Kent Burkhart are part of our think tank.) And we're not just knowledgeable about our stations, we're an extension of them.

Want to get more than your share of attention and sales? Call Lou Faust, the president. He's more than available. He's there to get involved.

radio   
representatives

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# We mean business.



# Baltimore has a hot Hotline, Walk-A-Thons anonymous Santas, & WLPL-FM

It takes more than platters and patter to make a radio station. It takes community involvement. WLPL-FM is involved in Baltimore . . . in its marathon football games to raise money for Santa Claus Anonymous, in its Drug Education programs, in its dialog with today's youth. That's why WLPL-FM is committed to the support of significant civic projects; committed to keeping people accurately informed; committed to improving life in Baltimore; committed to dealing head-on with the essential issues that effect our city. WLPL-FM is involved and a lot of folks are glad we are:

" . . . and without your help and enthusiasm it could not possibly have been such a rewarding experience for the people of Baltimore . . . "

SUSAN WHITE, Chairman, Baltimore City Fair

" . . . besides the needed money and food, the family received new shoes for each child, one new jacket for each child, a baby crib, a baby carriage and other clothing. Also, the 29-year-old mother received the summer maternity apparel she needs. On behalf of this needy family and the Randallstown Jaycees, thank you . . . "

HARRY I. KLEIMAN, Director  
Randallstown (Md.) Jaycees

" . . . many thanks to you and all the fine people at WLPL-FM for the tremendous effort put forth in helping the March of Dimes have the most successful Walk-A-Thon in the country . . . "

JAMES P. DONOVAN, Executive Director  
Greater Baltimore Chapter, National Foundation  
March of Dimes

" . . . Your service to the Troop as well as the community has been outstanding . . . Because of the time given to us by your station, we even had people come from as far away as Dundalk to Parkville, just to buy a Christmas tree . . . "

WILLIAM A. KEIMIG, JR., Boy Scouts of America,  
Troop 26, Baltimore

" . . . we would like to thank you for all the help you have given us. The number of calls received each night has increased tremendously . . . the results have far exceeded our expectations . . . "

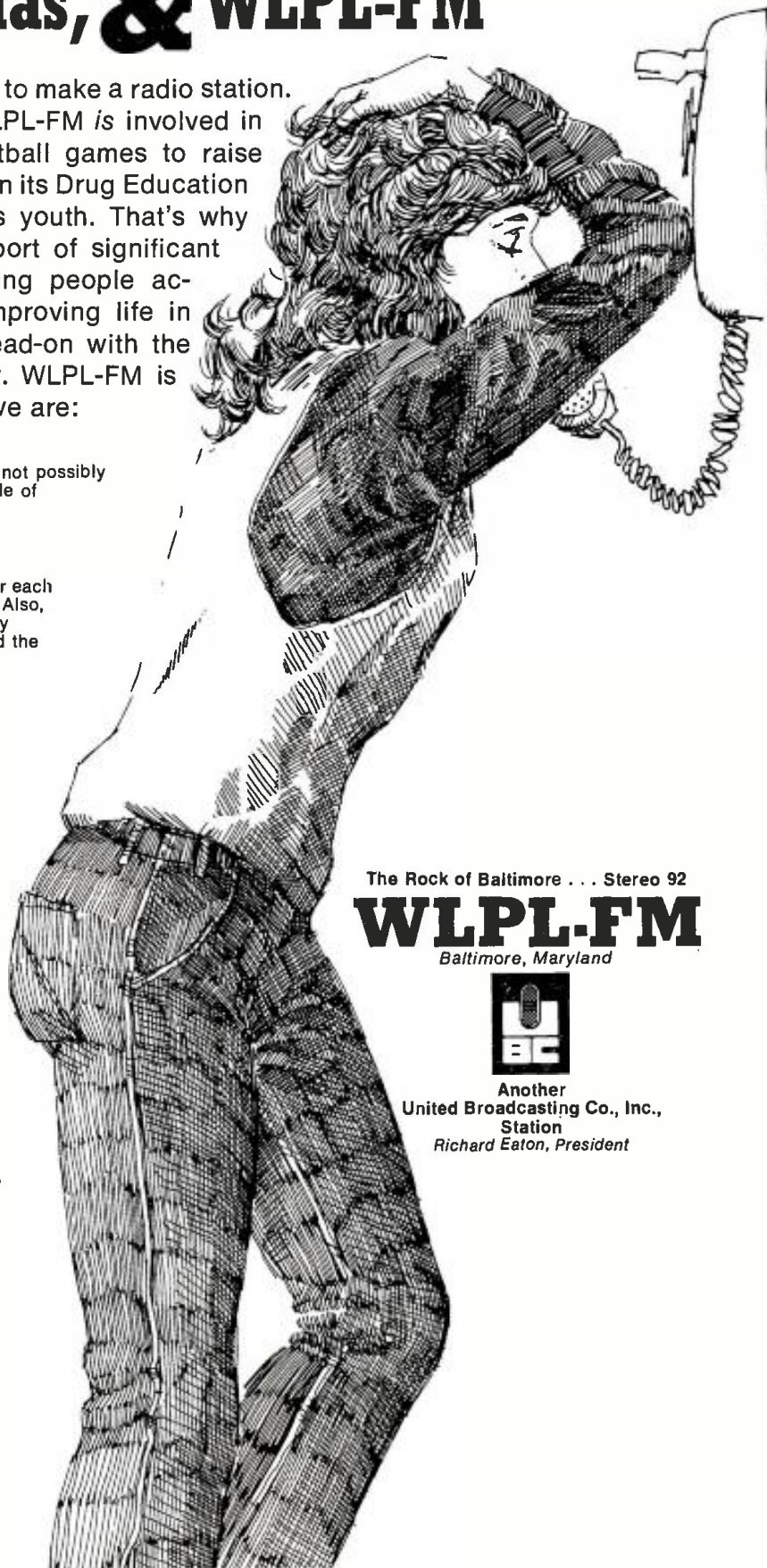
JANE EBAUGH, Director  
HOTLINE, Baltimore

" . . . The staff of the Maryland Center for Public Broadcasting is deeply appreciative to you for your participation in the simulcast of *What's the Question?* . . . the general public response was highly favorable as was evident by the 1300 phone calls reflecting the wide appeal and deep interest stimulated by this effort . . . "

RALPH FRANCE, Executive Producer  
Maryland Center for Public Broadcasting  
Owings Mills, Maryland

" . . . I can't help but think that our increased sales are mainly due to your gracious assistance. Our students will now enjoy the best yearbook the school has ever produced and you have contributed to this fact . . . the faculty, administration and student body appreciate your assistance . . . "

ROBERT R. COOKE, Teacher  
Sparrows Point Sr. H.S., Baltimore, Maryland



The Rock of Baltimore . . . Stereo 92

## WLPL-FM

Baltimore, Maryland

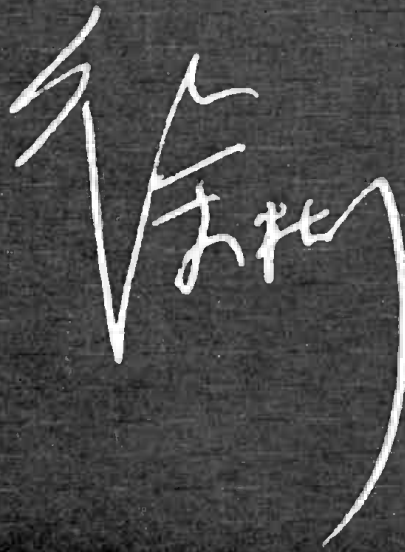


Another  
United Broadcasting Co., Inc.,  
Station  
Richard Eaton, President

# These two signatures satellite communications and The People's Republic

NO CHANGES OF THIS CONTRACT WILL  
MUTUALLY AGREED IN WRITING BY BO  
ANY DISPUTES ARISING DURING THE  
SETTLED THROUGH FRIENDLY CONSULT

The Buyers:



They are on a contract signed in Peking on January 22, 1972 between RCA Global Communications, Inc. and The China National Machinery Import and Export Corporation.

It is a contract to sell The People's Republic of China their first satellite earth station.


It is going to put a fourth of the world's people in regular touch with the rest of the world by satellite for the first time ever.

The RCA earth station will provide a link for live television broadcasts between the two countries, as well as voice, teleprinter, and facsimile communications.

# opened the way for regular between the United States of China.

made by any party except  
parties.  
Execution of this Contract will be  
ion.

The Sellers:

A large, stylized handwritten signature in white ink on a dark background. The signature appears to read "Robert H. Taylor".

Only with modern electronic communications  
can fear and isolation gradually give way to coopera-  
tion, understanding and friendship.

In 1919, our company was formed to provide  
international communications for another of the  
world's great nations. The communication was a  
simple wireless telegraph. The nation was The United  
States of America.

# RCA

and commercials, and relaxing case-by-case enforcement of broadcasters' fairness obligations.

However, he also said that if a test indicated that de-regulation was not improving service—if FM broadcasters increased commercial matter to 20 minutes an hour, or became the 32d middle-of-the-road station in a market, or screamed "news headlines in the middle of top 40's cacophony"—that will also be instructive. Government will have learned, he said, that it must "regulate to achieve valid public interest goals" and "that broadcasters cannot match their rhetoric with performance, unless they are closely supervised."

## Globetrotters, P&S map merger agreement

Globetrotters Communications Inc., Chicago, and Pacific & Southern Broadcasting Co., Atlanta, announced last week an agreement in principle under which Pacific & Southern would be merged into Globetrotters Communications.

Under the agreement, one share of Globetrotters common stock would be issued for each outstanding share of Pacific & Southern common. Based on recent over-the-counter quotations for Globetrotters Communications, the indicated value of the transaction is in the \$32-\$35-million range.

The proposed merger is subject to the approval of the FCC and to stockholders of both companies and to the execution of a formal contract. It is also contingent upon assurance of certain tax treatment.

George N. Gillett Jr. is president of Globetrotters Communications, which owns WYON(AM) Cicero, Ill., and WIXY(AM)-WDOK(FM) Cleveland, as well as the Harlem Globetrotters basketball team.

DeSales Harrison is board chairman of Pacific & Southern Broadcasting, which owns WQXI-AM-TV Atlanta; WQXI(FM) Smyrna, Ga.; WSAI-AM-FM Cincinnati; WWDJ(AM) Hackensack, N.J.; KIMN(AM) Denver; KYXI(AM) Oregon City, Ore.; KKDJ(FM) Los Angeles, and KHON-TV Honolulu.

## Constant's hat in ring for TV board opening

A seventh candidate for election to the TV board of the National Association of Broadcasters was announced last week.

He is Aldo H. Constant, president of Chronicle Broadcasting Co. (KRON-FM-TV San Francisco), a native of Nebraska and a 30-year broadcast veteran. Mr. Constant has been a member of the board of the California Broadcasters Association for the last 10 years.

Elections to fill the six vacancies on the TV board are to be held tomorrow (April 11) during the NAB convention in Chicago. Results will be announced after the polls close Wednesday.

Others who previously announced their candidacies: Leslie H. Arries Jr.,

## The angels for PTV outlets

### '71 funding report shows major share of the tab is paid by state sources

The total income of all public-television stations rose 37% to \$142 million in fiscal 1971, according to new statistics prepared by the Corporation for Public Broadcasting. Of that amount, nearly one-third came from state-government sources.

CPB's annual survey, which lists 17 categories of station funds, shows that state boards of education contributed \$15 million to the total system; "other state government sources" gave \$31.7 million. Together, the two figures represent 32.9% of all station income.

Other principal sources of funding were local schools and boards of education, which contributed \$17 million (12%); "intra-industry" sources, principally CPB, \$14.7 million (10.4%); national foundations, principally the Ford Foundation, \$14.5 million (10.2%).

The largest relative increase over the preceding fiscal year was registered by the federal government—meaning principally the Department of Health, Education and Welfare, which is playing an

ever-larger role in ETV. Its contributions to stations rose from about \$5 million to \$9.9 million, a 98.4% increase. The largest absolute rise occurred in the "other state government sources" category—from \$19.2 million to \$31.7 million, a 64.9% hike.

Other significant percentage increases were registered by national foundations (96%, from \$7.4 to \$14.5 million); and CPB and other "intra-industry" sources (79.9% from \$8.2 to \$14.7 million).

Categories that showed declines in fiscal 1971 were local schools and boards of education (down 2.7%, from \$17.5 to \$17 million); state universities (down 5%, from \$9.2 to \$8.8 million); "other local government sources," (down 9.1%, from \$3.4 to \$3.1 million); "other production contracts" (down 15.8%, from \$3.5 to \$3 million), and commercial broadcasting (down 75.4%, from \$599,220 to \$341,699).

CPB noted that part of the total industry increase may be attributed to expansion; the number of stations rose from 195 at the end of fiscal 1970 to 207 at the close of fiscal 1971 (there are now 220).

The corporation characterized its statistics as "the first release of data" from its survey, and said later reports will include additional analyses of the figures.

Following is the complete breakdown. The figures reflect local station income and do not include funds for national program production.

Sources of Income:	Fiscal 1971		Fiscal 1970		% increase (decrease)
	Amount	%	Amount	%	
Intra-industry sources	\$ 14,745,494	10.4%	\$ 8,194,268	7.9%	79.9%
Federal government	9,885,460	7.0	4,981,635	4.8	98.4
Local schools and boards of education	17,045,077	12.0	17,509,385	16.9	(2.7)
Other local-government sources	3,106,645	2.2	3,390,577	3.3	(9.1)
State boards of education	15,011,138	10.6	10,658,221	10.3	40.8
Other state-government sources	31,673,011	22.3	19,204,567	18.5	64.9
State universities	8,843,535	6.2	9,282,588	9.0	(5.0)
Other colleges and universities	646,422	0.5	458,682	0.4	40.9
Underwriting	3,294,794	2.3	2,513,859	2.4	31.1
National foundations	14,515,464	10.2	7,401,673	7.1	96.1
Other foundations	1,417,439	1.0	1,174,498	1.1	20.7
Auctions	3,883,302	2.7	3,453,241	3.3	12.5
Commercial broadcasting	341,699	0.2	599,220	0.6	(75.4)
Subscribers and individuals	8,447,569	6.0	6,761,704	6.5	24.9
Business and industry	3,066,307	2.2	2,125,625	2.1	44.3
Other production contracts	3,032,570	2.1	3,511,766	3.4	(15.8)
All other fund-raising	3,026,270	2.1	2,419,183	2.4	25.1
<b>Total Station Income</b>	<b>\$141,982,196</b>	<b>100.0%</b>	<b>\$103,640,692</b>	<b>100.0%</b>	<b>37.0%</b>

WBEN-TV Buffalo, N.Y.; George Comte, WTMJ-TV Milwaukee; Dale G. Moore, KGVO-TV Missoula, Mont., all running for re-election; Ray Johnson, KMED-TV Medford, Ore.; Walter E. Bartlett, Avco Broadcasting, Cincinnati, and Mark Evans, Metromedia, Washington.

Peter Storer, Storer Broadcasting, Miami Beach, an incumbent board member, has announced his candidacy for the chairmanship of the TV board. Messrs. Arries and Moore have announced they are candidates for the vice chairmanship.

## MediaNotes

From IRTS ■ International Radio and Television Society, New York, is offering for sale series of five audio cassettes, "The Business of Broadcasting," produced from closed-session talks at

second annual IRTS Faculty/Industry Seminar last February. Each cassette runs up to one hour. They feature specialists in programing, government and community relations, distributing, marketing and education. Produced for IRTS by Martin S. Fliseler Co., New York, five cassettes are priced at \$50 for set and \$10 individually.

Activity report ■ San Francisco Bay Area Broadcast Skills Bank, reactivated last year under Roger Rice, vice president-general manager of KTVU(TV) Oakland-San Francisco, has issued summary of activity showing skills bank having placed 60 employees out of 1,361 available industry jobs in area. Bulk of placements have been in clerical positions, but bank also has handled requests for engineers, film technicians, floor directors and news personnel. Currently 400 registrations are on file with bank.

# **Our new telephone can save you money on remote broadcasts.**



**The Bell System's new phone is the simplest equipment yet for originating remote broadcasts.**

**This set, called the Portable Conference Telephone, plugs directly into a standard telephone jack installed at the broadcast site. It is equipped with two broadcast-quality microphones.**

**No amplifier is needed. No pre-amp. In fact none of your station's equipment is needed at the site—and that means no technician need be sent to operate it.**

**Your reporter simply carries the 19-pound set with him, plugs it into the jack and an AC outlet, dials your studio and is ready to go on the air. By using regular telephone lines, you avoid the expense of special audio channels.**

**Between remotes, this phone won't loaf on the shelf. For staff meetings, its built-in speaker allows as many as 30 people to listen to a telephone conversation—and the microphones allow them to join in. On an executive's desk, it can permit hands-free talking and listening.**

**Call your local Bell Telephone representative for details of how this new phone can work for you.**

**We are continually working to improve service and help you do your job better.**

**In this case, when you have to broadcast from remote locations.**

**AT&T and your local Bell Company.**



## Chance to get fairness under control

Now that Burch has record he wanted to amass, will FCC use it to get doctrine back on track?

An FCC staff member who spent most of the week of March 27 listening to public-interest lawyers, broadcasters, advertising-industry representatives, academics and government officials speak their minds and prejudices on the FCC's fairness doctrine found it all a troubling, somewhat boring and exasperating experience. "There's absolutely nothing new being said," he reported. "There's nothing that we on the staff haven't discussed—and in much greater depth."

He may have overstated the case. But even if he did not, that does not mean the week of panel discussions and oral argument served no purpose. Chairman Dean Burch, who conceived the idea for the inquiry, is too much a realist to have expected the week to produce ideas and concepts that would suddenly light up the darkness surrounding the fairness doctrine and enable the commission to find its way to the solutions that now seem elusive.

The panelists and those who participated in the oral argument, through their debates and presentations, helped start the commissioners' mental juices flowing. The commissioners were also helped, through their questioning of the participants, in clarifying some questions. But perhaps more important, the participants helped the commission build a solid record; voluminous written comments had already been received.

Now that the record has been made, the commission can establish policies and rules enabling it to defend in court—presumably with more confidence than it can now muster—its fairness-doctrine decisions of the future.

That was what the chairman had in mind when he first suggested the overall inquiry back in January 1971 in a speech to the National Religious Broadcasters (BROADCASTING, Feb. 1, 1971). Later he discussed the idea with more flourish in a speech to the annual convention of the National Association of Broadcasters (BROADCASTING, April 5, 1971). But at the time he first broached the idea, he said that the FCC's position in court would be sounder if, instead of reaching a fairness decision on an ad hoc basis, the commission "had all the input from the industry and could demonstrate it had agonized" over the issue.

The commission did better than receive input from the industry. It received it from all shades of opinion; the panelists who debated the fairness

questions before the commission were chosen with meticulous care to assure equal weight for all sides of an issue, and oral argument was held to make sure everyone who wanted to be heard was heard.

And, although the commissioners have not yet had a chance to focus on what they heard—that effort will not begin in earnest until they return from this week's NAB convention—the indications are that the commission will build a case for a conservative reading of the fairness doctrine, one that would generally hold the line against efforts to transform it into an access doctrine, one that would leave to the broadcaster much of the control to determine how controversial issues are to be balanced in his programing.

It was a U.S. appeals court decision that seemed to extend the commission's ruling applying the fairness doctrine to cigarette advertising that was uppermost in Chairman Burch's mind when he first expressed concern over the manner in which the fairness doctrine was developing. The decision appeared to support a union's contention that, in carrying commercials advertising the wares of a department store that the union was striking, a station was obliged to carry ads urging a boycott of the store (BROADCASTING, Nov. 2, 1970).

Later, the commission's concern deepened as a result of the court's decision in the Friends of the Earth case, which held that commercials promoting the sale of leaded gasoline and automobiles raised a fairness-doctrine issue as to the air-pollution problems the use of those products cause. The same court also induced in the commission almost a sense of panic with a decision that the public has a limited First Amendment right of access to the broadcast media. That decision, involving the rejection by WTOP(AM) Washington of an effort by an antiwar group to purchase one-minute spots, has been accepted for review by the Supreme Court. As a result, some commission officials feel the agency will not rule on the critical question of access to the media, even on public-interest as opposed to constitutional grounds, before the Supreme Court decides the case.

However, there has been some talk within the commission of pre-empting the issue—of issuing a policy statement to the effect that a flat ban on the sale of spots for the discussion of contro-

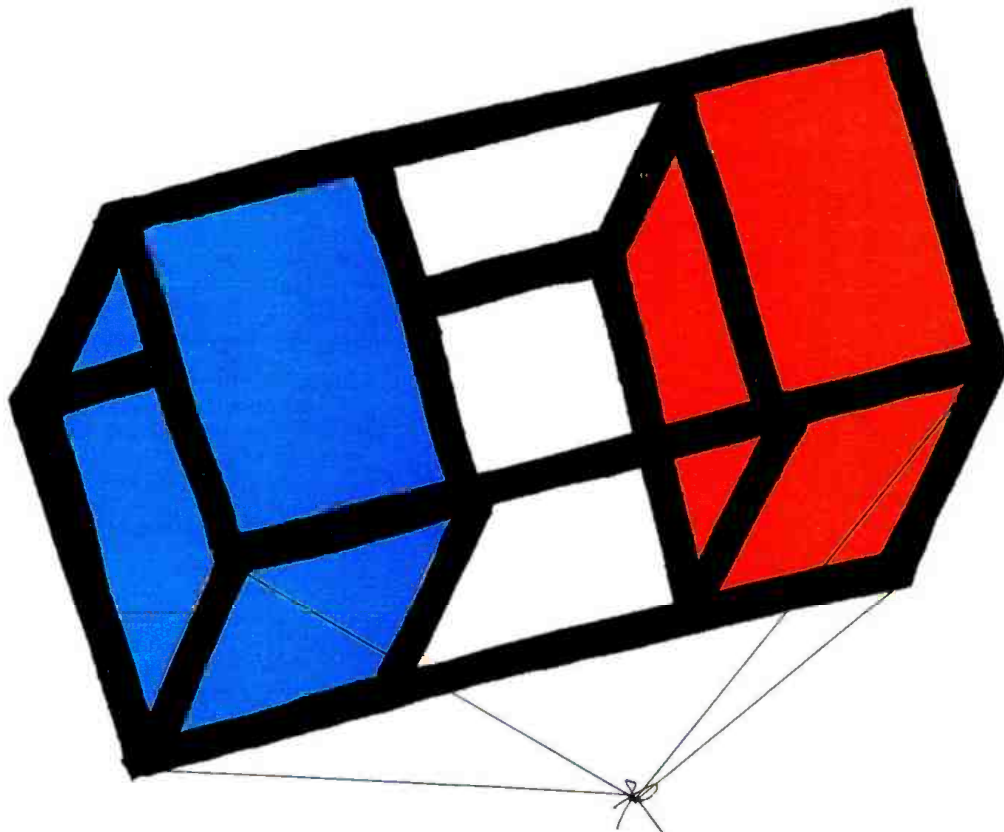
versial issues is not in the public interest, but with the broadcaster allowed the discretion of determining which editorial advertising to accept. Some commission officials say that such a statement (which would run counter to the commission's opinion in the WTOP case) might persuade the high court that the issue has become moot. The feeling, presumably, is that the commission would find it easier to live with access as a public-interest rather than a First Amendment matter.

Indeed, the whole effort on the part of public-interest groups to establish the public's right of access to the media appeared to have been set back. Their representatives, who said individuals and groups should be allowed to express their own views on issues, acknowledged, under questioning by Commissioner Richard E. Wiley, that most of those who sought time would not be able to afford it. And while some commissioners might feel that broadcasters should sell time to anyone wanting to pay for it, there is little inclination to require them to give it away. Furthermore, the commission's experience with the U.S. Court of Appeals does not inspire confidence among the commissioners in their ability to hold the line against free access once paid access is granted.

Perhaps of equal importance is the strong current of opinion at the commission that the agency erred five years ago in extending the fairness doctrine to cigarette advertising. That ruling is the basis for all of the arguments made in behalf of counteradvertising—a concept that reached its apotheosis in the Federal Trade Commission proposal that broadcasters and advertisers alike see as certain to inflict enormous economic damage on commercial broadcasting.

The cigarette ruling, as one commission lawyer said last week, was "too fancy," with its contention that the commercials made an implicit argument on one side of a controversial issue—the health hazard involved in smoking. There is some sentiment within the commission for withdrawing the ruling—as a number of communications attorneys urged at the oral argument two weeks ago—and recasting the principle in terms of the public interest.

However, Commissioner Wiley, who has never made any secret of his feeling that the original ruling was a mistake, does not see that as a solution, even if it were able to withstand judicial chal-



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NAB CONVENTION HEADQUARTERS: PICK-CONGRESS HOTEL

lence. He feels the commission must find a way to distinguish the ruling, and the court decision involving commercials promoting gasoline and automobiles, from other commercials. One idea he is known to be considering would limit application of the doctrine to advertising for a product which in normal use has been found by government agencies to raise a health or safety issue.

The FTC proposal, which would require broadcasters to set aside free or paid time for those who wish to dispute commercial messages, seems to have no chance of adoption by the FCC. Chairman Burch has already indicated he is concerned about its likely impact.

However, the discussions two weeks ago and comments of commission officials last week indicated no intention to isolate commercials completely from the fairness doctrine. Commercials that take one side of a controversial issue either explicitly or by indirection would obligate the broadcaster who airs them to present the other side.

The first commission decision arising from the inquiry will involve the Democratic National Committee's proposal that any presidential broadcast obligates the broadcaster to afford equal time to those holding contrary views. The proposal was originally advanced in May 1970, and the commission has promised the appeals court in Washington, where the DNC had gone to get action, that the matter would be resolved by early summer (BROADCASTING, Feb. 28).

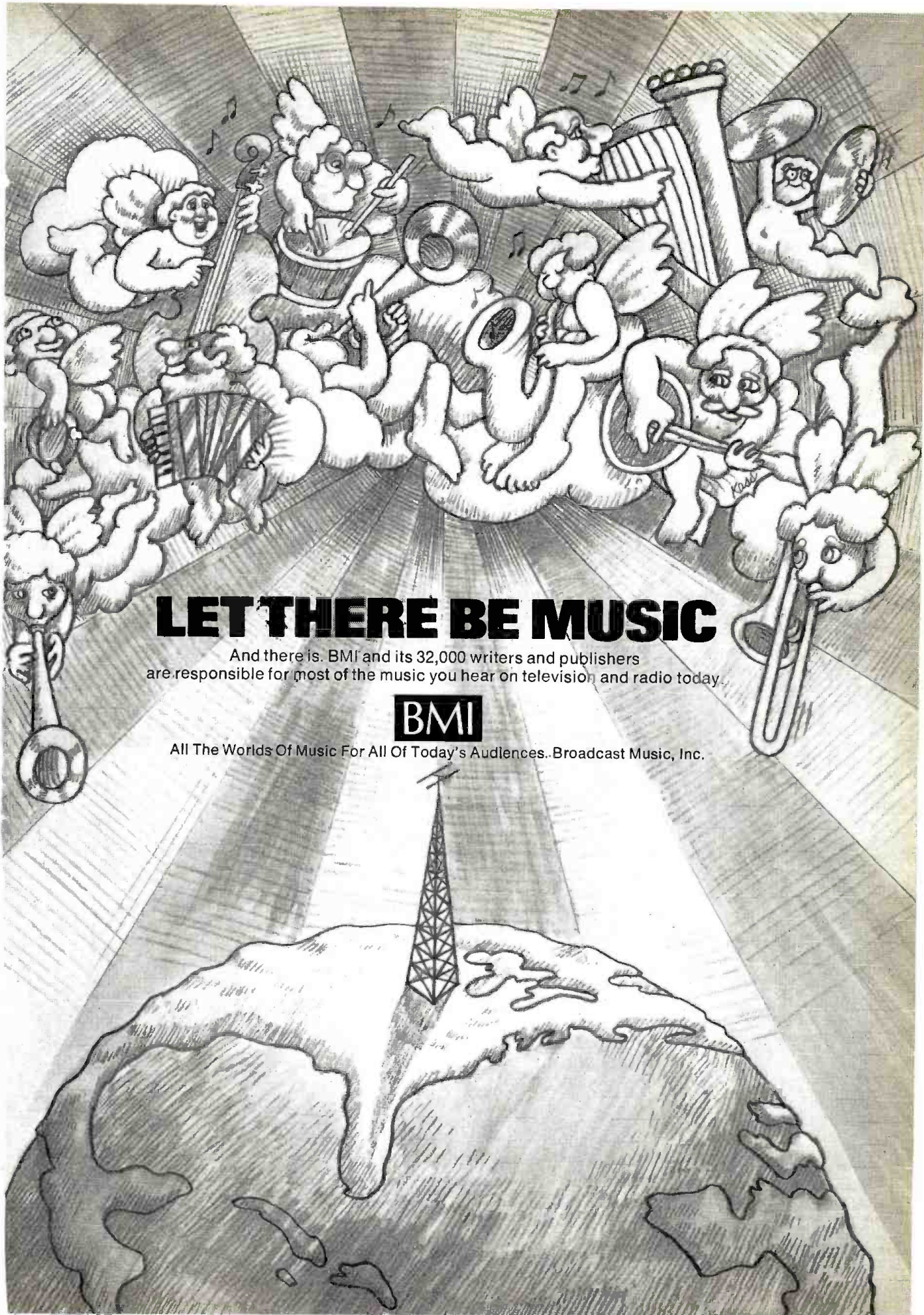
Officials doubt that the commission will depart from present policy, under which stations are permitted to use editorial judgment in deciding how to balance a presidential appearance in periods outside a presidential campaign. However, there seems to be some support for a proposal advanced during one panel by former FCC Chairman Newton N. Minow that would eliminate the need for hair-splitting decisions as to whether a President was speaking as the nation's leader or a political candidate during campaigns; every appearance would be regarded as triggering an equal-time response.

As one commissioner who sat through the entire week of panels and oral arguments said, "There were enough arguments to support any case you want to make." The same might be said of the landmark Red Lion decision of 1969, in which the Supreme Court upheld the constitutionality of the fairness doctrine. Public-interest groups urging the commission to establish a right of access frequently cite the opinion's assertion that "the licensee has no constitutional right to be the one who holds the license or to monopolize a radio frequency to the exclusion of his fellow citizens."

But the commission would probably point to language stressing that it is the public's "right" to a multitude of ideas and experiences that "is crucial here" and describing the broadcasters "as a proxy or fiduciary" for the public.

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



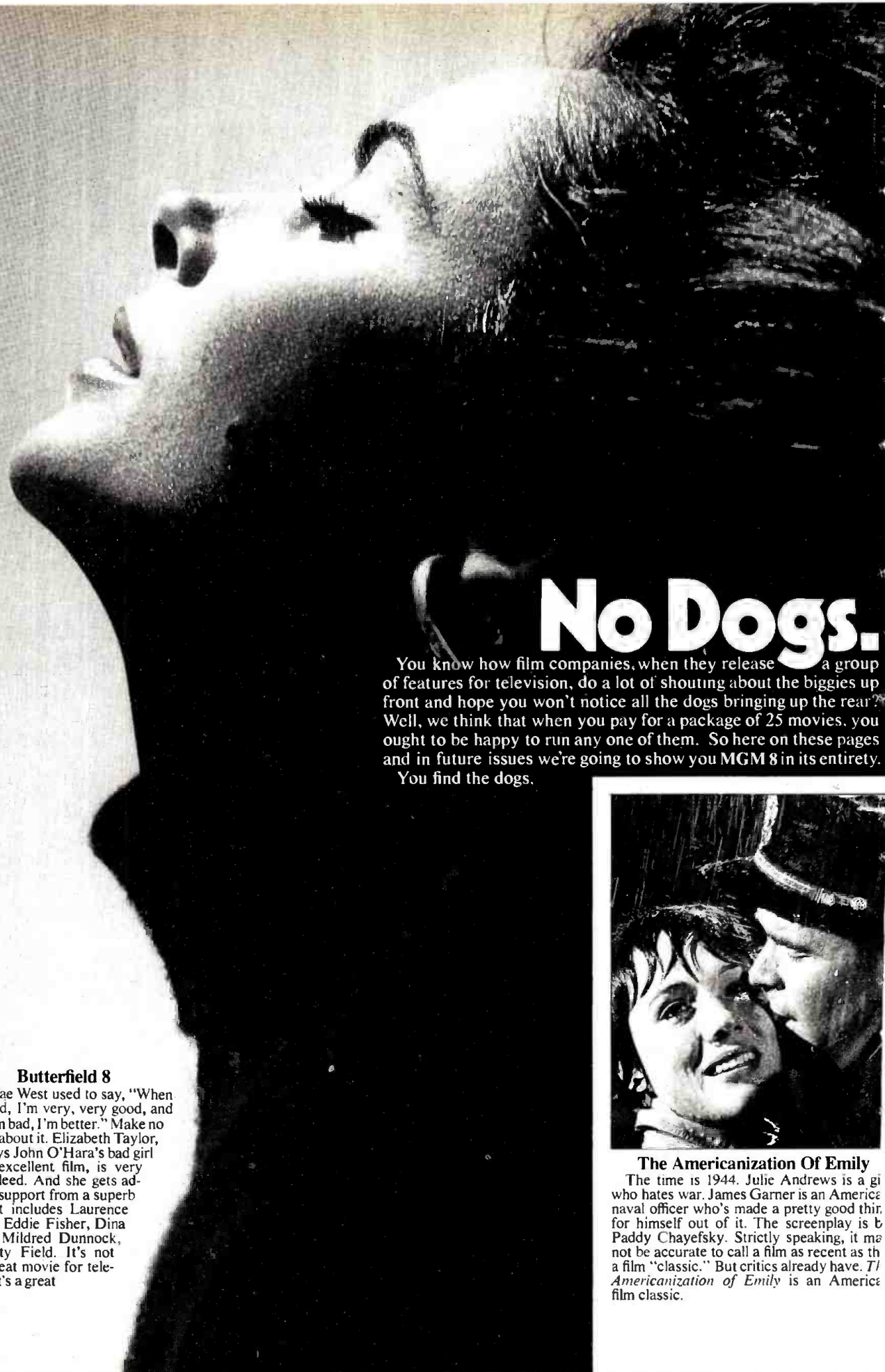


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All The Worlds Of Music For All Of Today's Audiences. Broadcast Music, Inc.



# No Dogs.

You know how film companies, when they release a group of features for television, do a lot of shouting about the biggies up front and hope you won't notice all the dogs bringing up the rear? Well, we think that when you pay for a package of 25 movies, you ought to be happy to run any one of them. So here on these pages and in future issues we're going to show you MGM 8 in its entirety. You find the dogs.

## Butterfield 8

As Mae West used to say, "When I'm good, I'm very, very good, and when I'm bad, I'm better." Make no mistake about it. Elizabeth Taylor, who plays John O'Hara's bad girl in this excellent film, is very good indeed. And she gets admirable support from a superb cast that includes Laurence Harvey, Eddie Fisher, Dina Merrill, Mildred Dunnock, and Betty Field. It's not just a great movie for television. It's a great movie.



## The Americanization Of Emily

The time is 1944. Julie Andrews is a girl who hates war. James Garner is an American naval officer who's made a pretty good thing for himself out of it. The screenplay is by Paddy Chayefsky. Strictly speaking, it may not be accurate to call a film as recent as this a film "classic." But critics already have. *The Americanization of Emily* is an American film classic.



