



NEWSPAPER

Nov. 1, 1971

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FTC's debate goes on about advertising: no cheer for the ANA
FCC's still in the act too, hints harder regulation is on the way
California's turn on the renewal griddle: petitions to deny stack up
Latest count on TV households, market-by-market, updated to '70 census

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Saddle Up
THE REPUBLICANS WILL SPEND
4 DAYS IN SAN DIEGO COUNTRY WITH...

Dan McKinnon and Bert Wahlen!
President Vice President & General Manager

Our congratulations to the GOP—they've chosen the nicest city in the country for their 1972 Convention. Here at KSON we picked San Diego eight years ago and today our modern country sound is #1 with all adult listeners! No matter your preference—pick your trusty steed. Ride with the winner!

CLIP 'n MAIL to:
KSON Country—College Grove Center, San Diego
for your FREE
SAN DIEGO COUNTRY KIT
What to see... where to stay... what to do... in San Diego, City of Tomorrow! It's yours FREE... our informative kit. Just ask for it!... and be prepared for the Republican Convention!

NAME _____
ADDRESS _____
CITY, STATE _____ ZIP _____

Represented by



KSON San Diego!

Alan Torbet Associates, Inc.

In the Duluth-Superior *Market:* **KDAL**

16 CBS Radio affiliates rank first in their market. KDAL has made this list for over 25 years. Today in markets where 10 or more stations compete, only KMOX and WCCO win a greater share than KDAL's 24.1.*

We congratulate both of them and promise that we will be competing for their spot during the fall and winter season.

*One of America's
great regional
radio stations*

KDAL **610 RADIO**

A WGN CONTINENTAL
GROUP STATION
DEDICATED TO
QUALITY,
INTEGRITY,
RESPONSIBILITY,
AND PERFORMANCE

*Average 1/4-hour estimates,
ARB Metro Survey Area,
April/May 1971, persons 12
years and older. Subject
to qualifications in reports.



Discovery

abc ABC
FILMS



Ideal
for kids,
but its
not
kid stuff

DISCOVERY is a unique kind of roving school house. For children. For parents. For everybody who gets a kick out of discovering something new about the world we share.

One of television's most prestigious programs, DISCOVERY covers the globe in search of its stories—bringing the sights and sounds, ideas and life styles of other lands and other people into millions of American homes.

Different? DISCOVERY is worlds apart from any other television show. It visits places. It visits people. In Switzerland. Finland. Portugal. Ireland. Hong Kong. It explores the traditions of the Amish. The Cherokee Indians. The Chesapeake oystermen. It explains little-known facts about horse breeding in Kentucky. Killer whales. Stone Age Americans. And much, much more.

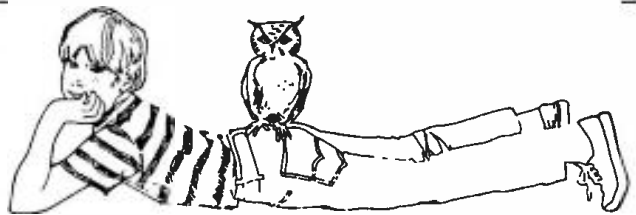
There are 107 half-hour shows in all—in glorious color. The series has won 23 major television awards, including an Emmy for the best children's program, an Ohio State Award and a Parents' Magazine Citation.

Ideal for late afternoon stripping, DISCOVERY provides that rare combination of quality entertainment, exciting information and public service that brings in viewers. And advertisers.

Give them DISCOVERY... it's not kid stuff.

NEW YORK / CHICAGO / HOLLYWOOD / ATLANTA / LONDON / PARIS / ROME / TOKYO / SYDNEY / SAO PAULO / MUNICH / CARACAS / TORONTO / LISBON

our sports expert has to be in bed by 9



...except on Thursday and Friday nights...

Those are the nights when Lonnie Ginn, sports editor of the Hoot Owl*, joins our Sports Director Dick Risenhoover to make his predictions on the weekly college and pro football games.

Lonnie is only 12 but he has a phenomenal 80 percent average. In fact, even the bookies are beginning to call him at home... the Hoot Owl office... or at our station to get an early line on his picks. Lonnie has won head-to-head clashes weekly with Jimmy the Greek

and Charlie the Computer.

He's just another reason our 4 News Report has become the talk of North Texas. We're providing news viewers with something different... exciting... and in4mative every day. That's why we call our news department – where the 4 Reports originate – In4mation Central!

If you want a line on how you can make book on Lonnie or the 4 News Report, contact your nearest HR Man... you get the odds.

*The Hoot Owl is a National newspaper written, edited and published by kids 7 to 13 years of age. It has received recognition in print and broadcasting.

Represented Nationally by



DALLAS-FORT WORTH / THE DALLAS TIMES HERALD STATION / VES R. BOX, PRESIDENT

KDFW-TV 

Second full week of FTC hearings on modern advertising is highlighted by charge that the entire inquiry is aimed at discrediting advertising. Source of that charge: Washington lawyer Lee Loevinger. See . . .

White hats vs. black hats on ads . . . 14

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FCC says it will continue to defer to trade commission on matters of deception in specific advertisements, but reminds broadcasters of their "fundamental, bedrock duty" to provide safeguards against false advertising. See . . .

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The controversial Stan Freberg makes still more waves with his latest effort, a 60-second commercial for the Stanley Kramer film, "Bless the Beasts and Children." Los Angeles network affiliates refuse to run the spot. See . . .

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Deadline for challenges to California license renewals is at hand, and the first shot has been fired—at KTVU(TV) Oakland. Several more petitions to deny are expected—aimed at both TV and radio outlets. See . . .

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NBC Radio affiliates meeting accentuates the brighter side, with talk about sales advances and program innovations during the past year. NBC President Julian Goodman hails proposal to "de-regulate" radio. See . . .

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OTP Director Clay T. (Tom) Whitehead, in "Dear Dean" letter to FCC Chairman Burch, urges speedy conclusion of commission's domestic-satellite proceeding, adoption of administration's open-entry plan. See . . .

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The median FM station had a 44.8% gain in time sales in 1970 compared to 1969, according to NAB survey. Because expenses also jumped 23%, deficits continued—but at a lower rate. See . . .

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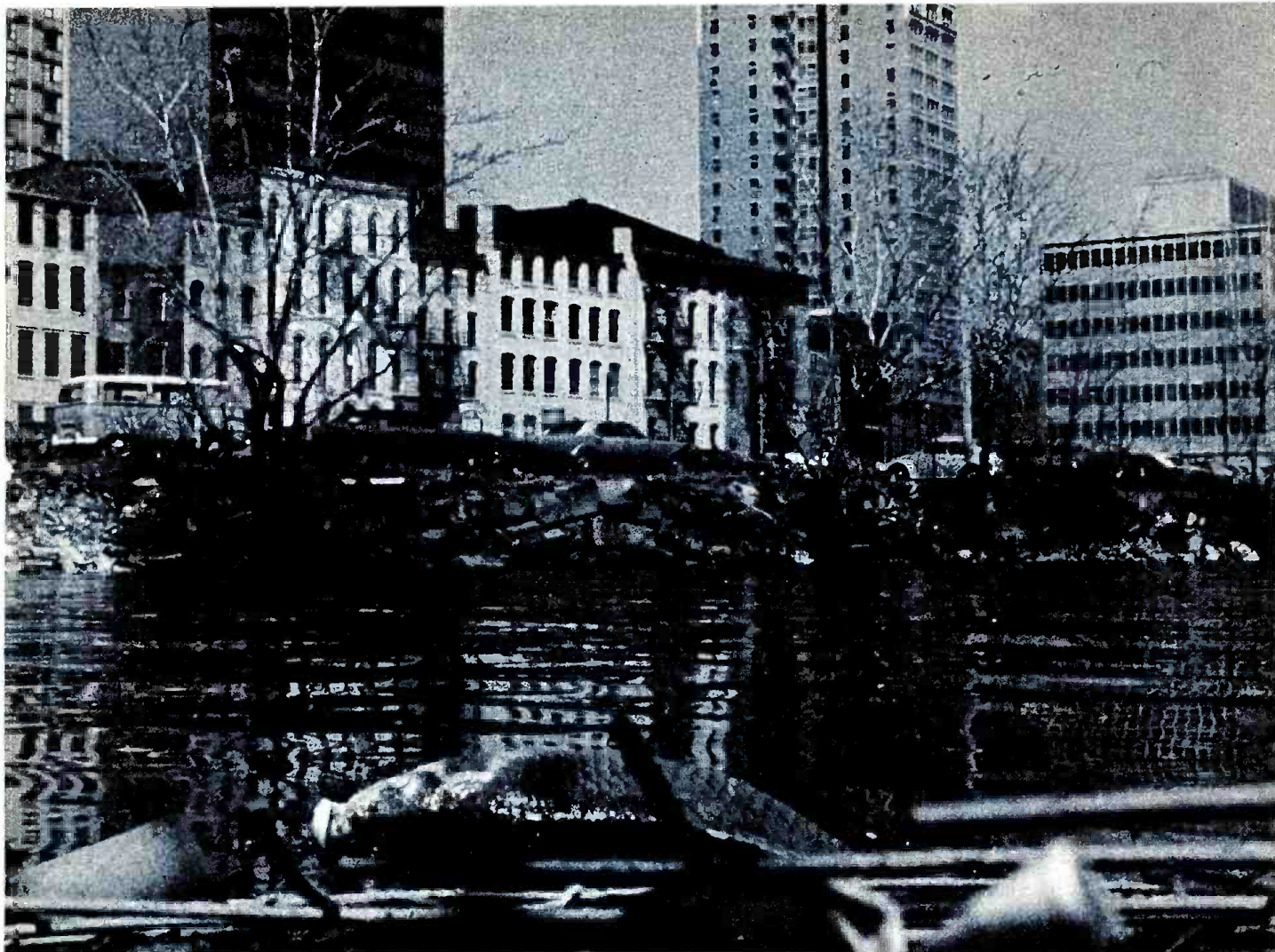
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NO WAKE FOR A GREAT LAKE

People listen when Storer stations speak out. Water pollution was the target in Toledo. As public and politicians seemed reconciled that Lake Erie was to die, WSPD Radio and WSPD-TV decided to act. Marshalling facts and figures covering everything from silting through petro-chemical pollution to the collapse of the fishing industry, they pooled their talents in a TV documentary, "Death of a Great Lake." Their efforts were well rewarded. Not only was the show widely retelecast in Ohio and Michigan, but prints were also

requested by Congressional and Cabinet groups in Washington.

Not resting on its laurels, WSPD Radio won a top award for editorial attacks on dredge-dumping of contaminants in the Lake. WSPD-TV climaxed an intensive anti-pollution campaign with a special documentary featuring the Secretary of the Interior, followed by a three-hour live presentation of his Department's hearing on Great Lakes pollution and called on other Lake ports to enforce uniform anti-pollution standards.

So today, the modern Battle

of Lake Erie — for survival — goes on. Singly and in concert, the Storer stations in Toledo are telling it like it is as concerned citizens fighting back against the despoilers of America the Beautiful.

You learn a lot in 44 years. You develop practical guidelines under which stations like WSPD and WSPD-TV can build responsive audiences through deep involvement in their communities' problems, hopes and achievements. And you learn that when you really work at it, everybody wins!

STORER
BROADCASTING COMPANY

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

Force of law

Decision is virtually wrapped up by broadcasters, lawyers and others involved in seeking relief in license-renewal situation to support legislation that would accept principle of comparative hearing if competing applications are filed but would incorporate FCC policy statement of 1970 that held licensees who show that they have provided substantial service would be favored over new applicants. FCC policy was outlawed by appellate court last June, but theory is that essentially same principles, stated as amendment to Communications Act, would survive attack in court.

Pressure cooker

Legislative committee of National Cable Television Association is stepping up its efforts to win congressional support for adoption of FCC's letter of intent on cable regulation. Committee is relaying message to states that it "is in urgent need" of help and that there must be action "to counter further delaying tactics by our opponents." Two courses are being urged: personal letters to senators and congressmen and personal calls to same people, encouraging support of letter of intent. Cablemen are being armed with list of eight suggested key points to cover when they call and write.

Some effort is being made to keep campaign relatively low-key and informational—far more so than memoranda being sent independently to interested parties by LVO Cable Inc. (BROADCASTING, Oct. 11, 25). High-powered, argumentative approach taken in that material is viewed skeptically by Washington sources, one of whom attacked it as "stupid" approach.

Booster shot

ABC-TV says it accomplished what it set out to do—attract additional sampling to faltering new show by cross-pollination—when it programed *Owen Marshall: Counselor at Law* in tandem with top-rated *Marcus Welby, M.D.* two weeks ago. *Marshall* more than doubled its rating and share in Nielsen multinetwork-area report out last Friday (see page 8) and covering dates of tandem showing. *Marshall's* MNA rating of 32.4 and 54% share of audience compared with 15 rating and 25 share in MNA of previous week, and was second to *Welby* in full MNA show list.

ABC programmers say, however, they'll

go slow in scheduling additional tandem programming such as this (story begun on one series [*Welby*] on one night of week was followed by end of story on another night and another series [*Marshall*]). "It's too easy to abuse," according to programming executive, who added that ABC feared producers would "distort" scripts to fit in elements of two series. "This would suggest gimmickry and would be unbelievable." ABC chose *Welby-Marshall* combination because technically it was easy to do; shows are produced at same studio (Universal). Tandem was scheduled to put *Marshall* against entire night of news-only in CBS.

Affiliation payoffs?