### The House Of The Seven Hawks

Just a few short years ago, what respectable film critic would have said, we're going to miss Robert Taylor. But we do. He had stature, sex appeal and guts, that's rare today and getting rarer. Here he is, in one of his last and best. It's a post World War II adventure chase, with Taylor as a self-reliant but not too choosy small-boat skipper, who gets himself involved in a hunt for jewels secreted by the Nazis in occupied Holland. It's a good movie. The kind that critics complain they don't make anymore.



### Angel Wore Red

Ironically, the bloody Spanish Civil War has been the inspiration for some of the 20th century's finest artistic achievements. Hemingway's *For Whom the Bell Tolls*. Picasso's *Guernica*. This film is another. Ava Gardner and Dirk Bogarde are superb in a drama of fierce emotions and biting relevance.



### Once A Thief

A really topnotch mobster melodrama, with echoes of *Les Miserables*. Alain Delon is the ex-crook trying to go straight, and Van Heflin the merciless police inspector who hounds him back into a life of crime. Exceptional acting and cinematography combine to make this a very superior film.



### Flareup

As if Raquel Welch in a go-go outfit weren't enough, this movie is a much-better-than-average suspense melodrama. Luke Askew supplies the villainy as a psychopathic killer who feels compelled to put down Raquel and two of her fellow entertainers permanently. James Stacy is the heroic parking lot attendant who saves the day. And the film ends with one of the niftiest displays of pyrotechnics since Selznick burnt Atlanta.



### Guns For San Sebastian

There's a part Anthony Quinn plays better than any actor in the world: the tough guy who's never done a decent thing in his life but who in the course of the drama discovers that spark of goodness in himself that allows him to work miracles. It's not only the part he does best, it's the part audiences like best to see him do. And in this film he plays it to perfection. A formula? Yes. But one people never seem to get tired of.



**MGM/8**  
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(212) 262-2727

Coming Next Week  
Libel, Gigi, The Cincinnati Kid  
and more from MGM/8

# No Dogs (continued)

Well, here we are with another eagerly-awaited installment of MGM/8. And while we hate to repeat ourselves, we'd better say once again that there's still not an airedale in sight.



## Gigi

Zowie! They don't come much better than this charming film about a young French girl who, in spite of her upbringing by a family of genteel libertines, manages to retain her romantic ideals (and hook the handsomest man

in Paris in the process). Leslie Caron, Maurice Chevalier, Louis Jourdan, Hermione Gingold, and Eva Gabor make this wry fairy tale a delight in every way.



## Libel

One of the most enduring forms of suspense film is the courtroom drama. If it's a British courtroom, with the judge and counsel in those imposing wigs, so much the better. In this case, the trial concerns a baronet (Dirk

Bogarde) who is accused of being an imposter—and whose supposed wife (Olivia DeHavilland) isn't even sure whether he is or he isn't. Positively smashing.



## Hotel Paradiso

Take a script based on a play by that master of the bedroom farce, Georges Feydeau. Add the immense comedic (and other) talents of Alec Guinness, Gina Lollobrigida, Robert Morley, and the inspired direction of Peter Glenville. Result: a non-fattening confection that is absolutely irresistible.



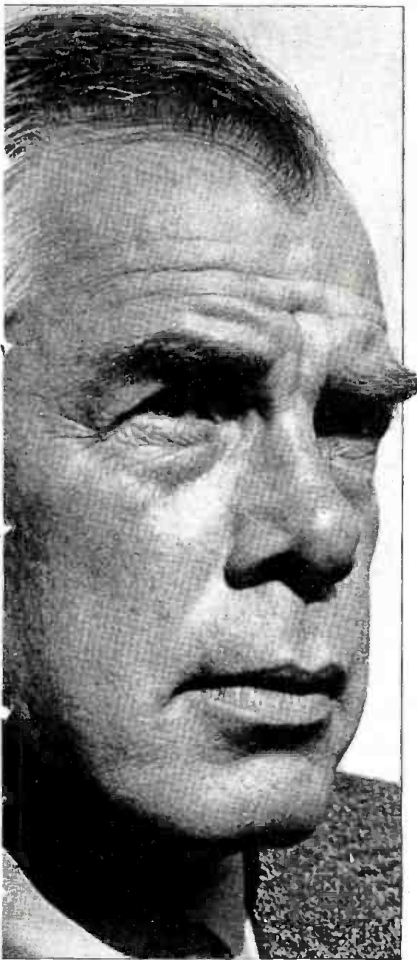
## The Password Is Courage

Dirk Bogarde plays a World War II British P.O.W. who, in the course of his incredible escape attempts, manages to get himself awarded the Iron Cross. Which would be pretty freaky, except that it's all perfectly true. This completely documented story of the exploits of Sgt. Major Charles Coward is one of the finest "escape" films ever made.



## When The Boys Meet The

Girls  
As you might guess, this is one of those pictures where you don't have to be too concerned about the plot. But with music-makers like Connie Francis, Louis Armstrong, Herman's Hermits, Liberace, and Sam the Sham around, why worry?



**Point Blank**

Without doubt, the closest thing to Humphrey Bogart around these days is Lee Marvin. He's tough, he's got sex appeal, and he can make a line of dialogue crack like a whip. Here he's out to revenge himself on the wife and partner who betrayed him. The climax, at deserted Alcatraz, is a sizzler.



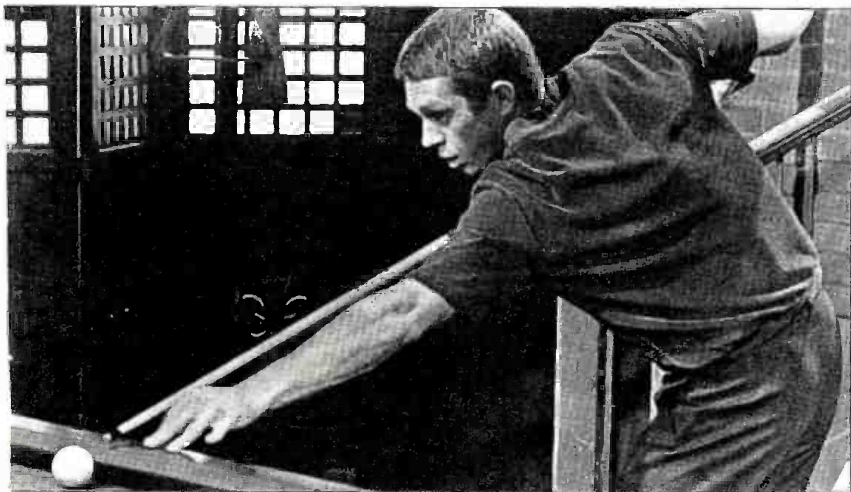
**Go Naked In The World**

With Gina Lollobrigida. What more could you want? Anthony Franciosa? Ernest Borgnine? O.K., you got 'em.



**Double Trouble**

Elvis Presley movies fall into a category all their own. Whenever they're shown, they're consistently among the highest-rated films on television. And their appeal is not only to the young, but to those in their thirties who are perhaps reliving their own teen years when Elvis first appeared on the scene. The people, we might add, who spend the most at the supermarket.



**The Cincinnati Kid**

Steve McQueen has Ann-Margret and Tuesday Weld after him, but all he can think bout is beating Edward G. Robinson at stud.

Poker, that is. A first-rate screenplay by Ring Lardner Jr. and Terry Southern completes the winning hand.

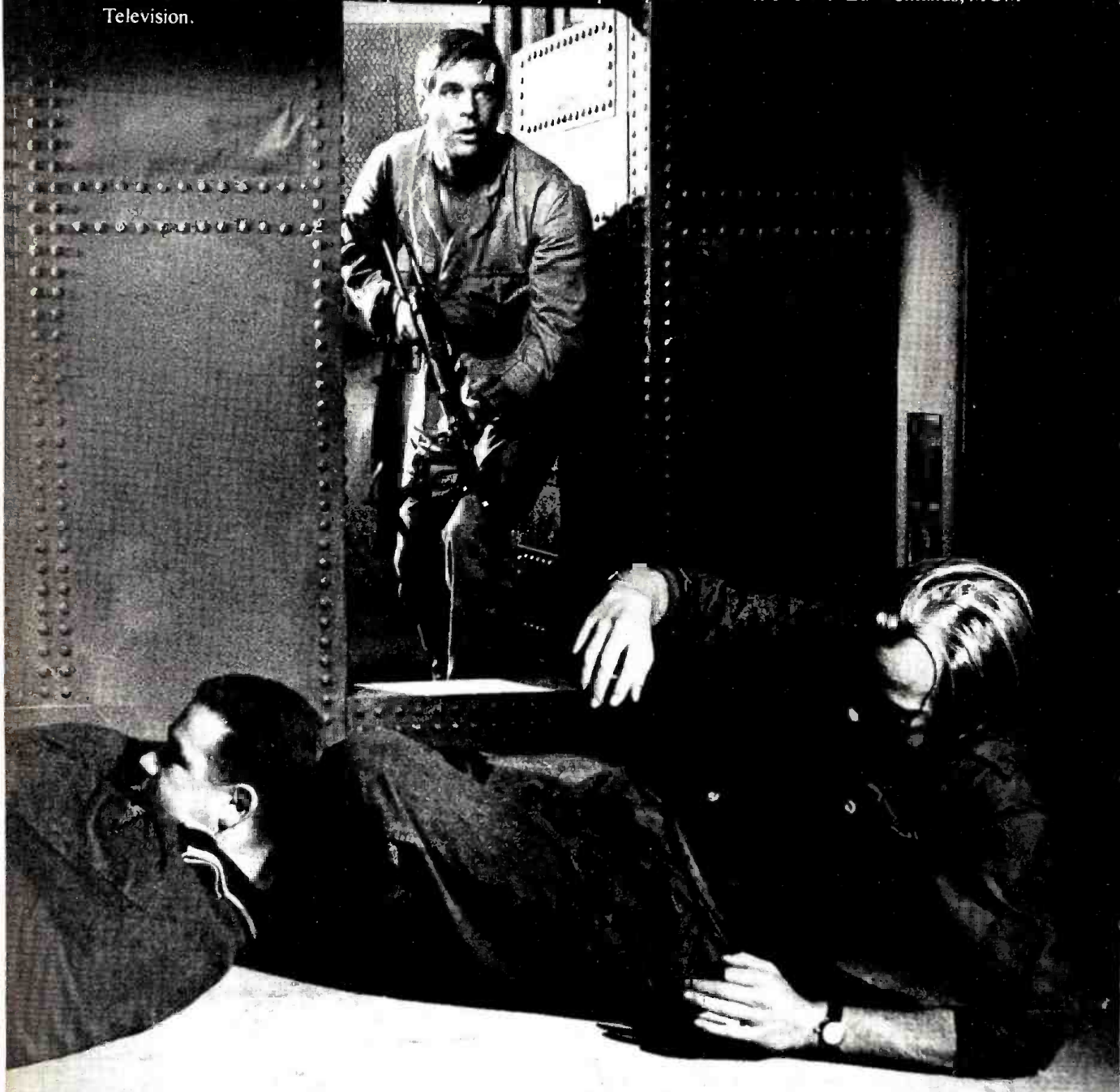
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**Coming Next Week**

Operation Crossbow, The Secret Of My Success, Quentin Durward, and more from MGM/8

# No Dogs (concluded)

This week's installment concludes our presentation of each and every movie in MGM/8. We think we've proved our point, that there's not a canis familiaris curled up anywhere. But if you'd like a copy of all the rating information available on MGM/8, please call your MGM representative. Or write to Mr. Ed Montanus, MGM Television.



## Operation Crossbow

One of the best—a real “movie movie,” crammed with action and suspense from start to finish. George Peppard is completely convincing as the American spy whose mission it is to signal the location of a hidden Nazi rocket base to attacking allied bombers. Sophia Loren, Trevor Howard, and John Mills add their considerable talents to this blockbuster of a film.



### Cat On A Hot Tin Roof

When it comes to creating fire-breathing demon-ridden characters—parts that an actor can really sink his teeth into—few writers can surpass Tennessee Williams. So it isn't surprising that in this film Elizabeth Taylor, Paul Newman, and Burl Ives give the performances of their lives. It's a towering achievement, a film to be seen, and seen again.



### To Trap A Spy

A lot of film-makers have tried to imitate the Napoleon Solo-Ilya Kuryakin kind of adventure, with appalling results. So we're offering the genuine article, the full-length feature out of which came the U.N.C.L.E. series. The pluperfect pair are called in to thwart a plot to take over the newly created African nation of Western Natumba. Which is somewhere east of Munchkin Land.



### The Secret Of My Success

How does a nice, young, not-too-bright policeman make it with beautiful women? He manages to be around when beautiful lady crooks are looking for a fall guy, that's how. So who needs a logical plot for a comedy, anyway? And this is a comedy. A very funny comedy with Shirley Jones, Stella Stevens, Honor Blackman, and James Booth.



### Quentin Durward

Costume dramas have gotten rather a bad name lately, what with all those low-budget quickies played by casts of dubbed-in non-entities. But this is a quality film all the way, with Robert Taylor and Kay Kendall in the leads, and fine supporting actors like Robert Morley and Alec Clunes. There's an intriguing plot, too, taken from a novel by that great adventure writer, Sir Walter Scott.



### Seven Women

What happens to seven American missionaries when a ravaging Mongolian bandit horde comes thundering into their compound? Plenty, when the director is John Ford. The sure hand of the master is evident in the fine performances he draws from Anne Bancroft, Dame Flora Robson, Margaret Leighton, Betty Field, Sue Lyon, Mildred Dunnock, and Anna Lee. Not to mention Mike Mazurki and Woody Strode as those menacing Mongols.



### Escape From Fort Bravo

Union officer William Holden is in trouble up to his baby-blue eyeballs, what with his own troops hating his steely guts, his Reb prisoners trying to escape, the Mescaleros lurking behind the cacti, and beautiful Eleanor Parker trying to doublecross him every step of the way. Now, that's where the action is. Not to mention the ratings.



### The Girl And The General

Rod Steiger could act rings around most actors with one arm tied behind his back. And in this movie he does. Steiger, a one-armed Austrian general, is captured by an Italian peasant girl (Virna Lisi) and a soldier (Umberto Orsini). The film is in turn very comic and very moving.



### The Young Lovers

Well the college kids are at it again. Peter Fonda is sensitive, artistic and dedicated. Sharon Hugueny is serious, idealistic and pregnant. Aim this one straight at the damp hankie set.



NAB, Suite 3812, Executive House

## Marketers hear familiar talks

Nader, Knauer, Thain cite ad reform needs at New York conference

Consumerism and advertising regulation were in the fore last week at the American Marketing Association's International Spring Conference in New York.

The program was as diverse as its theme implied—"Dynamic Marketing in a Changing World."

The consumerist movement had some of its better-known advocates, including Ralph Nader, on the program.

Mr. Nader prescribed "competitive advertising" as the answer to many consumer headaches. If Goodyear took Firestone to task on deceptive advertising practices as to quality of product, price and service, he proposed, the consumer as well as the advertiser would come out ahead.

"The one bright spot" in an administration he called "unsympathetic and unresponsive" to consumer causes, was the Federal Trade Commission—"a testament for the need to have an independent organization within the administration."

He praised the commission for its "growing sophistication in cracking down on deceptive advertising" and making alternative choices available to consumers.

Speaking as a representative of the administration, Virginia Knauer, director of the Office of Consumer Affairs and special assistant to President Nixon for consumer affairs, called on industry leaders to educate consumers to take an active role in policies that affect them.

She lauded advertisers who explain the limits as well as the virtues of their products.

Gerald Thain, FTC assistant director for national advertising, in a speech on "Advertising Regulation—a Government View," made these points:

(1) The FTC will continue to seek "regulation of advertising that is both deceptive and unfair."

(2) Advertisers should be forced to substantiate the claims in any commercial before it's put on the air.

(3) A company that charges higher prices than another company when both are producing "essentially the same product" should be "automatically" assumed to be engaging in "false and deceptive" advertising.

(4) Advertisers should not be permitted to "parse words" in their commercials so that even though their messages are "literally" true they're still deceptive. Mr. Thain referred specifically

to Sterling Drug, which he said gives the impression in its Lysol spray commercials that the spray kills all flu and cold bugs when it only kills viruses on certain "environmental surfaces" (BROADCASTING, March 6).

(5) Limited in its resources, the FTC will concentrate its future regulatory energies on "industries whose economic concentration is so great that new competitors are prevented from entering the market." He mentioned the cereal industry as an example of what he called "anticompetition."

Archa O. Knowlton, director of media services, General Foods Corp., urged advertisers to band together and help heighten public opinion of advertising practices. Many consumers dismiss advertising as "mostly lies" or "not at all helpful," he noted. "Why don't we initiate some definitive research that will produce answers? That research should cover the point of good taste as well as believability," he said.

Mr. Knowlton proposed a "giant testing facility", composed of advertisers, agencies and media researchers, to test media usage and ad messages against individuals.

## Court action limiting FTC is to be challenged

The Federal Trade Commission has ordered its general counsel to file an appeal against a decision of a federal district judge that holds that the FTC has no right to impose trade regulations on an entire industry.

The court ruling, by U.S. District Judge Aubrey Robinson in Washington, specifically forbade the FTC from requiring oil and gasoline companies to post octane ratings on all gasoline pumps. This was to become effective March 15, but was stayed by Judge Robinson after 34 refiners and two trade associations challenged the action.

They claimed, and the judge agreed, that the FTC could not require the octane postings because it exceeded the Federal Trade Commission's statutory authority. Judge Robinson also said that the FTC "lacks the requisite statutory authority to issue trade regulation rules."

Ronald M. Dietrich, FTC general counsel, said last week that the ruling could jeopardize other trade regulations, in that they could be challenged under the Robinson decision. Among these are rules dealing with TV-set advertising of picture sizes.

The FTC octane rating requirement was made by the trade agency in December 1970 and was based on the charge that some gasolines under general names, like "regular" or "premium" actually had octane ratings below the average in those classifications.

## Two more tries for air access

Population group may ask FCC to open networks; Humanists seek saturation

If the FCC wants another opportunity to consider the question of the public's right of access to broadcasting—on public interest as opposed to First Amendment grounds—it may soon have one or two opportunities for doing so.

The Commission on Population Growth and the American Future—which was created by Congress and appointed by the President—is considering filing a complaint with the commission as a result of being turned down by the three networks on a request to buy one hour of prime time. The CPG wants to present a film illustrating its report on population growth and distribution.

In another development, the American Humanist Association announced last week it is seeking "public-service" time on 1,900 broadcast stations—for a series of six half hours on 700 television stations and for two one-minute spots on 1,200 radio stations—in what it called "a strong bid for fair representation" by radio and television stations. The association did not indicate any plans for filing complaints with the commission in the event of a turndown, but it noted that, during the commission's panel discussions and oral argument in Washington on the fairness doctrine two weeks ago (BROADCASTING, April 3), it asked that the doctrine be expanded to provide "a place for dissenting, non-conforming moral and religious viewpoints at present not represented to the public."

The commission has held that broadcasters may impose flat bans on the sale of time for the discussion of controversial issues; however, that decision, in a case involving WTOP(AM) Washington's refusal to sell minute spots to an antiwar group, was reversed by the U.S. Court of Appeals in Washington, which held that the public has a limited First-Amendment right of access to the broadcast media. The FCC has appealed that decision to the Supreme Court.

The CPG, which has issued a report recommending that the public be given almost unlimited access to the means of preventing "unwanted" children, is charged with providing "information and education to all levels of government . . . and to our people, regarding a broad range of problems associated with population growth and their implications for 'America's future.'"

In line with that responsibility, CPG



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# **In 1970 He Asked a** **"HAVE YOU EVER HEARD OF A DISEASE**

## **WTIC AND SICKLE CELL ANEMIA**

PUBLIC AFFAIRS DEPARTMENT  
WTIC TV3-AM-FM  
HARTFORD, CONNECTICUT 06115



# Loaded Question KNOWN AS SICKLE CELL ANEMIA?"

When Leonard J. Patricelli asked that question in a WTIC-TV and Radio editorial on November 12, 1970, few people had heard of sickle cell anemia, a severe, inherited blood disease that strikes mostly at black men and women.

- The editorial was the FIRST of four. Then in rapid succession came four prime time television documentaries, more than 400 public service announcements and a fund drive — all aimed at focusing public attention on what WTIC then properly termed “the forgotten disease.”

- It was the FIRST comprehensive campaign to make the public aware of sickle cell anemia, a pioneering campaign that has inspired countless others at radio and television stations across the United States, a campaign that was a huge success.

- Hartford became the FIRST city in the United States to sponsor citywide testing of school children for sickle cell trait. Today, similar tests are being conducted in cities and towns across the nation.

- Connecticut became the

FIRST state to pass legislation providing for a statewide sickle cell anemia health program. Neighboring Massachusetts was the second state to pass such legislation.

- More than \$40,000 was contributed by the WTIC-TV and Radio audience to be used as seed money to establish the Center for the Study of Sickle Cell Anemia at Howard University in Washington, D.C. — a phenomenal amount to be given to an out-of-state university to combat a disease that few people had heard of less than eighteen months ago.

- Research material developed by WTIC-TV and Radio has been used by many other stations and by the Senate Committee that conducted the hearings that led to the passage of a bill providing for \$140 million to combat sickle cell anemia.

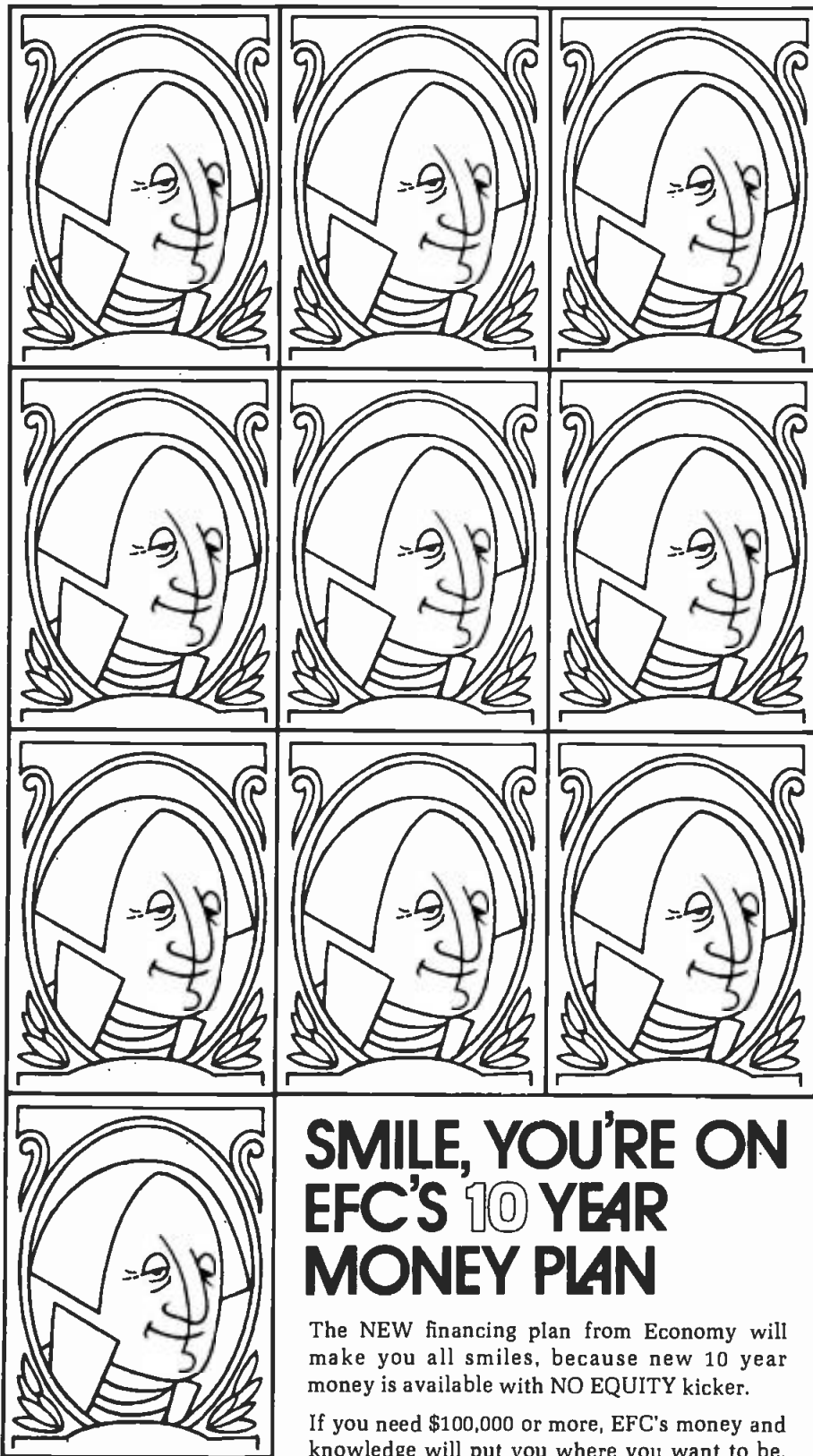
The national scope of the WTIC sickle cell anemia campaign is being recognized in Philadelphia this month when the Southern Christian Leadership Conference presents the Martin Luther King, Jr. Humanitarian Award in Sickle Cell Anemia to Leonard Patricelli.



Leonard J. Patricelli, President  
Broadcast-Plaza, Inc.

**WTIC**  **TV-AM-FM**

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# ECONOMY FINANCE

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requested prime time from ABC, CBS and NBC for a one-hour film, now in production by Fisher Films Inc., of New York, under the supervision of a CPG affiliate, Population Education Inc. Xerox Corp. and several foundations have provided \$450,000 for production and network time costs.

However, the three networks turned down the request. Each said its journalistic policies prevented it from accepting from outside sources programs on controversial issues.

Attorney Ben C. Fisher, counsel for CPG, said at the commission's oral argument on the fairness doctrine that the networks' position represented a "flat ban" on the independent production and prime-time paid broadcast of programs on matters of public controversy. "This is a totally arbitrary position which creates the worst kind of censorship and lowest level of public responsibility," he said. He urged the commission to declare the networks' policies contrary to the public interest, and to adopt guidelines under which "responsible groups," such as CPG, would have "a limited right, on a paid basis, to access to the national networks."

The film may yet be shown on nationwide television. Dr. Charles N. Ramsey Jr., vice president of CPG, said officials of the Public Broadcasting Service have indicated that PBS would accept the film for distribution. However, he also said the CPG is considering a number of steps, including the filing of a complaint with the commission against the networks.

The American Humanist Association feels it has a problem in getting its views aired as a result of an FCC ruling and the National Association of Broadcasters code, according to Dr. Paul Kurtz, editor of *The Humanist* magazine, in a letter to the commission. The ruling says that religious programs do not trigger a fairness-doctrine obligation; the section of the NAB code he cites directs broadcasters to avoid attacks on religion and asserts that religious programs should exclude controversial views "not directly or necessarily related to religion or morality."

He said neither provides for presentation of humanism, which he said is regarded not as a religion but as "a moral and philosophical point of view" and which attracts many who are "dissenters and nonconforming skeptics." And both the FCC ruling and the NAB code provision, he contended, violate the First-Amendment provisions concerning separation of church and state and freedom of speech.

### \$2 million in 'Action'

The largest advertising budget (\$2 million) ever set for one line of toys is planned by Mego Corp., New York, for network- and spot-TV (123 markets) campaign for "Action Jackson" toy line that began last week. Twelve 30- and 60-second spots will run on a rotating basis, 15 commercials daily in major markets, through Christmas. Helitzer Advertising, New York, is the agency.

**PORTFOLIO V**

**MISSION:  
IMPOSSIBLE**

**The  
Lucy  
Show**

**PORTFOLIO IV**

**MARQUEE**

**PORTFOLIO III**

**PORTFOLIO II**

**50  
50  
PARAMOUNT**

**PORTFOLIO I**

**STAR TREK**

**THE  
UNTOUCHABLES**

**"Bill and Coo"  
THE  
RACERS**

**WONDERFUL  
WORLD OF  
WHEELS**

**Desilu  
Playhouse**

**PARAMOUNT**  
TELEVISION SALES, INC.



*where Business is a pleasure  
and vice versa  
at the NAB...Blackstone Hotel*

## Wally Schirra ad draws rebuke

'Propagandistic' messages on WRC-TV and NBC said to violate fairness

NBC and its owned WRC-TV Washington have been accused of violating the fairness doctrine in carrying commercials urging viewers to support the Surface Transportation Act.

The complaint came in letters from the Stern Community Law Firm to NBC President Julian Goodman and Noyes Scott, WRC-TV station manager. Stern said it was representing Senator Fred Harris (D-Okla.) and a number of farm groups who are opposed to the bill.

They contended NBC and WRC-TV "have vastly over-presented" the case for the act by carrying "two highly propagandistic advertisements, featuring [former astronaut] Wally Schirra, for the Association of American Railroads," more than 100 times in the past three months.

The firms said the legislation is "extremely controversial." Though backed by industry and the Interstate Commerce Commission, it is opposed by the Department of Transportation, farmers organizations and many members of Congress, they pointed out.

The spots contend that the bill would provide loans and guarantees needed by the railroads, allow rate adjustments and provide freedom to abandon unprofitable services. "Who needs the Surface Transportation Act?" the commercials say. "We all do."

But the firms said farmers are opposed to the legislation because it would subsidize inefficiency, drive up prices, and allow the railroads to abandon routes which are important to farmers in remote areas."

They requested that NBC and WRC-TV make known ways they intend to fulfill their fairness obligation to present balanced programming on legislation. The concerned groups cannot afford to buy time, they said, but the groups would help in the production of commercials presenting the opposing viewpoint. If a satisfactory answer is not received by today (April 10), a formal complaint will be filed with the FCC, it said.

Copies of the letters, signed by Stern lawyers Geoffrey Cowan of the Center and Tracy Westen of Stern, went to President Nixon, Secretary of Transportation John Volpe, Senate Commerce Committee Chairman Warren Magnuson (D-Wash.), consumer advocate Ralph Nader and the FCC's Broadcast Bureau. NBC said last week it is studying the equal-time request.

## After all, what's a commercial for?

Clutter on television doesn't come only from excessive ads; some of it is due to commercials that don't talk specifically enough about the product. Such "mental garbage" was the object of criticism by Bob Levenson, senior vice president and creative director of Doyle Dane Bernbach, New York, speaking at a luncheon meeting of the Advertising Club of Los Angeles.

Let the product be the star of the commercial, Mr. Levenson suggested, and make the message clear. The disciplines of clarity and focusing on the product come first, he said.

According to Mr. Levenson, the key to good commercial-making is: "Say something important to inform the consumer and say it like it never has been said before." And what's the acid test for knowing whether a commercial is good or not? Said Mr. Levenson: "Look at the story board of a commercial. Try taking the product out of it. If you still like it, it's no good."

## ARB threatened with FTC complaint

Sonderling's Henry wants ethnic market ratings to shape up, or else

A Sonderling Broadcasting Corp. official has threatened to file a complaint with the Federal Trade Commission which, he said, would expose the "style" in which the American Research Bureau received its initial accreditation from the Broadcast Rating Council.

In a letter made public last week, Sonderling Executive Vice President Alan Henry told Ted Shaker, president of ARB, that since Mr. Shaker is new to ARB, he "might not know the history of this occurrence, but this instance alone casts a pall over the integrity and methods of ARB to achieve accreditation and agency recognition."

Mr. Henry declined to reveal to BROADCASTING what he meant by the "style" in which ARB received its accreditation from the BRC or provide any additional information.

Mr. Henry's letter and threatened course of action were prompted by what he considers to be ARB's "inability" and "unwillingness" to consider changing its methods of measuring ethnic audiences. Sonderling owns and operates black-oriented radio stations in New York, Washington, Memphis and San Francisco.

Mr. Henry claimed that for the past five years, Sonderling has been complaining to ARB about the "fantastic gyrations" in the audience levels of its stations as measured by the research firm. One example he called "graphic" was last year's series of ARB ratings for Washington, where "our stations went from second ranked to almost last, to second and so on.

"Today," he added, "we are still faced with the same fluctuations with (seemingly) no justification. While Pulse will show us to have the highest ratings ever in New York, ARB will show us to have the lowest. While Pulse will show our ratings in Washington to be climbing, you will take us from second and third rank, dropping us substantially in rank and actual penetration. In Memphis, the story is the same; in San Francisco the same."

Mr. Henry noted that Sonderling officials have discussed the situation often with ARB personnel and said ARB executives "have admitted they have yet to solve the problem of measuring the black audience." He added that Sonderling officials have offered many suggestions but "unhappily, we see that to date, you have done little, if anything."

Mr. Henry warned that unless Sonderling can be assured of specific imminent steps to modify the present ARB service, the broadcasting company would have to proceed with some form

## BAR reports: television-network sales as of March 26

CBS \$155,686,500 (36.4%); NBC \$142,177,100 (33.3%); ABC \$129,328,000 (30.3%)\*

Day parts	Total minutes week ended March 26	Total dollars week ended March 26	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	73	\$ 447,200	794	\$ 5,069,400	\$ 5,082,900
Monday-Friday 10 a.m.-6 p.m.	958	7,049,100	10,973	81,814,500	78,044,300
Saturday-Sunday Sign-on-6 p.m.	321	3,840,900	3,703	55,591,900	43,163,000
Monday-Saturday 6 p.m.-7:30 p.m.	96	2,047,500	1,076	22,524,400	19,286,700
Sunday 6 p.m.-7:30 p.m.	16	319,600	171	4,573,300	7,368,200
Monday-Sunday 7:30 p.m.-11 p.m.	391	19,687,000	4,750	238,114,200	235,495,500
Monday-Sunday 11 p.m.-Sign-off	148	1,374,900	1,560	19,503,900	13,039,100
<b>Total</b>	<b>2,003</b>	<b>\$34,766,200</b>	<b>23,027</b>	<b>\$427,191,600</b>	<b>\$401,479,700</b>

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

# You have to be tops to go to the Olympics\*

Vidifont is the electronic character generator system that's tops in its field. It's the one system that can do all your titling instantaneously with the help of only one operator. The graphic qualities of news flashes and all messages are superior. Because Vidifont features proportional letter spacing, a choice of type fonts and sizes, upper and lower case characters, word-by-word color, push button centering, three-speed flashing, built-in edging, and roll and crawl. Little wonder that Vidifont was chosen to play a big

part in the world-wide telecast of the Olympics. With Vidifont on your side, your station could break a few records in the race for viewer ratings. To discuss your station's requirements, call (203) 327-2000 or write:

## CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc.  
227 High Ridge Road, Stamford, Connecticut 06905

\*Vidifont used in 1972 Winter Olympics, Sapporo, Japan

See Vidifont and more at NAB Booth 303



# Now make every second pay off, back-to-back, at random or in sequence

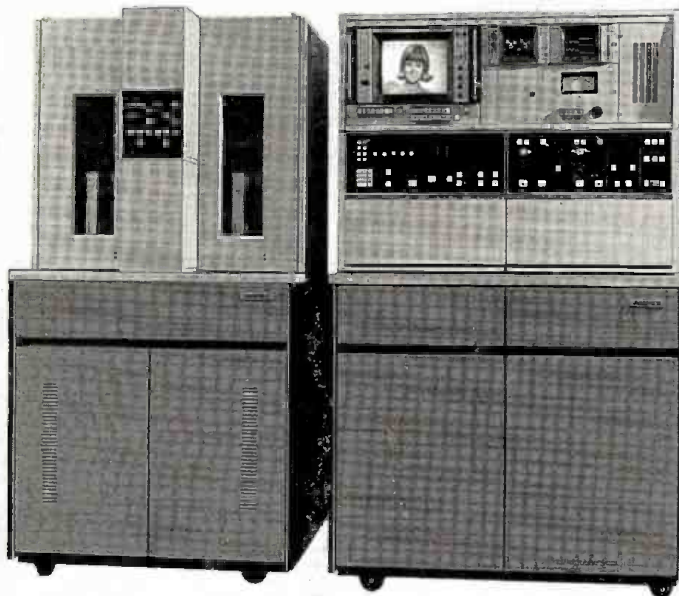


AMPEX-TV  
Program Log

TIME	LENGTH	PROGRAM	LOCATION	CASSETTE NO.	VIDEO/AU
7:48:00	:30	FOOD COMM.	Bin 12	522	ACR-25/
7:48:30	:10	MOVIE PROMO	Bin 13	684	ACR-25
7:48:40	:60	FLOOR CLEANER COMM.	Bin 14	102	ACR-25
7:49:40	:10	JUICE COMM.	Bin 15	723	ACR-2
7:49:50	:10	COMM. I.D.	Bin 1	468	ACR-2
7:50:00	8:00	LOCAL MORNING SHOW			Stud
7:58:00	:60	AUTO COMM.	Bin 16	890	ACP
7:59:00	:10	MOVIE PROMO	Bin 24	212	AC
7:59:10	:20	COFFEE COMM.	Bin 17	170	AC
7:59:30	:30	COSMETIC COMM.	Bin 18	650	A
8:00:00	28:45	NETWORK			
8:28:45	:15	PUBLIC SERVICE	Bin 19	380	
8:29:00	:60	CEREAL COMM.	Bin 20	140	
8:30:00	:15	LOCAL NEWS OPEN	Bin 22	525	
8:30:15	2:30	LOCAL LIVE NEWS			
8:32:45	:20	MILK COMM.	Bin 3	925	
8:33:05	:10	EVENING NEWS PROMO	Bin 4	365	
8:33:15	:30	WEATHER	Bin 5	720	
8:34:45	:15	LOCAL NEWS CLOSE	Bin 23	374	
8:35:00	:30	DEODORANT COMM.	Bin 6	676	
8:35:30	:10	I.D.	Bin 7	428	
8:35:00	5:00	"THE MANAGER SPEAKS"	Bin 8	970	
8:35:10	:10	EVENING NEWS PROMO	Bin 4	365	
8:35:20	:10	MOVIE PROMO	Bin 24	212	



# ...with the amazing Ampex ACR-25 Video Cassette Recorder/Reproducer



eliminate dubbing and the resultant degradation of picture quality. Front accessible transports for easier, quicker maintenance. And all the automatic error correction capabilities of the AVR-1.

Try to imagine doing any of the breaks at the left on any other single machine. Then call your Ampex representative to learn how easy it is with the ACR-25. Or write: *National Sales Manager, Audio-Video Systems Division, Ampex Corporation, 401 Broadway, Redwood City, CA 94063*

Commercials. Promos. ID's. News segments. Featurettes. Sign-Ons and Sign Offs. Ready at finger-tip control in either random or sequential order on 24 easy-to-handle, easy-to-select cassettes with up to 6 minute capacity each. "Impossible" breaks like those on the accompanying log become commonplace—only on the new Ampex ACR-25.

Now, free your reel-to-reel recorders for more profitable enterprises. Avoid make-goods caused by cuing errors. Accommodate last minute changes dictated by market conditions. Make your on-the-air continuity as smooth as your programming. All with the ACR-25.

Created from Ampex third generation video technology, the ACR-25 combines automatic features of the AVR-1 and cassette handling capability that makes it the best short segment recorder available. Completely flexible access and a 10 sec. recycle time that allows back-to-back short segment playback. Reloadable cassettes to

**AMPEX**

**ACR-25**

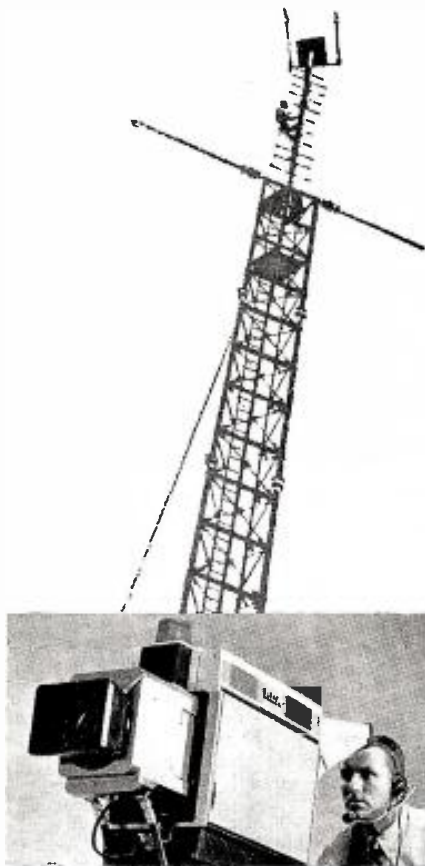
3rd generation quality  
with cassette ease

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CR-25  
VR-25  
ACR-25

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25 | ACR-25

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ACR-25 | ACR-25  
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ACR-25 | ACR-25  
ACR-25 | ACR-25



## Command Performance? RCA SERVICE DELIVERS Expert Repair and Overhaul Service

### FOR:

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Dial either of these offices for full information about fast, dependable broadcast equipment maintenance service from RCA:

Chicago (312) 965-6356  
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Or contact:

RCA Service Company  
A Division of RCA  
Technical Products Service  
Bldg. 204-2, Camden, N.J. 08101  
Phone (609) 963-8000  
Ext. PY-4129

# RCA

82 BROADCAST ADVERTISING

would have to proceed with some form of action.

In reply, Mr. Shaker told BROADCASTING that he had not received Mr. Henry's letter, which was dated March 31. Apprised of its contents, Mr. Shaker said that ARB "is not a perfect measurement service because there is no such animal, but I feel we do provide a fair, honest service."

Mr. Shaker said he had "no idea" of what Mr. Henry had in mind with his reference to ARB's accreditation by BRC. He noted that ARB was accredited for radio in 1969 after more than a year of "rigorous study" by BRC. Mr. Shaker said ARB is prepared to defend itself if Sonderling files a complaint with the FTC.

Mr. Shaker said that none of Sonderling's radio stations subscribes to ARB but the company's TV stations (WAST[TV] Albany, N.Y., and WLKG-TV Louisville, Ky.) are subscribers. He also said that since 1970 ARB has had a policy establishing criteria in conducting special interviews of the ethnic population in 60 radio markets.

Willard Schroeder, chairman of the BRC and vice president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., said ARB and other rating services received accreditation after meeting established criteria and added he could not recall "anything unusual or distinctive" about ARB's accreditation.

## Ashbrook group wants time to answer Nixon

Representative John Ashbrook's (R-Ohio) presidential campaign committee last week promised the three networks that it will seek relief at the FCC if he is not given equal time to respond to President Nixon's nationally televised address last month on school busing.

The Ashbrook for President Committee told ABC, CBS and NBC last month that the President's March 16 address "was blatantly political in all respects" and that the President used the appearance (at which he announced he would back legislative moves to end forced busing) as a presidential candidate rather than as the President. It asked for equal time for Mr. Ashbrook to present his case "in favor of the alternative which Mr. Nixon so lightly dismissed, a constitutional amendment."

NBC contended that the address "was on-the-spot news coverage of a bona fide news event" and hence did not come under the equal-time provision of the Communications Act. The committee did not receive replies from ABC and CBS, and last week wrote them it would take its case to the FCC if it did not receive responses "in the near future."

In a letter last week answering NBC's denial of its equal-time request, the committee contended that the President's "statement was not in behalf of the nation as a whole . . . but rather merely a statement of his own personal opinion as to how Congress should properly act under the circumstances."

## TV hits trail for western movie

### Fox in series of regional ad campaigns with budget well above average

Plans for a wave of television advertising to promote and precede the release of 20th Century-Fox's "Culpepper Cattle Company" motion picture in several regions of the U.S. were announced last week. Total output is expected to reach the \$300,000 mark in all media, but most of this money—some \$225,000—is planned for network and spot-television use (seven to eight times the amount normally spent on promotion). In a further departure from the norm, the film will be distributed not according to newspaper-circulation areas but according to TV-station reach.

Potential movie audiences in 22 markets in Nebraska, Iowa, Kansas, Missouri and Illinois are already being primed—with \$75,000 worth of TV time—for the release of the "sophisticated western" starring Gary Grimes, Wednesday, April 12. Fox, through its agency, Diener/Hauser/Greenthal, New York, began the prime-time television barrage Thursday, March 30.

Strategy calls for a 10-second teaser campaign—"Culpepper Cattle Company" is coming to a theater near you"—from two to two-and-a-half weeks preceding the release date in the region, followed by a heavy sell—spots and radio and print announcements—several days before the picture opens.

Opening of the picture in one region will coincide with the launching of the advertising campaign in the next section of the country. The campaign's strategy, a Fox spokesman said, was to create an "umbrella effect" across the entire country.

From the prairie states the campaign will expand into 32 markets in Texas, New Mexico, Oklahoma, Louisiana, Arkansas, Mississippi and western Tennessee beginning April 12. Television allocation is expected to reach \$100,000 through opening of "Culpepper," Wednesday, April 26.

If all goes well, the campaign will shoot eastward into 23 markets in the Carolinas and Florida (Wednesday, April 26) and eventually into Illinois, Indiana, Ohio and westward in June.

## ARB's innovators in advertising, 1972

A spot-radio evaluation system, a description of television research in the nation's largest market, and a demographic survey of audience purchasing patterns were named last week as the winning entries in the 1972 Innovator Awards Program conducted by the American Research Bureau.

Recipients of the awards, honoring extraordinary efforts in creative audi-



## MOR ...where McCartney meets Mantovani.

MOR is the mixed bag of the music world; the meeting place of father and son, rock and classical, the thirties and the seventies.

Its roots are diverse and its sound is consistent. It is a blend of styles and tastes, ages and attitudes. It's really everybody's radio.

How wide is the middle of the radio road? Broadcasting will

answer that question June 12, in the first of a series of special reports designed to dissect major sections of today's radio-music universe.

It will talk about the stations who've mastered the middle. It will talk about the program sources that contribute importantly to the mix. It will talk about the music that makes MOR and that MOR has made.

This will be the story of that part of radio that is at once the largest and the least known. If the middle is your market, you'll want to tell your story too.

In Broadcasting, June 12.

# Broadcasting

ence research, were announced by Robert L. Owens, ARB vice president of sales and marketing.

First-place gold plaques went to Robert T. Hall, KABC(AM) Los Angeles; Ruth Ross, WOR-TV New York, and Marvin Roslin, RKO Radio Representatives.

Mr. Hall's entry consisted of an evaluation system which analyzes spot-radio advertising schedules on the basis of audience sales potential rather than by age and sex classification. Miss Ross won top honors for her manual, "The Basics of New York Television Research," designed as a training vehicle for new station sales personnel and agencies and advertisers. Mr. Roslin was singled out for his study on brand purchasing patterns and the life-styles of various sex-age groups and their relation to standard methods of classifying and reporting radio audience characteristics.

Second-place awards went to Jeff Woodruff, WLS(AM) Chicago; Helen E. Simpson, WKYC-TV Cleveland, and Kathryn Lenard, Metro Radio Sales. Third-place honors were presented to Fred Kaufman and Jeff Jackson, KOMO(AM) Seattle; Harold E. Protter, WXIX-TV Cincinnati, and Jerry Policoff, Metro TV Sales. In addition, certificates of merit will be awarded to Tom Judge, RKO TV Reps; Martin Mills, Metro TV Sales; Mike Silverstein, KABC-TV Los Angeles, and Philip F. von Ladau, KTTV(TV) Los Angeles.

## Navy to buy ads but no radio-TV

The Navy has failed for the past six months to meet its recruitment quotas, and so it—like the Army and Air Force have already done—is going to buy advertising.

But the Navy has no immediate plans to purchase radio and TV time; the Department of Defense is still evaluating last year's \$10-million campaign on television by the Army, and until that study is completed, DOD has banned any expenditures made in the broadcast media.

Navy ad buys will be only in magazines initially, and later perhaps in newspapers, according to Vice Admiral David H. Bagley, chief of naval personnel. The Navy's advertising budget for this paid space program is roughly \$600,000.

## Looking back on a year of standard billing months

The standard billing month for spot television and radio, which calls for the last Sunday of each month to be treated as the end of the month for billing purposes, has passed its first year of industry use.

Though the switchover from calendar month to the new system in spot billing

had been expected to kick up a fuss over a period of time, it was effected with relative ease.

The system, designed to simplify book-keeping and expedite payment of bills, was devised and approved by the American Association of Advertising Agencies, the Radio Advertising Bureau, the Station Representatives Association and the Television Bureau of Advertising.

All four were asked last week to assess results. George Arnold, assistant treasurer, Ogilvy & Mather—who served as chairman of a joint industry committee on standardization of broadcasting billing—said, on behalf of AAAA: "The standard billing month is used by 95% of the television business. There are a few stations that still calculate on a calendar month, some because of local conditions. All of the 'big and important' advertising agencies have accepted it. It has been a tremendous aid in processing billing from both the station level and the agency level. Media supervisors at the agencies are highly in favor of it. A survey of invoices at Ogilvy & Mather, incidentally, shows only one or two small-market stations not following the standard month."

M. S. Kellner, SRA's managing director: "The system is used well over 90% in TV, close to that in radio. The traumas expected in getting wide industry acceptance proved no great shakes. It represents the most successful cooperative effort on the part of stations, reps

# ALL DIGITAL REMOTE CONTROL



## A NEW CONCEPT IN TV~FM~AM REMOTE OPERATION

# CONTROL~LOGGING~STATUS

We proudly introduce the "D" series Remote Control System. This all digital system provides remote control and metering, automatic transmitter logging, status indications, and more! Visit us during the NAB Convention, Booth 224, West Hall. Also on display: Aural STL, conventional remote control, all solid-state remote pickup and related items.



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SANTA BARBARA RESEARCH PARK

111 CASTILIAN DRIVE  
GOLETA, CALIFORNIA 93017  
(805) 968-9621



**WTMJ-TV  
MILWAUKEE**

**We're celebrating  
our 25<sup>th</sup> birthday  
this year,  
but we're really  
1,747 years old.**

That may sound like Jack Benny telling you that he's 39, but it's the truth. As we enter our 25th year in broadcasting, our staff of 178 people have accumulated 1,747 years of experience. This experience and knowledge has made us the leaders in Wisconsin television. And, it is this kind

of experience that has whetted our appetites for the potentials of broadcasting in the future. So, when one of our staff tells you that we're celebrating our 25th anniversary this year, don't believe him. We've really been in the business for 1,747 years.

Dave Adams  
Tony Adamus  
Chesler Albrillon  
Lionel Aldridge  
Patsy Anheuser  
Sam Armato  
Bob Aungst  
Chris Austin  
James Baker  
Steve Barry  
John Barfel  
Ed Barthel  
Dick Baumann  
Orris Beal  
John Beckett  
Gertrude Belknap  
Clay Benson  
Sue Bente  
Abraham Bernhardt  
Todd Boettcher  
Clyde Brand  
Nick Brauer  
Kathy Brler  
Ross Browender  
Fred Buchanan  
Carl Burgess

Joe Cannizzo  
Bill Carlson  
Hugh Carlson  
Victor Choynacki  
Lynne Clark  
George Comie  
Gordon Davidson  
Mildred Davis  
Shirley Dellall  
Mary DiSalvo  
Hal Douglas  
Claude Edwards  
Adam Elta  
Peter Elliott  
Rudolph Fagerstrom  
Jim Fitzgerald  
Clarence Frost  
Bob Galvin  
Patrice Garity  
Geri Giannotta  
Jane Gibbons  
Henry Goeden  
Dick Gould  
Dino Guidotti  
Wally Haarmann  
Larry Hansen

Johnie Harris  
Terry Heaton  
Mike Hegan  
Dick Haiden  
Rick Henderson  
Ray Hernandez  
Mel Hilger  
Catherine Hilmer  
Ed Hinshaw  
Ray Hintz  
Cal Holm  
Marv Ingerson  
Frank Ingles  
Jim Irwin  
George James  
Ed Janowski  
Arlene Jarzombek  
Gil Jaskowski  
Agnes Jenich  
Bob Johnston  
Paul Joseph  
Don Kaczmarek  
Tom Kammer  
George Kasdorf  
Russ Kemmeter

Otto Kent  
Eugene Klaviler  
Peter Klode  
Wlfrid Koeller  
Janie Kohl  
Ben Kordus  
Jack Krueger  
Alice Krumm  
Jim Kulnick  
Olwen Kulnick  
Phil Laeser  
Dan Lagerman  
Ray Lapine  
Dale Lardie  
Helene Leach  
Cliff Lemke  
Rick Lemke  
Dale Lemonds  
Don Loose  
Karen Mawhinney  
Smith McClure  
Bill McCormack  
Mike McCormick  
John McCullough  
Phillip McCulcheon  
Gerry McGrath

John McKean  
Mike McLaughlin  
Irene McNamara  
Brenda Melk  
Don Meredith  
Dennis Momenteller  
Willie Morris  
Fred Muench  
Shawn Mulhern  
Adel Munger  
John Nelson  
Sean O'Flaherty  
Debra Olson  
Art Olszyk  
Steve Olszyk  
Ken Otters  
Don Parcher  
Don Parsons  
Dick Paulini  
Jim Peck  
Bob Petrie  
John Pettigrew  
Ruth Pfeiffer  
Janice Platzek  
Celso Quiles  
Art Radke

Cliff Rasmussen  
Sue Rau  
Pat Regan  
Bud Reih  
Rees Roberts  
Barbara Rottman  
Wanda Rusiewski  
Norb Ryan  
Phil Samuels  
Dave Sass  
Marshall Savick  
Barbara Schick  
Jim Schlosser  
Joe Schneider  
John Schweitzer  
Lee Schweitzer  
Jacob Segraves  
Bob Sherwood  
John Sinn  
Garry Skowronski  
Pat Slattery  
Diane Smith  
Ron Spitz  
John Stempski

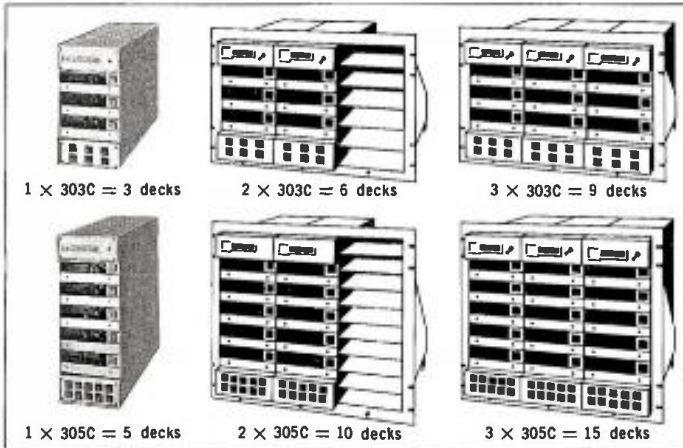
Ed Stenzel  
Hank Stoddard  
Rod Synnes  
Martin Tabbert  
Norb Tatro  
Jim Templeton  
Jerry Thompson  
Bob Tippel  
Paul Tolh  
Tom Ulnowski  
Sprague Vonier  
Ellen Voss  
Lewis Wasserman  
Ed Wells  
Dotti Westphal  
Frank Wicker  
Wayne Will  
Joanne Williams  
Peter Wilson  
Bob Worden  
Jim William  
Eric Zaub  
Earl Zietz  
Leland Zwickey

represented by: Harrington, Righter & Parsons

NBC Network

# Spotmaster

## Multi-Cartridge Decks Grow with Your Needs!



Mix and match these new SPOTMASTER multi-cart decks. They're designed to meet your needs today, and grow with them tomorrow.

Look at our 303C and 305C Mini-Decks. Space-saving combinations of 3, 5, 6, 9, 10 and 15 decks accept type A carts. Slightly wider is our Mini-603C (not shown), accepting both type A and B carts, three decks to a unit, six decks to a compact rack.

All these mini-giants feature plug-in, modular, solid state construction with separate audio amplifiers, selectable output level (-10, 0, +8), logic switching, and many more features. They're ideal for manual operation or programmed automation systems.

Save still more money with our time-tested Five-Spot and Ten-Spot multi-cart players. You can even get plug-in record modules. Write or call for complete information.

### BROADCAST ELECTRONICS, INC.

A Filmways Company

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and advertising agencies that I have personally participated in."

Albin Nelson, director of special projects, spot TV, TVB: "Both agencies and stations say the billing system is working just great. There are minor problems but we are getting around those all right. Well over 600 [TV] stations are now on it. It has helped speed up payments, though that general subject has a long way to go."

John Flynn, director of sales services, RAB: "It has generally been accepted by stations. We are now concentrating efforts on standardizing affidavits."

Mr. Arnold also stressed the importance of the "standard invoice format," which he said was slowly catching on at stations. Well over 200 TV stations reportedly have stated plans to use standard invoices, which in the opinion of Mr. Arnold and others are a logical parallel use with the standard billing month procedure.

### BusinessBriefly

T.A.P., the intercontinental airline of Portugal, through H.A.M. Advertising of New York, began eight-week spot-radio campaign last Monday (April 3). WOR(AM) New York personality Jean Shepard announces one-minute spots, scheduled to run in New York and Boston, emphasizing airline's golfing tours.

Lennox Industries Inc., heating and air-conditioning systems manufacturer, Marshalltown, Iowa, through Post-Keyes, Gardner, Chicago, launches its first network-TV campaign on NBC-TV's *NBC Nightly News*, today (April 10), as well as other dates to be announced, and on Friday, April 28, edition of *Chronolog*.

S. C. Johnson & Son, Racine, Wis., through Low Runkle Co., Oklahoma City, will launch its first advertising campaign for Raid insecticide and Sun Country air freshener on CBC Radio in April. Spots will run through August (on information network), from July through September (on entertainment network) and from April through May (on contemporary network).

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- WMBR(AM) Jacksonville, Fla.: Avco Radio Television Sales, New York.
- WKNE-AM-FM Keene, N.H.: Eckels & Queen Inc., Boston.
- WKXI(FM) Jackson, Miss.: Pro Time Sales Inc., New York.
- WPLR(FM) New Haven and WTYD(FM) New London, both Connecticut: Harold Segal & Co., Boston.
- WKLS-FM Atlanta: Katz Radio, New York.

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## Broadcast Journalism

### Public endorses TV for political news

**A 'TV Guide' poll affirms earlier TIO findings about medium's primacy**

Vice President Spiro Agnew and Edith Efron notwithstanding, a scientifically selected sample of 2,056 Americans regard television as the news medium that provides the most objective and the most complete reporting and coverage of political events and developments.

These conclusions emerged in the first of a series of three polls undertaken by the Opinion Research Corp., Princeton, N.J., on commission from *TV Guide*, which published the initial results in its current (April 8-14) issue.

The results strongly support those found in independent studies conducted for the Television Information Office since 1959.

The first *TV Guide* study, designed to ascertain viewers' broad attitudes about TV political coverage, was completed during the Jan. 19-Feb. 4, 1972, period. A second will be taken after the national conventions to elicit viewers' thoughts on TV news up to that point in an election year. The final study will be taken after Election Day to determine if public opinion of TV's political coverage has changed during the year, and, if so, how.

In the first poll, respondents were asked which of the four major news media provided the most complete political reporting and coverage. Television was voted by a solid 55% of the sample, easily outdistancing newspapers, 28%; magazines, 8% and radio, 6% (3% had no opinion).

Breaking down this balloting demographically, 63% of people with less than a high-school education chose TV as the "most complete" news source, compared with 38% of the college-trained.

The sample was asked to give an opinion as to which news medium was the fairest and most objective in its political reporting and coverage. Television again won by a resounding margin, rolling up 47% of the vote, against 18% for newspapers, 11% for magazines and 8% for radio (16% had no opinion).

These figures coincide closely with the most recent TIO study, conducted by the Roper Organization in January 1971, in which 49% of the respondents rated TV the "most believable" medium, as against 20% for newspapers, 10% for radio and 9% for magazines (BROADCASTING, April 5, 1971). There was no TIO-Roper question on "most

complete" coverage, but 60% named TV as their primary news source.

The *TV Guide* article observed that an analysis of its findings indicated college-trained, professional people, big-city dwellers, Easterners and higher-wage earners "are far less convinced of TV's pre-eminent right to be called 'the fairest and most objective' news medium."

The poll also revealed that 52% of the Democratic respondents and 48% of the Republicans felt that TV political coverage is "the fairest and most objective." By sex, 49% of the women and 44% of the men voted for TV as the preferred medium in terms of objectivity and fairness.

Respondents were given phrases to describe their opinions of TV's over-all political reporting and coverage, and 47% replied that either "very little, if any, is biased" or "more is objective than is biased." A total of 34% felt that either "more is biased than objective" or "almost all is biased." (19% had no opinion).

The 34% who thought TV was biased much of the time, *TV Guide* reported, were divided "almost precisely" 50-50 between those who saw bias toward the right and those who thought the bias was toward the left.

The sample was directed to give its opinion on TV bias as it favored various political segments. The study showed that 25% of the sample see bias in favor of the administration and another 25% detect bias against it; 12% thinks the Republicans are treated more kindly and 13% believe the Democrats are handled more favorably; 16% think liberal views are favored, while 14% maintain that conservative leanings are preferred.

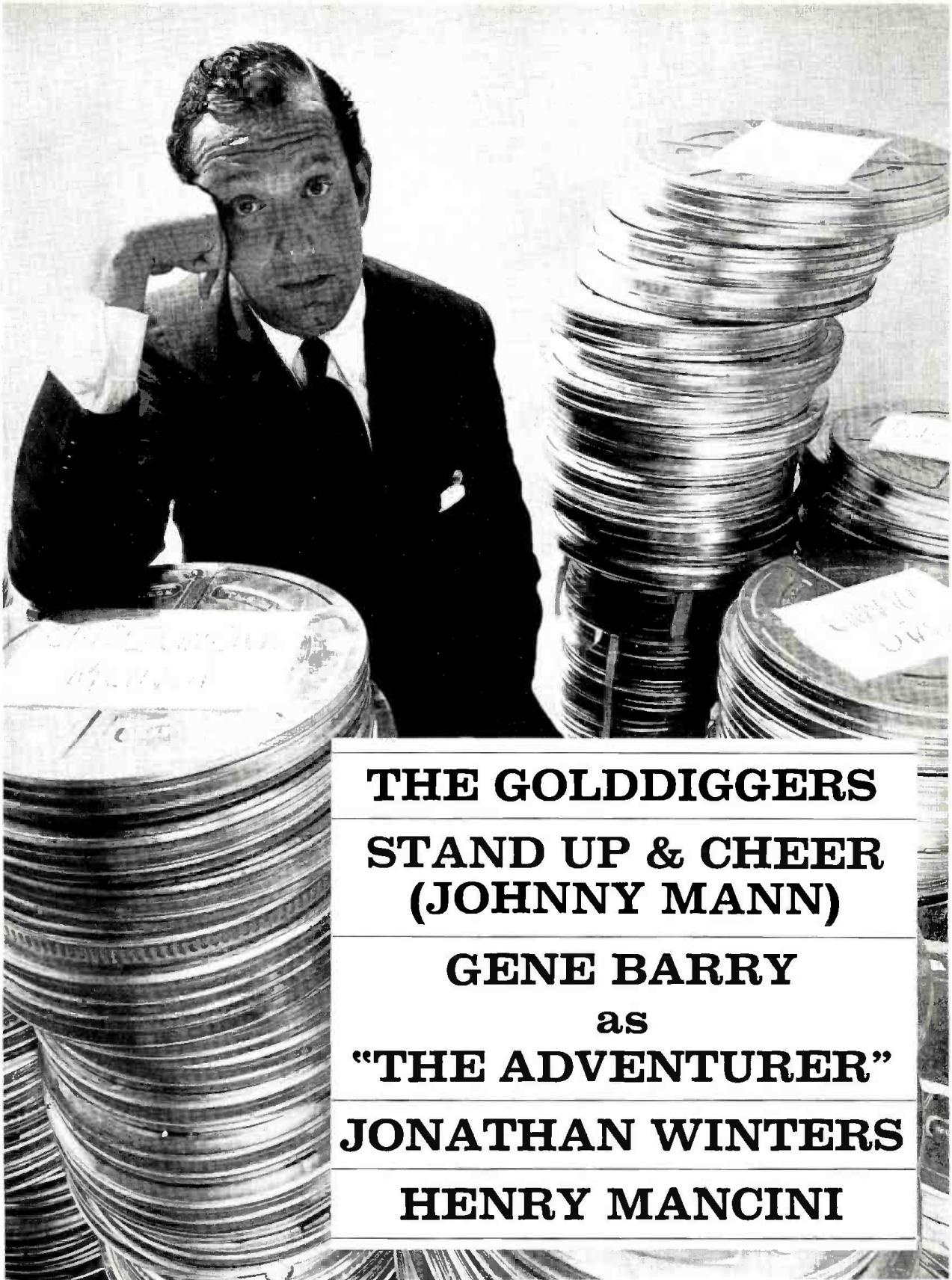
Some 32.9% of the sample said it could not recall if there was bias in the TV coverage of the 1968 presidential conventions and campaigns. Of the remainder, 61% felt there was some kind of bias (28%, occasionally; 22%, usually, and 11%, only seldom).

Respondents were asked if, as a result of TV's coverage of the 1968 presidential and political campaigns, they have more or less confidence in TV political reporting, or has there been no change. More than half (54%) said they have undergone no change and a pair of equally matched segments of roughly 13% indicated "more" and "less" confidence now than before (the remainder did not know).

### Nixon blackout threatened

Members of the National Association of Broadcast Engineers and Technicians, still holding intermittent walkouts against the Canadian Broadcasting Corp., have indicated they will attempt to block television coverage of Presi-





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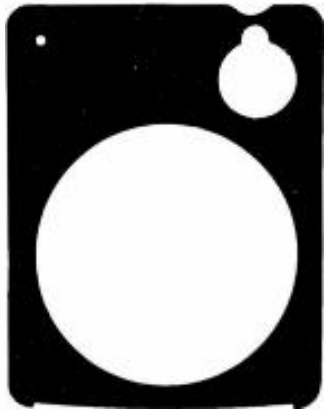
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90 BROADCAST JOURNALISM

dent Nixon's visit to Canada this week. The association, which has 2,100 members within the CBC, has advised the White House that picket lines will be placed around Ottawa's Parliament building when Mr. Nixon arrives for talks with Prime Minister Pierre Trudeau April 13-15. American NABET and International Brotherhood of Electrical Workers (IBEW) technicians indicate they would refuse to cross such picket lines.

## The song's the thing in WAYE newscasts

Beginning April 17 listeners of WAYE-AM, a progressive rock station in Baltimore, will be informed—and likely entertained—by a different type of newscast. The opening item will be sung.

The stories, set to music, are produced by Renaissance News, Cleveland. They cover hard news as well as human-interest items and provide social commentary. The style varies from rock and folk to rhumbas or waltzes. Some of the items are acted out rather than set to music.

Harvey J. Tate, general manager of WAYE, stressed that "this is not a gimmick approach to news but an attempt to more fully communicate it." He said tests have shown that listeners retain news items that are sung better than those that are recited.

Mr. Tate gave the following sample of the new approach:

"Fisherman fishing on the island of Guam/Found a man who had lived there all alone./28 years he had made his home/In the jungle all alone./A sergeant in the army, Japanese to be exact/He had fled into the jungle/When Americans attacked./Think it's strange? It's really true./It happened during World War II./The man's been hiding out since then./And now he's finally going home again. . . . (Conventional news delivery follows.)

The singing news items are also being used by WNCR(FM) Cleveland; but they appear in regular programming rather than newscasts.

## SDX laurels for newsmen

Winners of the 40th annual Sigma Delta Chi Awards for Distinguished Service in Journalism were announced by the professional journalism society yesterday (April 9).

The awards, for outstanding performance in 1971, covered 16 categories of print and broadcast journalism. In broadcasting the winners are: John Rich, NBC Radio, for radio reporting; WBZ-AM Boston for public service in radio journalism; WSOC(AM) Charlotte, N.C., for editorializing on radio; Robert Schakne, CBS News, for television reporting; CBS for public service in television journalism, and Robert Schulman, WHAS-TV Louisville, Ky., for editorializing on television.

## Beard defies doctors to keep Wallace date

Dita D. Beard, the lobbyist for International Telephone & Telegraph Corp., whose collapse had terminated questioning by a Senate subcommittee in her Denver hospital room one week earlier, was answering questions again last week—on CBS-TV's *60 Minutes* (April 2).

Defying doctors' orders, she slipped out of the hospital on Saturday (April 4) for a half-hour taping session with Mike Wallace, CBS newsmen, then returned to the hospital. In the interview Mrs. Beard again denied she wrote sections of a memo, whose publication by columnist Jack Anderson led to the Senate subcommittee hearing at her hospital bedside, that linked ITT financial commitments for the forthcoming Republican national convention with settlement of three antitrust cases involving ITT.

Mr. Wallace explained after the interview that Mrs. Beard, whom he had known from covering Republican governors conferences, had agreed before the hospital hearing to give him an interview afterward and, when he checked later, reaffirmed her intention. They left the hospital through an emergency entrance to avoid rival newsmen and taped the interview in an apartment reserved for Mrs. Beard's use during recuperation.

## Radio-TV news network set up for Illinois

A full-time broadcast news network serving Illinois will begin operation on May 1.

The Illinois News Network will provide news coverage to stations throughout the state and in bordering states such as Missouri, Indiana and Iowa. INN, with studios in Springfield and secondary offices and studios in Chicago, will operate seven days a week, 24 hours a day.

Raymond W. Phipps, a former journalist and TV-radio executive, is president of INN. Managing editor is Richard Bradley, former news director of WCVS(AM) Springfield. Also associated with the network is Gary Wilson, former program director of WMAV(AM) Springfield.

## NBC News meets the locals

More than 30 news managers of NBC-affiliated TV and radio stations in 11 Western states were scheduled to meet in San Francisco over the weekend (April 7-9) for the first in a series of regional conferences with NBC News management. The sessions were to be held at KRON-TV San Francisco, an NBC affiliate. Subjects on the agenda were program formats and techniques, audience attitudes, technical advancements and professional standards in journalism.

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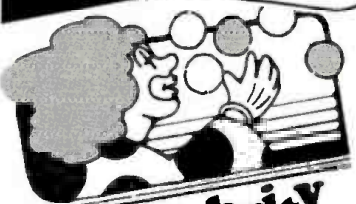
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## Movie-house owners buck curbs on cable pickups

The National Association of Theatre Owners is backing the petition of the Motion Picture Association of America that seeks to eliminate restrictions against CATV siphoning of programs from regular TV (BROADCASTING, March 20). NATO established its position in a brief filed at the FCC two weeks ago.

Earlier, ABC and Association of Maximum Service Telecasters had asked the commission to institute a rule-making proceeding aimed at "tightening up" antisiphoning regulations to protect broadcasters from the re-use of their entertainment material by pay-cable operations (BROADCASTING, April 3).

NATO said in its pleading that there is no basis for FCC regulation of pay cable in the same manner as over-the-air pay TV; that the commission should not limit CATV program origination, but that if the commission chooses to promote such regulation, it should be based on the "principle of fair competition among the entertainment media."