FCC investigation into question of alleged bribery in connection with ABC-TV affiliation agreements has resulted in orders, due out this week, setting license-renewal applications of five stations for hearing. Three are licensed to Richard Eaton's United Broadcasting Co.—WMUR-TV Manchester, N.H.; WMET-TV Baltimore, and KECC-TV El Centro, Calif. Others are KNUB-TV Dubuque, Iowa, and WJZY-TV Jacksonville, Ill. Hearings reportedly will be to determine facts and circumstances surrounding alleged payment of money to ABC officials. Investigation was sparked by disclosure in March 1970 that ABC had accused one of its employees of accepting bribe in connection with award of affiliation to WKTR-TV Dayton, Ohio (BROADCASTING, March 2).

Under way

FCC is already engrossed in de-regulation of radio as proposed by Clay T. Whitehead of White House. Last week FCC Chairman Dean Burch initiated study at staff level, dispatching copies of two-page letter from director of telecommunications policy, submitted at time he disclosed his ideas on policy revision (including elimination of fairness doctrine, and removal of government from program regulation) in address before International Radio and Television Society in New York Oct. 6.

Broadcast Bureau, general counsel's and chief engineer's offices, among other FCC experts, are undertaking preliminary studies on means of relieving some 7,000 AM and FM licensees of regulatory requirements primarily meant for TV stations. While licenses of longer than three years would entail legislative

authorization. FCC can ease requirements on program formats and community needs, commercial limitations, filing and license fees, operator requirements, and other hardships without going to Congress. No action is expected overnight, but Chairman Burch, who also has espoused relief for radio for some time, isn't going to let staff drag its feet either.

More football

Talks are expected to begin within days between ABC and National Collegiate Athletic Association on new football contract to replace present two-year, \$24-million pact that expires after this season. Negotiations had been delayed pending resolution of proposal for one more TV date than present 14 ("Closed Circuit," Oct. 18). NCAA membership in referendum last week approved 15th date. However, plan for "Hall of Fame" TV game between two top-ranked teams was vetoed by NCAA TV Council, policy-making body of association. Opposition came mostly from those connected with post-season bowls who saw detractor from their own games. That 15th television date will be used for games already on the schedule for December.

No retreat

Stiff upper lips are the rule among public-broadcasting leaders following anticentralization speech by Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, to National Association of Educational Broadcasters convention (BROADCASTING, Oct. 25). Corporation for Public Broadcasting executive committee met last week to map plans for responding to Whitehead speech, took what sources called "tough" attitude. With funding debate at showdown stage, CPB board is understood to be planning more active, visible role in such matters than it has previously taken.

Industry's leaders were vowing not to bend in face of Whitehead attack on development of national noncommercial networking. "Suppose we did," one said. "Then you get a new administration—Ed Muskie, John Lindsay, whoever—and they say: 'Hey, we want it done another way.' Once you get started down that road, you get like a ping-pong ball." Ire at OTP's failure to talk about new funding bill had not subsided. "We promised the broadcasters a bill," source said, "and Whitehead just left us hanging."

The sixth week: ABC on top of MNA's again

ABC-TV once again this season showed strength in ratings by sweeping Nielsen multinetwork-area report (MNA) out Friday (Oct. 29). Network also led in MNA average covering fourth week (BROADCASTING, Oct. 18).

In rating averages for sixth week (ended Oct. 24) of new season, ABC had 21.1, CBS 19.2 and NBC 17.4. ABC won four nights—Tuesday, Thursday, Friday and Sunday, and CBS three—Monday, Wednesday and Saturday. ABC also won six out of top-10 shows, with new fall season shows *Owen Marshall* and *Longstreet* benefitting from all-news programming by CBS on Oct. 21 and from tandem programming of *Marshall* with *Marcus Welby* that week.

Top 40: 1. *Marcus Welby, M.D.* (ABC); 2. *Owen Marshall: Counsellor at Law* (ABC); 3. *Flip Wilson* (NBC); 4. *Longstreet* (ABC); 5. *ABC Sunday Movie*; 6. *Doris Day* (CBS); 7. *Here's Lucy* (CBS); 8. *Medical Center* (CBS); 9. *Movie of the Week* and *Room 222* (both ABC); 11. *Mannix* (CBS); 12. *Gunsmoke* (CBS); 13. *Partridge Family* (ABC) and *Snoopy—Ice Follies* special (NBC); 15. *It's The Great Pumpkin* special (CBS); 16. *CBS Friday Movie*; 17. *Love, American Style* (ABC); 18. *Nichols* (NBC); 19. *Funny Face* (CBS); 20. *Odd Couple* (ABC); 21. *Dick Van Dyke* and *Mary Tyler Moore* (both CBS); 23. *My Three Sons* (ABC); 24. *Brady Bunch* (ABC); 25. *Hawaii Five-O* (CBS); 26. *Mission: Impossible* and *Carol Burnett* (both CBS); 28. *Adam-12* (NBC) and *O'Hara, U.S. Treasury* (CBS); 30. *Mystery Theatre* (NBC); 31. *Mod Squad* (ABC); 32. *Movie of the Week-end* (ABC); 33. *Bonanza* (NBC); 34. *Jimmy Stewart* (NBC); 35. *Cannon* (CBS); 36. *Bold Ones* (NBC) and *Arnie* (CBS); 38. *Timex-Circus* special and *Dean Martin* (both NBC), and 40. *Laugh-In* (NBC) and *FBI* (ABC).

Advertising reassures FTC

Co-chairmen of advertising-industry steering committee that supplied 25 witnesses in current Federal Trade Commission inquiry into modern advertising practices and techniques, told trade agency that it had been shown that advertisers themselves can, and will, provide best means for policing industry; that children and consumers are not

subject to unfair and deceptive manipulation by advertisers, and that there is no conclusive evidence that drug-abuse problem is related to advertising of proprietary drugs.

Statement was made Friday (Oct. 29) by Barton Cummings, chairman of executive committee of Compton Advertising.

Relationship of advertising to total marketing mix was explained to FTC Friday (Oct. 29) by Professor Robert D. Buzzell, Harvard Business School, who noted that advertising is only one part of total marketing process. Professor Buzzell said that cost of all marketing activities ranges from 40% to 50% of final value of goods produced in economy—amounting to between \$180 billion and \$230 billion in 1970. Advertising in that year totaled estimated \$20.8 billion, he said, thus representing only 10% of total marketing costs.

Other marketing elements, he observed, are product itself, pricing, packaging service, distribution, personal selling and sales promotion. Advertising, therefore, he commented, is "only tip of the marketing iceberg."

Test of limited, free public access is set

Three San Francisco Bay-area television stations have agreed to offer public limited right of free access for presentation of brief messages, on experimental basis.

KGO-TV San Francisco, KTVU-TV Oakland and KNTV-TV San Jose agreed to experiment after negotiations with Committee for Open Media, San Jose-based citizens group that is seeking to establish public's First-Amendment right of free access.

Under agreement, stations specify amount of time to be made available, and will have authority to decide which messages will be carried. But Professor Phillip Jacklin, of San Jose State College, who heads COM, regards agreement as important step forward.

Committee's efforts to obtain agreements from stations in area for "free-speech messages" has also had another result: Committee said it was filing petitions against renewal applications of KRON-TV and KPIX-TV there.

KRON-TV petition raises unique question since station is still waiting for commission to renew license for 1968-1971 period. Station's renewal application is in hearing status due to charges made of news slanting and concen-

tration of control of mass media.

COM said one reason it is filing against KRON is to resolve question as to whether station can continue operating without being held accountable. COM complains that it has been unable to file more than skeletal petition since KRON-TV had no renewal application to examine.

However, it contends that KRON-TV as well as Westinghouse Broadcasting's KPIX-TV have not permitted public adequate access to their facilities.

COM asserts that KPIX-TV does not permit messages authored by members of public, does not provide adequate exposure of public issues, and does not recognize real diversity of views in community.

Don B. Curran, vice president and general manager of ABC's KGO-TV is credited by Professor Jacklin with making major contribution to agreement that produced experiment. Station will offer 15 minutes per week, for five 50-second messages that will be aired three times each. Seven spots will be carried in prime time.

KNTV will provide 11 minutes of free time (three or four messages, each carried three times, six spots in prime time).

Cox Broadcasting Co.'s KTVU will provide nine minutes of free time weekly (three messages carried three times each, three spots in prime time).

In agreeing to undertake three-month experiment, stations say they will invite members of public to submit written requests for time. Stations will make judgment as to which messages would be of sufficient general interest to warrant presentation, then invite person involved to submit script for 50-second spot.

KGO-TV letter to Professor Jacklin which is model for commitments by other stations, says station reserves right to refuse any proposed message which violates law or "is insubstantial" or in judgment of station is "inconsistent with its responsibilities as a licensee. . . ." But station will not refuse to carry message simply because it is "controversial."

KGO-TV letter also says station will have sole responsibility for presenting contrasting views when fairness-doctrine obligations are raised by public messages, or when station "otherwise feels that presentation of a contrasting viewpoint is desirable."

Each station has agreed to make its facilities available for preparing and producing messages for broadcast.

Whitehead again dons his cable-mediator hat

Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, is back in role of trying to bring warring parties into agreement on FCC's CATV proposals.

His office late Friday (Oct. 29) was calling representatives of groups involved—National Association of Broadcasters, National Cable Television Association and copyright owners—in effort to set up separate meetings with Mr. Whitehead this week.

He abandoned initial effort in September, after NCTA representatives said they were unwilling to negotiate "down" from proposals commission submitted to Congress for review in August.

FCC Chairman Dean Burch next took stab at bringing parties together. That effort was abandoned two weeks ago, after broadcasters submitted conditions chairman regarded as unacceptable (BROADCASTING, Oct. 25).

OTP spokesman said new meetings were being called in "final attempt at trying to work something out." He said Mr. Whitehead has "reason to believe another meeting can be helpful."

Decision to make another attempt appears to have grown out of continuing contact that Mr. Whitehead and Mr. Burch maintain. It also reflects intense desire on part of administration and members of Congress to avoid battle over CATV on Capitol Hill.

OTP aides were making calls to set up meetings this week after high-level administration committee on CATV policy concluded two-hour meeting on recommendations to be made to President Nixon. Mr. Whitehead is chairman of committee.

OTP aides said further meetings of committee may not be necessary. Draft report is to be circulated among members, and indications now are that finished product will be delivered to President within two weeks.

Cable favored for learning

New Rand Corp. study concludes that cable television can serve instructional needs "in a far more flexible and expanded manner than can over-the-air broadcast" if properly used by educational institutions.

Report, prepared by Rand's Leland Johnson and financed by grant from John and Mary R. Markle Foundation, studies experience of two Oregon universities that have cooperative arrangements with cable systems. It finds that broadcast television's relative inflexibility, expense and "passive" nature can be overcome by cable, which provides

greater channel capacity ("greatly enhancing the flexibility") and can offer two-way service (which "would permit student interaction and reduce the passive nature of the medium").

Report recommends that Corporation for Public Broadcasting and Public Broadcasting Service "work out satisfactory formal arrangements for serving CATV systems, as they new serve non-commercial broadcasting stations."

Loevinger highlights Friday at the ANA

Advertisers were told by one of their strongest defenders last Friday (Oct. 29) that they must recognize that "responsibility is the corollary of freedom" and must accept "social responsibility" as fundamental part of corporate life.

"Social responsibility also includes the quality of your product and your advertising," members of Association of National Advertisers were told by Lee Loevinger, Washington lawyer and former FCC commissioner, at ANA convention in Hot Springs, Va. (see page 15).

Mr. Loevinger's appearance had been deferred from Thursday to Friday because he was testifying on behalf of advertising at Federal Trade Commission hearings Thursday.

Most of his ANA speech reviewed his FTC testimony (see page 14) but in passing reference he also warned that broadcasting "is in real peril" because of application of fairness doctrine to commercials, including most recent FCC decision in United Appeal case (BROADCASTING, Oct. 25). "Things are developing in a way that ought to satisfy the worst pessimist," he said.

Other Friday sessions dealt in detail with pressures on advertisers for more effective organization and execution of their advertising programs and explored alternative courses open to them, covering full range from house agencies to full-service agencies.

Victor P. Buell, associate professor of marketing at University of Massachusetts school of business administration, concluded it was too early to tell whether

current moves toward greater "advertiser self-sufficiency" would grow into major proportions or fade away, but he said that, either way, they will leave their mark as both advertisers and agencies re-examine their "philosophies, practices and relationships in the months to come." He also felt that "the changing market environment will put greater pressures on over-all marketing efficiency, including advertising, and may result in the allocation of a smaller percentage of the marketing budget to traditional media advertising."

Nice going, but . . .

Pacific Broadcasting Co.'s plan to offer political candidates free—but restricted—broadcast time on its two Hawaiian television stations has received commendation from FCC. But commission rejected idea anyway.

Pacific had asked commission for declaratory ruling on its proposal to offer candidates for U.S. House of Representatives and mayoral post in Honolulu city and county free, 60-second spot announcements and half-hour program segments in place of paid time on its KGMB-TV Honolulu and KPUA-TV Hilo. Licensee would qualify use of time by candidates in that half of air time must be used for either debate between candidates or questioning by independent newsmen.

While commission commended Pacific for seeking to provide candidates with greater opportunity for public exposure, it said clause of Section 315 barring licensee censorship of program content of political broadcasts would prohibit use of restrictions Pacific would impose. Commission noted, however, that Pacific has offered to modify its proposal if it did not adhere to Section 315, and FCC encouraged Pacific to do so.

Do-it-yourself cable

FCC Commissioner Nicholas Johnson has warned that residents of rural areas stand "no chance" of being adequately served by television or CATV unless they themselves supply initiative.