It asked the commission to take into account the "economic distress" of the motion picture industry in dealing with the origination issue.

## To the tune of 'Because'

Everybody has an alibi, or so KSD(AM) St. Louis found out after a month-long promotion contest. The station asked listeners to phone in their favorite alibis for being late—for work, for school, wherever. Each alibi was recorded for judging. By the month's end (March) some 7,800 alibis had been submitted.

Of the total, 150 semifinalists were chosen for broadcast. Among the better alibis: "Sorry I'm late, boss, but last night I dreamt I was a football Cardinal

and I fumbled all through breakfast." Another caller blamed his tardiness on his dog. "I taught my dog to attack weird-looking people, and I've been bitten four times already today." The winner, yet to be named, will receive a trip to Nassau for two and 20 runners-up were awarded Ampex cassette recorders.

Stag Brewing Co. spent more than \$10,000 with the station for the contest. Its agency is Winus-Brandon there.

## FCC clarifies prime-time rule

The FCC last week offered clarification of several issues stemming from new restrictions of the prime-time access rule which goes into effect on Oct. 1.

The restrictions in question will prohibit the showing on network affiliates in the top-50 markets of off-network material ("stripped" programs), or of feature films shown in the market up to two years prior to the planned date of broadcast, in cleared access periods.

The clarification came in response to a number of inquiries. The commission ruled that special programs that have already run on a network—but not on a regular basis—may not be rebroadcast by affiliates in access periods. Affiliates are also prohibited, the commission said, from running a film they had previously shown in any time period within the past two years during the cleared time segments.

New programs that are based on a network series but which have never run on a network themselves (such as the currently syndicated *Lassie*) may be televised in the access periods, the commission said. In addition, the commission ruled that the off-network and feature-film restrictions do not apply to independent stations in the top-50 markets. These stations, it noted, are not subject to the access rule.

## FCC wants more comment on exclusivity issue

In an attempt to determine the effects of nonnetwork-TV program exclusivity on the future development of UHF and cable television, the FCC last week invited further comments from the public on the exclusivity question.

The comments solicited last week would augment a commission rulemaking proceeding in which the agency has proposed to ban agreements between television stations and program suppliers that would prevent the programs offered from being shown on stations in neighboring cities. The rule would apply to syndicated material and feature films. In the same inquiry, the commission is seeking to determine the amount of time a single station should be afforded exclusivity on a particular program.

The commission asked that comments be addressed to two issues: "whether the outer limits of 'time' exclusivity now found in the industry are reasonably called for or are unduly extended," and whether nonnetwork material is being "warehoused" by stations—or purchased by a station for the express purpose of preventing a competitor from obtaining access to it.

The commission's inquiry was initiated in 1968. In January 1971, the commission concluded that present methods of distributing nonnetwork program material work to the benefit of existing VHF outlets and against new UHF facilities. It also asked whether those methods would also hamper the development of CATV program origination.

The commission requested last week that comments be limited to the time-exclusivity and "warehousing" issues. It asked that parties filing comments not discuss issues concerning "alternative" ways of promoting CATV's entry into major markets, since the provisions of the CATV rules effected on March 31 represented the commission's resolution of that matter.

Comments are due on June 19, replies on July 19.

## CBS O&O's add 5 shows to local prime time

The five CBS-owned television stations announced last week the prime-time programs they will present next fall in local periods under the prime-time access rule.

Five new series will be added to the schedules, supplementing five others that have been renewed from the current season. The new programs are *The Protectors*, *I've Got a Secret*, *U.F.O.*, *Young Dr. Kildare*, and a new country-

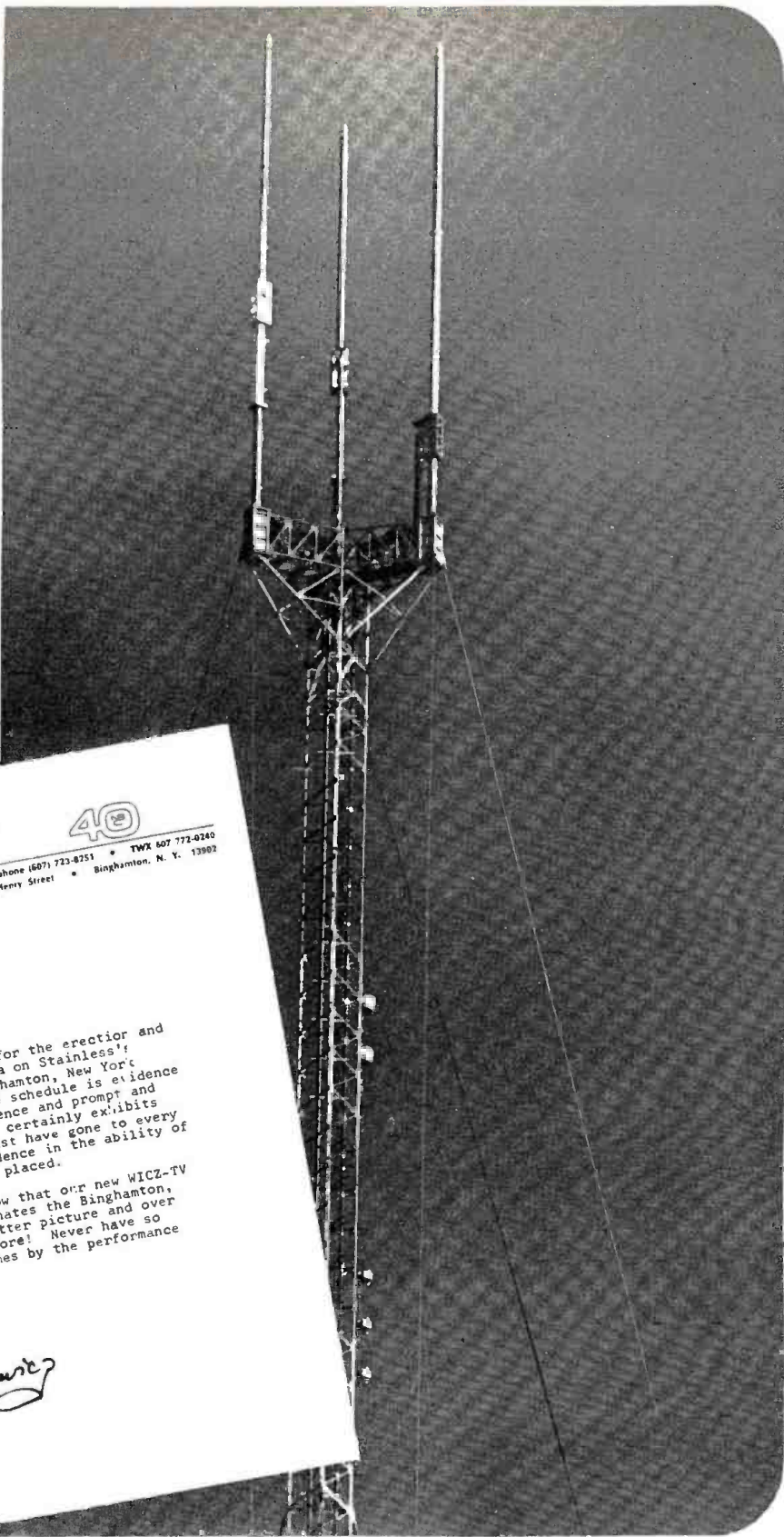
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and-western half-hour, the title of which will be announced later.

Returning programs on one or more stations are *Johnny Mann's Stand Up & Cheer*, *The Goldiggers*, *Circus*, *Lassie* and *What's My Line?*

The CBS-owned TV stations are WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

## Chicago FM station takes two Armstrongs

WFMT(FM) Chicago was honored last week with two first-place prizes in the Eighth Annual Major Armstrong Awards "for excellence and originality in FM broadcasting."

In all, seven FM stations shared \$4,000 in prize money and bronze plaques for the best programs broadcast in 1971 in news, education, music and community - services categories. Four awards are made to noncommercial FM stations and four to commercial outlets.

WFMT was judged the first-place winner among commercial stations for *A Gathering of Survivors*, one of the programs in the Studs Terkel series (education) and for *Midnight Special* (music).

Other first-prize winners in the commercial classification were KSAN(FM) San Francisco for *George Jackson*, an investigative report about the death of the black militant prisoner (news), and

KAUM(FM) Houston for *Last Chance for Lee Otis*, a report on the conviction of a black militant in that city (community service).

Top winners among noncommercial stations were WBAI(FM) New York for *Feedback Part II: The Image Empire*, an examination of the television industry (news); WGUC(FM) Cincinnati for *New Uses of Old Scales* (education); KANU(FM) Lawrence, Kan., for *Aaron Copland* (music) and WLVR(FM) Bethlehem, Pa., for *Old Friends*, a program to make young people aware of the problems of old age (community service).

Presentation of the awards was scheduled for last Saturday (April 8) at the convention of the National Association of FM Broadcasters at Chicago's Palmer House. The awards are named after the late Major Edwin H. Armstrong, known as the inventor of FM broadcasting. The awards program was initiated in 1964 by the Armstrong Memorial Research Foundation and is administered by the Columbia University School of Engineering and Applied Science, where Major Armstrong was a professor and researcher.

## Democrat-thon

The Democratic National Committee is sponsoring a 19-hour fund-raising telethon on ABC-TV just prior to the party's national convention this summer. A DNC spokesman estimated the program, to originate live from Los Angeles and Miami, will cost between \$1 million and \$1.2 million. It will begin Saturday, July 8, at 10 p.m. EST and run until 5 p.m. the following day. The Democratic national convention opens July 10 in Miami Beach.

## Movies hurt Cavett

ABC-TV is taking a hard look at the *Dick Cavett Show* in view of the audience gains CBS-TV has scored with its *CBS Late Movie*, which replaced the *Merv Griffin Show* at 11:30 p.m. NYT on Feb. 14.

Since the CBS switch, NBC-TV's *Tonight Show Starring Johnny Carson* has kept its audience averages, but *Cavett* has dropped appreciably.

In the last five-week period of the *Griffin* show the *Carson* average rating was 7.4, *Griffin* 4.4, and *Cavett* 3.7. For a comparable period, Feb. 14-March 17, the *CBS Late Movie* averaged 8.0, *Carson* 7.5, and *Cavett* 2.9. Mr. Cavett has a one-year contract with ABC through next December.

## W/R feels waiver is unfair

Winters/Rosen Productions, Los Angeles, has appealed the FCC action waiving the prime-time access rule to permit presentation of Mutual Insurance Co. of Omaha's syndicated program *Wild Kingdom* during prime time. The waiver, granted on Feb. 2, extends through Oct. 1, 1973 (BROADCASTING, Feb. 7). The waiver was required for the program's presentation next season

since the rule will prohibit the showing of off-network programs in prime-time periods that the rule opens up to non-network programming. *Wild Kingdom* had been shown on NBC. Winters/Rosen, a producer of first-run syndicated programming, feels the waiver could cause it competitive injury.

## ProgramNotes

**New for syndication** ■ Yongestreet Program Services Inc., Beverly Hills, Calif., currently preparing second-year production of 26-one-hour *Hee Haw* programs for first-run syndication, also is making available for syndication, 26 first-run hours of *The New Hollywood Palace* series. Programs are not to be repeats of shows that ran on ABC-TV for seven seasons. Instead, shows will be taped in Hollywood with new guest hosts and acts.

**Family series** ■ Encyclopaedia Britannica Educational Corp., Chicago, and Alan Landsburg Productions, Hollywood, have agreed to jointly develop new series of 17 half-hour TV programs for family audiences. Programs will make use of EBEC's library of 350 to 400 nature and science films.

**More NTA films** ■ National Telefilm Associates Inc., Los Angeles, has acquired worldwide TV and theatrical distribution rights to 65 feature films owned by Commonwealth United Entertainment Inc., Los Angeles. NTA previously acquired domestic TV rights to films. Package contains movies produced in last two years and includes such titles as "Julius Caesar," "Viva Max" and "The Magic Christian."

**First sales** ■ Chuck Barris Productions, Hollywood, has sold game show, *The Parent Game*, in 29 U.S. markets. Program has sold in 23 of top 30 markets, in addition to five ABC-TV-owned stations. Sandy Frank Program Sales Inc., New York, is handling distribution for Barris Productions.

**Worldwide alliance** ■ John Pearson International Inc., Beverly Hills, Calif., and its associated company, Goodshow Corp., have agreed to exclusively distribute internationally properties of Rhodes Productions, Los Angeles. In turn, Rhodes Productions, division of Taft Broadcasting, will handle U.S. syndication of properties acquired by JPI or Goodshow. Currently, Rhodes handles domestic syndication of such programs as *Hollywood Squares*, *The Virginia Graham Show* and *It's Your Bet*. JPI distributes internationally *Here's Lucy*, *The Doris Day Show*, *Animal World*, among others.

**Metromedia producer** ■ Metromedia Producers Corp., Hollywood, has signed producer Sheldon Leonard to long-term contract. Mr. Leonard, currently executive producer of CBS-TV's *Don Rickles Show*, will develop prime-time product for Metromedia for 1972-73 season.

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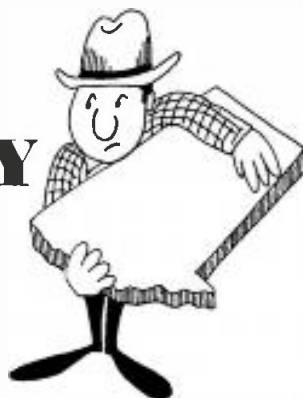
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Enterprises, Hollywood, is developing 12-chapter profile of life and music of Paul Anka. Each chapter in series runs 55 minutes and is designed to be broadcast individually or in combination with other chapters. Programs, aimed for radio syndication, will be available June 1. Diamond P previously produced and distributed similar multi-program profiles of Burt Bacharach and Jerry Lee Lewis.

**Foreign expansion** ■ National Telefilm Associates, Beverly Hills, Calif., which has held domestic rights to some 820 motion pictures originally produced by Republic Studios, now has acquired foreign TV and theatrical distribution rights to this film library. Included are Gene Autry and Roy Rogers westerns. NTA, hoping to become major international distributor, has established sales offices in Paris, Tokyo and Melbourne, Australia.

**HSN golf lineup** ■ Hughes Sports Network will feed final two rounds of Dinah Shore-Colgate Winners Circle Golf Tournament to approximately 150 stations across country. Live presentation, sponsored by Colgate-Palmolive through D'Arcy-McManus-Intermarco, will be aired April 15-16.

**Institutional pay TV** ■ Optical Systems Corp., Los Angeles, has developed pay-TV system designed for installation in hotels, hospitals and other public institutions. System offers turnkey equipment and programming packages. Company says it does not intend to go into actual pay-TV operations, but will sell or lease equipment and act as agent in purchase of programs. Indications are that first hotel systems will be installed this fall in Los Angeles, Chicago and Honolulu.

**Irish on MBS** ■ More than 400 radio stations on Mutual Broadcasting System are set to carry full 10-game schedule of Notre Dame football for fifth consecutive year. Van Patrick and Al Wester will handle play-by-play and color beginning Sept. 23. Broadcast will include 25-minute pre-game program with Irish Coach Ara Parseghian.

**On his own** ■ Edward Austin Warren Associates, New York, has been formed to serve as program consultant to TV station and cable-TV systems and to develop programs for network and syndication. Mr. Warren previously was vice president for communications, Walter Reade Organization, and general manager of WOR-TV New York.

**All in a kennel** ■ A canine Archie Bunker is invading NBC's Saturday-morning cartoon schedule this fall in a half-hour weekly series called *The Barkleys*. Arnie Barkley, according to NBC, is "opinionated, outspoken but lovable."

**Air talk** ■ Aviation Training Seminars Inc., Cleveland, is offering *Aviation Safety and Air Education*, half-hour public-affairs talk show. Color program, produced by WLOS-TV Asheville, N.C., is being distributed for handling costs by ATS. *George H. Rhodes, ATS, 6596 Maplewood Drive, Cleveland 44124.*



# Our Beat



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# 'They're playing our song' at WGAR

Thayer-Lund combo makes music relate to listeners and their dazzle radio is paying off in the ratings

When Jack Thayer, general manager, and John Lund, program director and marketing manager, were brought to WGAR(AM) Cleveland by Nationwide Communications Inc., the station was on the ropes and in the red. That was in August 1970. "WGAR was a classic case of an old-line network station that had been very, very successful," Mr. Thayer relates today. "But attrition had set in—a certain amount of apathy and a certain unawareness of what was really going on in the radio business or in the world around them. This was the kind of radio station that in its heyday did not even subscribe to a rating service. It was so well accepted that it didn't have to prove anything."

There was plenty of room for proving by 1970. The Cleveland market had come under the radio dominance of CKLW(AM) Windsor-Detroit, a station nearly 100 miles away. WJW(AM) and WIXY(AM), both Cleveland, had be-

come the dominant AM's locally. Nineteen months later, WJW and WGAR are one-two in morning drive time and WGAR is first in midday. CKLW remains first in evening drive and at night. WGAR's audience, which in 1970 was 70% 35-and-older, is now 70% 35-and-under. Moreover, in terms of audience volume alone, it is up some 95%. And the station is in the black. Something had happened in the interval.

The formula was a simultaneous turning of the clock backward and forward—backward to the kind of radio excitement that had made Cleveland the town in which to break a record, that had produced an Allan Freed (who coined the term "rock and roll" at WJW) and a Bill Randel (who introduced Elvis Presley to the North at WERE). Back not only to the music of that period (65% of WGAR's playlist is of the "oldies" category, the rest contemporary) but to the kind of Todd Storz-Gordon McLendon radio that swept all of America in the fifties. (The switchboard operator sings to callers, "This is WGAR, where your friends are.")

WGAR went forward past the "much more music" format to a fast-paced mixture of music and news, music and public service, music and political documentaries. "Cut them down to five minutes and run them five or eight times a day," says John Lund. "We don't stay in the background and just give them music to accompany whatever other activities each listener is involved in. We don't soothe the audience, we dazzle them."

Messrs. Thayer and Lund are old hands at dazzle radio, and old colleagues to boot. They first met at KLAC(AM) Los Angeles, then came together again at KXOA(AM) Sacramento before the move to WGAR. The problems there were of a different sort, but their approach to the solution was similar. It started with research, and with a group called Western Behavioral Sciences in La Jolla, Calif.

"I first became aware of them when I was managing KLAC and we were doing a two-way talk format," Mr. Thayer recalls. "They were involved in studying the sociological environment that has occurred around radio, and knew the implications of a major market such as Los Angeles where people were very lonely. People had no one to talk to, most of them were from out of town, felt uncomfortable and had no one to turn to. And so a radio station

that used the telephone-talk idea proved to be very successful as a community-binder type of operation."

"We went to them [after leaving KLAC] and asked—if we were not doing a talk format—how we could direct the format of a radio station to an age group. They helped us discover that there are certain emotional things that happen to people during the ages of about 15 to 22, all of which happen for the first time, and are important to them. Things like graduating from high school, wearing a tuxedo, staying out all night, having a fight with your parents, selecting a college, meeting the girl, buying the house, having a baby. All these things are great emotional triggers in a person's psychological make-up.

"The thing we discovered in doing a quality controlled test group," Mr. Thayer continued, "was that songs automatically triggered a response from them. They would hear a song and say, 'Oh, that reminded me of when I graduated from high school.' This happened around 1955 with the development of the transistor radio and the birth of rock and roll. A new kind of amalgamation was created, a medium, radio, that spoke directly to young people. The songs of 1955 and beyond started talking about marriage and divorce and kids and suicide. [The songs] weren't fantasy-type things anymore, they were really real."

"When we came to Cleveland," Mr. Thayer says, "we found that two stations were dominant. One was the Storer's WJW, which was programing nice, beautiful music and old line. We found that their audience, which should have been 35-plus, was 18-plus. We found that the rock-and-roll station in town, WIXY, which was then owned by Westchester Corp. and now by the Harlem Globetrotters, was getting listeners 35 and over. Our market research showed that both groups were dissatisfied with their radio stations. Young people who listened to the old-line station were not happy with it, and 40-year-olds who were listening to WIXY didn't want to be screamed at. What we then tried to find out," Mr. Thayer adds, "was how to bridge that generation gap from 18 to 49, where people could feel comfortable that it was their station."

"We felt from the start that the music was going to be almost 100% of our success," Mr. Lund admits. "And then we started broadening our scope, see-



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For 23 consecutive years Oral Roberts has maintained a nationwide radio program. Currently the half-hour radio program is being beamed to listeners across the country on 170 stations.



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ing the sociological and psychological aspects of what we were doing, and we found out that the music was only about 50% of the reason for our success. Today, as radio changes, there isn't room for more than one AM rocker in a market, with the under-grounds and the progressive rockers and everything else.

"We felt that if we could take a group of songs that made people feel good, or reminded them of events or emotional states in their lives, they would respond," says Mr. Thayer. "It's a conditioning process where we are not just talking words to people. We think the basic idea of communications is communications at a feeling level, not just a word level."

Jack Thayer feels that WGAR is doing just that.



Mr. Thayer



Mr. Lund

## Beatles' separate ways still lead to bank

The Beatles, each now on his own, are once again active on the charts and in the media. Paul McCartney's new single, "Give Ireland Back to the Irish," marks what is regarded as a new departure for him into the domain of political songwriting (considered John Lennon's forte for many years). With "Back Off Boogaloo," Ringo Starr's three-week-old single, he joins the subtle battle involving verbal jabs hidden in song lyrics that has been going on between Mr. McCartney and the other two for almost a year. A new album by John Lennon, as yet untitled, is scheduled for release within the month. And album sales and airplay on George Harrison's *Concert for Bangladesh* have jumped noticeably, according to Apple Records, since the opening of the film of the concert in major markets.

Paul and Linda McCartney wrote "Give Ireland Back to the Irish" after the riots in Londonderry in which 13 people were killed. The song—despite its theme—is bright, lily and reminiscent of a children's song or, perhaps, an IRA folk ballad. ("Give Ireland back to the Irish, Don't make them have to take it away. Give Ireland Back to the Irish, Make Ireland Irish today.")

The song was banned by BBC Radio

last month under a rule that prohibits commentary by public figures on controversial subjects. Airplay in the U.S. has been limited to specific markets; it has gotten extensive airplay in Pittsburgh and Boston, for example. Despite the lack of national airplay, the single is selling well, sources at Apple say, and it has moved up on the charts.

"Back Off Boogaloo" has gotten across-the-board national airplay from the time it came out. A notable aspect of the song is the references it makes to Paul McCartney. The chorus is: "Get yourself together now and give me something tasty. Everything you try to do, you know it all sounds wasted." Messrs. Lennon and McCartney have traded assaults on each other's music in their *Imagine* and *Ram* albums. In a McCartney song called "Too Many People," the lyrics read: "Too many people going underground . . . that was your first mistake, trying for the lucky break. You broke it in two [referring to the Lennon-McCartney songwriting team], now what will become of you." John fired back in "How Do You Sleep?" with "The only thing you done was 'Yesterday' and now its just 'Another Day' [referring to two McCartney songs, the first with the Beatles, the other as a solo]."

John Lennon's new album, produced by himself, Yoko Ono and Phil Spector, will feature all new material. Back-up on the album is supplied by Elephant's Memory, a band on the Buddah label during that company's "bubble gum" days. After many years of obscurity, Memory resurfaced to play radical political rallies and benefits.

The film of "The Concert for Bangladesh" premiered two weeks ago in New York, Boston and Toronto. Sales of the three-record album, out since Christmas, are coming close to the million mark, according to Apple, with a jump in sales of more than 100,000 since the film's opening. The album has been a point of controversy since the publication of a piece in *New York* magazine alleging that 41.14 cents out of each album sale was unaccounted for and presumably was going to Apple and its president, Allen Klien. The concert was a charity affair, and all proceeds from the concert, the album, and the film were to go for the relief of Bengali refugees. Mr. Klien has denied the allegation and is suing the magazine for \$50 million.

## Grand Funk, Knight are on the rocks

Grand Funk Railroad, one of the top album-selling groups of the last two years, has terminated its contract with manager-producer Terry Knight. Arrangements have been made for Grand Funk to hand over representation to John L. Eastman, Paul McCartney's attorney, father-in-law and a dark figure in the break-up of the Beatles several years ago.

Terry Knight's relationship with Grand Funk goes back to the early 1960's when he was the leader of a band called Terry Knight and the Pack, which included two members of the present Grand Funk. He stepped out of the band's performing activities in early 1969 and groomed what was a reincarnation of Terry Knight and the Pack for its debut at the first Atlanta Pop Festival. In little more than two-and-a-half years, Grand Funk has sold more than 20-million

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records and tapes of its six albums.

Unconfirmed reports said members of the band were dissatisfied with several unsuccessful business deals that Mr. Knight undertook without its consent. Mr. Knight was not immediately available for comment.

Terry Knight has filed suit against John Eastman for allegedly "deliberate, wrongful, and malicious interference with the contractual relationships which exist between Grand Funk Railroad and himself [Terry Knight] and for inducing, persuading and enticing the members of GFR to violate and breach these agreements." He is seeking \$5 million in damages from the partnership of Eastman & Eastman. He also has filed several different suits against the group itself totaling \$50 million.



## The grander 'Ole Opry'

The *Grand Ole Opry* will be moving to its new home—billed as the largest broadcast studio ever built—in 1974.

The new Opry House will be part of a \$30-million entertainment-recreation complex in Nashville called Opryland U.S.A. Opryland will have thrill rides, music halls, specialty restaurants, exhibition halls and the "heart and soul of Opryland," a radio-TV studio with an audience capacity of 4,500.

The new studio will be used for live shows as well as syndicated radio and television programs. There will also be an additional 300-seat television studio included in the facility.

National Life and Accident Insurance Co., owner of WSM(AM), which broadcasts the Saturday night *Opry* show, is financing the Opryland project.

## Harmony with AFM

The American Federation of Musicians and the phonograph recording industry have reached agreement on a new three-year contract to replace one that expired March 31. Terms of the contract proposal were not disclosed pending its ratification by AFM members eligible to vote.

# Equipment & Engineering

## Will Ampex rise from almost the ashes?

Falling fast on a \$90-million loss, the firm consolidates divisions, drops consumer line

Ever since early winter, when reports of impending huge losses at Ampex Corp. began circulating, the broadcast industry has been rife with rumor that the firm, which introduced the first practical video-tape recorder, was on its way out as a viable company. This hearsay spread as Ampex, already staggering under a deficit of \$12 million for fiscal 1971, estimated its fiscal 1972 loss at almost \$90 million.

But over the last five months the company—which in recent years had broadened its interests to include consumer products—has retrenched, reorganized and reaffirmed its reliance on professional video-products sales. With months of upheaval behind him, Charles A. Steinberg, vice president and general manager of the Audio/Video Systems Division, now says: "I'm enthusiastic and extremely confident. The company is here to stay. And there is nothing more important to Ampex than video recording."

Essentially, these are the steps Ampex has taken since last November in a life struggle to emerge from troubled waters:

- Taken five separate divisions—Special Products (building total communication-systems packages), Video-file Information Systems (automated video systems for handling documents), Audio (handling all professional audio products), Educational and Industrial (which makes helical recorders and cameras to serve educational and industrial uses) and Video Products (biggest division of the lot encompassing professional video tape and disk recorders and cameras)—and amalgamated them into one division known as Audio/Video Systems Division, under Charles Steinberg, and reporting directly to the corporation's new president, Arthur H. Hausman.

- Consolidated the operations of all these divisions to three locations—Colorado Springs, which now is the primary manufacturing site; Sunnyvale, Calif., where systems are built; and Redwood City, Calif., corporate headquarters now also serving as the heart of the engineering and management operation of the new over-all division.

- Discontinued operations of its consumer Equipment Division, which manufactured recorders and related equipment for the consumer market.

- Made a decision for the long term to narrow the company's marketing base and concentrate more resources into areas that Ampex has proved it knows how to do best—namely video-

tape recording and its ancillary equipment.

- Removed itself from the switcher business with the exception of some highly specialized and sophisticated units and taken its general product line of switchers out of the marketplace.

- Is selling its transmitter business to CCA Electronics (see page 104).

About the amalgamation of divisions, Audio/Video Systems head Charles Steinberg said: "It took place between November and January. Since January we've been very busy trying to get this to work as one integrated operation. Where we had five controllers we now have one. Where we had five engineering managers, we now have two. There have been instances where we've had a salesman calling on a customer for selling the top end of our helical recording equipment; another salesman trying to sell that same customer some of our broadcast video equipment; sometimes another salesman calling on him trying to sell our broadcast audio equipment. Now we have one cohesive marketing organization. We think the net of it is going to be a much stronger organization and more effective marketing."

About the consolidation of plant operations, Mr. Steinberg said: "The first move was that of our Educational and Industrial Products Division from Elk Grove, Ill. This was part of a long-term plan of the corporation. It isn't a brand new thing we've done as a result of our difficulties. The second thing was moving the various engineering organizations to Redwood City where we have more of the resources needed. The amalgamation with video products was done as a result of our financial difficulties. So it started off for different reasons, but was completed and became reasons."

About discontinuance of consumer products, Mr. Steinberg said: "In the beginning Ampex was noted for its products serving the professional marketplaces. We in the recent past have broadened our interests to include such things as prerecorded tapes, consumer audio equipment, Ampex records. Now I think we see ourselves very much concentrating our key resources and efforts into the marketplace where we did well before, have continued to do reasonably well during these troubled times, and will be concentrating our efforts towards getting renewed growth and profitability from this marketplace."

About the decision to peg the future of the company to video products, Mr.

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"This is Your World". Discussions of environmental situations: ecology, social change, culture, race relations—by experts around the world. 15 minutes per week.

"Starcaster". 2-minute vignettes of the world around us. By Hayden Planetarium astronomers.

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### Music

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"The First Fifty Years". Great vocal performances from the first 50 years of recording. Caruso, Melba, Tetrzzini, etc.—with a droll commentary by the producer, Marty Robinson. 15 min. per week.

and others.

### News Analysis & Press Reviews

"The International Press Review Series". World opinion on important current issues—as reflected in editorials in the influential newspapers. A multiple series. Fourteen countries available. 15-min. programs, from the place(s) selected. Also a 5-minute daily capsule.

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"Panorama of the Lively Arts". An unusual documentary approach to the arts around the world: performances, rehearsals, interviews, films, theater, music, painting, sculpture.

And others: "International Almanac", a country-by-country, armchair travel series on culture around the world; "New Dimensions of Education", about what's new and constructive in contemporary teaching and learning.

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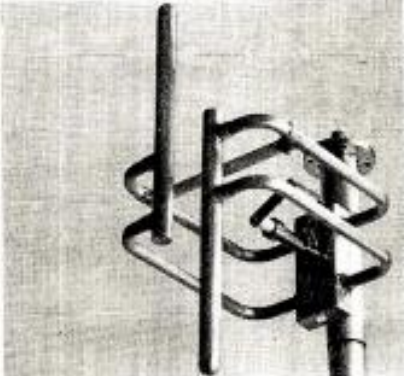


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Steinberg said: "Video products has been the backbone of this company and we believe in the future it will continue to be so. We view it as the key marketplace to Ampex's long-term growth."

And about dropping out of the switcher, RF systems and transmitter business, Mr. Steinberg says: "What we've done is taken these technological resources and channeled them into a narrower direction. How narrow? Today it encompasses video-tape recorders, disk recorders and cameras."

Again, will Ampex remain a viable company? Mr. Steinberg had a final assurance. "We'll continue to provide tape recorders, cameras and disk recorders to the professional marketplace. And I believe we'll profit from it," he said."

### CCA to take over unit of Ampex April 28

An agreement in principle for CCA Electronics Corp. to acquire the RF systems department of the Audio/Video Systems division of financially troubled Ampex Corp. (see page 102) was announced last week.

The department, located in Westfield, Mass., manufactures UHF and VHF television transmitters, antennas and transmission lines. Charles A. Steinberg, vice president and general manager of the Ampex division, and Bernard Wise, president of CCA, said the acquisition would be effective April 28. The department will be an independent subsidiary of CCA.

The move marks CCA's entry into the TV field. The company, based at Gloucester City, N.J., is a major manufacturer and designer of AM and FM radio broadcast equipment. Its subsidiaries include Caldwell A/V, Toronto; QRK Electronic Products, Fresno, Calif.; Rek-O-Kut, also in Fresno, and WABY(AM) Albany, N.Y.

Officials said the sales agreement included arrangements for maintenance and service of previous products of the Ampex department and completion of unfilled orders. CCA will continue to supply RF products to Ampex and will also sell through its own worldwide distribution facilities. CCA management said it expected this acquisition to make a "substantial contribution" to its sales and profits.

### Bell in mini-camera project

Bell Laboratories, Murray Hill, N.J., has developed an exploratory model of a solid-state television camera that could lead to miniature, inexpensive, low-powered TV cameras. Two weeks ago RCA Corp. announced it had developed an early version of a solid-state TV camera (BROADCASTING, March 20). Bell's present model generates an image with only one-quarter the detail of the Bell System's Picturephone camera but a company spokesman said construction of devices capable of much greater detail appears feasible.

## Fine tuning for the EBS

### Broadcasters no longer required to alert public to national emergency

The Emergency Broadcasting System, a voluntary service of the broadcasting industry for use during times of national emergency, got streamlined last week—with its primary purpose, to get the President on the air within five minutes of notification, still its number-one mission.

Stripped from the official duties of EBS broadcasters, however, was its secondary mission: to alert the public to a national war emergency. This function has been allocated to the Office of Civilian Defense, which is to use its telephone and teletype circuits to alert OCD and state and local official offices as well as an interconnected network for setting off air raid sirens.

Broadcasters, however, will still serve as a channel in transmitting alerts to the public. OCD is required to furnish national emergency warnings to the networks that will in turn transmit emergency-action notifications (EAN) to their affiliates. At the same time, OCD will notify the Associated Press and United Press International which serve all TV and radio stations. Nonnetwork affiliates are still expected to monitor key network affiliates for EAN's.

One of the basic revisions of the EBS plan is a simplified checklist for use by broadcasters. It tells the broadcaster what he is supposed to do on receipt of an action notice.

Announcement of the new procedures was made last week by the FCC and the Office of Telecommunications Policy.

The FCC announcement listed the new Part 73, subpart G, of the commission's rules dealing with EBS. This is to become effective Nov. 2. Among other changes, it provides for the participation of noncommercial, educational FM stations, as well as TV stations. TV stations are required also to show slides on the video for the benefit of the hard-of-hearing in announcing EAN messages.

FCC Commissioner Charlotte Reid, who is defense commissioner, said: "I would hope that as the revised system is installed, more and more participation will be evidenced by the broadcast industry for the benefit of the public."

The intensive revision of EBS followed a year's study by the FCC National Industry Advisory Committee, and an intergovernmental committee sponsored by OTP, following a serious failure during a test in February 1970. In that instance, an Army technician erroneously transmitted an actual EAN, instead of the test notification that was scheduled to be transmitted at that time. Some broadcasters, following instructions to the letter, aired the alarm. But





## We teamed up with black brainpower to put this shopping center on the map

The ground is cleared—113,000 square feet of it—for Progress Plaza, in Harrisburg, Pennsylvania.

And it's a dream come true for the Reverend Leon Sullivan, founder of Opportunities Industrialization Centers of America.

Progress Plaza is a shopping center that was planned by blacks, to be owned and operated by blacks, in the black community.

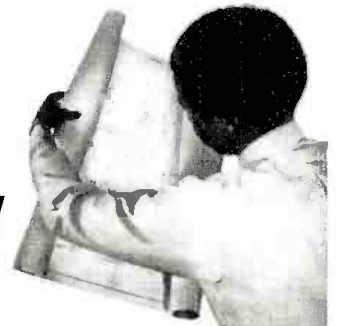
Frank Smith, Jim Grier, Jim Swann, and Nick Prim above are some of the people who made it happen.

Our contribution was Frank Smith of our Marketing Research Department. At OIC's request he set up an intensive course in the fine points of planning, developing, and operating shopping centers. Nick Prim was selected as one of the management trainees to take the course, and work with architects Jim Grier and Jim Swann. Now, men like

these are playing key roles in three more projects.

Our involvement with minorities is a continuing thing—and it's getting deeper all the time, not only for us but for our subsidiaries. And it ranges from just plain giving money where it's needed, to hiring people to work for S&H, to helping people learn how to help each other.

**Sperry and Hutchinson**   
**The Encouragement Company**



most broadcasters, because they had been informed of the test previously, held up broadcasting the message until they had confirmed it. In some instances, also, the message was not noticed until a correction was received.

The EBS was established in 1962, following the demise of Conelrad. Conelrad had been established in 1951 and was designed to withhold electronic homing aid to enemy aircraft through a system of cluster operations by radio stations, all operating on two frequencies only. With the advent of intercontinental missiles, using guidance systems that no longer needed electronic navigation aids on earth, Conelrad was abandoned.

## Modulation standards revamped for AM's

The FCC has revised the technical standards for operation of AM transmitters to restrict the degree of modulation a station may employ. Under the new rule, which goes into effect on May 1, the absolute limit of modulation on positive peaks will be 125%. The present maximum modulation level on negative peaks (100%) was retained.

The commission said the new policy is necessary because some AM stations now use transmitters capable of supplying more power than is needed for 100% modulation. It noted specifically those broadcasters who employ a 5-kw transmitter with a modulator usually intended for use at 10 kw. Potentially, this results in interference to other stations, undue audio distortion and excessive carrier shift, the commission said.

Previously, no limit had been imposed on the level of positive-peak modulation. Under the new standard, the effective amount of non-linear distortion in maintaining modulation levels may not exceed 7.5%, and carrier shift may be no greater than 5%.

## 27 for May 1 arguments

The Office of Telecommunications Policy and 26 others will present their views to the FCC in oral arguments scheduled for May 1-2 on the domestic communications-satellite issue. Those

stating their intentions to appear included the eight commercial entities that have filed applications with the commission to construct domestic systems, the Justice Department and the three networks.

The full list:

Joint Council on Educational Telecommunications; Commonwealth of Puerto Rico; State of Alaska; AT&T; State of Hawaii; Hughes Aircraft Co.; Western Union Telegraph Co./Western Union International; Department of Justice; Communications Satellite Corp.; National Association of Educational Broadcasters; Western Tele-Communications; Fairchild Industries; Teleprompter Corp.; RCA Global/Alaska Communications; Corporation for Public Broadcasting and Public Broadcasting Service; ABC, NBC and CBS (filing jointly) and their affiliate organizations (filing jointly but separately from the networks); General Electric Corp.; Office of Telecommunications Policy; GTE domestic satellite applicants; U.S. Independent Telephone Association; American Newspaper Publishers Association, MCI Lockheed Satellite Corp., Phoenix Satellite Corp., and Columbia University (network project).

## Technical Topics

**Wide and narrow** ■ Rank Precision Industries, West Nyack, N.Y., has introduced television lens said to provide both very wide and very narrow angle views. Varotal 30 lens is available in RCA, Philips and Fernsh camera mounts.

**New facilities** ■ Cybrix Corp., West Coast manufacturer of broadcast automation equipment and other products, moves headquarters and production personnel into new, expanded facilities. Cybrix also announced that PAMS, Dallas, will be exclusive agent for all Cybrix products in U.S. 20426 Corisco Street, Chatsworth, Calif., 91311, 213-882-4111.

**Miniature recorder** ■ Nagra Magnetic Recorders Inc., New York, has introduced Nagra SN, miniature tape recorder. Principal application of new unit is said to be broadcasting. According to

company, Nagra SN fits into jacket pocket and produces quality of recording that corresponds to requirements of broadcast reporting. Ryder Magnetic Sales Corp., New York and Hollywood, is distributor.

**More compact** ■ Gates Radio announces new solid-state, four-channel, monaural audio control console, Studioette 80. Unit has 13 inputs, and was designed with three utility keys for specialized station needs. It is only 24 inches wide.

**CATV supplier** ■ Univ Amp Inc., Bisbee, Ariz., has begun to manufacture modular, miniaturized line of CATV amplifiers and accessories. President is Donn Nelson, founder-general manager of Cascade Electronics Ltd., Port Moody, British Columbia. 101 Bisbee Road, Bisbee, Ariz. 65803.

**Low-priced projector** ■ L-W Photo Inc., Nan Nuys, Calif., has announced its Athena model 1500H, 16mm sound projector designed for film-chain use in industrial, educational, closed-circuit and cable-television applications. Projector is \$2,500. 15454 Cabrito Road, Van Nuys 91406.

## Penalties sought for faulty FM gear

The FCC has been asked to crack down on the FM equipment manufacturer whose delivered product does not measure up to its publicized standards.

In a petition filed with the commission last week, Paul Dean Ford, president of WFFR(FM) Terre Haute, Ind., asked the agency to withhold or withdraw type acceptances of all products manufactured by a company that sells any single FM transmitter that fails to comply either with the manufacturer's published specifications or the FCC's standards.

Mr. Ford, who is also an independent consulting engineer, said he took action at the FCC because of problems WFFR has experienced with a transmitter it purchased in 1970 from Visual Electronics Corp. Although he emphasized the company has been cooperative in attempting to rectify the difficulties, he said Visual has not been able to bring the unit into compliance with its own performance standards. He added that some of his engineering clients have experienced similar problems with other companies.

Mr. Ford also asked the commission to require type acceptances for all remote control or remote metering circuits, and to compel the manufacturer to demonstrate "satisfactory operation" of the complete transmission system, including remote units, upon demand.

A Visual spokesman claimed the firm "extended every effort to correct the situation" at WFFR, but noted that economic difficulties (Visual for a time operated under chapter 11 bankruptcy status) hampered field efforts. The company no longer manufactures AM-FM transmitters, having streamlined operations during the bankruptcy proceeding.

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**Fritos Sportsclub: 52% U.S. clearance... over 47 markets after only 6 weeks on the air.**

It's the unique way to reach kids. Each show a 5 minute lesson in how to play a popular sport from a top performer in each field. 17 different sports: 65 originals, covering everything from Football to Table Tennis. The fundamentals made interesting, entertaining, and easy enough for a first grader to understand.

### **Provides a meaningful service!**

The Fritos Sportsclub is an instant success because it provides a real service to the millions of America's sports-minded kids. It's the kind of quality kid's programming concerned people have been looking for.

### **Stripping flexibility.**

It's compatible with your other kid's programming. Fits a variety of weekday children's blocks and enhances their drawing power. Here's what stations are reporting:

WCCO Minneapolis (M-F 7 A.M.) "Great Show. Just what we've been looking for."

WJBK Detroit (M-F 8 A.M.) "Sure glad we took it on first."

WOR-TV New York (M-F 5:55 P.M.) "They're not just watching, they want to join the club."

KHJ-TV Los Angeles (M-F 4.55 P.M.) "How to succeed in kid's programming."

WSBK Boston (M-F 4:35 P.M.) "Informative... fun... talks right to the kids."

*The Fritos Sportsclub is yours free with an open :30 for your local sale.*

### **For more information!**

Call collect: Bill Morris at (212) 868-2240 or Dick Nyborg (212) 973-6948.


\*Meet some of these super stars in person at the GRS Films International Suite at the NAB Convention in Chicago.

The Fritos Sportsclub is produced and distributed by GRS Films International, 3215 Cahuenga Boulevard West, Hollywood, California 90028. (213-466-1901) 2 Penn Plaza, New York, N.Y. 10001, (212) 868-2240.

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### Goldenson bullish on ABC earnings

Chairman sees income  
in first quarter doubling  
same period in '71

Security analysts in a rare briefing at ABC's New York headquarters last week were told that ABC Inc. expects operating earnings in first-quarter 1972 to more than double earnings in the comparable period of 1971. Moreover, earnings for the first three months of the year will represent the highest quarter in ABC's history.

The forecasts were made by Leonard H. Goldenson, board chairman, at the New York session presided over by Elton H. Rule, ABC's president.

Also addressing the financial analysts were James E. Duffy, ABC-TV Network president; Richard O'Leary, president, ABC-Owned Television Stations; Harold L. Neal Jr., president, ABC-Owned Radio Stations; Walter Schwartz, ABC Radio Network president, and Samuel H. Clark, senior vice president for non-broadcast operations.

Mr. Goldenson said that ABC anticipated its per-share operating earnings would more than double the 35 cents reported for first-quarter 1971. He said this was expected despite the greater number of shares outstanding this year (principally because of the conversion of ABC debentures in March). He also predicted that ABC's annual rate of growth would exceed an industry average-growth projection of 10% in TV revenues. He said "the outlook for our company as a whole for 1973 and for the future is very good."

Mr. Goldenson said that while it was too early "to be precise about the full year 1972," he was led to believe that "current [Wall] Street estimates of \$3 to \$3.50 a share, fully diluted, were reasonable ball-park estimates [for ABC] at this time" and "despite this year's substantial presidential-election political costs." ABC on a fully diluted basis reported operating earnings of \$1.92 a share in 1971.

This prognostication was based, Mr. Goldenson told the analysts, on the strong broadcast business already evident for the first three quarters of 1972, present assessments of other ABC operation and an assumption that the better business environment will continue.

Mr. Goldenson noted ABC's 1971 operating earnings of \$2.10 a share compared with \$2.25 a share in 1970, but added that "we also reported last month that operating earnings for the final quarter of 1971 were \$5,750,000, a record fourth quarter and double the \$2,879,000 of the like quarter of 1970";

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Blyth & Co., Inc.	Hornblower & Weeks-Hemphill, Noyes	duPont Glore Forgan <small>Incorporated</small>
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Smith, Barney & Co. <small>Incorporated</small>	Stone & Webster Securities Corporation	Wertheim & Co., Inc.
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March 29, 1972

announcing  
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**AWARDS**  
 for excellence in financial news programming



The Mortgage Bankers Association of America (MBA) presents the Janus annual awards program to recognize those broadcasting stations whose financial news programs have made a significant contribution to community understanding of commerce and finance during the 1971-72 season.

The competition is designed to encourage broadcasters to provide authoritative, regularly-scheduled programs characterized by informed, comprehensive coverage of financial news. It is likely that the content of a good program will expand the economic knowledge of the audience.

A distinguished panel of judges from the academic, business, and journalistic communities will select the award-winning entries. The award

statuettes will be presented to the winning stations during the MBA Annual Convention in San Francisco, October 23-25, 1972. Winners may exploit the award in appropriate promotion of the station or winning program.

If your station aired a good financial show series between June 30, 1971, and June 30, 1972, call MBA today requesting an entry form and guidelines, or mail your request to:

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## For ABC Inc.: the record of divisional revenues and profit

	Fiscal year ended Jan. 1, 1972		Fiscal year ended Jan. 2, 1971		Fiscal year ended Jan. 3, 1970		Fiscal year ended Dec. 28, 1968		Fiscal year ended Dec. 30, 1967	
	Amount (000)	Percent	Amount (000)	Percent	Amount (000)	Percent	Amount (000)	Percent	Amount (000)	Percent
<b>Revenues:</b>										
Broadcasting .....	\$528,020	70	\$523,221	70	\$507,807	70	\$454,704	72	\$431,325	75
Theaters .....	95,887	13	99,918	13	94,774	13	97,627	15	84,877	15
Records .....	87,345	11	78,074	11	89,365	10	49,079	8	34,722	6
Motion pictures .....	13,320	2	16,703	2	18,509	3	7,683	1	16	—
Publishing and other .....	31,923	4	30,346	4	30,469	4	24,901	4	24,012	4
	<b>\$756,495</b>	<b>100</b>	<b>\$748,262</b>	<b>100</b>	<b>\$720,924</b>	<b>100</b>	<b>\$633,984</b>	<b>100</b>	<b>\$574,952</b>	<b>100</b>
<b>Earnings From Operations Before Income Taxes and Extraordinary Items:</b>										
Broadcasting .....	\$27,477	87	\$26,071	74	\$29,407	74	\$ 9,728	36	\$ 8,676	38
Theaters .....	9,714	31	10,120	29	11,892	30	14,083	52	8,531	37
Records .....	6,418	20	3,456	10	4,622	12	3,873	14	3,960	17
Motion pictures .....	(15,993)	(51)	(8,310)	(24)	(7,521)	(19)	(2,412)	(8)	(854)	(3)
Publishing and other .....	3,980	13	3,793	11	1,256	3	1,708	6	2,624	11
	<b>\$31,596</b>	<b>100</b>	<b>\$35,130</b>	<b>100</b>	<b>\$39,656</b>	<b>100</b>	<b>\$26,980</b>	<b>100</b>	<b>\$22,937</b>	<b>100</b>

this, he said, was equivalent to 80 cents a share compared with 41 cents in the prior year. The earnings increase, Mr. Goldenson said, "was principally due to the improvement of the television network, which . . . has continued into 1972."

ABC-TV's Mr. Duffy said that as the network reached virtual parity among the networks in ratings in prime time in the 1971-72 season, resulting audience gains were reflected in increased prices "to the extent permitted by the Price Commission." He noted also that prime-time sales are now "well ahead of last year's pace and we are virtually sold out for the first three quarters of this year."

Mr. Duffy said ABC-TV maintained its revenue levels in 1971, compared with 1970, despite the loss of cigarette advertising and less commercial time for sale because of the FCC access rule. He said he expected the TV network to "operate profitably" this year and "improve upon that performance" in 1973.

Mr. Neal and Mr. O'Leary respectively reviewed the programming and audience advances made by the owned radio stations and owned television stations, Mr. O'Leary also noting that the TV outlets have increased revenue shares each year since 1961, and that "the first quarter of 1972 indicates a continuing improvement."

An optimistic view on revenues was also expressed by ABC Radio's Mr. Schwartz who said the network operated close to a break-even point last year and expected to operate profitably this year—"the first time in many years."

Mr. Clark said last year's performance for both ABC/Dunhill (record production unit) and ABC record and tape sales (distribution) exceeded 1970's and was expected to do as well or better in 1972; that ABC's theaters were expected to have a better first quarter this year than in 1971, and that although movie production may show a loss this year, it "will be substantially less" than in 1971.

## BroadcastingStockIndex

A weekly summary of market activity in the shares of 111 companies associated with broadcasting.

	Stock symbol	Exch.	Closing April 4	Closing March 28	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitali- zation (000)	
							High	Low			
<b>Broadcasting</b>											
ABC	ABC	N	72 1/2	72	+ 1/2	+ .69	74 7/8	51 1/4	7,095	514,387	
ASI COMMUNICATIONS	ASIC	O	2 1/2	2 5/8	- 1/8	- 4.76	5	2 1/8	1,815	4,537	
CAPITAL CITIES	CCB	N	59 1/2	58 3/4	+ 3/4	+ 1.27	64 1/4	48	6,236	371,042	
CBS	CBS	N	54 1/8	54	+ 1/8	+ .23	55 7/8	45 1/2	27,829	1,506,244	
COX	COX	N	49 1/2	48	+ 1 1/2	+ 3.12	49 1/2	36 1/4	5,805	287,347	
GROSS TELECASTING	GGG	A	22 1/8	18 3/4	+ 3 3/8	+ 18.00	22 1/8	12 1/4	800	17,700	
LIN	LINB	O		19 7/8			22 3/8	15 1/2	2,294	45,593	
MOONEY	MOON	O	10 1/4	10 1/4			10 1/4	4	250	2,562	
PACIFIC & SOUTHERN	PSOU	O	17 7/8	18 1/4	- 3/8	- 2.05	18 1/4	10 3/8	1,930	34,498	
RAHALL COMMUNICATIONS	RAHL	O	10 1/2	12	- 1 1/2	- 12.50	29	8	1,037	10,888	
SCRIPPS-HOWARD	SCRP	O		22			27	18	2,589	56,958	
SONDERLING	SDB	A	25	25 7/8	- 7/8	- 3.38	30 3/4	23 1/8	997	24,925	
STARR	SBG	M	24 3/4	25 3/8	- 5/8	- 2.46	26	15 1/2	732	18,117	
TAFT	TFB	N	55 1/2	54 3/4	+ 3/4	+ 1.36	57 1/4	41 3/4	3,707	205,738	
									<b>TOTAL</b>	<b>63,116</b>	<b>3,100,536</b>
<b>Broadcasting with other major interests</b>											
AVCO	AV	N	18 3/4	18 1/8	+ 5/8	+ 3.44	20 7/8	15 7/8	11,479	215,231	
BARTELL MEDIA	BMC	A	5 1/2	5 1/4	+ 1/4	+ 4.76	7 1/8	4 1/2	2,254	12,397	
BOSTON HERALD-TRAVELER	BHLD	O	13	11	+ 2	+ 18.18	30	11	589	7,657	
CHRIS-CRAFT	CCN	N	5 3/4	5 7/8	- 1/8	- 2.12	7 1/4	5 5/8	3,980	22,885	
COMBINED COMMUNICATIONS	CCA	A	37 5/8	38 1/2	- 7/8	- 2.27	42 1/2	30 1/8	2,528	95,116	
COWLES COMMUNICATIONS	CWL	N	11 1/8	11 1/4	- 1/8	- 1.11	12 1/2	10	3,969	44,155	
DUN & BRADSTREET	DNB	N	71 1/2	72 3/4	- 1 1/4	- 1.71	76 1/2	63	12,867	919,990	
FUQUA	FQA	N	26 3/8	24 3/4	+ 1 5/8	+ 6.56	26 3/8	20 7/8	8,377	220,943	
GARLE INDUSTRIES	GBI	N	31 1/8	30 1/4	+ 7/8	+ 2.89	32 1/4	24	1,872	58,266	
GENERAL TIRE & RUBBER	GY	N	32 1/4	31 1/8	+ 1 1/8	+ 3.61	32 1/4	24 5/8	19,092	615,717	
ISC INDUSTRIES	ISC	A	8	7 1/4	+ 3/4	+ 10.34	9 1/8	6	1,646	13,168	
KANSAS STATE NETWORK	KSN	O	6 3/4	6 1/2	+ 1/4	+ 3.84	7 1/2	6 1/2	1,621	10,941	
LAMB COMMUNICATIONS	LC	O	3 7/8	4 1/4	- 3/8	- 8.82	4 7/8	2	475	1,840	
LEE ENTERPRISES	LNT	A	25 1/8	23 3/8	+ 1 3/4	+ 7.48	25 3/8	17 1/2	3,289	82,636	
LIBERTY CORP.	LC	N	18 1/2	17 3/4	+ 3/4	+ 4.22	20 1/2	17 3/4	6,744	124,764	
MEROITH CORP.	MDP	N	26 3/4	29 3/8	- 2 5/8	- 8.93	30 3/4	23 1/4	2,772	74,151	
METROMEDIA	MET	N	35 3/4	35 1/2	+ 1/4	+ .70	38 7/8	27 1/4	5,995	214,321	
MULTIMEDIA INC.	O		41	43	- 2	- 4.65	43	14	2,408	98,728	
OUTLET CO.	OTU	N	18	16 3/4	+ 1 1/4	+ 7.46	19 1/4	14 3/4	1,334	24,012	
POST CORP.	POST	O	30	25 1/2	+ 4 1/2	+ 17.64	30	9	909	27,270	
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 1/2	2 5/8	- 1/8	- 4.76	4 7/8	1 5/8	919	2,297	
REEVES TELECOM	RBT	A	3	3 1/8	- 1/8	- 4.00	3 5/8	2 3/8	2,292	6,876	

# COME MEET THE BRUTS OF BRUT PRODUCTIONS

The logo for Brut Productions, featuring the word "BRUT" in a large, bold, serif font above the word "PRODUCTIONS" in a smaller, bold, sans-serif font. The text is centered between two thick horizontal black bars.

**THE PROTECTORS:** 26 top-drawer action adventures, ½ hour each. STARRING: Robert Vaughn and Nyree Dawn Porter. Offered for trade out with Fabergé. Placed on CBS owned stations.

The logo for Brut Productions, featuring the word "BRUT" in a large, bold, serif font above the word "PRODUCTIONS" in a smaller, bold, sans-serif font. The text is centered between two thick horizontal black bars.

**REXFORD:** 26 action filled ½ hours. STARRING: Glenn Corbett as the Game Warden protecting wildlife from poachers and extinction. A pet Cheetah helps in adding color.

The logo for Brut Productions, featuring the word "BRUT" in a large, bold, serif font above the word "PRODUCTIONS" in a smaller, bold, sans-serif font. The text is centered between two thick horizontal black bars.

**ANITA IN JUMBLELAND:** 26 ½ hours of musical children's shows. STARRING: Anita Harris... the most popular female TV star in Britain. Singer, figure skater... charm in abundance.

The logo for Brut Productions, featuring the word "BRUT" in a large, bold, serif font above the word "PRODUCTIONS" in a smaller, bold, sans-serif font. The text is centered between two thick horizontal black bars.

**WHISTLING WIZARD:** The inimitable puppet wizardry of Bill Baird. In 26 ½ hour children's shows.

Come meet some of our other BRUTS... Dan Goodman, Bill Rhodes. Come meet them and discuss these and other exciting happenings from Brut Productions, over music, refreshments, hors d'oeuvres and gifts from Fabergé.

At the Sheraton Blackstone Hotel,

Patrick Room (lower level)

April 9 thru April 12,

12 noon—8:00 P. M.

	Stock symbol	Exch.	Closing April 4	Closing March 28	Net change in week	% change in week	High	Low	1972	Approx. shares out (000)	Total market capitalization (000)
<b>RADIOER PUBLICATIONS</b>											
	RPI	N	32	33 1/4	+ 1 1/4	- 3.75	34 1/2	26		9,146	292,672
<b>ROLLINS</b>											
	ROL	N	50 5/8	49 1/4	+ 1 3/8	+ 2.79	53 1/2	44 3/4		8,087	409,404
<b>RUST CRAFT</b>											
	RUS	A	29 3/8	29 1/2	- 1/8	- .42	30 5/8	24		2,318	68,091
<b>SCHERING-PLOUGH</b>											
	SGP	N	96 7/8	96 1/4	+ 5/8	+ .64	98	82 5/8		25,174	2,438,731
<b>STORER</b>											
	SBK	N	42 5/8	42	+ 5/8	+ 1.48	42 5/8	31		4,223	180,005
<b>TIME INC.</b>											
	TL	N	58	60 3/4	- 2 3/4	- 4.52	64 3/4	55 3/8		7,258	420,964
<b>TURNER COMMUNICATIONS</b>											
	T	O	5 5/8	4 7/8	+ 3/4	+ 15.38	5 5/8	2		1,328	7,470
<b>WASHINGTON POST CO.</b>											
	WPO	A	33	33 3/4	- 3/4	- 2.22	34 1/2	23 1/2		4,753	156,849
<b>WOMETCO</b>											
	WDM	N	24 1/4	23 1/8	+ 1 1/8	+ 4.86	24 7/8	18 1/2		5,815	141,013
<b>CATV</b>											
									TOTAL	165,513	7,008,560
<b>AMECO</b>											
	ACO	O	2 1/2	5 1/4	- 2 3/4	- 52.38	12 3/4	1 1/2		1,200	3,000
<b>AMERICAN ELECTRONIC LABS</b>											
	DELBA	O	7 7/8	8	- 1/8	- 1.56	9 3/4	3		1,668	13,135
<b>AMERICAN TV &amp; COMMUNICATIONS</b>											
	AMTV	O	41	36 1/8	+ 4 7/8	+ 13.49	43 1/2	17 1/4		2,434	99,794
<b>BURNUP &amp; SIMS</b>											
	BSIM	O	41 1/8	37 1/2	+ 3 5/8	+ 9.66	41 1/8	11 1/2		3,061	125,883
<b>CABLECOM-GENERAL</b>											
	CCG	A	14 3/8	14 3/8			18 1/4	14		2,485	35,721
<b>CABLE INFORMATION SYSTEMS</b>											
		O	3 1/4	4 1/4	- 1	- 23.52	4 3/4	1 3/4		955	3,103
<b>CITIZENS FINANCIAL CORP.</b>											
	CPN	A	13	12 3/8	+ 5/8	+ 5.05	22 7/8	12 3/8		1,590	20,670
<b>COLUMBIA CABLE</b>											
	CCAB	O	27 1/2	27 1/4	+ 1/4	+ .91	27 1/2	10 1/8		900	24,750
<b>COMMUNICATIONS PROPERTIES</b>											
	COMU	O	27 3/8	26 7/8	+ 1/2	+ 1.86	27 3/8	11 1/8		1,906	52,176
<b>COX CABLE COMMUNICATIONS</b>											
	CXC	A	30 3/8	27 7/8	+ 2 1/2	+ 8.96	33 7/8	23 1/4		3,552	107,892
<b>CYPRESS COMMUNICATIONS</b>											
	CYPR	O	16 3/4	13 5/8	+ 3 1/8	+ 22.93	17 3/4	7		2,707	45,342
<b>ENTRON</b>											
	ENT	A	7 1/2	7 3/4	- 1/4	- 3.22	9 1/4	3 3/4		1,320	9,900
<b>GENERAL INSTRUMENT CORP.</b>											
	GRL	N	27	26 1/2	+ 1/2	+ 1.88	29 1/4	20 3/4		6,371	172,017
<b>LVO CABLE INC.</b>											
	LVOC	O	15	14	+ 1	+ 7.14	16 1/2	6 3/4		1,466	21,990
<b>STERLING COMMUNICATIONS</b>											
	STER	O	6 1/4	6 1/4			7 3/4	3 1/2		2,162	13,512
<b>TELE-COMMUNICATIONS</b>											
	TCOM	O	15 3/4	15 1/2	+ 1/4	+ 1.61	30 1/8	15 1/2		2,856	44,982
<b>TELEPROMPTER</b>											
	TP	A	34 5/8	30 5/8	+ 4	+ 13.06	36 7/8	28 1/8		13,236	458,296
<b>VIACOM</b>											
	VIA	N	27	23 5/8	+ 3 3/8	+ 14.28	27	15 1/2		3,791	102,357
<b>VIKOA</b>											
	VIK	A	16 1/8	15 3/8	+ 3/4	+ 4.87	19 3/4	8		2,344	37,797
<b>Programing</b>											
									TOTAL	56,004	1,392,317
<b>COLUMBIA PICTURES</b>											
	CPS	N	12 7/8	13 1/8	- 1/4	- 1.90	14 7/8	9 1/8		6,342	81,653
<b>DISNEY</b>											
	DIS	N	165 1/4	160 1/2	+ 4 3/4	+ 2.95	171 1/2	132 3/4		13,223	2,185,100
<b>FILMWAYS</b>											
	FWY	A	6 1/8	6 1/2	- 3/8	- 5.76	8	5 3/4		1,832	11,221
<b>GULF &amp; WESTERN</b>											
	GW	N	42 7/8	38 1/4	+ 4 5/8	+ 12.09	42 7/8	28		15,816	678,111
<b>MCA</b>											
	MCA	N	33 5/8	33	+ 5/8	+ 1.89	35 1/4	25 5/8		8,165	274,548
<b>MGM</b>											
	MGH	N	19 1/2	17 7/8	+ 1 5/8	+ 9.09	21 1/2	17 1/4		5,895	114,952
<b>MUSIC MAKERS</b>											
	MUSC	O	3 1/2	3 1/2			3 1/2	1 1/8		534	1,869
<b>TELE-TAPE PRODUCTIONS</b>											
		O	1 1/8	1 1/8			2 7/8	1		2,190	2,463
<b>TRANSAMERICA</b>											
	TA	N	22	21 3/4	+ 1/4	+ 1.14	23 1/2	18 1/8		64,418	1,417,196
<b>20TH CENTURY-FOX</b>											
	TF	N	15 1/2	14 3/8	+ 1 1/8	+ 7.82	17	11 3/8		8,562	132,711
<b>WALTER READE ORGANIZATION</b>											
	WALT	O	2 1/8	2 1/4	- 1/8	- 5.55	4 1/8	1 3/8		2,414	5,129
<b>WARNER COMMUNICATIONS INC.</b>											
	WCI	N	42 1/4	42 7/8	- 5/8	- 1.45	47 5/8	31 3/4		16,221	685,337
<b>WRATHER CORP.</b>											
	WCO	A	14 3/4	13 7/8	+ 7/8	+ 6.30	17 7/8	9 7/8		2,164	31,919
<b>Service</b>											
									TOTAL	147,776	5,622,209
<b>JOHN BLAIR</b>											
	BJ	N	19 3/4	20	- 1/4	- 1.25	20 3/4	16 3/4		2,597	51,290
<b>COMSAT</b>											
	CQ	N	64 3/4	62 1/4	+ 2 1/2	+ 4.01	75 3/8	56 5/8		10,000	647,500
<b>CREATIVE MANAGEMENT</b>											
	CMA	A	13 5/8	13 3/4	- 1/8	- .90	13 7/8	9 3/8		969	13,202
<b>DOYLE DANE BERNBACH</b>											
	DOYL	O	26 1/2	27 3/8	- 7/8	- 3.19	28 1/2	24		1,872	49,608
<b>ELKINS INSTITUTE</b>											
	ELKN	O	3 3/8	3 1/2	- 1/8	- 3.57	16 3/8	3		1,664	5,616
<b>FOOTE, CONE &amp; REDLING</b>											
	FCB	N	11 3/4	12	- 1/4	- 2.08	12 1/8	10 5/8		2,196	25,803
<b>GREY ADVERTISING</b>											
	GREY	O	16 3/8	16 3/8			18	9 1/4		1,209	19,797
<b>INTERPUBLIC GROUP</b>											
	IPG	N	24 7/8	25 3/8	- 1/2	- 1.97	28 3/4	23 1/2		1,673	41,615
<b>MARVIN JOSEPHSON ASSOCS.</b>											
	MRVN	O	14 5/8	13 5/8	+ 1	+ 7.33	14 5/8	5 7/8		825	12,065
<b>MCCAFFREY &amp; MCCALL</b>											
		O	11 1/4	9 7/8	+ 1 3/8	+ 13.92	16 1/2	7		585	6,581
<b>MDVIELAB</b>											
	MOV	A	3 1/8	2	+ 1 1/8	+ 56.25	3 1/8	1 5/8		1,407	4,396
<b>MPD VIDEOTRONICS</b>											
	MPD	A	3 1/8	5 5/8	- 2 1/2	- 44.44	7 1/8	3 1/8		547	1,709
<b>A. C. NIELSEN</b>											
	NIELB	O	46 7/8	46 5/8	+ 1/4	+ .53	50	37 5/8		5,299	248,390
<b>OGILVY &amp; MATHER</b>											
	OGIL	O	47 1/2	48	- 1/2	- 1.04	48	24		1,096	52,060
<b>PKL CO.</b>											
	PKL	A	7	7 7/8	- 7/8	- 11.11	9 1/2	6 3/8		778	5,446
<b>J. WALTER THOMPSON</b>											
	JWT	N	44 7/8	45 1/4	- 3/8	- .82	46	40 1/4		2,873	128,925
<b>WELLS, RICH, GREENE</b>											
	WRG	N	22	20 1/2	+ 1 1/2	+ 7.31	27 7/8	19 5/8		1,579	34,738
<b>Manufacturing</b>											
									TOTAL	37,169	1,348,741
<b>ADMIRAL</b>											
	ADL	N	25	22 1/2	+ 2 1/2	+ 11.11	27	17 1/8		5,163	129,075
<b>AMPEX</b>											
	APX	N	7 3/4	7 5/8	+ 1/8	+ 1.63	15 1/8	7		10,873	84,265
<b>CARTRIDGE TELEVISION INC.</b>											
		O	36 1/2	33 3/4	+ 2 3/4	+ 8.14	43 1/2	16 1/2		2,083	76,029
<b>CCA ELECTRONICS</b>											
	CCA	O	5 1/4	4 5/8	+ 5/8	+ 13.51	5 1/4	2 1/4		881	4,625
<b>COLLINS RADIO</b>											
	CRI	N	16 1/2	16	+ 1/2	+ 3.12	18 3/8	13 3/8		2,968	48,972
<b>COMPUTER EQUIPMENT</b>											
	CEC	A	3 3/4	3 3/4			4 5/8	3		2,404	9,015
<b>CONRAC</b>											
	CAX	N	35 3/4	35 1/8	+ 5/8	+ 1.77	37 5/8	27 1/8		1,259	45,009
<b>GENERAL ELECTRIC</b>											
	GE	N	67 1/4	64 1/2	+ 2 3/4	+ 4.26	67 1/4	58 1/4		181,607	2,213,070
<b>HARRIS-INTERTYPE</b>											
	HI	N	52 1/4	52 5/8	- 3/8	- .71	59	48 1/4		6,344	331,474
<b>MAGNAVOX</b>											
	MAG	N	45	42 1/4	+ 2 3/4	+ 6.50	52 1/4	41		17,283	777,735
<b>3M</b>											
	MMM	N	147 1/4	148 1/2	- 1 1/4	- .84	149 5/8	129 1/4		56,251	8,282,959
<b>MOTOROLA</b>											
	MOT	N	95 3/4	93 1/4	+ 2 1/2	+ 2.68	98 3/8	80		13,411	1,284,103
<b>RCA</b>											
	RCA	N	39 1/8	37 5/8	+ 1 1/2	+ 3.98	45	36 3/4		74,437	2,912,347
<b>RSC INDUSTRIES</b>											
	RSC	A	3 7/8	3 3/4	+ 1/8	+ 3.33	4 3/8	2 7/8		3,458	13,399
<b>TELEVISION</b>											
	TIMT	O		9 1/4			13 3/4	6		1,050	9,712
<b>WESTINGHOUSE</b>											
	WX	N	49 7/8	47 5/8	+ 2 1/4	+ 4.72	49 7/8	43		86,927	4,335,484
<b>ZENITH</b>											
	ZE	N	49 1/4	46 7/8	+ 2 3/8	+ 5.06	50 1/2	41 3/8		19,025	936,981
<b>TOTAL</b>											
									TOTAL	485,424	1,494,254
<b>GRAND TOTAL</b>											
									TOTAL	955,002	19,966,617

Standard & Poor Industrial Average 121.44 119.24 +2.20

A-American Stock Exchange

N-New York Stock Exchange

A blank in closing price columns indicates no trading in stock.

Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.



## Broadcast Advertising

**Michael G. Agate**, director of sales and client services, Cambridge Research and Development Group, named senior VP and account group manager, McCann-Erickson, New York. **Donald M. Stanley**, senior VP, agency's San Francisco office, moves to New York as executive creative director.

**Peter Falcone** and **Walter Carey**, account executives, Doyle Dane Bernbach, New York, named VP's.

**Joe Vodneck**, senior VP and director of creative services, Ayer/Jorgensen/Macdonald, San Francisco, appointed to additional duties as manager of A/J/M San Francisco office.

**Frederick A. Malsom**, group creative director, and **Daniel D. Ellithorpe**, associate creative director, Campbell-Ewald, Detroit, named VP's.