Mr. Johnson, in address last Friday (Oct. 29) to First Annual Managers' Conference of National Rural Electric Cooperative Associations in St. Louis, cited a need for rural Americans to institute local pools similar to those now in existence for telephone and electric service, to bring CATV into sparsely populated areas.

Commissioner asserted that rural residents are precluded from adequate number of TV or cable channels at present because corporate interests are unwilling to meet expenses involved in bringing such service to low population areas.

Week's Headliners

Marvin Koslow, VP-marketing, Bristol-Myers Co., elected chairman of Association of National Advertisers succeeding William A. Bartel of Celanese Corp. **Earl A. Clasen**, Pillsbury Co., elected vice chairman (see page 16).

For other industry developments see "Fates & Fortunes" page 46

Whether you concentrate in the printed media or in sky-writing, it's good business to understand broadcasting—its impact, its costs, its inherent value to you, your client. **BROADCASTING** is the one book that keeps you on the inside of broadcasting. It tells you when, why, where it happens—as it happens. This coverage—accurate, intensive, thorough—gives you the facts you need for your workaday, money-making use.

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Datebook © A calendar of important meetings and events in communications

This week

Nov. 1—New deadline for comments in FCC inquiry seeking to define "superior service" as related to broadcast renewal applicants, particularly within comparative hearing process (Doc. 19154). Reply comments due Dec. 1.

Nov. 2—Oral argument before U.S. Court of Appeals for District of Columbia on petition by Office of Communications of United Church of Christ for review of Sept. 21, 1970, FCC decision denying approval of payment of expenses by KTAL-TV Texarkana, Tex., to Office of Communications of expenses latter incurred in providing legal assistance to citizen groups which had opposed station's renewal. 10 a.m.

Nov. 2-5—Annual educational communication convocation, *New York State Educational Communication Association*. Grossinger's, Grossinger, N.Y.

Nov. 3-6—Fall convention, *California Community Television Association*. Hotel Del Coronado, San Diego.

Nov. 4-5—Fall conference, *Oregon Association of Broadcasters*. Benson hotel, Portland.

Nov. 4-7—Western region fall conference, *American Advertising Federation*. Harrah's, Reno.

Also in November

Nov. 8—New deadline for filing reply comments in FCC rulemaking proceeding on regulating a new restricted radiation device which produces an RF carrier modulated by a TV signal (Doc. 19281).

Nov. 9-10—Eastern marketing conference, sponsored by *Grocery Manufacturers of America*. Educational and socio-economic trends, their implications and role that have given rise to "new consumer" will be treated. Speakers will include: Daniel P. Moynihan, former special adviser to President Nixon; former Representative Richard L. Ottinger; Clarence G. Adamy, president of National Association of Food Chains; Terrance Hanold, commissioner of Food and Drug Administration; Gerald E. Peck, executive VP, National-American Wholesale Grocers Association; Esther Peterson, consumer adviser, Giant Food chain, and John Phillips, president of RJR Foods. Waldorf-Astoria hotel, New York.

Nov. 10—Wavemaker luncheon featuring Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy. Broadcasters Club, Washington.

Nov. 11—12th annual distinguished awards banquet of University of California School of Journalism. CBS among those to be honored.

Nov. 10-13—62d anniversary convention, *Sigma Delta Chi*. Statler Hilton, Washington.

Nov. 11-12—Regional meeting, *National Association of Broadcasters*. Sands hotel, Las Vegas.

Nov. 11-14—Sixth annual *Radio Program Conference*, Roosevelt hotel, New Orleans. FCC Commissioner Robert Wells will deliver opening address on Nov. 12.

Nov. 12-14—Meeting, board of directors, *American Women in Radio and Television*. Stardust hotel, Las Vegas.

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

Nov. 14-15—Regional meeting, *National Association of Broadcasters*. Brown Palace hotel, Denver.

Nov. 15-16—Annual conference, *Advertising Research Foundation*. New York Hilton, New York.

Nov. 16-17—Regional meeting, *National Association of Broadcasters*. Fairmont hotel, Dallas. Clay T. (Tom) Whitehead, director, Office of Telecommunications Policy, will speak.

Nov. 17—Freedom of expression discussion sponsored by school of communication, *Boston University*. Featured speaker will be Dr. Frank Stanton, president of CBS, who will discuss freedom of expression in broadcast field. Law school auditorium, BU, Boston.

Nov. 18—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York.

Nov. 18—Annual Southeastern Radio Day, sponsored by *Georgia Association of Broadcasters*. Featured speakers will be Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., chairman of board, National Association of Broadcasters; William B. Ray, FCC; John Summers, NAB. Regency Hyatt house, Atlanta.

Nov. 19—*Pulse Man of the Year* award to be presented to Thomas B. Adams at luncheon meeting of Detroit Adcraft. Statler Hilton, Detroit.

Nov. 19—Presentation of TV Pioneer Award, "Golden Mike," to Steve Allen at luncheon meeting of *Pacific Pioneer Broadcasters*. Sportsmen's lodge, North Hollywood, Calif.

Nov. 19—FM Day, sponsored by *Georgia Association of Broadcasters*. Regency Hyatt House, Atlanta.

Nov. 24—Deadline for filing comments on FCC's inquiry into fairness doctrine, phase regarding "access generally to the broadcast media for the discussion of public issues."

Nov. 30-Dec. 2—Seminar on lighting, sponsored by *Professional Education Division of Kliegl Bros.*, Long Island City, N.Y., designed to cover aiming and focusing lights, controlling light intensity, and applications of lighting to various program needs. Cost per participant is \$250 and registration is limited to 25 students. Other seminars are anticipated. Details from Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101. Initial seminar will be conducted at KATV(TV) Little Rock, Ark.

December

Dec. 3—Fall meeting, *Arizona Association of Broadcasters*, Mountain Shadows, Scottsdale.

Dec. 9-10—Winter meeting, TV Code Review Board of *National Association of Broadcasters*. Arizona Biltmore hotel, Phoenix.

Dec. 10—Deadline for entries, *International Broadcasting Awards*. Awards to be made March 21, 1972, in Los Angeles.

Dec. 10—New deadline for filing comments in FCC inquiry into handling of public issues under fairness doctrine, phase regarding "access generally to the broadcast media for the discussion of public issues" (Doc. 19260).

Dec. 15—Christmas Benefit, sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York.

January 1972

Jan. 7-9—Midwinter conference, *Florida Association of Broadcasters*. Silver Springs Shores, Fla.

Jan. 14-16—Meeting, board of trustees, *Educational Foundation of American Women in Radio and Television*. Holiday Inn, Hollywood.

Jan. 17-21—Winter meeting, TV and radio boards and joint board, *National Association of Broadcasters*. Marco Beach hotel, Marco Island, Fla.

Jan. 23-26, 1972—*National Religious Broadcasters* 29th annual convention. Washington Hilton hotel, Washington.

Jan. 24—Deadline for filing comments in FCC's inquiry into fairness doctrine, phase regarding "application of the fairness doctrine to political broadcasts."

February 1972

Feb. 15-16—Conference on "Electronics 1985", by *Electronic Industries Association* to explore economic, political and social environment and relationship to electronics industry. Donn L. Williams, North American Rockwell Corp., chairman of steering committee. Fairmont hotel, Dallas.

March 1972

March 3-5—Meeting, board of directors, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

Major meeting dates in '71 and '72

Nov. 9-11—Annual convention, *Television Bureau of Advertising*. Continental Plaza hotel, Chicago.

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

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

May 4-7, 1972—Annual convention, *American Women in Radio and Television*. Stardust hotel, Las Vegas.

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Sol Taishoff, *editor*.
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Phone: 312-381-3220

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Yen for yesteryear

EDITOR: Your feature "Yesteryear's yarns, tomorrow's legends" in the Oct. 18 issue of BROADCASTING was just magnificent. It was packed with nostalgia and I enjoyed every line of it.—James M. Moroney Jr., *executive vice president*, Dallas Morning News.

EDITOR: Your article in the Oct. 18 issue on radio nostalgia was superb.

I had the privilege of working with Frank Stanton not too long after he joined CBS and built their research department, as explained in his article. I believe he and George Gallup (for whom I was working at Young & Rubicam) did more in program research to develop the medium than anyone in the business.

At Y&R we were doing a lot of group work with individuals, using a gadget that permitted the listeners (in groups) to register their various degrees of likes and dislikes to a program, the average of which was electronically plotted on a curve. (I think the machines were developed by Dr. Stanton and Dr. Paul Lazarsfeld.) Anyway, we'd get these curves but they didn't look like much on a piece of paper so we devised a way of dramatizing it to our management and account people, which consisted of a piece of negative film with a light behind it that would rise and fall with the curve of audience interest in the show to which they were listening. The light would also turn green when the listening interest was above average, would be white at about average and would turn red when below average.

Well, we got the brass together to demonstrate our great new bit of program analysis. As I recall, it was an Eddie Cantor show for Bristol-Myers. Everything went along fine as we played the record of the show, with the little light white and then sometimes green on a particularly funny gag. Then, along came the Ipana commercial with Harry Von Zell performing. We had then what we call lead-ins devised by the great Joe Moran and, at this point in time, the light was hovering around white; then came the commercial sell and the little light plummeted to red and a bell rang. At this point, the voice of Ray Rubicam, chairman of the board, came out of the dark and said, "Turn the damn thing off. You haven't got it synchronized properly."

Of course it was, but that was the end of that noble experiment.—Joseph H. Holmes Jr., *Dancer-Fitzgerald-Sample*, New York.

Anti-Brooke, pro-Whitehead

EDITOR: I was surprised by Senator Edward Brooke's (R-Mass.) recent comments before the Massachusetts Broadcasters Association suggesting that networks should criticize one another on the kind of job they are doing. I wonder if he would also like to see networks or radio stations carry on-the-air-criticisms by lawyers and doctors on how their competitors and peers handle some of their cases.

The senator said, "A falsehood, bad editorial judgment, or slanted news coverage is best corrected by one's journalistic rivals and peers." The same might be said about a lawyer who "blew" a case because he cross-examined improperly or failed to present strong enough evidence, or how about a doctor who gave a patient the wrong medicine or made an incorrect diagnosis and performed a needless operation? Would the senator favor having these aired?

May I also take this opportunity to commend BROADCASTING on its Oct. 11 editorial about "The Whitehead Plan." All broadcasters should support and encourage Dr. Whitehead. As a radio broadcaster it's always been my feeling that our end of the broadcast industry should be treated somewhat differently than our television brothers. As NAB director for District 2, I have brought this matter to the NAB Board through my "RIO" [Radio Information Office] idea. Once we broadcasters realize the differences between us, maybe we can sell the FCC and Congress on using separate standards and yardsticks for measuring and regulating radio and television.—Philip Spencer, *president*, WCSS(AM) Amsterdam, N.Y.

EDITOR: Mr. Whitehead has provided the first "ray of sunshine" in the dark and dreary picture which has obtained for many, many days. Although he clearly stated that he was expressing his own personal views, it will be noted that he did not deny that the Nixon administration shares these views. For the first time in history, it seems that broadcasting has made itself heard where it counts the most.

If we have a friend in the White House, let us make the most of it. Every broadcaster in America should write a letter of appreciation to Mr. Whitehead. We should also write the President expressing the hope that he fully endorses the proposals of his chief communications aide.—Rex G. Howell, *chairman*, XYZ Television Inc., Grand Junction, Colo.

The good, the bad and the best use of media

"There is no such thing as a bad medium—only the bad use of a good medium."

At first glance that could well be considered one of advertising's most obvious and least valuable truisms, but in my experience it sometimes has proved to be both a provocative and productive thesis.

The first time the thought occurred to me was many, many years ago while working with a major package-goods client in the Midwest. The largest portion of this firm's fairly sizable ad budget was in television—then in its spectacular early phases—and we were achieving good sales and share gains with it. The client's president, however, was an acknowledged championship-class, round-robin worrier. On a predictable, six-month cycle this gentleman would call a full-scale agency/client meeting and open it with a series of remarks such as, "Television is becoming over-priced; we have been in it consistently for two years; competitor B, who was also in TV, has switched his entire budget to radio; I believe we should immediately do the same."

We would then do a total review of all media and generally we would again recommend TV. Perhaps because data on audiences, viewing habits, consumer profiles, purchase patterns, etc. were far less available and reliable then, or because truly objective marketing expertise was in its infancy, we could expect a similar meeting six months later—this time perhaps with newspapers as the strong client preference. Result? We would repeat the evaluation project and return with another recommendation—again, usually, to continue TV.

On one such occasion, I was subconsciously seeking a way to terminate a long afternoon's somewhat rambling discussion. Shifting to my deepest bass voice, I delivered myself of this profound dictum: "There's no such thing as a bad medium—only the bad use of a good medium."

A little to my surprise, I found that this presumptuous pontification stopped conversation immediately and seemed simultaneously to start some fairly serious and fairly objective thinking. I also found that (while it didn't end them forever) the registration of this point seemed to lengthen the intervals between the major media meetings called by this champion worrier.

Over the years, other situations have arisen in which the same idea seemed

pertinent. Frequently, the discussion which followed centered on what could be called secondary media and brought forth examples of how true creativity could make these media highly effective and efficient. I recall, for instance, a discussion about car cards, which although providing good blue-collar audiences, were thought to be useful only for slogan or reminder advertising. Household Finance, nevertheless, audaciously tried long copy, including intricate tables of interest charges, and even offered tear-off coupons. The results, I was told, were spectacularly profitable. Similarly, Sun-Maid raisins printed coupons for free samples on the inside of match books, also with dramatic results. Pepsi Cola and Laura Scudder's potato chips have actually used skytyping for contests and obtained good participation by trade and consumer alike. Most seasoned advertising people could add innumerable examples of secondary—or "weak"—or "bad" media—being used freshly and daringly with deservedly successful results.