**Hal Nitch**, associate media director, Knox Reeves Advertising, Minneapolis, appointed media director. **Jeanne Smith**, senior media buyer, appointed media supervisor. **Sharon Belsaas**, spot-buying coordinator, appointed media buyer.

**Roger Stevens**, with buying group, appointed special projects director and

media buyer. **Hal Goldberg**, VP for media and research director, appointed director of research and media services. **John Neale**, VP and management representative, appointed director of client services. **Bruce Sutherland**, account executive, appointed account supervisor. **Madeline Betsch**, former account executive, Dancer-Fitzgerald-Sample, New York, joins Knox Reeves as account executive.

**William E. Brownell**, VP and creative group head, Dancer-Fitzgerald-Sample, New York, named VP and associate creative director, Clyne Maxon there.

**John E. Horton**, Washington representative for Universal City Studios, assumes additional duties as VP and Washington office manager, Doremus & Co., advertising and PR firm.

**Nancy Broz**, with Clinton E. Frank, Chicago, appointed assistant media planner.

**Dr. Kenneth Warwick**, executive VP, Appel Haley Fouriezos, New York, research firm, named VP and associate research director, Grey Advertising there.

**Mike LaTerre**, VP, director of media, Shaller-Rubin, New York agency, and

**Stanford B. Silverman**, director of agency/advertiser/broadcaster services, Brand Rating Index, New York, appointed senior associates, Vitt Media International, New York, media-buying service. Mr. Laterre also named VP and assistant to president at Vitt.

**E. P. (Ted) Genock**, director of broadcast advertising, Eastman Kodak Co., Rochester, N.Y., retires after 18 years in firm's broadcast activities. **Roger K. Morrison**, former broadcast supervisor, J. Walter Thompson, New York, succeeds Mr. Genock.

**Jared B. Winger**, with Winger-Stoiler-Rothman, Cleveland, resigns to establish Jared B. Winger Inc. New agency will be associated with Ralph Bing Advertising there in new concept, Creative Advertising Associates, made up of independent agencies pooling talent, floor space, personnel and equipment.

**John C. Shelby Jr.** and **Herbert D. Gordon**, media supervisors, Pittsburgh office, Ketchum, MacLeod & Grove, appointed associate media directors.

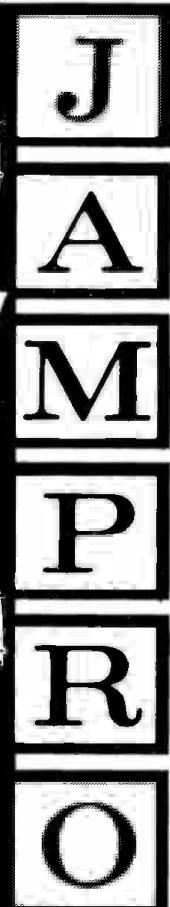
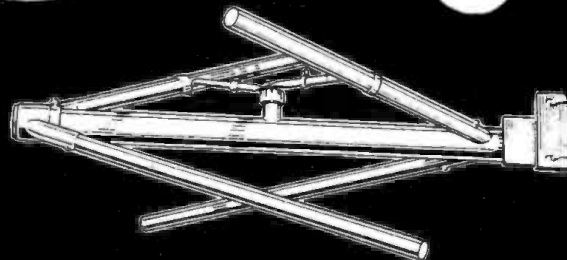
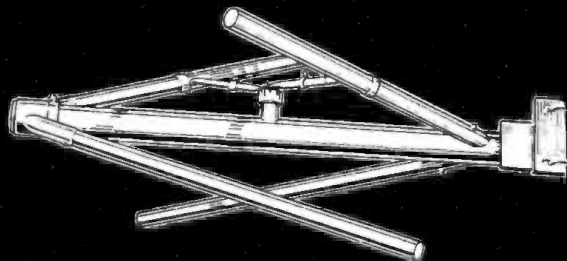
**William A. Long**, senior media buyer, Leo Burnett, Chicago, joint Needham, Harper & Steers there as assistant media

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supervisor. **Yolanda Brugaletta**, developmental research supervisor, joins NH&S as director of developmental research.

**F. Towne Comee**, manager of TV network sales development, NBC, Chicago, joins J. Walter Thompson as field account representative, in Dallas.

**Don Brown**, senior copy group supervisor, L. W. Frohlich, New York, joins BBDO there as creative director of pharmaceutical division.

**Gerald Pearsen**, programming executive, Telcom Associates, New York, joins Beachner Advertising, Rochester, N.Y., as VP.

**Joel Rappin**, writer-producer, A. Eicoff & Co., Chicago, appointed TV creative director.

**Seth Dingley**, former account supervisor, Gardner Advertising, St. Louis, appointed management representative.

**Robert S. Paine**, assistant research director, WOR-TV New York, appointed research and sales development manager, ABC Television Spot Sales there.

**Glen Botkin**, account executive at Hal Tulchin Productions Ltd., New York, named VP in charge of sales for Mort Kasman Productions Inc. there, producer of TV commercials and industrial and theatrical films.

**Robert B. Rhoads**, programming and advertising sales director, Teleprompter, Atlanta, joins WDEF-TV Chattanooga as local-regional sales manager.

**Michael Polatschek**, sales manager, WRB-TV Louisville, Ky., appointed general sales manager.

**John B. Kavanaugh**, with sales staff, KWGN-TV Denver, appointed local sales manager.

**Richard C. Goldstein**, retail-developmental sales manager, WCBSTV New York, appointed sales manager, WCAU-TV Philadelphia. Both are CBS-owned stations.

**Jack Baker**, with sales staff, WCAU-AM-FM-TV Philadelphia, appointed sales manager for radio.

**George R. Moody Jr.**, with sales staff, KFOG(FM) San Francisco, appointed sales manager, KPSJ(FM) San Jose, Calif.

**Chuck Conrad**, sales manager, WEAT-TV West Palm Beach, Fla., appointed general sales manager, WEAT-AM-FM-TV.

**John B. Rogers**, sales manager, WJAC-TV Johnstown, Pa., appointed sales director, WJAC-AM-FM-TV.

**Edwin A. Trizil**, VP, Post-Keyes-Gardner, Chicago, retires after 50 years in advertising.

**Douglas Brown**, with sales staff, WCUE-AM-FM Cuyahoga Falls, Ohio, appointed local sales manager.

**Dave Page**, former sales manager, KSPO(AM) Spokane, Wash., joins KLO(AM) Ogden, Utah, as general sales manager.

**Larry Arnold**, creative supervisor, Rink Wells & Associates, Chicago, forms The Associate Creative Director Inc., agency there. Address: 2 East Oak Street 60611.

**F. J. Rawlinson**, general sales manager, KLOL(FM) Houston, appointed to newly created position of station manager.

**Steve Wrath**, station manager and sales manager, KYNO-FM Fresno, Calif., joins KIOI(FM) San Francisco as national sales manager.

**Henry A. Tronco**, sales manager, WYSP(FM) Philadelphia, appointed to similar position with WCAU-FM there.

## The Media

**Perry B. Bascom**, **Heber H. Smith** and **Dennis R. Israel** elected VPs of NBC Radio Division. Mr. Bascom is general manager, WNBC-AM-FM New York; Mr. Smith is general manager, KNBR-AM-FM San Francisco and Mr. Israel is general manager, WMAQ-AM-FM Chicago.

**David J. Shurtleff**, VP-broadcasting division, The Outlet Co., licensee of WJAR-AM-TV Providence, R.I., WDBO-AM-FM-TV Orlando, Fla., and KSAT(TV) San Antonio, Tex., resigns after more than 20 years with firm. No successor has been named.

**Wynn Hott**, station manager, WSOC-AM-FM Charlotte, N.C. joins WAVA-AM-FM Arlington, Va. as general manager.

**Peter A. Lund**, VP for sales, KSDO(AM) San Diego, named VP and general manager. He succeeds late James R. Lightfoot, president of Generation II, sta-

tion's licensee. (BROADCASTING, March 27).

**Arthur D. Glenn**, VP and general manager, KOCO-TV Oklahoma City, named president and general manager.

**James R. Searer**, executive VP, WUHQ-TV Battle Creek, Mich., elected president and chief executive officer.

**Ron Westby**, general manager, KOKX-AM) Keokuk, Iowa, elected president of licensee KOKX Inc.

**A. James Bruno**, president of Security by Bruno, Hamden, Conn., investigative and security firm, elected director and VP, Hercules Broadcasting Co., licensee of KRAK(AM)-KHIQ(FM) Sacramento, Calif.

**Paul H. Downs**, general manager, WCHS-AM) -WBES(FM) Charleston, W.Va., appointed director of radio, media division, Rollins Inc., diversified company with broadcast interests, Atlanta. He is succeeded at Rollins's Charleston stations by **Robert Manning**, director of family-owned H. A. Manning Co. of New York, printing and publishing house.

**Hugh Smith**, Rome Cable TV, Rome, Ga., elected president, Georgia Cable Television Association. **Pete Freeauf**, Gray Cablevision, Albany, elected VP. **Robert N. Howell**, Gainesville Cable TV, Gainesville, elected secretary-treasurer. Directors include: **Grady Ireland**, Georgia Cablevision, Atlanta; **Jon Oscher**, Cartersville Cable TV, Cartersville; **Frank Hurst**, Community Telecable of Georgia, LaGrange, and **Charles Wood**, Columbus Cablevision, Columbus. **Bill Morrow**, Calhoun Co., Atlanta, elected director of associates.

**John Irvin**, director of community relations and producer, KHOU-TV Houston, appointed to newly created position of assistant to general manager.

**Fred Burgi**, station manager, KTWO(AM) Casper, Wyo., appointed general manager. **Bob Dallas Price**, with KORK-AM-FM Las Vegas, succeeds Mr. Burgi. **E. D. Merrill**, station manager, KTWO-TV Casper, appointed general manager.

**Norman F. Taft**, assistant manager and general sales manager, KRKO(AM) Everett, Wash., appointed station manager.

**Rick Allen**, program director, WFIR-AM) Roanoke, Va., appointed to additional duties as manager.

**Thursa Crittenden**, with WMAL-TV Washington, appointed manager for minority affairs for Washington Star station group which comprises: WMAL-AM-FM-TV, WLVA-AM-TV Lynchburg, Va., and WCV(TV) Charleston, S.C.

## Programming

**Joseph Lewin**, general manager, industrial film division, Avco Broadcasting Corp., Cincinnati, named VP of film production.

**Les Snow**, production manager, KBYR-AM) Anchorage, appointed program director.

**C. B. Turner**, operations manager,

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WWL-TV New Orleans, joins KOA-TV Denver in similar capacity.

**Chuck Harris**, program director, WAUD(AM) Auburn, Ala., appointed operations director, WCLS(AM) Columbus, Ga.

**Roger Shea**, producer-director of Red Sox baseball, WHDH-TV Boston (succeeded by WCVB-TV Boston), joins WBZ-TV there in similar capacity.

**Andrew B. Ferguson Jr.**, studio producer of Children's Television Workshop series, *The Electric Company*, appointed producer, succeeding **Samuel Y. Gibbon**, who now becomes executive producer.

**Don Guthrie**, with WKBN-AM-FM Youngstown, Ohio, appointed program director.

**Ellen D. Hudson**, news coordinator, Salt-Tee Television Productions, appointed program director of its associated WSLT-FM Ocean City, N.J.

### Broadcast Journalism

**Lou Cioffi**, Tokyo bureau chief ABC News TV, named Bonn bureau chief.

**Don Farmer**, national correspondent for ABC News, appointed correspondent, London bureau.

**Robert Burton**, with KAUZ-TV Wichita Falls, Tex., appointed news director, WOOD-AM-FM Grand Rapids, Mich.

**Carl Stokes**, former mayor of Cleveland, and **Paul Udell**, former political editor, KNXT(TV) Los Angeles, join WNBC-TV New York as co-anchorman. They will take over 6 p.m. newscast effective May 15. **Jim Hartz**, current 6 p.m. newscast, will continue his 11 p.m. broadcast duties.

**Woodrow Berry**, newsman with WCHS-TV Charleston, W.Va., joins WLWC(TV) Columbus, Ohio, as weekend weatherman.

**Eddie Alexander**, with KNEW(AM) Oakland, Calif., joins KRON-TV San Francisco news department as sports reporter, while continuing with KNEW.

**Franklin Rios**, formerly with Chicago bureau, NBC News, joins WGN-AM-TV there as general assignment reporter.

### Music

**Robert E. Brockway**, president, CBS Electronic Video Recording Division, New York, named president, chief executive officer and director of newly organized Polygram Corp., which will be responsible for U.S. operations of Polygram, international entertainment complex which include Phonogram Inc. (Mercury Records), Polydor Records, and Chappell. **Jacques R. Chabrier**, chief executive, Chappel & Co. Inc. and Chappel & Co. Ltd., appointed director and chief financial officer with Polygram Corp.

**Robert Wells**, member of FCC until his resignation last November to return to post of general manager of Harris Radio Group, based in Garden City, Kan., elected to board of directors of Broadcast Music Inc., succeeding late John Patt.

### Promotion

**Jerry Greenberg**, director of information services, CBS Radio Spot Sales, New York, assumes additional duties as director of information services, AM station administration, CBS-owned AM stations.

**Richard W. Owen**, director of research and sales promotion, WNEW-TV New York, named VP.

**A. H. Christensen**, manager, KPSJ(FM) San Jose, Calif., appointed director of advertising and promotion, PSA Broadcasting's radio outlets, of which KPSJ is one.

**Meredith Levinson**, publicity and publications writer, Avco Broadcasting Corp., Cincinnati, appointed to newly created position as publicity manager. **Nancy Dellon**, assistant advertising manager, Indiana Bell, Indianapolis, appointed advertising promotion manager, Avco.

**Forrest M. Bullard**, assistant public affairs manager, KOWO-AM-TV Seattle, appointed manager of public affairs.

**Rufus Coes**, director of activities and special assistant in public affairs, Broadcast-Plaza, licensee of WTIC-AM-FM-TV Hartford, Conn., appointed assistant director of public affairs. **Leslie Trahan**, PR assistant, appointed public information director.

### Equipment & Engineering

**John B. Wright**, former chief engineer of Video Service Co. and Cox Cablevision, Atlanta, named divisional VP in charge of engineering for three subsidiaries of Cox Cable Communications: Cox Cablevision, Telesystems division and Video Service. He remains in Atlanta.

**Berry Ankeny**, with American Television and Communications, Denver-based CATV group owner, joins Burnup & Sims, West Palm Beach, Fla., as director of CATV engineering.

**Hugh Robertson**, director and honorary chairman, Zenith Radio Corp., Chicago, retires after nearly 50 years service.

**Colin D. Neblett**, manager of business development, Fairchild Camera and Instrument Corp., Mountain View, Calif., joins Collins Radio Co., Dallas, in newly created position of director of development.

**W. Richard Thompson**, system designer and engineer for Cal Tel Construction, Los Angeles, appointed systems application engineer for Cypress Communications Corp., Los Angeles.

**Howard W. Town**, manager of product planning for video products division, Ampex Corp., Redwood City, Calif., joins noncommercial WTTW(TV) Chicago as director of engineering and operations.

**Heinz Krevels**, former audio-video product manager, BASF Systems, Ludwigshafen, Germany, appointed

marketing manager for audio-video products, BASF, Bedford, Mass., firm's headquarters. **Richard E. Dalessio**, audio-video assistant product manager, BASF, Bedford, appointed product manager.

**Daniel H. Smith**, VP for engineering, Capital Cities Broadcasting, Philadelphia; **Leonard A. Spragg**, VP for engineering, Storer Broadcasting, Miami Beach, Fla., and **Ralph L. Hucaby**, VP and director of engineering, WLAC-TV Nashville, appointed to technical committee, Association of Maximum Service Telecasters.

**L. Richard Fisher**, general sales manager, semiconductors, GTE Sylvania, Waltham, Mass., appointed Western area sales manager, CATV operations of GTE Sylvania, Seneca Falls, N.Y.

**Steve Broomell**, former broadcast manager, CBS Laboratories, Stamford, Conn., opens Broadcaster's Service Co., division of Wycom Corp., licensee of KOJO(AM) Laramie and KODI(AM) Cody, both Wyoming. New firm will provide engineering consulting services.

**Joseph T. Loscalzo**, with sales staff, Spencer Kennedy Labs, joins Magnavox CATV division, Manlius, N.Y., as Mid-Atlantic regional sales representative.

#### Allied Fields

**George Frank Mansur Jr.** has resigned as deputy director of Office of Telecommunications Policy to return to pri-

vate industry. He will be associated with Martin Marietta, major factor in engineering, space, and communications industries, Orlando, Fla.

**Harold P. Fleig** and **Robert D. Tivilini**, with Chicago sales-service staff, A. C. Nielsen Co., elected VP's.

**Ernest A. Rockey**, senior VP, Gallup & Robinson, Princeton, N.J., advertising and marketing research firm, elected president. He succeeds **L. E. Purvis** who becomes board chairman.

**Mary Bates**, VP for communications, Avco Broadcasting Corp., Cincinnati, named recipient of National Headliner award made by Theta Sigma Phi, women's society for professional journalism and communications, for "professional excellence in the field of broadcasting."

#### Deaths

**Hal Roach Jr.**, 53, former TV and movie film producer, died March 29 in St. John's hospital, Santa Monica, Calif., from complications of pneumonia. He was son of Hal Roach Sr. who founded Hal Roach studio in early film days. Younger Mr. Roach took control of studios in 1953. In 1958 his Hal Roach Enterprises purchased Mutual Broadcasting Co., but subsequently went bankrupt. He had spent last few years writing and producing films overseas. Mr. Roach is survived by his wife, Alva, two daughters and his father.

**Victor E. Bluedorn**, 55, former national executive director, Sigma Delta Chi,

professional journalistic society, from 1946 to 1960, died March 31 in Wheaton, Ill. He is survived by his wife, Elizabeth, one daughter and one son.

**George Nasser**, 75, general manager of General Service Studios, Hollywood, died April 1 in San Francisco. Mr. Nasser and his three brothers acquired General Service Studios in 1947, and were among first to engage in TV production. Such early TV shows as *I Love Lucy* and *Our Miss Brooks* were produced there. Mr. Nasser is survived by one sister and six brothers.

**Melinda McLaughlin Gandel**, 30, broadcast media buyer, Independent Media Services, New York, died of cancer April 1 at Memorial hospital, New York. In 1970 she handled broadcast buys in successful senatorial campaign of John V. Tunney (D-Calif.). Mrs. Gandel is survived by her husband, Earl.

**Hugh Brundage**, 57, news director of KMPC(AM) Los Angeles, died March 31 in North Hollywood, Calif., of cerebral hemorrhage. Mr. Brundage, who spent 34 years in broadcast news, had been news director of KMPC since 1957. Mr. Brundage is survived by his wife, Pat, and one son.

**Lawrence Holland**, 78, pioneer radio sportscaster, WWJ-AM-FM Detroit, died March 21.

**Lester Cutley**, 69, who retired four years ago as NBC recording supervisor, died March 29 in Idlewild, Calif., of heart attack. His wife, Elizabeth, one daughter and two sons survive.

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As compiled by BROADCASTING, March 27 through April 4, and based on filings, authorizations and other FCC actions.

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

## New TV stations

### Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. and Central Florida Enterprises Inc.), TV proceeding, dismissed motion by Cowles for extension of time; ordered that hearing sessions commencing on May 22 shall be governed by procedures set forth during conference of Jan. 28 (Docs. 19168-70). Action March 22.

### Other action

■ Review board in Los Angeles, educational TV proceeding, dismissed application of Viewer Sponsored Television Foundation for new noncommercial educational TV on ch. 58 Los Angeles, in response to Viewer petition. Action March 15.

■ Review board in Dubuque, Iowa, TV proceeding, denied request by Broadcast Bureau for extension of time through April 21 to appeal examiner's ruling in proceeding involving application of Dubuque Communications Corp. for license to cover CP of KDUB-TV Dubuque (Doc. 19339). Action March 28.

■ Review board in New York, TV proceeding, granted Forum Communications Inc. extension of time through April 14 to file oppositions to motion by WPIX Inc. to enlarge issues. Proceeding involves applications of WPIX Inc. for license renewal of WPIX ch. 11 and Forum Communications Inc. for CP for new TV to operate on ch. 11 (Docs. 18711-2). Action March 27.

## Existing TV stations

### Final actions

■ KLOC-TV Modesto, Calif.—Broadcast Bureau granted CP to change ERP to vis. 25.7 kw; aur. 3.39 kw; change type vis. trans. Action March 23.

■ WDSU-TV New Orleans—Broadcast Bureau

granted mod. of license covering deletion of precise frequency control equipment from aur. transmission. Action March 23.

■ WBOC-TV Salisbury, Md.—Broadcast Bureau granted CP to change aur. ERP to 35.5 kw; change type of trans. Action March 28.

■ KMSP-TV Minneapolis—Broadcast Bureau granted mod. of license covering change in studio location to 6975 York Avenue. South, Minneapolis. Action March 24.

■ WIIC-TV Pittsburgh—Broadcast Bureau granted mod. of license covering reduction of aur. ERP to 29.5 kw and specify type main aur. trans. Action March 24.

■ KOTA-TV Rapid City, S.D.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 6th and St. Joe Streets, Rapid City. Action March 30.

### Other action

■ Review board granted petition by Community Broadcasting of Boston Inc., one of applicants in comparative proceeding for ch. 7 Boston, to add Section 1.65 issue against Dudley Station Corp., another applicant for same channel (Docs. 18759-61). (Section 1.65 of rules requires that applicant is responsible for continuing accuracy and completeness of information furnished in proceeding involving pending application. Whenever information changes applicant shall amend application to reflect changes within 30 days.) Community's request for misrepresentation issue against Dudley and for proflitering issue against Bertram M. Lee, president of Dudley, was denied. In separate action, Community's petition to enlarge issues in proceeding against RKO General Inc. (licensee of WNAC-TV, ch. 7, Boston), to determine whether RKO's parent corporation, General Tire and Rubber Co., used communications media to disseminate fictitious advertising and used broadcast facilities of its subsidiary as trade weapon against competitors, was denied. Actions March 27.

■ KCRA-TV Sacramento, Calif.—Broadcast Bureau granted license covering changes in aux. trans. and ant. equipment. Action March 24.

■ KIKU-TV Honolulu—Broadcast Bureau granted mod. of license covering operation of trans. by remote control. Action March 28.

■ WICD-TV Champaign, Ill.—Broadcast Bureau granted CP to make changes in trans. equipment. Action March 28.

## New AM stations

### Final action

■ WQKY Tampa, Fla.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location with DA day; conditions. Action March 31.

### Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Springfield and Joplin, both Missouri (Gary Acker and Billy Wolfe, dba A-W Broadcasting Co.; Charles Burton, Paul L. Bradshaw, Don

Burrell, Jerry Carter and Joseph H. Pyle dba Queen City Broadcasting; and William B. Neal), AM proceeding, designated Hearing Examiner Jay A. Kyle to serve as presiding officer and scheduled prehearing conference for May 16, and hearing for June 12 (Docs. 19480-2). Action March 27.

■ Hearing Examiner Forest L. McClenning in New London, Wis. (New London Enterprises Inc.), AM proceeding, granted petition by applicant and dismissed with prejudice its application (Doc. 19409). Action March 28.

■ Hearing Examiner Ernest Nash in Fajardo, Puerto Rico, and Frederiksted, St. Croix, Virgin Islands (Fajardo Broadcasting Corp. and Carlos A. Lopez-Lay), AM proceeding, ordered Fajardo Broadcasting to respond to request for admission of facts filed Feb. 22, no later than April 10 (Docs. 19386-7). Action March 28.

### Other action

■ Review board in Corvallis, Ore., AM, FM proceeding, granted Ted A. Jackson extension of time through April 11 to file oppositions to petition to enlarge issues filed by Corvallis Broadcasting Corp. in proceeding involving applications of Corvallis Broadcasting, Ted A. Jackson, and Western Radio Corp., for facilities formerly authorized to KFLY-AM-FM Corvallis (Docs. 19439-44). Action March 24.

## Existing AM stations

### Final actions

■ WRMA Montgomery, Ala.—Broadcast Bureau granted mod. of permit for extension of completion date to Oct. 8. Action March 29.

■ KLLU Riverside, Calif.—Broadcast Bureau permitted remote control. Action March 24.

■ KGB San Diego—Broadcast Bureau granted mod. of permit for extension of completion date to June 24. Action March 29.

■ WDBO Orlando, Fla.—Broadcast Bureau granted CP to change ant. trans. location to north of Lake Avenue, east of Forest City Road, two miles north of city limits of Orlando; change ant. system. Action March 27.

■ WSHY Shelbyville, Ill.—Broadcast Bureau granted CP to replace expired permit. Action March 29.

■ WITZ-AM-FM Jasper, Ind.—Broadcast Bureau granted request for waiver of rules to identify as Jasper and Huntingburg, both Indiana. Action March 28.

■ WLOX Biloxi, Miss.—Broadcast Bureau granted license covering changes; delete remote control. Action March 28.

■ WMAG Forest, Miss.—Broadcast Bureau granted mod. of permit for extension of completion date to Sept. 15. Action March 29.

■ WMOX Meridian, Miss.—Broadcast Bureau granted license covering alt-main, N and aux.-D trans. Action March 30.

■ KOH Reno—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action March 29.

■ WPRJ Parsippany-Troy Hills, N.J.—Broadcast Bureau granted mod. of permit to change trans. site to Beech Street, Parsippany-Troy Hills and change studio to same as trans.; granted mod. of permit for extension of completion date to Sept. 30. Action March 29.

■ WGR Buffalo, N.Y.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from Warner Hill Road, one mile northeast of South Wales, N.Y. Action March 29.

■ WKVO Havelock, N.C.—Broadcast Bureau granted request for waiver of rules to identify as Havelock-Cherry Point, N.C. Action March 21.

■ WMPM Smithfield, N.C.—Broadcast Bureau permitted remote control from 1.2 miles north of Smithfield Courthouse, on Old Buffalo Road, Smithfield. Action March 17.

■ KASH Eugene, Ore.—Broadcast Bureau permitted remote control from aux. studio at 205 West Eighth Avenue, Eugene, during nondirectional operation only. Action March 17.

■ WAMB Donelson, Tenn.—Broadcast Bureau granted CP to increase tower height and efficiency for addition of FM ant.; condition. Action March 27.

■ KQTY Borger, Tex.—Broadcast Bureau granted

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license covering changes; change trans. Action March 28.

■ **KSKY Dallas**—Broadcast Bureau granted mod. of license covering change in name to A. L. Chilton, individually and as independent executor of estate of Leonore H. Chilton, deceased, and James R. Wood, partnership dba Sky Broadcasting Service. Action March 27.

■ **KROD El Paso**—Broadcast Bureau granted license covering aux. trans.; trans. location: 10420 Dyer Street. Action March 30.

#### Action on motion

■ **Chief, Office of Opinions and Review, in Cleveland Heights, Ohio (Friendly Broadcasting Co. [WJMO(AM)-WLGT(FM)]), AM and FM proceeding, granted motion by Friendly and extended through April 7, time to file its response to Broadcast Bureau's opposition to petition for reconsideration (Doc. 19412).** Action March 28.

### New FM stations

#### Applications

■ **\*Rio Vista, Calif.**—River Delta Unified School District. Seeks 89.1 mhz. HAAT 141 ft. P.O. address 445 Montezuma Street, Rio Vista 94571. Estimated construction cost \$1,480; first-year operating cost \$150; revenue none. Principals: Neil Hamilton, Dennis Merwin. Mr. Hamilton is president of school district. Mr. Merwin is vice president of school district. Ann. March 22.

■ **Normal, Ill.**—McLean Communication Corp. Seeks 96.7 mhz, 3 kw. HAAT 300 ft. P.O. address c/o David Wolfenden, Rural Route 1, Hudson, Ill. 61748. Estimated construction cost \$45,745; first-year operating cost \$60,000; revenue \$80,000. Principals: David S. Wolfenden (33.33%), William E. Moulie (41.66%), et al. Mr. Wolfenden is secretary and minority stockholder in Omnison Inc., point-of-sale audio merchandising firm, Bloomington, Ill. He was formerly FM operations manager of WBNQ-FM and WROK-FM Bloomington and Rockford, both Illinois. Mr. Moulie is president and majority stockholder in Son Mag Corp., electronic equipment manufacturer, Bloomington, Ill. Ann. March 24.

■ **Sioux City, Iowa**—Jim and Tom Hassenger Broadcasting Co. Seeks 95.5 mhz, 100 kw. HAAT 989 ft. P.O. address 1400 Pierce Street, Sioux City, 51101. Estimated construction cost \$112,945; first-year operating cost \$156,745; revenue \$72,000. Principals: James M. Hassenger (50%) and Thomas R. Hassenger (50%). Messrs. Hassenger are each 49% owners of Citizens Loan & Thrift, Sioux City. Ann. March 22.

■ **Cloquet, Minn.**—Cloquet Broadcasting Co. Seeks 93.5 mhz, 3 kw. HAAT 139 ft. P.O. address 1011 Cloquet Avenue, Cloquet 55720. Estimated construction cost none; first-year operating cost \$3,800; revenue \$32,823. Principals: Harry Newby (96%), Hazel Newby (3%) and Harry L. Newby (1%). Harry Newby is registrar of deeds, Carlton County Court House, Carlton, Minn. Harry L. Newby is attorney. Ann. March 24.

■ **\*Concord, N.H.**—St. Paul's School. Seeks 90.3 mhz 19.9 w. P.O. address Concord 03301. Estimated construction cost \$1,770; first-year operating cost \$200; revenue none. Principals: Armory Houghton Jr., Samuel L. Callaway, et al. Mr. Houghton is president of board of trustees. Mr. Callaway is treasurer, board of trustees. Ann. March 29.

■ **Grandview, Wash.**—Bennett Broadcasting Co. Seeks 96.7 mhz, 3 kw. HAAT 28 ft. P.O. address 638 Decatur, Sunnyside, Wash. 98944. Estimated construction cost \$17,800; first-year operating cost \$3,600; revenue \$5,000. Principals: Don G. Bennett (100%). Mr. Bennett is sole owner of KREW(AM) Sunnyside, Wash. Ann. March 22.

#### Final actions

■ **Skowhegan, Me.**—FCC denied petitions by Lakes Region Broadcasting Corp. and WIRY Inc., asking reconsideration of FCC action amending FM table of assignments by assigning class C FM ch. 286 to Skowhegan and making related changes in Maine, New Hampshire and Vermont (Doc. 19116). Action March 28.

■ **\*Weston, Mass.**—The Rivers Country Day School. Broadcast Bureau granted 88.3 mhz. 16.53 w. HAAT 45 ft. P.O. address 333 Winter Street, Weston, 12193. Estimated construction cost \$4,170; first-year operating cost \$500; revenue none. Principals: Kenneth MacPherson, et al. Mr. Perry is president of board of trustees. Mr. MacPherson is vice president of board of trustees. Action March 9.

■ **North Myrtle Beach, S.C.**—North Myrtle Beach Broadcasting Corp. Broadcast Bureau granted 105.5 mhz, 3 kw. HAAT 300 ft. P.O. address Harry D. Dunnagan, Route 1, Box 51-B, Yadkinville, N.C. 27055. Estimated construction cost \$67,387.27; first-year operating cost \$45,000; revenue \$56,758. Principals: Harry Dutton and Bernice Garrell Dunnagan (18% each), Carlisle B. Hughes (18%), et al. Mr. Dunnagan is general

manager and 23.85% owner of WYDK(AM) Yadkinville, N.C. Mrs. Dunnagan is secretary and 23.85% owner of WYDK. Dr. Hughes is surgeon. He is also vice president and 21.55% owner of WYDK. Action March 21.

■ **\*Memphis**—Southwestern at Memphis. Broadcast Bureau granted 89.3 mhz. 12.2 w. HAAT 170 ft. P.O. address 2000 North Parkway, Memphis 38112. Estimated construction cost \$5,295; first-year operating cost \$1,000; revenue none. Principals: William H. Mitchell, John Hampton Stennis, et al. Mr. Mitchell is trustee for Southwestern. Mr. Stennis is trustee for Southwestern. Action March 21.

■ **\*Vernal, Utah**—Unitah School District. Broadcast Bureau granted 89.1 mhz. 17.4 w. HAAT 60 ft. P.O. address 20 South First West, Vernal 84708. Estimated construction cost \$34,600.25; first-year operating cost \$15,550; revenue none. Principals: Douglas Lawson, Nelson Marshall, et al. Mr. Lawson is president of board of education. Mr. Marshall is vice president of board of education. Action March 22.

#### Other actions

■ **Review board in Sun City, Ariz.**, FM proceeding, granted request by Sun City Broadcasting Corp. for extension of time to April 23, within which to file responsive pleadings to request by Alvin L. Korngold to enlarge hearing issues. Proceeding involves mutually exclusive applications of Alvin L. Korngold and Sun City Broadcasting Corp. for new FM at Sun City (Docs. 19087-8). Action March 31.

■ **Review board in Rochester, N.Y.**, FM proceeding, denied petition by Auburn Publishing Co. to enlarge issues against Monroe County Broadcasting Co. in proceeding involving their applications for new FM to operate on ch. 280 at Rochester, N.Y., and What the Bible Says Inc., for same facility at Henrietta, N.Y. (Docs. 18674-6). Action March 28.

■ **Review board in Lorain, Ohio**, FM proceeding, enlarged issues on request of Lorain Community Broadcasting Co., applicant for new FM at Lorain, issues against Lake Erie Broadcasting Co. (competing applicant at Lorain) to include determination whether Lake Erie has failed to comply with provisions of rules; and effect of such non-compliance on applicant's basic or comparative qualifications to be commission licensee. Action March 31.

■ **Review board in Athens, Tenn.**, FM proceeding, scheduled oral argument for April 18 before panel of review board on initial decision, exceptions and briefs, in proceeding on applications of Athens Broadcasting Co. and 3 J's Broadcasting Co., for new FM facilities on ch. 252A, Athens (Docs. 17617-8). Action March 27.

#### Action on motion

■ **Hearing Examiner Forest L. McClenning in Wilmington, Ohio (5 Kw Inc. and Clinton County Broadcasting Corp.)**, FM proceeding, on examiner's own motion, reopened record and scheduled hearing conference for April 3 (Docs. 19218-9). Action March 28.

### Existing FM stations

#### Final actions

■ **KXTC(FM) Glendale, Ariz.**—Broadcast Bureau granted request for waiver of rules to identify as Glendale-Phoenix, Ariz. Action March 21.

■ **KUOA-FM Siloam Springs, Ark.**—Broadcast Bureau granted license covering changes; ERP 34 kw.; HAAT 410 ft. Action March 23.

■ **WPCH(FM) Decatur, Ga.**—Broadcast Bureau granted request for waiver of rules to identify as Decatur-Atlanta, Ga. Action March 21.

■ **WCJM(FM) West Point, Ga.**—Broadcast Bureau granted CP to install new ant.; ERP 1.85 kw.; HAAT 235 ft.; remote control permitted. Action March 27.

■ **WSAC-FM Fort Knox, Ky.**—Broadcast Bureau granted CP to replace expired permit. Action March 27.

■ **WOCB-FM West Yarmouth, Mass.**—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system; ERP 14 kw.; HAAT 245 ft. Action March 27.

■ **WHFB-FM Benton Harbor-St. Joseph, Mich.**—Broadcast Bureau granted license covering changes; trans., remote control and studio location redesignated as 2100 Fairplain Avenue; ERP 9.2 kw.; HAAT 225 ft. Action March 31.

■ **WAYL(FM) Minneapolis**—Broadcast Bureau granted request for waiver of rules to identify as Minneapolis-St. Paul. Action March 13.

■ **KBIA-FM Columbia, Mo.**—Broadcast Bureau granted request for SCA on subcarrier frequencies of 41 and 67 khz. Action March 28.

■ **\*KWMU(FM) Rolla, Mo.**—Broadcast Bureau granted request for SCA on subcarrier frequencies of 67 and 41 khz. Action March 28.

■ **KITS-FM Springfield, Mo.**—Broadcast Bureau

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# Summary of broadcasting

Compiled by FCC March 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,341	3	14	4,358	59	4,417 <sup>1</sup>
Commercial FM	2,275	1	47	2,323 <sup>2</sup>	109	2,432
Commercial TV-VHF	503	2	6	513	15	528 <sup>3</sup>
Commercial TV-UHF	178	0	10	188 <sup>3</sup>	65	253 <sup>3</sup>
Total commercial TV	681	2	16	699	80	792
Educational FM	477	1	16	494	74	568
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	114	0	8	122	10	132
Total educational TV	200	3	10	211	12	223

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes 15 educational stations.

<sup>3</sup> Indicates four educational stations on nonreserved channels.

permitted remote control. Action March 28.

■ \*KMHU(FM) St. Louis—Broadcast Bureau granted request for SCA on subcarrier frequencies of 41 and 67 kHz. Action March 28.

■ \*KUFM(FM) Missoula, Mont.—Broadcast Bureau granted request for SCA. Action March 30.

■ \*KVNO(FM) Omaha—Broadcast Bureau granted mod. of permit for extension of time to Oct. 7. Action March 29.

■ WCIC-FM New Brunswick, N.J.—Broadcast Bureau granted mod. of CP to extend completion date to June 1. Action March 29.

■ KMAP(FM) Albuquerque, N.M.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1. Action March 27.

■ WTFM(FM) Lake Success, N.Y.—Broadcast Bureau permitted remote control. Action March 29.

■ \*WLIU(FM) Lincoln University, Pa.—Broadcast Bureau granted CP to replace expired permit for noncommercial educational FM. Action March 27.

■ WSBA-FM York, Pa.—Broadcast Bureau granted license covering changes; trans. location redesignated as 1.2 miles north of Hellam borough limits; ERP 7.9 kw; HAAT 750 ft. Action March 30.

■ WYFM(FM) Charlotte, N.C.—Broadcast Bureau granted CP to change trans. and studio location to Hood Road, 0.6 mile north of Robinson Church Road, near Newell, N.C.; install new trans.; install new ant.; make changes in ant. system; ERP 100 kw; HAAT 1,230 ft.; condition. Action March 30.

■ \*WPLN(FM) Nashville—Broadcast Bureau granted license covering changes; trans. location; Love Circle, Nashville; ERP 100 kw; HAAT 295 ft. Action March 30.

■ KXOL-FM Fort Worth—Broadcast Bureau permitted remote control. Action March 29.

■ KVIL-FM Highland Park-Dallas, Tex.—Broadcast Bureau granted request for waiver of rules to identify as Highland Park-Dallas-Fort Worth, Tex. Action March 21.

■ KRBE(FM) Houston—Broadcast Bureau granted license covering changes; change trans.; ERP 96 kw; HAAT 790 ft. Action March 28.

■ KYND(FM) Pasadena, Tex.—Broadcast Bureau granted license covering changes; change trans.; change ant.; ERP 97 kw; HAAT 800 ft. Action March 28.

■ KYAC-FM Seattle—Broadcast Bureau permitted remote control. Action March 29.

■ WYMS(FM) Milwaukee—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 30. Action March 27.

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxiliaries, and SCAs where appropriate: WABL-AM-FM Bangor, Me.; WATR-FM Waterbury, Conn.; WBNC-AM-FM Conway, N.H.; WCDQ(AM) Hamden, Conn.; WCME-AM-FM Brunswick, Me.; WDEV(AM) Waterbury, Vt.; WDJF(FM) Westport, Conn.; WFAU-AM-FM Augusta, WGAN(AM) Portland, both Maine; WGAW(AM) Gardner, WHMP-AM-FM Northampton, WHVY(FM) Springfield, all Massachusetts; WHWB-AM-FM Rutland, Vt.; WINE(AM) Brookfield, Conn.; WKXL(AM) Concord, N.H.; WLIS(AM) Old Saybrook, Conn.; WLMS(AM) Leominster, WMAS(AM) Springfield, both Massachusetts; WMMM(AM) Westport, WMMW(AM) Meriden, both Connecticut; WNB(AM) Newburyport, Mass.; WNHV-AM-

FM White River Junction, Vt.; WOCB-AM-FM West Yarmouth, Mass.; WPJB-FM Providence, R.I.; WPLM-AM-FM Plymouth, Mass.; WPLR(FM) New Haven, Conn.; WSCV(AM) Peterborough, N.H.; WSJR(AM) Madawaska, Me.; WSKI(AM) Montpelier, Vt.; WSRO(AM) Marlborough, Mass.; WVIC-AM-FM Hartford, Conn.; WTVL-AM-FM Waterville, Me.; WTYD(FM) New London, Conn.; WVCA-FM Gloucester, Mass.; WHNB-TV New Britain, Conn.; \*WDOM(FM) Providence, R.I.; \*WEDB-TV Berlin, \*WEKW-TV Keene, \*WENH-TV Durham, \*WHED-TV Hanover, \*WLED-TV Littleton, all New Hampshire. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries, and SCAs where appropriate: \*WMEB-FM Orono, \*WMEH-FM Bangor, both Maine; \*WMFO(FM) Medford, \*WMHC(FM) South Hadley, \*WMUA(FM) Amherst, all Massachusetts; \*WNUB-FM Northfield, Vt.; \*WPAA(FM) Andover, Mass.; \*WPEA(FM) Exeter, N.H.; \*WPKN(FM) Bridgeport, Conn.; \*WRBB(FM) Boston; \*WRIU(FM) Kingston, R.I.; \*WRMC-FM Middlebury, \*WRUV(FM) Burlington, both Vermont; \*WSCB(FM) Springfield, Mass.; \*WSHU(FM) Fairfield, Conn.; \*WTBS(FM) Cambridge, Mass.; \*WVUH(FM) West Hartford, Conn.; \*WCBB(TV) Augusta, Me.; \*WEDH(TV) Hartford, \*WEDN(TV) Norwich, \*WEDW(TV) Bridgeport, all Connecticut; \*WETK(TV) Burlington, Vt.; \*WMEB-TV Orono, \*WMEB-TV Calais, \*WMEB-TV Presque Isle, all Maine; \*WSBE-TV Providence, R.I.; \*WVER(TV) Rutland, \*WVTA(TV) Windsor, \*WVTB(TV) St. Johnsbury, all Vermont; KAAR(FM) Yakima, Wash.; KALG Alamogordo, N.M.; KBMC(FM) Eugene, Ore.; KMTY-FM Clovis, N.M.; KYAC(AM) Kirkland, Wash. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxiliaries, and SCAs where appropriate: WSNB(AM) Sanford, Me.; WSR(FM) Worcester, WSSH(FM) Lowell, both Massachusetts; WSVR(AM) West Wareham, R.I.; WTAG(AM) Worcester, Mass.; WTSN(AM) Dover, WTSV-AM-FM Claremont, both New Hampshire; WTTT(AM) Amherst, Mass.; WTVN(AM) St. Johnsbury, Vt.; WTYN(AM) East Longmeadow, WVBF(FM) Framingham, both Massachusetts; WVMT(AM) and WVNY(FM), both Burlington, Vermont; WWCO(AM) Waterbury, Conn.; WWON-AM-FM Woonsocket, R.I.; WWSR-AM-FM St. Albans, Vt.; WYBC-FM New Haven, Conn.; WZID(FM) Manchester, N.H.; WABI-TV Bangor, WAGM-TV Presque Isle, both Maine; WCAX-TV Burlington, Vt.; WGAN-TV Portland, Me.; WJAR-TV Providence, R.I.; WMTW-TV Poland Spring, Me.; WPRI-TV Providence, R.I.; WTNH-TV New Haven, Conn.; \*WAIC(FM) Springfield, \*WAMH(FM) Amherst, both Massachusetts; \*WBOR(FM) Brunswick, Me.; \*WBRS(FM) Waltham, \*WBUR(FM) Boston, \*WERS(FM) Boston, all Massachusetts; \*WESU(FM) Middletown, Conn.; \*WFCR(FM) Amherst, \*WGBH-FM Boston, \*WHSR(FM) Winchester, all Massachusetts; \*WHUS(FM) Storrs, Conn.; \*WICN(FM) Worcester, \*WTOH(FM) Concord, both Massachusetts; \*WKSJ(FM) Kent, Conn.; \*WLTI(FM) Lowell, Massachusetts. Actions March 31.

■ Broadcast Bureau granted renewal of licenses for WBZ-AM-FM Boston. Grants are conditioned on outcome of pending civil antitrust action in which Westinghouse Electric Corp. is party defendant; outcome of pending civil antitrust action in which Westinghouse Broadcasting Co. is party defendant, and that licensee shall immediately notify commission of final disposition of each case. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxiliaries and

SCAs where appropriate: WAAF(FM) Worcester, Mass.; WABK Gardner, Me.; WADS Ansonia, Conn.; WAGM Presque Isle, Me.; WALE Fall River, and WARE Ware, both Massachusetts; WASR Wolfeboro, N.H.; WAVZ New Haven, Conn.; WBCN(FM) Boston and WBET-FM Brockton, both Massachusetts; WBIS Bristol, Conn.; WBOS(FM) Brookline and WBRK-AM-FM Pittsfield, both Massachusetts; WBRL Berlin, N.H.; WBRU(FM) Providence, R.I.; WBTV Bennington, Vt.; WCAP Lowell, WCAS Cambridge, WCAT Orange and WCCM-AM-FM Lawrence, all Massachusetts; WCFR Springfield, Vt.; WCYN Middletown, Conn.; WCOP-FM Boston; WCOU-AM-FM Lewiston, Me.; WCRB-AM-FM Waltham, Mass.; WCVR Randolph, Vt.; WDCR Hanover, N.H.; WDCE(FM) Portland and WDEA-AM-FM Ellsworth, both Maine; WDEW Westfield, Mass.; WDRN(FM) Norwalk, Conn.; WDME Dover-Foxcroft, Me.; WELI New Haven, Conn. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for WEEL-AM-FM Boston. Grants are conditioned on outcome of pending civil antitrust action in which CBS Inc. is party defendant and that defendant shall immediately notify commission of final disposition of case. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxiliaries and SCAs where appropriate: WESO-AM-FM Southbridge and WESX Salem, both Massachusetts; WFAD Middlebury, Vt.; WFGL and WFMP(FM), both Fitchburg, Mass.; WFST-AM-FM Caribou and WGAN-FM Portland, both Maine; WGCH Greenwich, Conn.; WGCY(FM) New Bedford, Mass.; WGTR(FM) Manchester, N.H.; WGUY Bangor, Me.; WHAI-AM-FM Greenfield, Mass.; WHEB-AM-FM Portsmouth, N.H.; WHIL-AM-FM Medford, Mass.; WHIM-AM-FM Providence, R.I.; WHOU Houlton, Me.; WHRB-FM Cambridge and WHYN-AM-FM Springfield, both Massachusetts; WICC Bridgeport, Conn.; WIDE Biddeford, Me.; WIHS(FM) Middletown, Conn.; WIKI Newport, Vt.; WILD Boston; WILI Williamantic and WIOF(FM) Waterbury, both Connecticut; WJAR Providence, R.I.; WJDA Quincy and WJIB(FM) Boston, both Massachusetts; WJOY-AM-FM Burlington, Vt.; WJTO-AM-FM Bath, Me.; WKBK Keene and WKBK Manchester, both New Hampshire; WKCI(FM) Hamden, Conn.; WKFD Wickford, R.I. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for following stations: K70DR Blue Earth, K74CZ Winona, K79BK Fairmont, K72CZ Grand Marais, K73CF Austin, Albert Lea and Myrtle, K77BT Rushford, K77CJ Owatonna and Havana, K77BW Grand Portage, K80CR Eyota, K71CG, K75CP and K77CI, all Willmar, K71BT, K75BY and K78CU, all Silver Bay, K71CD, K73CB, K77CF and K81AE, all St. James, K82AF Cass Lake, all Minnesota; K04CQ Beach, K07BJ Hazen, K09JE, both Bowman, K07JA and K09JB Hays, K02FR LaMoure, all North Dakota; K04BX Northome, Bergville, Funkley and Shooks, K07DQ and K09DU both Marcell, rural area, and Big Fork; K11EA Max Sogaw Lake and rural area, all Minnesota; K07EI, K10AG both Hettinger, K07GZ north, east, south and west suburban Minot, K06EW Kenmare, K07HN Dickinson, K07HU Garrison, K09EG Mott, K08GB New England, all North Dakota; K02FD Crookston, Minn.; K02FO Valley City, K02GA Lisbon, K09JM, K02DD, both Jamestown, K07HR Harvey and Fessenden, all North Dakota. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries and SCAs where appropriate: WKNE-AM-FM Keene, N.H.; WKOX(AM) Framingham, Mass.; WKTI(AM) Farmington, WKTIQ(AM) South Paris, both Maine; WKXR(AM) Exeter, N.H.; WLAD-AM-FM Danbury, Conn.; WLAM(AM) Lewiston, WELK(AM) Lincoln, both Maine; WLKW-AM-FM Providence, R.I.; WLLH(AM) Lowell, Mass.; WLNH-AM-FM Laconia, WLTN(AM) Littleton, both New Hampshire; WLYN-AM-FM Lynn, Mass.; WMCS(AM) Machias, WMKR(AM) Millinocket, both Maine; WMOU(AM) Berlin, N.H.; WMRC(AM) Milford, Mass.; WMMT-FM Mt. Washington, N.H.; WNAB(AM) Bridgeport, Conn.; WNBH-AM-FM New Bedford, WNEB(AM) Worcester, both Massachusetts; WNLK(AM) Norwalk, Conn.; WNTN(AM) Newton, Mass.; WNWY-FM Norway, Me.; WOKW(AM) Brockton, WPEP(AM) Taunton, both Massachusetts; WPNH(AM) Plymouth, N.H.; WPOR-AM-FM Portland, Me.; WPRO-AM-FM Providence, R.I.; WPSB(FM) Bridgeport, Conn.; WQDY(AM) Calais, Me.; WORB(FM) Pittsfield, WQRC(FM) Barnstable, both Massachusetts; WRDO(AM) Augusta, Me.; WRLM(FM) Taunton, Mass.; WRUM(AM) Rumford, Me. Actions March 31.

■ Broadcast Bureau granted renewal of licenses for following stations: K70CI Columbus, N.D.; K72DT and K75AM and K80CK all Bemidji, K70DU Wabasha, K70CZ, K72CJ, K74CD, K76CF, K82BF, all Ely; K70BG Deer River, K70CP Grand Marais, K70DH Aitkin, K74CM Brainerd, K78BF Brainerd resort area, K78AK Cass Lake, K79AQ Grand Portage, K72BE and K76CB, both Walker, K70BV, K73CA, K75AQ, all Kabetogama, K77CE, K82AJ and K79AH, all International Falls, K79AL and K82AI, both Orr, K77CG, K79BX, K81BK and K83BH, all Granite



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Falls, K74AR Deer River, K74BO Grand Marais, K82AQ Grand Portage, K80AL, K75CJ, K78CO and K82BN, all Redwood Falls, K70EU, K72DJ, K74DN and K76CU. all Olivia, all Minnesota. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxiliaries and SCA's when appropriate: KACI The Dales and KOIN-AM-FM-TV Portland, all Oregon; KPUL-AM-FM Pullman, Wash.; KRDG Redding, Calif.; KROW Dallas, Ore.; KYND(FM) Pasadena, Tex.; KEMO-TV San Francisco. Actions March 30.

## Translator actions

■ Barbourville, Ky.—Broadcast Bureau granted CP for new VHF translator to serve Barbourville, Heidrick, Boone Heights and Artemus, all Kentucky, operating on ch. 12 by rebroadcasting programs of \*WKSO(TV) ch. 29 Somerset, Ky. Action March 21.

■ Imlay, Nev.—Broadcast Bureau granted CP's for two new UHF translators to serve Imlay. (1) on ch. 66 by rebroadcasting programs of KOLO-TV ch. 8 Reno, and (2) on ch. 68 by rebroadcasting programs of KTVN(TV) ch. 2 Reno. Action March 24.

■ Emery county, Utah—Broadcast Bureau granted CP for new FM translator to serve Orangeville, Utah, operating on ch. 237 (95.3 mhz) by rebroadcasting programs of KSL-FM ch. 262 Salt Lake City. Action March 30.

■ Moorcroft, Wyo.—Broadcast Bureau granted CPs for two VHF translators to serve Moorcroft operating on ch. 6 by rebroadcasting programs of KHSD-TV ch. 11 Lead, S.D., and operating on ch. 9 by rebroadcasting programs of KTWO-TV ch. 2 Casper, Wyo. Action March 21.

■ Uinta County, Wyo.—Broadcast Bureau granted CP for new FM translator to serve Upper Bear River and Evanston, both Wyoming, operating on ch. 228 (93.5 mhz) by rebroadcasting programs of KCPX-FM ch. 254 Salt Lake City. Action March 30.

■ Uinta County, Wyo.—Broadcast Bureau granted CP for new FM translator to serve Upper Bear River Valley operating on ch. 244 (6.7 mhz) by rebroadcasting programs of KSL-FM ch. 262 Salt Lake City. Action March 30.

## Modification of CP's, all stations

■ \*\*KKUP(FM) Cupertino, Calif.—Broadcast Bureau granted mod. of CP to make changes in ant. system of noncommercial educational FM station; ERP 42 w; HAAT 2,290 ft.; remote control permitted. Action March 23.

■ KMJ-FM Fresno, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1. Action March 27.

■ KMPH(TV) Tulare, Calif.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from 2600 South Mooney Boulevard, Visalia, Calif. Action March 23.

■ WGR-92 Springfield, Colo.—CATV Bureau granted mod. of CP to extend completion date of CARS to July 27. Action March 15.

■ WMJR(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of CP to change ant.; change transmission line; ERP 100 kw; HAAT 930 ft.; remote control permitted. Action March 27.

■ KICT(FM) Wichita, Kan.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ERP 100 kw; HAAT 440 ft.; remote control permitted. Action March 27.

■ W11AT Bowling Green, Ky.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Sept. 29. Action March 29.

■ WHVY(FM) Springfield, Mass.—Broadcast Bureau granted mod. of CP to change trans.; ERP 10 kw; HAAT 170 ft.; remote control permitted. Action March 27.

■ WSSM(FM) Sault Ste. Marie, Mich.—Broadcast Bureau granted mod. of CP to change trans.; change ant. Action March 27.

■ WQMR(FM) New Brunswick, N.J.—Broadcast Bureau granted mod. of CP to change trans. location to Valentine Street and South 5th Avenue, Highland Park, N.J.; change studio and remote control location back to present site: 385 George Street, New Brunswick, N.J.; change ant.; ERP 3 kw; HAAT 110 ft. Action March 24.

■ WDU-35 Hobart, Okla.—CATV Bureau dismissed application for mod. of CP to extend completion date. Action March 14.

■ WGY-61 Sayre, Okla.—CATV Bureau granted mod. of CP to extend completion date of CARS to Sept. 1. Action March 15.

■ WVJP Caguas, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action March 30.

## Ownership changes

### Applications

■ WHEL(AM) New Albany, Ind.—Seeks assignment of license from Shell Broadcasting Inc. to WHEL Inc. for aggregate amount of \$200,000. Sellers: Robert H. Brown, et al. Buyers: James J. Nathan (32%), Richard L. Hitchcock (20%), et al. Mr. Hitchcock is certified public accountant with tax law practice in Louisville, Ky. Mr. Nathan is president of WHEL Inc. Ann. March 27.

■ WBKN(AM) Newton, Miss.—Seeks assignment of license from Newton County Broadcasting Co. to Robert L. Tatum for \$75,000. Sellers: Aubrey L. Underwood, president, et al. Buyers: Robert L. Tatum (100%). Mr. Tatum is sole owner of Tatum Oil Co., Bay Springs, Miss. He is also sole owner of Tatum Department Store, Bay Springs. Ann. March 30.

■ WTNJ(AM) Trenton, N.J.—Seeks assignment of license from Delaware Valley Broadcasting Co. to Greater Trenton Broadcasting Co. for \$225,000. Sellers: Edward R. Cossman, vice president, et al. Buyers: Daniel M. Lerner (66 2/3%) and Arnold S. Lerner (33 1/3%). Daniel Lerner is 25% owner of WLLH(AM)-WSSH(FM) Lowell, Mass. Arnold Lerner is 70% owner of WADK(AM) Newport, R.I. He is also general manager and 52 1/2% owner of WLLH and WSSH. Ann. March 30.

■ KMOD(AM) Tulsa, Okla.—Seeks assignment of license from Turnpike Broadcasting Corp. to Herbert Gross for \$82,750. Seller: Joseph Junkin, vice president, et al. Buyers: Herbert Gross (100%). Mr. Gross is director and stockholder in KFLD-AM-FM Litchfield, Minn. He is also stockholder in WGGR(AM) Buffalo, Minn. Ann. March 27.

■ KSVC(AM) Richfield, Utah—Seeks transfer of control of Sevier Valley Broadcasting Co. from Homer R. Bantley, et al (jointly 100% before, none after) to James G. Clawson (none before, 100% after). Consideration: \$80,000. Principal: Mr. Clawson is general manager of KSVC. Ann. March 22.

### Actions

■ WBAR(AM) Bartow, Fla.—Broadcast Bureau granted assignment of license from Radio WBAR Inc. to Polk County Broadcasters Inc. for \$72,500. Sellers: James E. Yarbrough, president, et al. Buyers: Michael R. Freeland (25%), James Ronald Lane (25%), James Kolb Miles (25%) and Richard Albright (25%). Mr. Freeland is sole owner of WFWL(AM) Camden, Tenn., and WNOT-FM Flora, Ill. He is also 62 1/2% owner of WKTA-FM McKenzie, Tenn. Mr. Miles is salesman for WJZM(AM) Clarksville, Tenn., and Mr. Lane is employed by WFWL. Mr. Albright is salesman for WJZM. Action March 22.

■ WIII(AM) Homestead, Fla.—Broadcast Bureau granted transfer of control of Seven (7) League Productions Inc. from Richard S. Accursio, Paul Losner and Ralph Matousek (jointly 100%) to Clement L. and Helen L. Littauer. Consideration: \$175,000. Principals: Mr. Littauer was formerly broadcast and public relations consultant in San Juan, Puerto Rico. Mrs. Littauer was formerly secretary and director of WRSJ(AM) San Juan. Action March 17.

■ WEND(AM) Ebensburg, Pa.—Broadcast Bureau granted assignment of license from Cambria County Broadcasting Co. to WEND Inc. for \$60,000. Sellers: Gary Simson, president, et al. Buyers: Robert E. Cavis (45%), Francis C. Krug (45%) and Lawrence L. Davis (10%). Mr. Cavis is manager and announcer for WEND. Mr. Krug is engineer and announcer for WEND. Mr. Davis is partner in law firm, Davis & Davis, in Ebensburg. Action March 22.

■ WTRO-AM-FM Dyersburg, Tenn.—Broadcast Bureau granted transfer of control of McQueen and Co. from Alvin D. Wood (49% before, 40% after), John L. Slatten (49% before, none after) and C. H. Quick (10% before, none after) to Alvin D. Wood (40%), Murray A. Flatt (none before, 10% after), H. Parks Tigrett (none before, 10% after), et al. Mr. Wood is president and general manager of WTRO. He is also president and 4% owner of Tro-Cable Inc., CATV associated with Cablecom General, Dyersburg. Mr. Flatt is 75% owner of Murray Flatt Electric Co., Newbern, Tenn. He is also 75% owner of King and Flatt Inc., electric company and air charter service. Mr. Tigrett is sole owner of Tigrett & Shibley, insurance agency, Newbern. Action March 22.

## CATV

### Final actions

■ FCC denied petition by New York Telephone Co. for reconsideration of decision released Oct. 7, 1971, in which it was authorized to construct and operate facilities for channel distribution services to certain CATV systems in New York, and refused authorization for others. In separate but related action, company's application for Section 214 authorization to discontinue common-carrier TV channel service in town of Brookhaven

and to convey distribution facilities to Brookhaven Cable TV Inc. was granted (Doc. 18623). In another related action, company requested that effective date of order to discontinue CATV channel service in Hyde Park and Eagle Estates be stayed until 180 days after disposition of its petition for reconsideration. Commission denied request for a stay in Eagle Estates because of its approval of request to convey Brookhaven facilities to Brookhaven Cable, and authorized continued operation of Hyde Park facilities for additional 90 days to give CATV subscribers opportunity to obtain other CATV service. Actions March 28.

■ FCC, in separate orders, denied six requests for stay of new CATV rules, which became effective March 31 (Docs. 18397, 19397-A, 18373, 18416, 18892, 18894). Requests, directed against Cable Television Report and Order released Feb. 3, were filed by National Association of Broadcasters; Rocky Mountain Broadcasters Association; Springfield Television Inc., licensee of KYTV(TV) Springfield, Mo.; KMSO-TV, licensee of KGVO-TV Missoula, KCFW-TV Kalispell, KTVM(TV) Butte, all Montana, and KMVT-TV Twin Falls, Idaho; NBC Inc., and Association of Maximum Service Telecasters. Commission deferred action on petitions for reconsideration by NAB, KMSO-TV and NBC. Actions March 30.

■ KHS-76 Orcutt and Santa Maria, both California—CATV Bureau granted assignment of license of CARS to Teleprompter Cable Communications Corp.

■ Times Mirror Co., San Marcos, Calif.—CATV Bureau dismissed upon request joint opposition to request for special relief and petition for special relief filed Aug. 6, 1971, on behalf of Western Telecasters Inc. and Midwest Television Inc., licensees KCST(TV) and KFMB-TV, respectively, San Diego. Action March 28.

■ KIY-578 New Bern, N.C.—Broadcast Bureau granted CP to change trans. location to Park Avenue, Glenburnie Gardens, New Bern; change ant. system. Action March 30.

■ Carlisle, Silver Spring township, Mechanicsburg borough, Monroe township, Upper Allen township, Lower Allen township and Fairview township, all Pennsylvania—CATV Bureau dismissed application for CP for new CARS. Action March 29.

■ Armstrong Utilities Inc., Ellwood City, Pa.—CATV Bureau granted petition for extension of compliance date until July 21. Action March 24.

■ WHW-59 Slattington, Jim Thorpe and Mahoning Valley, all Pennsylvania—CATV Bureau granted assignment of permit to Blue Ridge Cable Television Inc.; and change name to Blue Ridge Cable Television Inc. Action March 15.

■ KMC-72 Nacogdoches, Tex.—CATV Bureau granted mod. of license covering addition of frequency; change ant. system and add relay of KERA-TV Dallas to CATV in Nacogdoches. Action March 29.

### Actions on motions

■ Chief, Cable Television Bureau, granted petition by National Association of Broadcasters, and extended to April 17 time to file comments and to May 8 time to file reply comments in matter of amendment of part 76 of rules to govern importation of radio signals by CATV systems (Doc. 19418). Action March 30.

■ Chief Hearing Examiner Arthur A. Gladstone in Meadville, Pa. (Meadville Master Antenna Inc.), CATV proceeding, designated Hearing Examiner Herbert Sharfman to serve as presiding officer and scheduled prehearing conference for May 15 and hearing for June 5 (Doc. 19479). Action March 27.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through April 4. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Fargo, N.D.—Harmon Killebrew has applied for franchise.

■ Jenkins township, Pa.—Universal Cable TV Co. and Northeast Cable TV have applied to town council for franchise.

■ *Stout Falls, S.D., Apopka, Fla., and Aberdeen and Pinehurst, both Florida—American Television and Communications Corp.* (multiple-CATV owner) has been awarded franchises.

■ Milwaukee—Milwaukee Bucks (pro basketball team) have applied to city council for franchise.

■ *Oshkosh, Wis.*—Cypress Cable TV of Oshkosh Inc., subsidiary of multiple-CATV owner Cypress Communications Inc., has been awarded franchise.

# CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

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Help Wanted 30¢ per word—\$2.00 minimum.

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Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## Radio Help Wanted Management

Management opportunity, northwest AM. Successful stations under present ownership for over 10 years. Can you follow policies and bring in fresh ideas? The name of the game is sales. Are you ready for your final move? May we please have complete information in your first letter? It will be answered promptly. Box C-293, BROADCASTING.

## Sales

Sell for the largest and most successful stereo station in the southeast. Must be energetic with sales-development background. Spare no details in first letter. Box C-273, BROADCASTING.

One of Florida's leading radio stations needs a salesman. Top-rated MOR format, 7 market group. We are in a large market, but welcome applications from good men in smaller markets who want to advance. Equal opportunity employer. Box D-138, BROADCASTING.

Sales manager for growing AM-FM combination. City of 80,000. Excellent area for raising a family. If you have a good track record, you can write your own ticket. Contact E. C. Stangland, KCHF Radio, Sioux Falls, S.D. 57101.

Good opportunity—established station. Salary, commission. Need resume, sales record, KFRO, Longview, Texas 75601.

KTAC AM/FM calling. Expanding sales crew on AM/FM top rated rock stations, Tacoma, 420,000 population. Experienced men with at least two years on the street selling rock format. Ages 22-32. Aggressive go-getters. Start immediately. Phone Jim Nelly, 206-475-7737.

Opening for salesman who wants to move up. Will teach inexperienced with ability and desire to move into sales. Need news director. WJMM, Cordele, Ga.

Need at once a hard working professional salesman. If you are young, aggressive and eager to make money. Send resume immediately to Jack B. Ludescher, General Manager, WWOL Radio, Lafayette Hotel, Buffalo, N.Y. 14203.

Four more hard working salesmen needed at WGRY Radio, Grayling, Michigan. Graduates of BRASS preferred. Contact Jim Sylvester, President & General Manager, at 517-348-6181.

## Announcers

First phone announcer, eastern Massachusetts, opening soon. Medium market. Send references, resume, air check and salary expected to Box D-33, BROADCASTING. Equal opportunity employer.

Wanted soul jock that understands the new Black programming sound. Permanent position, fringe benefits. Beginners need not apply. Send tape, resume, photograph and salary requirements. Box D-43, BROADCASTING.

Afternoon drive time DJ. Must be exciting and strong on production. Top 17 markets. Rush tape, resume, picture and references to Box D-73, BROADCASTING.

All night jock. First ticket necessary. First 20 markets. Appeal to age groups teens-35. Good chance for advancement. Send tape, with picture, references and resume to Box D-74, BROADCASTING.

Early evening jock. Large market. Must be able to move a show and reach the audience in a good rock format. Need immediately. Air mail tape, reference and resume with picture to Box D-75, BROADCASTING.

Annrc. . . . need move up? Opening for good man, no beginners, need dedication, we'll pay for it. Send tape, resume and picture to Box D-96, BROADCASTING.

Annrc. . . . midwestern power house, opening for experienced first phone, up tempo, good pay, area, and conditions. Send resume, tape, and picture, to Box D-98, BROADCASTING.

Wanted by Boston area fine music AM-FM operation: announcer with first phone who is experienced in classical music format and announcing. Send resume and tape to Box D-112, BROADCASTING.

## Announcers continued

Radio announcer air personality with production ability for leading MOR station in Walt Disney World area. Great opportunity in dynamic area. Send air check, including production spots and resume to: Bill Taylor, Program Director, WDBO, P.O. Box 1833, Orlando, Florida 32802.

Maine contemporary needs production/sales/morning man combination. Tape to WGHM, Skowhegan 04976. \$200.00 range.

Leading Radio-TV operation has opening for top flight announcer. Some television if qualified. Send tape, WSAV, Savannah, Ga.

Needed immediately, experienced, mature MOR announcer for evening radio shift. Also on-camera TV duties. Send resume, photo, audio tape, VTR, if available, to Program Department, WSBT-AM-FM-TV, South Bend, Indiana 46601.

Immediate opening for experienced, mature staff announcer/newsman in medium Ohio market. Must have good voice and be capable of excellent production. Hospitalization, fringe benefits and paid vacation. Send tape, resume and salary requirements to: Jim Holmes, WVNO, 2900 P.A.W., Mansfield, Ohio 44906. No beginners, please!

Country power house in number four market needs morning man with something different. Small and medium market. Men on the way up welcome now! Rush Call 215-LO 4-2300.

## Technical

Chief engineer. AM directional. East Coast suburban market. Must be hard worker and able to direct men. Minority group applicants welcomed and given full and equal consideration. Send resume, references, up-to-date picture and salary requirements to Box B-214, BROADCASTING.

Transmitter engineer. First phone. Some non-voice production work but no announcing. Opportunity for advancement. Job available now. Send resume, references, picture and salary requirements to Box D-76, BROADCASTING.

First ticket engineer announcer. Basic responsibility announcing and maintenance of AM and new FM facility. New studios. Pleasant part of the country to raise a family. Wally Stangland, Mgr. KIWA, Sheldon, Iowa 51201. Phone 712-324-2597.

Are you a young, eager, really interested technical type with a first class ticket? Like to work in a pleasant, sympathetic environment under a savvy boss? Lots of test equipment. Good spacious lab. Maintenance only—no announcing—no dull routines. Expanding 5KW AM station and CATV system. Contact WCOJ, Coatesville, Pa. 19320. (215) 384-2100.

St. Louis area AM/FM combination needs competent young technical man. Announcing ability helpful but not necessary. Would accept a minimum of experience if aptitude is high. Write C. Norman, WGNO, P.O. Box 178, St. Louis, Mo. 63166.

First engineer—opening soon. Modern small town. AM-FM. Recreation area. No drifters. Start \$120.00. Tom Archibald, WSRW, Hillsboro, Ohio 45133.

## News

Newsman. AM rock station. Large market. Send tape, resume, references, latest picture to Box B-216, BROADCASTING.

Experienced newsman to round out news staff at New England medium market radio station. Starting salary \$7,000. Liberal benefits. Box C-274, BROADCASTING.

Heavy news station in N.J. needs reporter with minimum 2 years exp. Must be adept at gathering, writing and reading. Minority applicants welcome. Send resume and tape to Box D-20, BROADCASTING.

Wanted—a weatherman who knows about weather but who cares about people and shows it. Box D-31, BROADCASTING.

News . . . midwestern power house, man to dig and create, not just read; if you know what we need, we need what you know. Send tape, resume, picture to . . . Box D-97, BROADCASTING.

## News continued

Suburban net affiliate seeks strong reporter . . . experienced, northeast only . . . send 7 1/2 ips non-returnable tape and resume . . . including writing samples, salary . . . equal opportunity employer. Box D-120, BROADCASTING.

Fulltime experienced newsman for MOR CBS affiliate in southwest Va. The man who joins us will have good delivery, be hard working and want to grow. Send resume and news tape to Norman Kay, WFIR Radio, Box 150, Roanoke, Va. E.O.E.

Opening for a qualified newsman. Great opportunity for a young man. Contact Bob Knutson, WJMS Ironwood, Mich. 906-932-2411. If you can read and write like a pro, this may be what you're looking for.

## Programing, Production, Others

P.D. Rock. AM. \$25,000. Top 50 market experience only. Resume, references, picture. Box C-306, BROADCASTING.