It's a fairly safe bet too that every advertising man (or woman) could cite dozens of horrible examples of the bad use of good media—campaigns which ignored well-known demographic, market and purchase data—or schedules which ignored the fundamentals of reach, frequency, continuity and cumulative effect.

All too often there is a common cause of these serious, expensive and wasteful mistakes. The nice phrase to describe this common cause is "lack of objectivity." The not-so-nice words are stupid prejudice, unprofessional bias, autocratic ignorance and other similar phrases which you are welcome to supply. Happy the media, marketing or

advertising professional who has never encountered them in their virulent forms.

In recalling the origin and usages of the "no-bad-medium" thesis, I remembered another usable truism which, in a way, parallels it. I now generously pass it along to anyone who dares or cares to use it: Each time you decide to spend a dollar in one medium you simultaneously decide *not* to spend that dollar in a dozen other good media. (Maybe two dozen.) This thesis, too, has sometimes been the beginning of genuinely productive discussion. In one instance it leads to a client's heightened awareness of the fact that agencies generally are not biased toward any one medium. Their gross income and profitability are determined largely by the size of the budget, itself, and little by the media mix. They tend to produce wide variations in media plans—variations as diverse as the problems they stem from. And it's hard to argue against that, but sometimes the fact needs to be reviewed.

This second thesis has another potential value in the way it may provoke fresh thinking in anyone who will say: "O.K. why *not* sky-typing? Or match books? Or desk-top blotters as retail media in a college town?"

But that wild thought, I must confess, led me right back to the first truism, "There's no such thing as a bad medium—only the bad use of a good medium." And I must also confess it shook me up.

In setting down these thoughts on paper with my favorite ball-point pen, I was forcibly reminded of what now must be a truly bad medium: the 3 inch x 7 inch hand-held, wet-ink blotter. Cancel that order at once!



Montgomery McKinney joined Doyle Dane Bernbach in Los Angeles in 1957, becoming vice president in charge of client services in 1959 and senior vice president in 1969. Previously he had spent 15 years with Earle Ludgin & Co., Chicago, as account executive, account supervisor and vice president, and has served with Leo Burnett Co. there as account supervisor. This "Monday Memo" is an expansion of an idea first expressed at a recent meeting of the Southern California Broadcasters Association.

Nuts and Bolts

"I personally invite you," the auto accident victim wrote, "to escort this 'phony' whiplash victim (me) to the doctor's office every week and get a nerve-block injection."

Her letter was prompted by a "nuts and bolts" dialogue on WPVI-TV dealing with Pennsylvania's proposed and highly controversial "no-fault" insurance plan. Her challenge was directed to an advocate of the plan.

Profile: No-Fault, presented on Channel 6 live in prime time, brought experts on both sides together in open debate. Viewer questions, via special telephone lines, helped write the script. All the facts about "no-fault" were exposed and argued. The community received the program enthusiastically.

We've treated many "nitty-gritty" subjects on *Profile*—venereal disease, cancer, law and order, hospital costs, pollution, alcoholism, drugs, problems of the aged, overpopulation and more. All, like *No-Fault*, wasted no time getting to the heart of the matter—the "nuts and bolts" of it. That's what our ongoing *Profile* series has been all about.

We apply the same "to the heart of it" approach to all WPVI-TV community-involvement projects. Like *Town Meeting*—a prime time forum style series which originates from alternating center city locations. Top officials come face-to-face with a live, questioning audience. To date, such notables as Edmund Muskie, George McGovern, James Farmer and William W. Scranton have appeared.

Our weekly *Assignment* program is carefully produced to depict life as it really is in the Delaware Valley, with emphasis placed on the positive side of the news. Our *Assignment* team works with more than 170 community groups and organizations, filming for the three-topic-per-week series everything from interracial adoptions, to a nature trail for the blind, to a young people's folk festival in Schwenksville, Pennsylvania.

Our *Action News* team provides another example. Aside from meticulous, day-to-day coverage of fast-breaking events, *Action News Wants to Know* takes its cameras to individual neighborhoods, uncovering problems there, and crusading to put them right. During a recent "Wants to Know" effort, a thug manhandled our photographer and smashed his camera. But the illegal on-sidewalk truck parking stopped, and neighbors were grateful to *Action News* for the help.

Four new *Profile* programs are in the works. Several *Town Meeting* forums will air soon. *Assignment* continues. And *Action News* rolls on. These WPVI-TV programs, and many others, get down to the "nuts and bolts" to meet specific community needs. That's the important service we perform for the Delaware Valley.

*WPVI Television, Philadelphia
A Capital Cities Station*

White hats, black hats do battle on advertising

FTC hearings in Washington, ANA meeting in Virginia reflect increasing polarization of government, industry

A spokesman for the advertising industry last week said loudly and in public what many have been muttering in private: that the Federal Trade Commission's current inquiry into modern advertising is aimed, consciously or not, at discrediting advertising.

The charge was made by Lee Loevinger, a Washington lawyer who is a former FCC commissioner and before that was an assistant attorney general in charge of the Department of Justice's antitrust division, and who on this occasion was appearing as a paid representative of the advertising industry's unofficial self-defense consortium. He cited speeches by FTC Commissioner Mary Gardiner Jones and by Gerald J. Thain, assistant director of the agency's Bureau of Consumer Protection, as the basis for making this assumption.

A potential confrontation with Commissioner Jones, as well as other members of the FTC, never took place for a simple reason: The trade commission's activist members weren't present at the time.

When Mr. Loevinger completed his testimony, the reaction of the two FTC members sitting, Commissioners Everette MacIntyre and David S. Dennison Jr., was surprisingly mild.

Mr. Dennison inquired whether or not the FTC should require that all relevant information be carried in all advertising. Mr. Loevinger replied that there were not enough media outlets to carry this bulk of information. Besides, he said, the consumer would not understand it.

The second week of hearings by the FTC on advertising continued last week with the presentation of testimony by industry leaders. Some of the testimony, however, and some of the questions delved into advertising to children, with TV as the principal medium. This subject is scheduled to be explored next week (see page 16).

The subject of advertising that relies

on emotion and mood was raised by both Commissioner Paul Rand Dixon and Commissioner Jones earlier in the week.

Mr. Dixon quizzed several witnesses on this subject, as did Messrs. MacIntyre and Dennison. Mr. Dixon at one

asked, what about the spillover effects?

Industry spokesmen acknowledged that some advertising has social impact, but claimed that this effect is over-rated. Other influences (family, education, society) are far more important, they said.

But last week's spotlight undoubtedly belonged to Mr. Loevinger, who charged right into the touchy issue of what may lie behind the FTC's campaign.

The inquiry, he said, suggests that the FTC assumes that advertising is unfairly exploiting human emotions, that new techniques facilitate deception, that advertising has a special effect on children, and that the FTC really ought to monitor emotional and psychological effects as well as provide surveillance for false and deceptive claims.

But, Mr. Loevinger warned, as advertisers must be responsible, so government regulators must exercise restraint, must not expect perfection in all details.

In essence, Mr. Loevinger told the FTC that under the law its responsibility in the advertising field is to forbid and prevent abuses, not to prescribe standards.

And, perhaps drawing on his own experience as an FCC commissioner, he questioned the doctrine of administrative expertise: The situations that come to the attention of the FTC are not representative of either business or of advertising, he noted; the agency sees the "dark end of the spectrum" where evils are concentrated.

If the FTC begins to prescribe standards for advertising, Mr. Loevinger said, he foresaw as an ultimate the "best buy" concept. This inevitably, he said, would put one firm into a monopoly position, thus breaching the country's antitrust policies that call for competition. And, he added, it would make no allowance for consumer "irrationality" in making purchases, a right he asserts any consumer has.

Many people are soured on TV ad-



Loevinger's view of the FTC's inquiry: out to discredit all advertising

point likened some cigarette advertisements (he mentioned Salem country and the Marlboro man) as similar, he said, to a drug pusher holding out emotional or mood results from taking drugs.

Commissioner Jones pursued the question of mood advertising, asking whether such advertising really fulfills the aspirations of the consumer to whom it is addressed. And, she also

vertising, he said, because such advertising is intrusive whereas print advertising is not. Objections to advertising in some instances, he observed, is in reality the objection to products advertised, where advertising is the surrogate for hated targets—cigarettes, auto fumes, sedatives and pain killers, cosmetics and hygienic products. Finally, he added, the attack on advertising stems from “a zeal to reform the entire social order . . .”

A spirited defense of advertising in aiding children in learning values and attitudes of “consumer socialization,” was made by Dr. Seymour Banks, vice president for media and program research of the Leo Burnett agency, Chicago.

First, Dr. Banks cited studies that show that in early years the child's most significant influence is from his parents. And, he added, it is a false presumption that parents cannot say no to their children who pressure to buy something they have seen advertised.

Dr. Banks suggested that a long-range study be undertaken that would learn how children discover and develop skills in buying and consuming. In the course of his statement, Dr. Banks noted that a 1970 Nielsen study showed that the heaviest concentration of child TV viewing occurs in the normal prime-time viewing hours (Monday-Sunday, 7:30-11 p.m.). During the Saturday-Sunday, 8 a.m.-1 p.m. period when most children's programs are aired, he observed, the Nielsen study showed that only 14% of children in the 2- to 5-year bracket and only 12% of those in the 6-to-11-year bracket watched.

He also estimated that advertising in children's programs, both national and local, totals about \$162 million; 5.8% of all TV advertising revenues in 1970.

Rebutting claims that the public is opposed to advertising to children, Dr. Banks noted a Roper study this year showed that 74% of all people believe it is all right to have commercials in children's programs—and that this percentage is even higher for adults with children up to age 16.

Dr. Banks also noted activities in advertising that are aimed at the poor and the aged.

Another comment about advertising directed at children came from Philip K. Schwartz, a New York attorney, who addressed the FTC on the subject of clearances and safeguards.

Discussing the use of fantasy in children's advertising and proposals that fantasy be prohibited, Mr. Schwartz said: “If fantasy were to be eliminated completely, conceivably an advertisement that shows Santa Claus would be prohibited . . . [as would] Hans Christian Andersen . . . Walt Disney characters . . .” Mr. Schwartz principally

stressed the procedures that advertisers and agencies undertake to insure compliance with regulations and court decisions concerning truth and substantiation. He also noted that all networks have continuity departments and that the National Association of Broadcasters has a Code Authority that requires the pre-submission of advertising involving toys, mood drugs and feminine-hygiene products, as well as adjudicating other types of questioned advertising.

In other appearances last week, the FTC heard Elisha Gray II, chairman of the finance committee of the Whirlpool Corp. and chairman of the Council of Better Business Bureaus—which is the first line in the advertising industry's new voluntary self-regulation code.

Mr. Gray noted the benefits of advertising to the business community as well as its impact on volume production that in turn lowers prices. He also cited examples where heavy advertising was unable to persuade consumers to buy products (Whirlpool ironers and home dry-cleaning machines). “It's the consumer, not the advertiser,” he said,



Kirkpatrick's view of advertising's response: high degree of applesauce

“who defines what is necessary and what is not.”

Acknowledging a “growing disbelief” in advertising, Mr. Gray called for the repair and the restoration of credibility. Business, he concluded, “has the moral and social responsibility to do its best to discipline its own actions . . .,” referring of course to the voluntary advertising industry code.

Herbert Maneloveg, executive vice

president of McCann-Erickson, New York, described the methods used by advertisers in choosing media, commenting that “. . . we must logically go where the people are.” He added, the people are with the electronic media.

He noted that the “astute” advertiser is going more and more for specials on TV which, although they were expected to drop this year because of the new prime-time rule by the FCC that requires networks to provide no more than three hours of programs daily, have not; “. . . there are as many if not more than there were in years past,” he said.

Rebutting the charge that advertising manipulates people was Alvin A. Achenbaum, vice president and director of marketing services of J. Walter Thompson, New York.

“The concept of manipulation is a myth,” Mr. Achenbaum said. It is “neither supported by theory, practice nor empirical evidence,” he added.

Advertising does attempt to influence the consumer, he explained, but attempts to persuade are not manipulation. And, he added, consumers are not “passive participants” in their buying practices.

He warned: “If you give consumers the impression that advertisers are in some way manipulating them, if you help to fan the myth that advertising is mesmerizing or seducing the buying public, you shall have gone a long way in impairing the effectiveness of a free, competitive marketplace.”

FTC head holds that self-regulation's best

The nation's leading advertisers were challenged by the nation's leading advertising regulator last week to voluntarily make substantiation of advertising claims available to the public as the best hope of escaping “bruising” regulation of their business.

The challenge was presented by Miles W. Kirkpatrick, chairman of the Federal Trade Commission, to the Association of National Advertisers at the ANA's 62d annual meeting, held Wednesday through Saturday (Oct. 27-30) at The Homestead, Hot Springs, Va.

Mr. Kirkpatrick, star speaker on a program heavily oriented toward regulation—self conducted as well as government initiated—also told the Thursday morning session that the FTC's current hearings on advertising were “going well” but not without an element of “applesauce” from advertising witnesses. In the “applesauce” category he appeared to place claims of First Amendment protection for advertising as well as charges that the FTC was seeking to throttle advertising.

“We are not bent on dismantling the

advertising industry," Mr. Kirkpatrick asserted. "We are hunting no witches. We are trying to get information to help us sort out what is unfair and deceptive from what is not."

The applesauce issue came up later in the day when ANA president Peter W. Allport and legal counsel Gilbert H. Weil gave the ANA membership their views on the FTC hearings to date. Mr. Weil said the FTC chairman may have sounded derisive but that the First Amendment and other arguments he belittled could still influence his voting at decision time. Mr. Kirkpatrick, he said, is one of the FTC members who are "on the rational side."