Production director for leading MOR stations in dynamic Central Florida area. Must have mature voice, imagination and production ability. Send tape of production spots, air check, and complete first letter to: Bill Taylor, Program Director, WDBO, Post Office Box 1833, Orlando, Florida 32802.

Production manager, WRVR 106.7 FM, New York. Highly creative person capable of producing top-rate sound. Experience in technically complex operation required. We program extensive news, remotes, talk public affairs, call-ins, jazz in stereo. Resume, demo tape to General Manager, WRVR, 85 Claremont Ave., New York, N.Y. 10027.

Genius needed for copy, production and talk program. WHMI, Howell, Michigan, thirty minutes from Detroit, Lansing, Ann Arbor.

Experienced producer, director, writer for educational documentary films. Format requires a creative conceptual approach rather than a strictly academic presentation. Department presently producing environmental series. Will soon be producing series of Humanities and Social Science series. Salary range \$10,400-13,500. Free tuition for employees and dependents. Liberal fringe benefits. Send resume to Personnel Department, Miami-Dade Junior College, 11380 N.W. 27th Avenue, Miami, Florida 33167. An equal opportunity employer.

PD-Tennessee, leading station 26 years, many national and local news awards, MOR, must be sharp on details and production. Send tape and resume, R. M. McKay, Jr., P.O. Box 113, Columbia, Tennessee 38401.

## Situations Wanted

### Management

Assistant manager seeks growth opportunity. Heavy on programing, audience promotion, sales promotion, FCC rules & regulations, civic involvement, day-to-day operations and management. No beginner—in ability or salary requirements. Box D-51, BROADCASTING.

Young aggressive general manager. Heavy in sales. Can make substantial investment. Currently employed. Prefer east or south east. Box D-56, BROADCASTING.

Station manager, experienced in all phases, strong sales, former owner. Box D-87, BROADCASTING.

Operations manager—eleven years major group, good MOR record pro in every phase of radio. Looking for challenge with future. Prefer southeast, but consider all. Box D-91, BROADCASTING.

Zora-200,000 volume, three years . . . small market. Manager now seeking larger market, management plus air. 10 years experience, seven in management. C-W preferred. Resume, tape at Box D-92, BROADCASTING.

Young (25) innovative, aggressive, individual, four years major market experience (radio & TV). Excellent sales track record, diverse background, desires management position. I'll provide the ideas and talent, you provide the position. We'll both profit enormously. Box D-110, BROADCASTING.

## Situations Wanted Management

### continued

News editor, all-news radio. Wants management. Box D-113, BROADCASTING.

19 years experience includes: management, sales, programming, administration. Box D-117, BROADCASTING.

Progressive FM, co-manager, 29. Helped build highly successful operation, top ten market. Strong sales management. Bottom line militant. High sensitivity 18-34. Wide contacts. Seeking progressive situation, major market. Box D-118, BROADCASTING.

Traffic manager. Excellent system, good knowledge related departments. Full time or consultant. Will locate immediately. 29 yr. old., 3 yrs. exp. Box D-119, BROADCASTING.

Looking for future management slot. Will consider number two position in small market, handling operation, programming, news, sports and sales. Box D-121, BROADCASTING.

Want small town 15 years experience—all phases. Will make new or sagging AM a winner! Prefer upper midwest. Management experience. Box D-129, BROADCASTING.

Looking for assistance in managing your station? Then maybe we can help each other. Young General Manager experienced in all phases of radio. Available for interview at NAB. Call 312-485-2236.

Experienced first phone broadcaster ready for asst. manager. (312) 447-1595.

### Sales

Southeast—salesman-sportscaster. Prefer small-medium market part ownership opportunity. Box C-244, BROADCASTING.

Southern sales manager. Interested community-minded station programed for adults. Box D-88, BROADCASTING.

1st phone chief wants sales work towards management. Sales with announcing, engineering, sports, play-by-play combo. OK. Keith Reizer, 2501 South Third Avenue, North Riverside, Illinois 60546.

### Announcers

Top air personality—talented entertainer. Disc jockey, newscaster (salesman). Experienced, creative, aggressive, versatile, tight board, third endorsed. Radio/TV. Box C-258, BROADCASTING.

Disc-jockey, news, tight board, experienced, dependable. 3rd class. Married. Box D-21, BROADCASTING.

Experienced young professional family, personality voiced, rocker. Box D-22, BROADCASTING.

Frustrated pro, 5 years experience, needs place to expand. Box D-29, BROADCASTING.

N.Y. experienced 1st phone combo man, reliable, will work anywhere in U.S. Draft exempt, available now. Box D-30, BROADCASTING.

Looking for beginning, Eastern broadcast school graduate. You have opening, I'll travel. Box D-37, BROADCASTING.

First phone, MOR & rock, announcer/newscaster; innovative, imaginative adult; available now. Box D-72, BROADCASTING.

Big on news and/or sports. Young with BA and experience in news, sports, and DJ. Dynamic and authoritative in gathering/writing/delivering. Played big 10 basketball and football and even gave the NFL a shot. PBP all major sports. Tapes and resume available. Box D-85, BROADCASTING.

Experienced first phone announcer. Up MOR-progressive. Dependable and creative. Box D-89, BROADCASTING.

Mid morning personality available with a gentle rock approach to adult contemporary format. Box D-94, BROADCASTING.

1st phone—experienced—good production—want contemporary or top 40 in Midwest. Box D-95, BROADCASTING.

Working medium market top 40. Seek progressive gig. Extensive musical knowledge. Box D-99, BROADCASTING.

13 years announcing, looking for PD, manager-type position. Married. Stable. Five years present position. Midwest. Box D-100, BROADCASTING.

Resonant voice pro 1st phone, college grad, chance to grow . . . Box D-101, BROADCASTING.

Female—Black, tight board, sales, news, copywriting. Box D-106, BROADCASTING.

## Announcers continued

Adaptable radio pro, first phone, currently on 50,000 watt C/W station, married, veteran. Box D-116, BROADCASTING.

Major market di-production man wants top 40, C&W, or MOR station in medium or major market. For tape, resume, and references, write Box D-126, BROADCASTING.

15 years experience. 1st class. Wants midnite to 6:00 a.m. Major market. Box D-130, BROADCASTING.

Do you need a professional, good-voiced morning man with seven years of experience? Good. Do you need a creative production man? Doubly good. How about some copy writing and programming? Good enough! Box D-135, BROADCASTING.

Why not try a college grad? We have the broadcasting graduate you are looking for. Heavy play-by-play, MOR, country, rock, classical and news. Our progressive four-year broadcasting curriculum offers its 1972 crop of excellent, professional-sounding prospects. Call or write Rollie Stadman, Mgr., KXCV(FM), Northwest Missouri State College, Maryville, Mo. 64468 (816-582-3691).

West coast please. Top 40 morning man. One year experience in 100,000 plus market. Ten months as music director. First phone. 206-827-1484, ask for Phil.

Seeking opportunity as DJ & salesman in midwest. Prefer Oklahoma. Broadcasting school graduate. Now working radio weekends, sales daily. Larry Solomon, 2828 N. Bristol #133, Santa Ana, Calif. 92706. 714-836-7015.

Washington-Baltimore area. 11-year pro in announcing, production, news, with first phone, wants part time or summer work. Call Art, 301-937-4567.

1st phone, 1½ years experience, dependable DJ, production, news, some maintenance, 27, married, child, want to locate permanently in Montana. Resume, tape available. Call 406-932-2305.

DJ, 24, creative with 2 yrs. experience in R&R, free-form & MOR. 2 yrs. college, broadcast major, 3rd endorsed. Seeking steady employment. Write or phone for tape. Dan Von Jenef, 1240 Burr Oak Ln., Barrington, Ill. 60010. Tel. (312) 358-5414.

First phone experienced broadcaster wants position with major market MOR. John Patrick, 1068 Dearborn, Aurora, Colorado 80010.

Seasoned pro, 29, seeks challenging new position, MOR or top 40, presently employed. 6½ years experience all phases including production, copywriting. 3rd, BA degree. Totally dedicated. Not afraid of hard work. Amiable, cooperative. Best references. Phone 201-232-6900. Write Box 303, Metuchen, N.J. 08840.

Radio is what I know, and do best. Four years in all formats but would prefer progressive FM or top 40. Would like to relocate in "Ski Country" or close to it in the midwest. Have 1st phone, speech degree, private pilot, draft exempt, 24, and have worked almost all areas of radio. Will consider television. Present employer knows of this ad and will give references. Contact: Darrell Luebke, 763 N. Teton, Shelby, Mont. 59474. 406-434-5456 (AM).

1st phone combo man, guaranteed dependable hire Dean. 213-781-5824, 15820 Vanowen, Van Nuys, Calif. 91406.

First phone—prefer Minnesota or Wisconsin. Hard working—dedicated, versatile announcer. Available now! 4 years experience, announcing, production, sales, play-by-play. Call 414-642-3633, after six p.m.

Broadcasting school graduate looking for a start. 19, draft-exempt, loves rock and top 40, can and will do news. I'm just not one of those run-of-the-mill type of guys. Radio is it for me. Write Tony Venturoli, 106 Ladner, Buffalo, New York, or call 716-822-4720, after 6.

Attention Dallas-Fort Worth area. Would like job in play-by-play or whatever else you have. Third endorsed. Les Orqan, 610 Peach Street, Dalhart, Texas 79022. (806) 249-2959.

1st phone, trained, light experience, some college. Good voice, personality looking for midwest station with professionals. Paul Wilken, 4103 E. Lake Street, Minneapolis, Minn.

Hard working, dependable, first phone, program/music director in 250,000 market, experienced, college degree, tight board, want C&W, rock or MOR. (601) 475-5400.

Spring sale One nut. Slight irregularities. Experienced, 3rd, tight board, fantastic production. Great for N.E. Ohio contemporary or up-tempo MOR, but good elsewhere. Dave, Action, 3345 W. 25th, Cleveland 44109—(216) 398-8968, days. All sales final.

Announcing, D.C. or Milwaukee area. First phone, experienced sports, country music. 301-530-2220.

## Technical

Engineering manager. Experienced, available. Box D-25, BROADCASTING.

Need a good engineer? Sharp technician? Mature self starter? Studio/transmitter/directional experience. First phone. Prefer east/southeast. Available June. Bob Owen 714-271-4962. 1520 Mator Dr., Miramar, Calif. 92145.

### News

Beef up your news staff for this election year. Top-notch political reporter/anchorman available immediately. Five years experience, including major market. Box C-183, BROADCASTING.

Chicago metro or suburban—part time or weekend newscaster-reporter. Now working at area biggie. Looking for extra opportunity. Box D-3, BROADCASTING.

Creative and challenging job for young broadcasters. One personality, newsmen. Combined experience—15 years. Enthusiastic and dedicated. Both with 3 years college. Employed. Stable. Rock or mid-road, medium market, Florida. Box D-11, BROADCASTING.

First phone newsmen. Strong delivery. Major market experience as newsmen jock. Box D-65, BROADCASTING.

Newsmen. Top reporting, writing. College grad. Northeast. Southeast. Box D-70, BROADCASTING.

Radio sportscaster/newscaster/continuity manager, 26, single, three years experience, including play-by-play, production, writing, interviewing, looking for sports assignment. Tape and resume available. Contact Bill Noxon, 929 North Van Dorn, Alexandria, Va. 22304. No particular area of preference. Box D-83, BROADCASTING.

Radio news advocate. Experience includes N.D. in highly competitive small market—MA degree with emphasis in brct. journalism—graduate studies in municipal government—Sigma Delta Chi—actualities—voice—available in August—interview in June. Prefer major or attractive medium market in Arizona or Mo. Will consider all large market offers. Box D-86, BROADCASTING.

Augment your election-year news coverage. Knowledgeable young newsmen with five years experience, college degree, family, and first phone. Major market references. Box D-93, BROADCASTING.

News editor, all news radio. Wants management. Box D-114, BROADCASTING.

Newsmen, black, 23, with masters upcoming from Columbia University Journalism School, years training with network news, 2 years on-air reporting in top 40's market. Seeking television/radio reporting position in major market. Write Box D-123, BROADCASTING.

Suburban specialist. Five years top five market experience. Can handle hard or soft news, anything from ecology to tax rebellion. Box D-127, BROADCASTING.

First phone, two years experience radio-TV seeks news, sports or announcer position. Box D-128, BROADCASTING.

Young midwest newsmen with medium market radio/TV on-air experience seeks to relocate and expand opportunities. Can dig, write, film and edit. Jim Gibbons, 319-322-1957.

People-oriented creative newsmen. Documentary experience. Recent broadcast school plus B.A. speech, 3rd phone. Nick Isenberg, (303) 322-2356. 2890 Elm Street, Denver, Colorado 80207.

Sports-minded professionally trained broadcaster seeks position anywhere in U.S. Avid fan of all sports with full background and knowledge of all. For sample of a voice made for sports, contact Randy Gaess, 268 Carl St., Apt. 1, San Francisco, California 94117—415-566-1873.

### Programing, Production, Others

Black PD, dj, salesman. 1st, soul or contemporary. Box C-241, BROADCASTING.

Versatile, stable P.D. with excellent record of creating successful sound, building solid staff. All adult formats. Prefer northeast. Box D-13, BROADCASTING.

Public affairs director. Winner of 60 awards and citations including Peabody award for distinguished broadcast news journalism and community involvement. During 1971 in Philadelphia, recipient of five major national journalism awards for creating, writing, narrating and producing the best Radio public affairs programing in the United States. Box D-16, BROADCASTING.

## Situations Wanted

### Programing, Production, Others

#### continued

10 year pro, experienced in all phases. Contemporary MOR personality with ratings plus programing and sales background. First phone. Looking for PD-operations management with or without airshift. Family man, prefer Rockies, but will consider all five-figure offers. Box D-55, BROADCASTING.

News editor, all news radio. Wants management. Box D-115, BROADCASTING.

### Television Help Wanted

#### Management

VHF network affiliate in top 100 markets seeks general manager capable of leading sales, controlling expenses and budgeting his goals boldly and accurately. Part of group operation with wide opportunities. Please get your track record and objectives to us as soon as possible. Write Box D-18, BROADCASTING.

TV sales manager. Management ability more important than experience. Exceptional opportunity for young, aggressive salesman ready to move up. Major market. \$24,000. Salary, plus excellent incentive. Send confidential resume to our management consultant. Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, Illinois 60631.

#### Sales

No. 2 television station in major southeast market expanding staff. Seeking top experienced personnel—sales, engineering, etc. Write: R. G. Tiedje, Box 1045, Charlotte, N.C. 28205. An equal opportunity employer.

#### Technical

First phone superior broadcast production engineer, locate anywhere. Box C-270, BROADCASTING.

WENY-TV, Elmira, New York is seeking an additional switcher-engineer, salary commensurate with experience. Good working conditions. Contact Chief Engineer, Larry Taylor, at 607-734-3636.

TV technician with first class license for operation of transmitter and studio equipment. Equal opportunity employer. Send resume Assistant Chief Engineer, WJKS-TV, P.O. Box 17000, Jacksonville, Florida 32216.

Wanted/Studio transmitter engineer with first-class FCC license. Heavy experience in maintenance of RCA equipment—capable of taking charge of all maintenance. Write WKID-TV, 308 E. Sheridan St., Dania, Florida 33004.

Large CCTV facility needs experienced technician with 1st phone; N.E. Penna. location; excellent conditions. M. Weaver, (717) 421-4080, ext. 503, Educational Communications Center, ESSC, East Stroudsburg, Penna. 18301.

#### News

Anchorman-top 20 market, mid-western area. Must be top journalist, attractive, aggressive. Box D-48, BROADCASTING.

TV newsmen needed for late evening anchor position—must be a newsmen willing to work. Send VTR and salary requirements. Send replies to Box D-108, BROADCASTING.

Co-anchorman. Mature, authoritative. Friendly terms format. Network affiliate in major southwest market. Consider strong No. 2 man ready for top spot. Box D-137, BROADCASTING.

Talent—short weather inserts in newscasts (you don't have to be a meteorologist), staff announcing duties, some news, some copywriting. Male or female. Reply with videotape, resume, photo and references to Program Manager, WTNH-TV, 135 College Street, New Haven, Conn. An equal opportunity employer.

### Programing, Production, Others

Farm service director and broadcaster. Prefer graduate in one of agricultural fields. News and public service oriented, NBC affiliate in excellent four station, southwest market. Good pay and benefits. Send complete resume, recent photo in confidence to Box D-44, BROADCASTING.

Director—top station in large market seeks director with minimum five years experience in all types of programing. Excellent opportunity for young, energetic, personable director ready to advance. Send resume and picture immediately, Box D-109, BROADCASTING.

## Programing, Production, Others

### continued

Promotion assistant wanted for leading station in top ten eastern market. On-air production experience necessary. Must have a flair for writing copy that sells. Send resume and salary requirements. An equal opportunity employer. Box D-122, BROADCASTING.

Director announcer needed by midwest medium market VHF station. Capable of directing news and commercial production and appearing on camera as commercial announcer. Send resume, audio or video tape and photo. An equal opportunity employer. Box D-131, BROADCASTING.

Artist—need man thoroughly versed in TV art. Top salary for highly qualified man several years experience. . . . Send pictures or slides of representative work with resume and salary requirements. All work will be returned. M. D. Smith, Mgr. WAAY-TV, 1000 Monte Sano Blvd., Huntsville, Ala. 35801, or call 205-539-1783.

Production supervisor in Central Iowa station with involvement in both commercial and educational programing. Minimum of five years previous experience required. Please submit full application data to Jim Davis, WOI-TV, Ames, Iowa 50010.

## TELEVISION

### Situations Wanted

#### Management

Producer, with network, local station, and free lance experience seeks top ten market challenge as producer, executive producer, or assistant program director. Good references. Creative and practical, successful administrator. Write Box D-103, BROADCASTING.

Young (25) innovative, aggressive individual, four years major market experience (radio & TV). Excellent sales track record, diverse background, desires management position. I'll provide the ideas and talent, you provide the position. We'll both profit enormously. Box D-111, BROADCASTING.

#### Announcers

Experienced air spokeswoman will consider leaving N.Y. Salary open. Desires position on radio or television as women's interest commentator or interviewer. Fifteen years experience writing in this field. Box D-136, BROADCASTING.

#### Technical

CATV-CCTV, young aggressive engineer with heavy experience in color CCTV production would like to set up or operate a studio. Box D-27, BROADCASTING.

First phone production engineer, 4 years of experience in N.Y.C. commercial production mixing editing, 35 mag transfer, voice over dubbing, light maintenance, salary open. Box D-49, BROADCASTING.

Well versed operations manager and/or chief engineer desires change. Box D-102, BROADCASTING.

Maintenance engineer seeking permanent position after successful completion of contract in Middle East. Immediate availability. Fourteen years television broadcasting. Replies answered promptly. Box D-124, BROADCASTING.

Eight years in broadcasting. First ticket. Production engineer, audio man or switcher. No maintenance. Don Heumann, (504) 488-1712, or write 1813 Yale Avenue, Metairie, Louisiana.

### Situations Wanted News

Reporter. Radio experience. College grad. Northeast. Southeast. Box D-36, BROADCASTING.

Anchorman. Pro with all credentials. Box D-63, BROADCASTING.

Perceptive, articulate, charismatic anchorman/reporter. B.A.-, award winner. Top references, including present employer's. Six years very major market radio. Box D-71, BROADCASTING.

Newspaper reporter-photographer with TV experience, flair for features, desires TV reporting slot. Hard worker. Box D-90, BROADCASTING.

Aggressive, award-winning reporter with No. 1 news station in top 10 market seeking news operation willing to pay for excellence. Thoroughly experienced in all aspects of studio and film work. Station must have highly professional, innovative film staff and facilities. Impeccable credentials, Master's degree, married. Box D-105, BROADCASTING.

## News continued

Save this ad: Young, sharp, looking to move in next six months. Experienced reporter, anchor, administrator. Friendly, confident delivery. Innovative, big on noon news-talk shows, investigation. Interviewing required. . . . want an enthusiastic, professional operation. . . . Can talk at NAB. Write Box D-133, BROADCASTING.

Reporter-photographer. Can film, edit, write, air. TV-radio news exp. Married, 24, MS-TV. Relocate now. Write Nick Unger, 52 Coton Drive, DeWitt, N.Y. Call 315-445-0920.

### Programing, Production, Others

Producer/director. Full color top 50 affiliate. Ready. Box C-259, BROADCASTING.

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Act I—Oct. 12, 1970. Meeting of the North Carolina Broadcasters Association in Fayetteville. Principal speaker is Representative James T. Broyhill (R-N.C.), who electrifies the audience by announcing: "Broadcasting is the most ineffective lobby in Washington. You've sat on your hands for years." He adds that he has not seen a representative of the National Association of Broadcasters in his office during the past year, particularly during the NAB's battle against a political-spending bill that is hostile to broadcasting. Mr. Broyhill is in favor of this bill. (The legislation was passed by Congress but was vetoed by President Nixon.)

Act II—Dec. 1, 1971. Mr. Broyhill's office in Washington. Telling the North Carolina congressman about license-renewal problems are Vincent T. Wasilewski, president, and Paul B. Comstock, government affairs chief, of the NAB. They leave a draft of a bill that the association has put together as a model for legislation with him.

Act III—Dec. 2, 1971. Mr. Broyhill introduces the NAB bill (HR-12018), to the surprise and the minor consternation of the NAB officials. They had planned to ask House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) to introduce the bill.

That action, seemingly favorable to the NAB, did not in truth signify a change in Mr. Broyhill's view of the association. Only recently, he said: "The NAB is still ineffective. It doesn't represent the small broadcaster, only the networks and the big TV stations. It seems to have too many interests. . . . Sometimes it meets itself coming."

Paradox? Yes. Even some broadcasters in his own district use that word when they talk about him. He seems selflessly interested in advancing the good of broadcasting. But he is extremely modest about it. During an interview in his office he shrugged off the implication that he is leading the pro-broadcasting forces in the House. Credit for the license-renewal bill, he repeatedly stressed, should go to others.

What then has stirred him toward his special interest in broadcasting legislation? For the last three years, for example, he has consistently introduced license-renewal legislation patterned after the 1969 Pastore bill that was never acted upon, and which its author, Senator John O. Pastore (D-R.I.) recently declared he would not re-introduce.

Even in his early days on the Communications Subcommittee of the House Commerce Committee, Mr. Broyhill could be found in the broadcasters' corner. He supported Representative Walter D. Rogers (D-Tex.), then chairman of the Communications Subcommittee, who persuaded the committee and then the House in 1963-64 to vote 317-to-43 to prohibit the FCC from incorporating as an official regulation the time limits on commercials that are part of the NAB code.

Last year, he was the Republican floor manager in the fight on the floor of the House that successfully turned

## A severe critic is a good friend to broadcasters

back a move to cite Dr. Frank Stanton of CBS for contempt of Congress, even though this was urged personally by Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, and a majority of Mr. Broyhill's fellow committeemen.

But he is not a down-the-line broadcast protector. Aside from his support of the original 1970 political-spending bill, a piece of legislation that was anathema to broadcasters, he also was opposed to exempting TV and radio from price and wage controls in the congressional legislation that authorized President Nixon to impose Phase II controls. And he does not think broad-

casters or the NAB are doing themselves much good in their opposition to CATV. Not that he is in favor of totally unregulated cable TV, but "blind, total opposition is just too much."

Mr. Broyhill's yearning for the Communications Subcommittee is almost palpable. He was bumped after eight years on that committee in 1970 when Representative Hastings Keith (R-Mass.) was appointed. Since Mr. Keith had seniority, Mr. Broyhill switched, becoming senior minority member of Commerce and Finance, which among other things handles the Federal Trade Commission and consumer affairs. In today's climate, these are pretty touchy matters for broadcasters. Mr. Keith, however, has announced that he is not going to run for re-election, and his absence next year may mean an opportunity for Mr. Broyhill to rejoin his communications colleagues.

It is evident that Mr. Broyhill's interest in broadcasting matters was whetted by his eight years on the Communications Subcommittee. Then again, there is the view that his attitude on the need for stability in broadcasting stems from his 10 years as an executive with the family-owned business, the nationally known Broyhill Furniture Industries. Another is that his feeling for broadcasters' problems was enhanced in 1968 when Mr. Broyhill won a bitterly fought re-election battle, and learned not only that TV and radio are terribly important in politics, but also that by and large broadcasters are fair.

Despite his business background, he is, according to those who know him, almost a populist in the old sense of the word; his fundamental orientation seems to be for the little man, the small businessmen, as well as the small farmer and the working man.

Elected for the first time in 1962, he was the second Republican to be sent to Washington by his state in the last 20 years. (The first was Representative Charles Raper Jonas [R-N.C.] who was elected 10 years earlier.) Mr. Broyhill is close to the Republican power structure on the Hill. He is Republican regional whip for the Southeastern states, and is a member of the House Republican Policy Committee, again representing the Southeastern states. He comes by his Republicanism naturally; his father, J. E. Broyhill, has been national GOP committeeman from North Carolina since the early 1940's.

Earlier this year there was talk of Mr. Broyhill's running for the Senate against 76-year-old Senator B. Everett Jordan (D-N.C.) who has been in the Senate since 1958. But despite White House urging, and after methodically weighing the pros and cons, Mr. Broyhill decided to stay where he is.

Asked about hobbies, he gives the standard politician's answer: "Getting re-elected." But it is said with a trace of diffidence, as if he were uncomfortable in the role. Which is a switch, for everyone concedes that he is a consummate politician who plays it straight down the alley, leaving no man unsure of his position.

### Week's Profile



*James Thomas Broyhill—Republican member of Congress from the 10th district, North Carolina; b. Aug. 19, 1927, Lenoir, N.C.; BS in business administration, University of North Carolina, 1950; honorary LLD, Catawba College, 1966; VP in charge of manufacturing, and administration, Broyhill Furniture Industries, 1950-62; elected to 88th Congress in 1962 representing ninth (later 10th) congressional district; member for eight years of Committee on Interstate and Foreign Commerce Committee and its Communications and Power Subcommittee; in 1970 was reassigned to Commerce and Finance Subcommittee; past president, Lenoir Chamber of Commerce, voted "Young Man of the Year" by Junior Chamber of Commerce in 1957; former vice chairman of Hardwood Research Committee of North Carolina Development Association; past director of North Carolina Forestry Association; m. Louise Robbins of Durham, N.C., in 1951; children—Marilyn 19, Edgar 17 and Philip 15.*

# Editorials

## Chicago, 1972

Several thousand broadcasters attending the golden-anniversary convention of the National Association of Broadcasters in Chicago this week can't be faulted for hoping there's magic in becoming 50.

They can't be blamed either if they crave a few kind words for a change, and maybe a hint that, whoever wins in November, a majority of Congress will recognize that broadcasters have been subjected to regulatory and judicial excesses going far beyond the original legislative intent.

But broadcasters know better than to expect miracles at conventions—particularly in an election year. Promises, to be sure, but definitive action isn't programmed.

This is not to suggest that Chicago will be all dismal and downbeat. Business is better. Program syndicators, equipment companies and other suppliers should find the convention the most successful in several years.

Other tangible results will come at the closed sessions of various independent groups that are not inhibited by formal agendas. Even the NAB board—44 strong—can do little more than shadow box since it is a lame-duck group with nine of its members (six radio and three TV) to be replaced following the convention. Similarly, the new Structure Committee, headed by Richard Dudley, Forward Stations, is in the throes of an exhaustive study of the organization and function of the NAB and probably won't be prepared to present its report until the June meeting of the new NAB boards.

What the assembled broadcasters will hear from President Vincent T. Wasilewski is that his new executive team—still short one of three executive vice presidents—is working well. He, along with Mark Evans, chairman of the legislative task force, can be expected to cautiously predict relief from Congress on renewals, if broadcasters will persist in indoctrinating their elected representatives on the stark fact that survival is at stake.

For old-line broadcasters, as well as freshmen, NAB's 50th anniversary can't be regarded as a celebration. First they must be rescued on renewals and on such vicious incursions as the counteradvertising proposals and a fairness doctrine stretched to unconscionable extremes. Then there must be the tough-minded determination that these abominations will never be allowed to happen again through inertia, flabbiness or knuckling under.

## Return to reason

The FCC now has in its possession just about everything there is to be said about the fairness doctrine. In the five days of testimony and argument it received two weeks ago, the agency compiled the definitive record on the subject. Now it tackles the complicated job of turning the raw material into regulation that will obviate the need for another massive exercise of this kind.

That assignment may be too much to ask of the same agency that has created all this mess. Yet at the moment there is no better hope for a restoration of reason to the application of the fairness doctrine and the disposition of the widening demands for broadcast access that have been encouraged by it. The Congress is disinclined to do anything that looks favorable to broadcasting. The courts persist in using every inching forward by the FCC as an excuse to urge it to advance by miles. As some of the most respected lawyers in communications pointed out in the recent argu-

ments, the FCC itself has the power, and hopefully the incentive, to turn back the clock.

At the very least the clock must be returned to the conditions of regulation that preceded the FCC's decision in 1967 to apply the fairness doctrine to cigarette commercials and require the presentation of antismoking messages. Despite the FCC's protestations at the time that this was to be narrowly construed, the cigarette ruling has inevitably become the precedent for later court decisions that have been steadily sapping the broadcaster's authority to say what goes on his air. Unless the FCC itself undoes its cigarette decision, the case will remain as the rationale for continued expansion of the fairness doctrine by the courts. The undoing, the lawyers argued, is available to the agency. If the FCC had the power to attach the doctrine to cigarette commercials, as the courts ruled, it also has the power to detach it.

The ultimate correction of the present chaos must, of course, come in legislation eliminating the fairness language from Section 315, the equal-time law. As long as the law itself imposes on the broadcaster an obligation to accord time to the expression of conflicting views, it will be used for ever-expanding application of the fairness doctrine on appeals to the courts, no matter how seriously any FCC tries to keep things from getting out of hand.

## No gap here

As credible an endorsement of public confidence in television journalism as is apt to come along was published last week in, of all places, *TV Guide*, which never goes out of its way to cozy up to the medium it covers.

According to a poll conducted by the respected Opinion Research Corp. of Princeton, N.J., and commissioned by *TV Guide*, television is the overwhelming public choice among all media of political reporting. Not only that, it is, by an even wider margin, the public's choice for impartial and objective reporting of politicians and political affairs.

Details are presented elsewhere in this issue, but to us one of the most significant findings was that the minority that thinks television lacks impartiality is evenly divided between those who believe it to be slanted to the left and those who think it favors the conservative. There could be no more persuasive evidence that the picture coming off the tube is multidimensional.



Drawn for BROADCASTING by Sidney Harris

"You bastard."

"Whew, that was close; thank heaven for the seven-second delay. . . . What button is jammed?"

# WHIO-TV'S new kind of children's program



The real kind. The kind that helps — forever. The children pictured here are living proof that WHIO-TV's ADOPT-A-CHILD program works. Since last November, this special feature of the "Total News At Noon" and the "Total News At Six" has presented 12 children available for adoption. Of these 12, eight have been placed with families. Just as significant, applications for adoption in the county increased 165% for a three-month period. The ADOPT-A-CHILD program is coordinated with The Family and Children's Service (a part of the United Fund), The Catholic Charities, The Lutheran Social Service and The Montgomery County Child Welfare Service.

"Total News" . . . more than just a gathering and reporting of current events . . . a means for public service. And to WHIO-TV, public service can mean a new start in life for a child.

## WHIO Television



A Communications Service of  
Cox Broadcasting Corporation

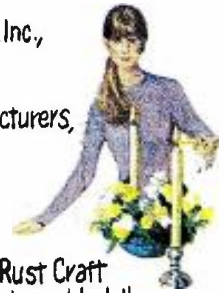
Represented by TeleRep



Building expansions and equipment purchases were necessitated by our increased broadcasting activities.



Rust Craft Greeting Cards, Inc., our parent company, acquired Pratt & Austin, stationery manufacturers, accelerating its penetration into the stationery market.

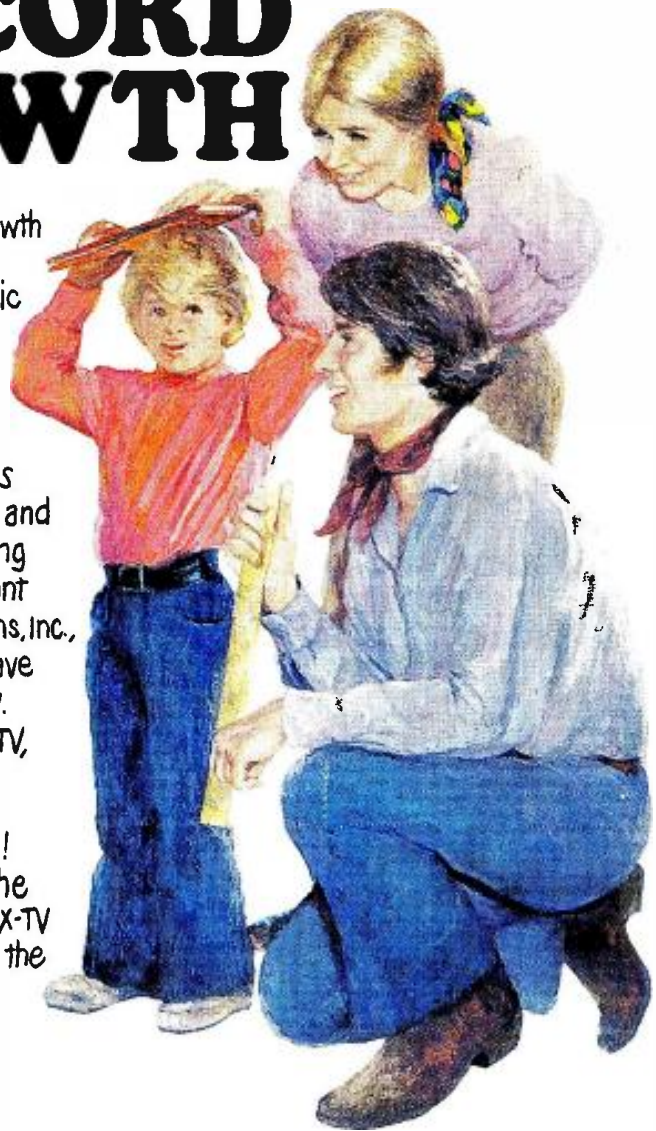


Rust Craft also added the Emkay Candle Co. to its operations.

APR 13 1972  
Maxwell AFB, Ala.

# RECORD GROWTH

This has been a year of record growth for Rust Craft Broadcasting Co.! We purchased extensive electronic equipment to accommodate growing operations in both TV and radio, so we could offer maximum efficiency in sales and service. Our increased activities in office operations, photography and engineering necessitated building expansions. We became significant stockholders in Telecommunications, Inc., which operates CATV and microwave systems and a major film library. And... our acquisition of WKNX-TV, Channel 25, the CBS affiliate for Saginaw-Flint-Bay City-Midland, placed us in the TOP 50 markets! And we're still growing! Both the power and tower height of WKNX-TV will be increased so we can give the most effective service.



**RUST CRAFT BROADCASTING CO.**

WRDW-TV Augusta / WRCB-TV Chattanooga / WJKS-TV Jacksonville / WROC-TV Rochester / WKNX-TV Saginaw  
WSTV-TV Wheeling-Steubenville / WWOL-AM-FM Buffalo / WRCP-AM-FM Philadelphia / WPIT-AM-FM Pittsburgh  
WROC-AM-FM Rochester / WSTV-AM-FM Steubenville / WSOL-AM Tampa