He did not think that "we will ever change [FTC Commissioner] Mary Gardiner Jones's mind," but he did think that the presentation by the ANA and the American Association of Advertising Agencies succeeded in challenging some of her "preconceptions" against advertising. "She is a little less assured in many areas," he said.

Mr. Allport thought the ANA-AAAA presentation was "making the record we wanted to make" regarding the strength and advantages of advertising, and even though it seemed "unlikely that will change many minds" on the commission, "we'll have a substantial record to fall back on." He was encouraged, he said, that the advertising forces had been promised additional summation and rebuttal time before the hearing ends.

Mr. Allport speculated, in response to a question from the floor, that "the children's area may be the one" where advertising's critics "attacked the hardest" in forthcoming sessions of the FTC hearings.

FTC Chairman Kirkpatrick devoted most of his talk to a defense of FTC's new advertising-claims substantiation program, requiring documentation of advertising claims by periodically designated industries, in preference to the more stringent "truth in advertising bill" (S. 1461) sponsored by Senator Frank E. Moss (D-Utah). He questioned whether the latter might not cost more than it is worth to the public, and said he was gratified that its sponsors had agreed to defer passage until they could see how the FTC's own program, which he said had the same objectives, worked out.

Lee Loevinger, Washington attorney and former FCC member, had been paired with the FTC chairman to speak at the same session on "Government Regulation: How Much Is Enough?" but he was scheduled to testify on behalf of the advertising industry at the FTC sessions Thursday and his ANA appearance was rescheduled for Friday.

The use, or misuse, of television was blamed in another speech for "turning



Mr. Koslow



Mr. Clasen

Koslow succeeds Bartel

Marvin H. Koslow, vice president in charge of marketing services for Bristol-Myers, was elected chairman of the Association of National Advertisers, succeeding William A. Bartel of the Celanese Corp., last Friday (Oct. 29) at ANA's 62d annual meeting.

Earl A. Clasen of the Pillsbury Co. was named vice chairman. Peter W. Allport was re-elected president.

Five members were elected to the board of directors for three-year terms and Bruce R. Abrams was re-elected for a two-year term. The five new directors: Robert V. Cummins, P. R. Mallory & Co.; Fred W. Heckel, United Air Lines; R. Ross Garrett, 3M Co.; Edgar H. Lotspeich, Procter & Gamble, and F. Kent Mitchel, General Foods.

The new chairman has been active in ANA as a member of its television committee and has been a member of the board since 1968. He joined Bristol-Myers in 1965 after nine years as a vice president in the television department of Young & Rubicam and service as a teacher at Syracuse (N.Y.) University.

The new officers, Mr. Bartel and nine other directors continue on the board. The five new directors succeed the following whose terms expired: A. D. Johnson, Eastman Kodak; John P. Kelley, Goodyear Tire & Rubber; Richard Q. Kress, Home Appliance Division, North American Philips; William P. MacFarland, Campbell Soup, and John J. Morrissey, Ford Motor Co.

people off" where advertising was concerned. This happens, according to H. Bruce Palmer, president of the Council of Better Business Bureaus, when 30-second TV spots must compete for attention with other 30-second TV spots.

Mr. Palmer was unable to attend the ANA meeting, but his speech, presented by Herbert Cleaves of General Foods, urged advertisers to "try to find more room for more information in every advertisement," and added: "Unfortunately, the most penetrating and effective media has forced a competition of commercial against commercial to the point where there seems to be no room left for information. As a creative director

told me the other day, 'In 30 seconds you can hardly get peoples' attention, much less tell them anything.'"

Mr. Palmer also maintained that "people, average run-of-the-mill consumers, have very little respect for television advertising. They are entertained by it, yes. If they remember the brand name, that is another thing. A lot of people watch it. You have a captive audience, more or less. But what did you really do for your audience in the 30 or 60 seconds when you held them captive?"

If an advertiser had taken the money that went into a TV spot and spent it on a how-to booklet explaining the "nitty-gritty, dull, unglamorous things that will help inform your customers," he suggested, advertisers would have fewer problems with consumers. Beyond that, he asserted, advertising should never be asked "to do something for the product that the product could not do by its own merits."

Speaker after speaker called for advertisers' cooperation with advertising's new self-regulatory effort through the National Advertising Review Board, which is being launched in cooperation with the CBBB.

Charles W. Yost, the former ambassador to the United Nations who is chairman of the NARB, said the first meeting of the NARB would be held in "about three weeks" and that the board would begin functioning immediately. Its "success or failure will depend on the degree of support it receives from the advertising industry," he said.

Procedural details were outlined later by William H. Ewen, former ANA chairman who is executive director of NARB, and Roger A. Purdon, a CBBB vice president.

If television received some questionable marks for its contributions to consumer criticism of advertising, it also got some good marks as a new product salesman from William D. Tyler, creative consultant. After a run-down of 36 case histories of new product introductions, Mr. Tyler said: "I hardly have to tote up the media usage for successful introductions. Almost all depend on TV, at least primarily."

Next: The children's hour

The subject of children's advertising—with TV undoubtedly to be the major medium under examination—is scheduled to occupy the Federal Trade Commission next week (Nov. 8, 9-12). The trade agency is conducting a series of hearings on the whole subject of modern advertising (see page 14).

The schedule of witnesses for the sessions on advertising for children includes such critics as Mrs. Evelyn Sarson, Action for Children's Televi-



Keep America Beautiful.

A beautiful America is a prosperous America. And a thriving textile industry can help keep it that way. Because this country's textile-apparel complex supports some 3.4 million workers. The directly employed textile-apparel workers, alone, earn about \$11 billion a year. And pay about \$1.4 billion in personal taxes. And buy more than \$2.5 million worth of food. And spend \$2 billion for housing, \$1 billion for transportation. Which is something to ponder. And now that you know what this industry means, you should find out what it does. Ask for the booklet, "A Profile of Textiles". From the American Textile Manufacturers Institute, Inc., 1501 Johnston Building, Charlotte, North Carolina 28202.

sion: Robert Choate, nutritionist and a critic of dry cereal advertising for children, and Stephen Bluestone, Washington lawyer and former toy editor with the Code Authority of the National Association of Broadcasters.

Others on the witness list for the children's hearings: Dr. T. Berry Brazelton, Harvard; Dr. Albert Bandura, Stanford; Dr. John Condry, Cornell; Dr. Richard Galdston, Children's Hospital, Boston; Professor F. Earl Barcus, Boston University; Mel Helitzer, Helitzer Advertising, New York; Don Miller or Gene Noak, Rumrill-Hoyt, New York.

Also Professor Scott Ward, Harvard; Professor Daniel B. Wackman, University of Minnesota; Greg Reale, Marketing Science Institute, Boston; James N. Harvey, Harvey & Carlson, New York, and representatives for the Toy Manufacturers of America, the Children's Television Workshop and Kenyon & Eckhardt, New York.

The proof of ads may be in CATV

How cable-TV systems are being used to test advertising was described to the Federal Trade Commission last week during its current inquiry into advertising (see page 14).

David Hardin, president of Market Facts Inc., Chicago, noted that among the new devices developed for measuring the effectiveness of advertising is "split-cable CATV."

This, he explained later, is a method where a TV program carrying a commercial is sent via cable to half of a CATV system's subscribers, with a different and new commercial message to be tested being sent to the other half. By measuring awareness, attitudes and purchases, he said, it is possible to determine which advertising campaign generates higher sales volume.

Market Facts uses the cable system in Salisbury, Md., for this purpose.

The other researcher using cable TV on a regular basis is, as far as can be learned, Adtel Ltd., New York, which uses two CATV systems, one in the Southeast, and the other on the Pacific coast. Both systems which Adtel officials decline to identify, each have about 6,500 subscribers, but only a sample of 1,000 in each system is used. These, according to John J. Karl, Adtel vice president, are subject to tests between current advertising and new advertising and are given diaries to maintain over a period of several months. Point-of-sales are also checked, most recently with movie cameras, Mr. Karl said.

Other CATV systems, according to research executives, are used occasionally for such testing.

FCC: It's FTC's ball game, but we're playing too

The FCC reminded broadcasters last week of their "fundamental, bedrock duty" to employ the "assiduous attention which can be expected of intelligent and informed individuals" in protecting the public against false and misleading advertising. It also announced it was preparing to take several steps aimed at promoting "a new mood of heightened awareness on the part of licensees."

But, it said, the principal government watchdog in the field of deceptive advertising is the Federal Trade Commission, the agency created by Congress to deal with that problem.

The FCC said that it would not make judgments as to whether particular commercials were false or misleading, and added, "While we may indeed act in a clear, flagrant case, we shall continue our practice of generally deferring on these matters to the FTC."

The commission expressed its views in a series of rulings disposing of three long-pending matters:

A complaint by the Consumers Association of the District of Columbia charging CBS and its Washington affiliate, WTOP-TV, with failure to protect the public from false and misleading advertising was rejected.

As was a contention by Action for Children's Television that toy advertisements raise a fairness-doctrine issue and that broadcasters should be required to warn the public when a commercial has been challenged by the FTC.

The commission also turned down a petition by a group of George Washington University law students operating under the acronym TUBE (Termination of Unfair Broadcasting Excesses) seeking a rulemaking against false ads.

However, the commission said it will soon issue a public notice updated its 1961 policy statement outlining broadcasters' responsibilities in the field of false advertising to include its findings in the fairness case involving Chevron F-310 gasoline (BROADCASTING, May 17). The commission held in that proceeding that the commercials, which promote the product as a partial solution to the air-pollution problem, did not raise a fairness-doctrine issue, even though they had been challenged in a FTC complaint. But it also said that the issuance of such a complaint "imposes a further obligation on broadcasters" and that "the continued broadcasting of the advertising matter without any further inquiry simply because a final adjudication has not been made does not represent adequate exercise of the licensee's responsibility."

The commission also said last week it was considering two other actions designed to sharpen broadcasters' ability to discharge their obligations in the area

of deceptive advertising. Both were suggested by TUBE.

The commission is exploring with the FTC the feasibility of preparing an "advertising primer" that would outline deceptive advertising regulations and would be similar in nature to the fairness-doctrine primer. And it is considering the possibility of improving methods of notifying licensees of which ads the FTC has found to be deceptive.

In disposing of the complaint by the Washington consumers group, the commission said that the record did not demonstrate an alleged consistent practice on the part of WTOP-TV of carrying deceptive advertising.

It also rejected as not feasible a proposal that it act to insure that both network and station personnel are adequate in numbers and training to screen out deceptive advertising.

However, the commission outlined some procedures it expects licensees to follow in guarding against such advertising. It said licensees should be alert to areas of obvious concern in the light of their own experience and of FTC policies and practices. It also said that a network affiliate that receives a complaint about a commercial should forward the complaint to the network for consideration—and should notify the network the affiliate will not carry an announcement it concludes is deceptive.

The commission said that every station should, to the extent made possible by its size and resources, have a program to screen out deceptive advertising. "Somewhere in every station operation," the commission said, there must be cognizance of the problems of deceptive advertising, familiarity with applicable government policies, and responsibility for determining the acceptability of advertising submitted to the station.

The commission vote in each of the actions was 5-to-1, with Commissioner Nicholas Johnson the lone dissenter and Commissioner Charlotte Reid not participating.

Commissioner Johnson in a separate opinion said the commission had promulgated "non-actions." The only conclusion to be drawn from them, he said, was that broadcasters "are free to make decisions about commercials in whatever way they wish, and can continue to succumb to the pressure to take whatever commercials are offered them, absent a final order finding the commercial false, misleading or deceptive."

The commissioner issued as an appendix to his opinion a suggested notice of inquiry and proposed rulemaking extensive in scope and looking to the adoption of rules governing the kind and amount of commercials television stations could carry.

Consider the freedom.

How do you capture the nightmare of pollution? Or the geometric purity of a snowflake? Use the freedom of film, and the unique power of animation.

Animation lets you exaggerate without losing the attention or belief of your audience. And with today's new techniques, and the elimination of on-camera talent, you can often produce an animated commercial for less cost than a live-action spot.

But whether you use animation or live action, or a combination of both, the possibilities are endless. Like music, film has the power to convey any mood or style, reality or fantasy. Exactly the way you saw it.

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L.A. Ad Club warned on changing world

Agency executives caution ad men to stay loose and move with the times

Does the large, full-service, multioffice advertising agency have unique problems? Is it being torn asunder by dissidents, opportunists, new trends? Will such agencies survive? Jay Chiat, partner in and president of Chiat/Day Inc. Los Angeles-based agency, thinks that all such questions are "simply a by-product of current culture." He told a luncheon meeting of the Advertising Club of Los Angeles that "what's happening in advertising is really no different than what's happening everywhere else: Nobody seems willing to play their traditional preordained roles anymore."

Appearing as a member of a panel discussing advertising's present and future, Mr. Chiat pointed out that the traditional client/agency relationship these days "doesn't make any more pure pragmatic sense than monogamy." He conceded, however, that "there's a certain old-fashioned comfort about both of them."

But comfort and tradition are due for reconfiguration, according to Mr. Chiat. His advice for the future is for agencies to stay loose and to stay current.

"The whole world is changing," he reminded. "Every single status quo is being challenged . . . who's right and who's wrong isn't nearly as important as who's current." Mr. Chiat concluded that "the day seems to be past when long-range strategy can be a winning technique. We're living in a short-term world," he said, "and the outfits that come out on top will probably be the ones with the best string of short-range successes."

Appearing on the same panel, Cy Schneider, president and chief executive officer of Carson/Roberts/Inc., Los Angeles, division of Ogilvy & Mather Inc., reassured those who feel the future of advertising belongs to the so-called creative advertising boutique-type agencies. Mr. Schneider called attention to statistics that indicate over the last 20 years the top 25 agencies have continued to do slightly more than 50% of all advertising business. He predicted that as the boutique agencies grow and take on larger and more significant accounts, they will inevitably become full-service agencies. They must, he suggested, because boutique agencies will need to grow with their clients if they are to compete in the arena of big business.

"The Jerry Della Feminas and Ron

Rosenfelds of today may become the Bill Bernbachs and David Ogilvys of tomorrow if they continue to be successful," Mr. Schneider said.

Other Los Angeles advertising executives appearing on the panel were Tyler MacDonald, president and chief executive officer, Ayer/Jorgensen/MacDonald Inc.; Pete Dailey, president, Dailey & Associates; and Ted Factor, executive vice president, Doyle Dane Bernbach Inc.

Calif. bid to control Ariz. TV's ads loses

The state of California has run out of courts in its effort to regulate the advertising of a broadcast station across the border in Arizona. The California Supreme Court in January, and now the U.S. Supreme Court, have refused to review a lower state court's ruling that the state lacks such jurisdiction.

At issue was the advertising of eyeglasses and optometric services on KBLU-TV Yuma, Ariz. Such advertising is illegal in California but not in Arizona. However, the station's transmitter is located in California and its signal is received there.

What's more, a U.S. Supreme Court decision in 1963 indicated that the federal government had not pre-empted regulation of broadcasting to the extent that a state could not regulate advertising that was broadcast by a station within its borders to in-state customers. Coincidentally, that case also involved a station in a southwestern state—New Mexico—and eyeglass advertising.

On the basis of that background, a California superior court in February 1969 permitted the El Centro district attorney to seek a permanent injunction against KBLU-TV advertising eyeglasses and optometric services (BROADCASTING, Feb. 24, 1969).

However, KBLU-TV, in its successful appeal to the state court of appeals, said its situation was different from that of the outlet in New Mexico. It noted California was attempting to enforce its laws on an out-of-state station. The court, in a decision left undisturbed by the state and U.S. Supreme Courts, held that California was violating the Constitution's interstate commerce clause.

Wonder Bread maker counters FTC charges

ITT Continental Baking Co., Rye, N.Y., has told the Federal Trade Commission that it is off base on charges that advertising for Wonder Bread contains misrepresentations regarding nutritional values.

The FTC has charged ITT Continen-

tal and its advertising agency, Ted Bates & Co., New York, with false nutritional claims in the advertising of that company's Wonder Bread (BROADCASTING, March 22). Also the target of an FTC complaint at the same time was ITT Continental's Profile bread. The company, however, signed a consent order on that issue last July, and had actually begun airing the corrective advertising last September (BROADCASTING, Sept. 20).

In its response to the FTC complaint on Wonder Bread, ITT Continental said that although it is true that all enriched breads are required by law to contain minimum levels of certain nutrients and that Wonder Bread is not distinct from other enriched breads, it made no representations to the contrary. ITT Continental also denied that its "builds strong bodies 12 ways" slogan represented that it will provide a child with all nutrients essential for healthy growth and development.

The ITT Continental response claimed that its advertising for Hostess snack cakes was true as it relates to vitamins and iron components, and denied that the sugar content of the cakes is a material fact.

Further, the company said, the FTC lacks the legal authority to require ITT Continental to devote 25% of its advertising for one year to statements indicating that the FTC had found that these products had been falsely advertised. It asked that the complaint be dismissed.

TV down, but radio up in travel-tour spending

The airlines spent more in radio and less in television last year, according to figures released by Harris, Kerr, Foster & Co., New York, on "Travel and Tourism Advertising Expenditures in Measured Media Within the U.S.—1970."

Domestic and international airline expenditures totaled \$159.3 million, down 1% from 1969. TV dropped 9% to \$42 million in 1970 while radio received \$35 million, a 4% gain over 1969. Harris, which began its expenditure reports in 1964, said this was the first decrease recorded in airlines' TV spending.

Similarly, TV's drop-off was noted in spending in measured media by all transportation carriers (ship, bus and railroad in addition to air travel). TV had a 25% share of the \$181 million spent (a total that represented a 1% decline from 1969) but this was 2% lower than the 1969 share. Radio, which got 20% of the monies allocated in 1970, gained 1% compared with 1969.

Would you buy an ad from this man?

Stan Freberg, Peck's bad boy of advertising, makes more waves with commercial for Kramer film

When motion-picture producer Stanley Kramer hired Stan Freberg to do an advertising campaign for his latest movie, "Bless the Beasts & Children," he knew going in that there might be controversy. Mr. Freberg, after all, has a well-known track record and his satirical radio and TV commercials have been known to encounter a little trouble along the way.

But Mr. Kramer welcomed controversy. His movie, taken from a novel (with a hard core of fact) by Englishman Glendon Swarthout, is about the practice in this country known as "thinning out the herd": the shooting of buffalos because there is not enough grazing land for all of them. Specifically, the movie is about the thinning out of a buffalo herd in Arizona, where it is claimed the decimation is handled more cruelly than elsewhere (and where the public is invited to kill a buffalo for a \$40 fee). The most important thing that could happen, as Mr. Kramer was concerned, would be for his movie to raise such a ruckus that maybe it would bring about the enactment of more comprehensive and restrictive gun control regulation.

Mr. Freberg had 60 seconds to promote the movie, tell something about it, and, perhaps, set the stage for a ruckus. What he did in the commercial is fade up on three people sitting, much as they would be on a TV panel such as the *Dick Cavett Show*. The man in the middle is former CBS newsman Bill Stout. On camera right is young TV actor Bill Mummy, with long hair, looking as if he was some kind of an ecology freak. On camera left is character actor Douglas Kennedy, portraying a middle-American type, a Rotarian, maybe even a member of the National Rifle Association.

But Mr. Freberg is careful to make a distinction. Over the character actor's chest he superimposes the identification, Floyd Crebbs, American Gun Cult Assn., which, of course, is a fictitious organization.

The dialogue begins with Mr. Stout as moderator asking: "Your gun club is condemning this movie."

Crebbs: "We are condemning this movie 'Bless the Beasts & Children' because it is a vicious attack upon the hunters of America, the gun buffs who will not be held up to ridicule."

Here Mr. Freberg makes a direct cut to a film sequence of one of the buffalos being shot. It lasts about 12 frames and then he cut to a shot of the panel.

Crebbs continues: "... just because we like to shoot a few buffalos now and then..."

Mummy, playing himself, interrupts: "Wouldn't slaughter be a better word?"

Stout: "This is Bill Mummy, one of the stars of 'Bless the Beasts & Children.'" Stout asks, "Is this film based on fact?"

Crebbs, shrugging, trying to weasel out: "Well, you know..."

Mummy: "Listen, right now for 40 dollars you can have the thrill of ripping off an American buffalo point blank. They don't have a chance."

Over this speech, Mr. Freberg cuts



Until recently Cudahy Co., Phoenix, maker of Bar-S meat products, was a staid broadcast advertiser—perhaps even a square one. Now Cudahy, through Jennings & Thompson Advertising, Phoenix, is getting into the swing of contemporary advertising, attempting TV commercials with humorous, simpatico content. The advertiser's latest commercial, a 30-second spot that is to be placed in selected markets across the country, is part of its "Great Moments in Eating" gentle spoof campaign. It's a commercial about an Andy Warhol-type pop artist in an unmistakable skylighted loft studio that is full of portraits of half-eaten hot dogs.

The announcer in a voice-over says: "And now, Cudahy Bar-S presents another great moment in eating. Snug Harbor, April 27th. Hungry pop artist Sandy Wierdhall is forced to announce yet another delay in the completion of his long-awaited masterpiece, 'Portrait of a Bar-S hot dog.' Experience your own great moment in eating. Get Cudahy Bar-S Wieners. A taste of good life." In the spot the artist can't complete the portrait because he keeps eating the hot dog that is his model. The commercial was produced for Jennings & Thompson Advertising by Time-Life Productions/Pacific, Los Angeles.

back to the buffalos, with hunters lying on the ground shooting at them. Shots ring out and the viewers see the buffalos going down, one after the other. There's no blood, however, shown in the scene. Then there's a cut back to the panel.

Stout: "I thought the buffalo was an endangered species."

Crebbs, mopping his forehead: "Well, they're sort of endangered. [There's another cut back to more buffalos being shot and then a cut back to the panel] These bleeding hearts have the idea that shooting a game animal is like shooting something that thinks or feels. [He sort of smiles] We call that the 'Bambi syndrome.' Oh, sure, the ecology freaks will probably go for it, but I wouldn't let my kids see 'Bless the Beasts & Children,' [he looks right into the camera] not unless I wanted them to grow up hating guns."

A shot rings out and with the ricochet of sound the title of the movie snaps on and the commercial ends.

The buffalo film used in the commercial was stock footage bought from people who photographed the buffalo kills in Arizona in previous years. Mr. Kramer was not permitted to film in Arizona. And while he ran the Freberg TV campaign in Denver and Salt Lake City prior to opening his movie in those cities, he also was not permitted to show the television commercial created by Stan Freberg on the three network-owned stations which are located in Los Angeles.

According to Mr. Kramer, who held a news conference and took a half-page ad in the *Los Angeles Times* to state his case, broadcast standards at KNBC(TV) said that the Freberg spot was "not a regular type of advertisement," and that "the buffalo scene was too violent for our people." Film operations at KNXT(TV) said the spot was "too violent" and "the panel discussion made the spot appear like part of a news program." Standards and practices at KABC-TV said: "The spot is too violent and makes reference to the National Rifle Association and KABC prefers not to make reference to private organizations." In his newspaper ad, Mr. Kramer, who apparently obtained the ruckus he was seeking, scolds NBC, CBS and ABC for "censoring" the commercial. "You ought to be ashamed," he wrote, "you've censored out our television time and made it necessary to announce the opening of our new film in this ridiculous manner."

The film has opened in Los Angeles and has generated what has been termed disappointing box office sales. The nonnetwork TV stations in Los Angeles have carried the Freberg commercial but the network-owned stations still refuse to accept it.

Political spending mired in committee

Nov. 4 hearing set by Colmer in attempt to shape what will be sent to floor

The House Rules Committee's hearing last week on political-spending legislation ("Closed Circuit," Oct. 18) failed to produce a plan for sending the bills to the floor.

Discussion at the session last Thursday (Oct. 28) focused instead on the provisions of the bills, which last month cleared the Commerce and Administration Committees (BROADCASTING, Oct. 11).

Administration Committee Chairman Wayne L. Hays (D-Ohio) and Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) outlined the provisions of the measures (H.R. 11060 and H.R. 8628, respectively). And, although Mr. Macdonald urged Rules to act promptly on the legislation, Rules Committee Chairman William M. Colmer (D-Miss.) scheduled another hearing for this Thursday (Nov. 4) to enable other witnesses to testify on the bills.

The House leadership has proposed that the bills be combined into one piece of legislation on the floor. Rules is charged with imposing debate limitations on the bills and deciding whether it will send one, both or none of the bills to the floor.

But there is speculation that the leadership is really not committed to the bill, that Republicans are dragging their feet on the legislation and that House Speaker Carl Albert (D-Okla.) wants to avoid a floor fight that could go against the Democrats.

In the opinion of one Hill source, if the Rules Committee does give the bills a rule this week, the legislation will be killed. Time is running out, he said, because the chances of passing legislation the week of Thanksgiving and beyond are slim.

House Republicans Clarence J. Brown (Ohio) and Bill Frenzel (Minn.) have introduced a political-spending bill that is identical to the version passed by the Senate last August (BROADCASTING, Aug. 9). They plan to offer the measure (H.R. 11280) as a substitute amendment on the floor if that procedure is approved by the Rules Committee.

Documentation: Moss wants it put to test

Senator Frank Moss (D-Utah), chairman of the Subcommittee for Consumers, last week set out to demonstrate that the Federal Trade Commission's

advertising substantiation program will not do the job and that broad legislation is needed.

A subcommittee spokesman said the Senator has written about 300 consumer groups, requesting them to contact the FTC if they want substantiation of claims in TV, radio, print or billboard ads for products of any kind. The FTC's program involves automobiles, television sets, air conditioners and electric razors. It requires manufacturers to submit documentation of ad claims to the FTC upon request.

The subcommittee has delayed until next spring its consideration of the senator's Truth-in-Advertising Act (S. 1461), which would require advertisers to make available to the public written documentation of their ad claims. The delay was requested by the FTC, which wants to first assess its own documentation program (BROADCASTING, Oct. 11).

The subcommittee spokesman said that another Moss advertising bill, S. 1753, would be considered along with, and probably combined into, the Truth-in-Advertising Act. S. 1753 would establish a federally funded National Institute of Advertising, Marketing and Society to study the impact and effects of advertising.

'A little Trouble' keys cologne drive

A new after-shave and cologne, Trouble, is being introduced on network and spot TV through a series of three 10-second teaser commercials. The introductory campaign was conceived for the product by Jack Cantwell Inc., New York, to familiarize the TV audience with the Trouble name in preparation for a heavier TV campaign, set to begin last Monday (Oct. 25). The initial push started Oct. 11.

The new cologne, billed as a fragrance that lasts all day, is advertised with the theme "A little Trouble in the morning, and you've got Trouble all day." It features a man walking into an office situation, surrounded by a bevy of young girls.

The television campaign, being launched today in both network and spot TV, will run through December using 30-second announcements on NBC-TV's *The Tonight Show*, *The Bold Ones*, *Monday Night at the Movies*, *Sarge*, *Night Gallery* and *Saturday Night at the Movies* and on CBS-TV's *Arnie*, *All in the Family*, *Cannon* and *Friday Night Movies*. The network and spot-radio campaign (covering the top-50 markets) will utilize 60-second commercials through December.

Trouble is a product of the Mennen Co., Morristown, N.J.

Muskie's media man sees TV image shift

Candidates to seek more free exposure at expense of spot TV advertisements

Political advertising on television next year may look more like news programming than spot commercials.

That was the prediction of Robert Squier, director of communications for Senator Edmund S. Muskie (D-Me.), at an American Studies Association seminar Oct. 23 in Washington. Mr. Squier indicated that political "image makers" would spend more time in the 1972 campaign trying to get their candidates free exposure in TV news shows, documentaries and other uncontrolled programs. He also predicted a sharp decline in "negative" spot TV ads because candidates who used such tactics last year were not successful.

Appearing on the panel with Mr. Squier were James M. Perry, political writer for the *National Observer*; William Monroe, Washington editor of NBC-TV's *Today* show, and Ray Hiebert, chairman of the University of Maryland journalism department.

The panelists referred to a forthcoming book on political campaigns by Walter DeVries, a University of Michigan professor and political consultant, and V. Lance Tarrance, special assistant to the director of the Bureau of the Census and a former director of research for the Republican National Committee. The book, "The Ticket Splitter: A New Force in American Politics," focuses on that portion of the electorate that does not vote party lines but votes independently. These key voters, the book says, are influenced more by TV news documentaries, special programs and newspapers than by paid political TV spots.

The book will be published next January by William B. Eerdmans Publishing Co., Grand Rapids, Mich.

Mr. Squier said the splitters are also what he called "media freaks" who rely heavily on television and base their political decisions on a candidate's personality, his ability and the issues—in that order.

"You're going to see television ads that look more and more like unpaid news clips," Mr. Squier said, predicting that candidates will try to buy time in news shows rather than in entertainment programs.

Mr. Monroe said he was "somewhat nervous" about that prediction because if that comes about TV networks and stations would have to make special efforts to delineate paid political commercials from news content.

Pathmark spot blitz continues with new ads

Continuing their barrage on mid-eastern television markets, Pathmark Food Stores introduced two new spots in its consumer-oriented series last week. Supermarkets General Corp., Woodbridge, N.J., parent company of the 100-store chain, through Venet Advertising, New York, has allocated a substantial part of its budget over the last year to the television campaign.

Two spots, one 90-seconds and the other in 30- and 60-second lengths have been running in New York [WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV] and Philadelphia [KYW-TV, WCAU-TV, WPVI-TV] reaching viewers in Pathmark's operating areas, New York, New Jersey, Connecticut, Pennsylvania and Delaware, since Monday Oct. 18. The campaign will run through January.

The first spot, featuring 100 white-coated meat managers representing each of the 100 stores, urges the viewers to visit the stores' meat counters and notice prices, freshness, etc. The second commercial, for disposable diapers and panty hose, compares Pathmark's low prices with its competitors and points out "their famous brand is every bit as good as ours." Both spots were produced by EUE/Screen Gems, New York.

Also in Advertising

Nielsen spreads out ■ A. C. Nielsen Co., Chicago, has purchased a building in Dunedin, Fla., to house the field and production units of the company's

media research division. Nielsen said the move is part of a decentralization step taken by the company over the past 12 years. Approximately 200 persons from the Chicago office ultimately will be employed in Dunedin.

New name for Y&R ■ Young & Rubicam Inc. will become Young & Rubicam International Inc. next Jan. 1 in recognition of its expanding world-wide activities. Edward N. Ney, the agency's president, described Y&R as a "major factor in the multinational advertising business" and said business at Y&R outside the U.S. has grown from 18.5% to 35% of total billings, that in another 10 years it will be 50% and that the agency now has 25 offices in 20 countries (only eight years ago it had 14 offices in 13 countries). He said Y&R will continue to be owned by the people who work for the agency and that at present one-third of its stockholders work outside the U.S.

Breather for U.S. Media

Major creditors of U.S. Media International, New York, and U.S. Referee in Bankruptcy Edward J. Ryan agreed last week to grant U.S. Media up to 21 days to formulate a plan to satisfy the company's indebtedness.

The informal hearing on Wednesday (Oct. 27) before Judge Ryan was preceded by a meeting on Tuesday with more than 50 creditors owed at least \$50,000. At that time, the attorney for U.S. Media, Seymour Launer of Garden City, N.Y., outlined several possible plans that might be developed.

U.S. Media, an independent buying

service, filed for reorganization under Chapter 11 of the Federal Bankruptcy Act several weeks ago (BROADCASTING, Oct. 18).

Business Briefly

Polaroid Corp., Cambridge, Mass., through Doyle Dane Bernbach, New York, will sponsor the *New York Philharmonic Young People's Concerts* on CBS-TV during the 1971-72 season, marking the series' 15th consecutive year on the network. The dates and times of this season's four concerts are to be announced.

Birds Eye Division of General Foods Corp., White Plains, N.Y., through Benton & Bowles, New York, will introduce "Pick-up Stix" snack food in Syracuse, Buffalo and Albany, all New York, today (Nov. 1) and in Philadelphia Nov. 15. The new campaign, using 30-second spots, is set to run indefinitely.

RepAppointments

■ KFRE(AM) Fresno, Calif.: H-R/Stone Radio, New York.

■ WJAS-AM-FM Pittsburgh: Avco Radio Sales, New York.

■ KDEN(AM) Denver, WNCG(AM) and WKTM(FM), both Charleston, S.C.: AAA Representatives, New York.

KFOG(FM) San Francisco and WJIB(FM) Boston: Avery-Knodel Inc., New York.

Telestatus®

Moving up in the market ranks

Or down, as the case may be, as Nielsen uses 1970 U.S. Census to reorder DMA's

More than 50 U.S. markets have undergone "significant" changes in ranking in A. C. Nielsen Co.'s new market-by-market estimates of TV households. The estimates, reflecting 1970 U.S. Census data, represent the first comprehensive updating based on actual census information in 10 years. Annual estimates between the decennial censuses are based on projections.

In the new rankings, as of September 1971, the top-15 markets experienced no change in position, but then Atlanta edged Indianapolis-Lafayette-Muncie, Ind., out of 16th place and Miami-Fort Lauderdale nosed Baltimore out of 18th.

Among "significant" changes—significant being defined as three or more rank positions and designated by asterisks in

the table below—Tampa-St. Petersburg, Fla., moved from 26th place in 1970 to 21st this year; Denver moved from 33d to 30th, and Charlotte, N.C., from 38th to 33d. Other "significant" changes in the top 50: New Orleans moved from 30th to 36th; Louisville, Ky., from 41st to 38th; Phoenix-El Centro, Calif., from 48th to 39th, and Dayton, Ohio, from 39th to 43d. Greensboro-High Point-Winston-Salem, N.C., moved into the top 50 with a two-place rise from 52d in 1970, while Columbia, S.C., made it into the top 100 with a three-rank advance from 103d.

The markets are Designated Market Areas (DMA) as defined by Nielsen, which also noted that these figures are estimates and that, as such, should not be regarded by only

the user as being "exact-to-precise mathematical values."

The note headed "NSI market consolidations" lists the markets for which there are Nielsen Station Index (NSI)

reports but which are consolidated with other DMA's. Akron, Ohio, for instance, is consolidated with Cleveland in the table below.

1971 Rank	1970 Rank	DMA market	TV hshlds. (Sept. 1971)	% total US TV hshlds.	Cumulative % US TV hshlds.
1	1	New York	5,883,560	9.447	9.447
2	2	Los Angeles, Palm Springs	3,361,760	5.398	14.845
3	3	Chicago	2,588,530	4.156	19.001
4	4	Philadelphia	2,177,290	3.496	22.497
5	5	Boston, Manchester, N.H.-Worcester, Mass.	1,571,220	2.523	25.020
6	6	San Francisco-Oakland	1,491,490	2.395	27.415
7	7	Detroit	1,480,630	2.377	29.792
8	8	Cleveland, Akron, Ohio	1,228,280	1.972	31.764
9	9	Washington-Hagerstown, Md.	1,130,990	1.816	33.580
10	10	Pittsburgh	1,025,530	1.646	35.226
11	11	Dallas-Fort Worth	963,580	1.547	36.773
12	12	St. Louis	881,290	1.415	38.188
13	13	Seattle-Tacoma, Bellingham, Wash.	769,790	1.236	39.424
14	14	Minneapolis-St. Paul	769,440	1.235	40.659
15	15	Houston	744,530	1.195	41.854
16	17	Atlanta	711,270	1.142	42.996
17	16	Indianapolis, Lafayette, Muncie, Ind.	693,400	1.113	44.109
18	19	Miami-Fort Lauderdale, Fla.	689,200	1.106	45.215
19	18	Baltimore	672,860	1.080	46.295
20	20	Kansas City, St. Joseph, Mo.	624,460	1.002	47.297
*21	26	Tampa-St. Petersburg, Fla.	603,630	.969	48.266
22	21	Hartford & New Haven, Conn.	590,920	.948	49.214
23	22	Cincinnati	579,530	.930	50.144
24	23	Buffalo, N.Y.	568,870	.913	51.057
25	24	Milwaukee	561,250	.901	51.958
26	27	Memphis, Jackson, Tenn.-Jonesboro, Ark.	553,690	.889	52.847
27	25	Sacramento-Stockton, Calif.	539,050	.865	53.712
28	28	Portland, Ore.	535,790	.860	54.572
29	29	Providence, R.I.	500,500	.803	55.375
*30	33	Denver	484,070	.777	56.152
31	31	Columbus, Ohio	479,000	.769	56.921
32	32	Nashville, Bowling Green	476,460	.765	57.686
*33	38	Charlotte, N.C.	434,100	.697	58.383
34	37	San Diego	434,080	.697	59.080
35	34	Birmingham	427,480	.686	59.766
*36	30	New Orleans	426,370	.684	60.450
37	36	Grand Rapids-Kalamazoo	418,960	.672	61.122
*38	41	Louisville, Ky.	410,420	.659	61.781
*39	48	Phoenix, El Centro, Calif.	408,910	.656	62.437
40	35	Charleston-Huntington, Parkersburg, W. Va.	404,770	.649	63.086
41	42	Greenville, Spartanburg, S.C., Asheville, N.C.	401,680	.645	63.731
42	40	Albany-Schenectady-Troy, N.Y.	396,550	.636	64.367
*43	39	Dayton, Ohio	393,520	.631	64.998
44	43	Oklahoma City	392,600	.630	65.628
45	44	Lancaster-Harrisburg-Lebanon-York, Pa.	366,580	.588	66.216
46	47	Norfolk-Portsmouth-Newport News, Va.	358,070	.574	66.790
47	45	San Antonio, Tex.	357,320	.573	67.363
48	50	Orlando-Daytona Beach, Fla.	340,740	.547	67.910
49	49	Flint-Saginaw-Bay City, Mich.	339,980	.545	68.455
50	52	Greensboro-High Point-Winston-Salem, N.C.	337,520	.541	68.996
51	46	Wichita-Hutchinson, Kan., plus	336,190	.539	69.535
52	51	Syracuse, Elmira, N.Y.	325,930	.523	70.058
53	54	Tulsa, Okla.	321,900	.516	70.574
54	53	Salt Lake City	320,830	.515	71.089
55	56	Richmond-Petersburg, Va.	311,730	.500	71.589
56	57	Wilkes Barre-Scranton, Pa.	304,140	.488	72.077
57	55	Shreveport, La.	303,710	.487	72.564
58	58	Toledo, Ohio	301,030	.483	73.047
59	59	Little Rock-Pine Bluff, Ark.	294,880	.473	73.520
60	60	Jacksonville, Fla.	288,540	.463	73.983
61	61	Rochester, N.Y.	282,470	.453	74.436
62	63	Knoxville, Tenn.	282,360	.453	74.889
63	65	Raleigh-Durham, N.C.	280,070	.449	75.338
64	62	Davenport, Iowa-Rock Island-Moline, Ill.	268,090	.430	75.768
65	67	Roanoke-Lynchburg, Va.	266,820	.428	76.196
66	68	Des Moines-Ames, Fort Dodge, Iowa	266,780	.428	76.624
67	69	Mobile-Pensacola, Fla.	265,080	.425	77.049
*68	64	Omaha, Neb.	264,550	.424	77.473
*89	86	Champaign & Springfield-Decatur, Ill.	262,260	.421	77.894
70	71	Green Bay, Wis.	249,770	.401	78.295
71	70	Fresno (Visalia), Calif.	240,140	.385	78.680
72	73	Spokane, Wash.	239,920	.385	79.065
73	72	Cedar Rapids-Waterloo, Iowa	238,350	.382	79.447
74	74	Johnstown-Altoona, Pa.	236,620	.379	79.826
75	75	Paducah, Ky.-C. Girardeau, Mo.-Harrisburg, Pa.	236,550	.379	80.205
76	76	Chattanooga, Tenn.	226,050	.362	80.567

1971 Rank	1970 Rank	DMA market	TV hshlds. (Sept. 1971)	% total US TV hshlds.	Cumulative % US TV hshlds.
*77	80	Portland-Poland Spring, Me.	222,390	.357	80.924
78	77	Greenville-New Bern-Washington, N.C.	216,370	.347	81.271
79	78	Jackson, Miss.	206,690	.331	81.602
80	82	Honolulu	202,460	.325	81.927
81	79	Youngstown, Ohio	199,590	.320	82.247
82	81	Lincoln & Hastings, Neb., plus	198,690	.319	82.566
83	83	Albuquerque, N. M.	195,870	.314	82.880
84	84	Springfield-Holyoke, Mass.	193,090	.310	83.190
*85	88	Tri-Cities, Tenn.-Va.	184,690	.296	83.486
86	85	Peoria, Ill.	178,540	.286	83.772
87	89	Fort Wayne, Ind.	176,460	.283	84.055
88	87	Evansville, Ind.	175,570	.281	84.336
*89	94	West Palm Beach, Fort Pierce, Fla.	171,730	.275	84.611
*90	86	Sioux Falls, S.D.	169,900	.272	84.883
91	90	South Bend-Elkhart, Ind.	165,490	.265	85.148
92	91	Lansing, Mich.	165,180	.265	85.413
*93	96	Springfield, Mo.	164,350	.263	85.676
94	93	Fargo-Valley City, Pembina, N.D.	156,520	.251	85.927
*95	92	Rockford, Ill.	151,940	.243	86.170
96	95	Monterey-Salinas, Calif.	151,790	.243	86.413
97	99	Baton Rouge, La.	150,530	.241	86.654
98	97	Augusta, Ga.	150,450	.241	86.895
*99	113	Huntsville-Decatur, Florence, Ala.	150,140	.241	87.136
*100	103	Columbia, S.C.	149,530	.240	87.376
101	100	Wheeling, W. Va.-Steubenville, Ohio	147,410	.236	87.612
*102	98	Binghamton, N.Y.	145,600	.233	87.845
103	102	Columbus, Ga.	143,210	.229	88.074
*104	110	Madison, Wis.	140,910	.226	88.300
*105	111	Colorado Springs-Pueblo, Colo.	140,510	.225	88.525
106	105	Waco-Temple, Tex.	140,440	.225	88.750
107	107	Monroe, La.-El Dorado, Ark.	137,850	.221	88.971
108	108	Sioux City, Iowa	137,800	.221	89.192
*109	106	Duluth, Minn.-Superior, Wis.	137,450	.220	89.412
*110	104	Wichita Falls, Tex.-Lawton, Okla.	137,230	.220	89.632
*111	114	Terre Haute, Ind.	136,800	.219	89.851
*112	101	Amarillo, Tex.	136,450	.219	90.070
*113	116	Tucson (Nogales), Ariz.	136,070	.218	90.288
*114	109	El Paso, Tex.	135,980	.218	90.506
*115	119	Lexington, Ky.	134,320	.215	90.721
116	117	Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	131,820	.211	90.932
*117	112	Joplin, Mo.-Pittsburg, Kan.	130,710	.209	91.141
*118	115	Beaumont-Port Arthur, Tex.	127,830	.205	91.346
119	121	Lafayette, La.	126,250	.202	91.548
120	118	Charleston, S.C.	125,480	.201	91.749
*121	125	Austin, Tex.	125,290	.201	91.950
*122	122	Columbia-Jefferson City, S.C.	123,290	.197	92.147
123	126	Burlington, Vt.-Plattsburgh, N.Y.	122,860	.197	92.344
*124	120	Utica-Rome, N.Y.	117,440	.188	92.532
*125	131	Traverse City-Cadillac, Mich.	114,650	.184	92.716
*126	123	Corpus Christi, Tex.	113,580	.182	92.898
*127	124	Montgomery, Ala.	112,180	.180	93.078
128	129	Topeka, Kan.	112,050	.179	93.257
129	128	Mason City, Iowa-Austin-Rochester, Minn.	111,270	.178	93.435
*130	134	Wausau, Rhinelander, Wis.	106,300	.170	93.605
*131	136	Eugene, Ore.	105,860	.169	93.774
132	133	Macon, Ga.	104,900	.168	93.942
*133	145	Beckley-Bluefield, W. Va.	103,920	.166	94.108
134	132	Erie, Pa.	102,320	.164	94.272
*135	127	Lubbock, Tex.	101,630	.163	94.435
*136	139	Savannah, Ga.	98,810	.158	94.593
137	135	Yakima, Wash.	97,700	.156	94.749
*138	142	Wilmington, Del.	96,130	.154	94.903
*139	143	Tallahassee, Fla.	94,510	.151	95.054
140		Minot-Bismarck, N.D.	93,320	.149	95.203
*141	137	Chico-Redding, Calif.	92,880	.149	95.352
142	140	Las Vegas, Nev.	89,690	.144	95.496
*143	138	Odessa-Midland-Monahans, Tex.	89,380	.143	95.639
*144	141	Bakersfield, Calif.	87,710	.140	95.779
145	144	Boise, Idaho	86,890	.139	95.918
146	148	Alexandria, Minn.	83,270	.133	96.051
147	147	Santa Barbara, Calif.	82,850	.133	96.184
148	146	Harlingen-Weslaco, Tex.	80,950	.129	96.313
149	151	Albany, Ga.	79,460	.127	96.440
150	149	Bangor, Me.	78,170	.125	96.565
151	150	La Crosse, Wis.	76,330	.122	96.687
152	153	Florence, S.C.	76,030	.122	96.809

* Significant change in rank position since 1970 (a shift of three or more places.)

Note: Last year 140 and 197 were part of (130) Western North Dakota; 179 was part of (36) New Orleans.

1971 Rank	1970 Rank	DMA market	TV hshlds. (Sept. 1971)	% total US TV hshlds.	Cumulative % US TV hshlds.
153	154	Tyler, Tex.	73,320	.117	96.926
154	152	Abilene-Sweetwater, Tex.	71,780	.115	97.041
*155	160	Dothan, Ala.	71,400	.114	97.155
156	156	Meridian, Miss.	69,130	.111	97.266
157	157	Clarksburg-Weston, W. Va.	67,930	.109	97.375
158	155	Reno, Nev.	67,750	.108	97.493
159	158	Watertown, N.Y.	63,450	.101	97.584
160	161	Fort Smith, Ark.	61,570	.098	97.682
161	159	Alexandria, La.	56,690	.091	97.773
*162	165	Marquette, Mich.	55,640	.089	97.862
*163	167	Billings, Mont.	53,450	.085	97.947
164	163	Cheyenne, Wyo.-Scottsbluff, Neb.- Sterling, Colo.	53,310	.085	98.032
*165	169	Mankato, Minn.	53,000	.085	98.117
166	168	Salisbury, Md.	51,800	.083	98.200
167	166	Idaho Falls-Pocatello, Idaho	51,740	.083	98.283
*168	187	Fort Myers, Fla.	51,110	.082	98.365
169	170	Columbus, Miss.	49,040	.078	98.443
*170	180	Butte, Mont.	44,620	.071	98.514
*171	175	Hattiesburg-Laurel, Miss.	44,050	.070	98.584
172	171	Ada-Ardmore, Okla.	43,570	.069	98.653
*173	162	Great Falls, Mont.	43,520	.069	98.722
174	172	Rapid City, S.D.	43,360	.069	98.791
175	176	Medford, Ore.	42,850	.068	98.859
176	173	Lake Charles, La.	41,800	.067	98.926
*177	174	Roswell, N.M.	41,080	.065	98.991
178	177	Eureka, Calif.	39,520	.063	99.054
179		Biloxi, Miss.	39,380	.063	99.117
180	179	Casper, Wyo.	37,840	.060	99.177
181	182	Eau Claire, Wis.	36,850	.059	99.236
182	184	Panama City, Fla.	36,400	.058	99.294
183	181	Ottumwa, Iowa	35,040	.056	99.350
*184	164	Lima, Ohio	33,380	.053	99.403
185	185	Grand Junction-Montrose, Ill.	32,980	.052	99.455
186	186	Twin Falls, Idaho	31,670	.050	99.505
187	189	Harrisonburg, Va.	29,480	.047	99.552
*188	183	Greenwood, Miss.	29,060	.046	99.598
189	188	San Angelo, Tex.	26,110	.041	99.639
190	190	Missoula, Mont.	25,180	.040	99.679
191	191	Zanesville, Ohio	24,040	.038	99.717
192	192	Presque Isle, Me.	23,290	.037	99.754
193	193	Tupelo, Miss.	18,450	.029	99.783
194	195	Laredo, Tex.	18,210	.029	99.812
195	194	Klamath Falls, Ore.	17,590	.028	99.840

1971 Rank	1970 Rank	DMA market	TV hshlds. (Sept. 1971)	% total US TV hshlds.	Cumulative % US TV hshlds.
196	196	North Platte, Neb.	14,680	.023	99.863
197		Dickinson, S.D.	9,740	.015	99.878
198	197	Riverton, Wyo.	9,280	.014	99.892
199	198	Glendive, Mont.	3,810	.006	99.898
U.S. total			62,274,910		

Television ownership by Nielsen media research territory, county size and time zones

	TV households	TV households	% TV penetration
Continental U.S. *			
<i>Territory</i>			
Northeast	16,480,700	15,871,720	96
East central	10,247,600	9,898,370	97
West central	11,443,200	10,954,320	96
South	16,723,700	15,860,340	95
Pacific	9,952,600	9,487,700	95
County size *			
A	26,364,400	25,499,060	97
B	17,895,200	17,305,360	97
C	11,188,200	10,656,860	95
D	9,400,000	8,611,170	92
Time zone *			
Eastern	33,540,900	32,259,360	96
Central	19,791,500	18,863,320	95
Mountain	2,611,100	2,443,610	94
Pacific	8,904,300	8,506,160	96

All figures are estimates.

* Excluding Alaska.

Nielsen media research division territories: Northeast—Conn., Del., D.C., Maine, Md., Mass., N.H., N.J., N.Y., Pa. (eastern & central), R.I., Vt., Va. (only); East Central—Ind. (except Lake & Porter counties), Ky., Mich., Pa. (western), W. Va.; West Central—Colo., Ill., Mo. (only), Iowa, Kan., Minn., Mo., Mont., Neb., N.D., S.D., Wis., Wyo.; South—Ga., La., Miss., N.M., N.C., Okla., S.C., Tenn., Tex., Va. (except Arlington & Fairfax counties); Pacific—Ariz., Cal., Idaho, Nev., Ore., Wash.

TheMedia

D-day approaches for California stations

Deadline for denial petitions is at hand and first smoke appears in Bay Area

The first shot in what is expected to be a series of license-renewal battles all over the state of California was fired last week, with KTVU(TV) Oakland the target.

The California La Raza Media Coalition held a news conference on Wednesday (Oct. 27) to announce that it was petitioning the FCC to deny the station's license-renewal application because of an allegedly poor record in programing, employment and news coverage of the Mexican-American community.

Meanwhile, it was understood that other groups in the city are preparing petitions against two other television stations—KGO-TV and KPIX-TV—and at least three radio stations, KNBR(AM), KFRC(AM) and KEST(AM).

There is also activity in Los Angeles

where, it was learned, petitions to deny the license renewal applications of KCOP(TV) and KGFB(AM) were being prepared in behalf of local groups.

And there may be more. Reports have circulated for the past several months that citizens groups throughout the state were conferring with local stations and were prepared to file petitions if satisfactory agreements were not reached.

California stations are due for renewal on Dec. 1; the deadline for filing protests or petitions to deny is today (Nov. 1).

Richard Beserra, an attorney with a local public-interest law firm who is acting director of the La Raza coalition, sees the petition against the Cox Broadcasting Co. station as representing an

important test case. "If the FCC upholds a minority group's right of access to a station it will have important repercussions throughout the nation," he said. The coalition includes a number of Latino (Central and South American, Cuban and Puerto Rican) and Mexican-American groups.

The La Raza petition asserts that only two of the station's 195 public-affairs programs were directed to the Mexican-American community, that the percentage of public service announcements directed to that community was said to be similarly small.

It also contends that none of the station's personnel who have a voice in programing matters were Spanish-surnamed.

ABC's KGO-TV, NBC's KNBR and RKO

General Broadcasting's KFRC are said to be the targets selected by the multi-ethnic Community Coalition for Media Change. It is understood they will be accused of discriminating against minority groups in programing and employment.

The petition being prepared against Westinghouse Broadcasting Co.'s KPIX-TV would represent something new in the growing movement of citizen groups' efforts to influence programing—a station's specific obligation to ascertain and serve children's needs—if it is filed. The Committee on Children's Television is awaiting the station's response to a proposed agreement submitted to all stations in the market last week before deciding whether to file its petition.

The agreement calls on the stations to ascertain the needs of children, who make up 24% of the metropolitan area's population, and to develop local programing for them. It also asks that specific children's programing goals be reached over the next three years.

The committee, in reports filed with the commission over the past several months said all of the stations are failing to provide adequate local programing for children or to ascertain their needs ("Closed Circuit," Aug. 30. BROADCASTING, Oct. 4). The committee is said to have focused on KPIX-TV through a process of elimination. KGO-TV and KTVU were already marked out for petitions to deny that will include some of the committee's concerns, and KRON-TV is still awaiting commission action on its 1968 renewal application.

KEST's impending license-renewal problem is an outgrowth of a controversy that erupted last year, when the station changed its call letters from KSOL, dropped its black-oriented format for middle of the road and fired five black disk jockeys (BROADCASTING, Oct. 5, 1970).

The Joint Strategy and Action Committee, Northern California Council of Churches, which protested the station's actions in a complaint that the FCC rejected, would be renewing its protest in the petition for denial of the station's license-renewal application that is being prepared. Jsac, which has already appealed the commission's decision to the U.S. Court of Appeals in Washington (BROADCASTING, Sept. 27), is expected to charge the station with racial discrimination because of its firing of the black disk jockeys and to assert the format change has resulted in a loss of service to the black community. The commission deferred action on a discrimination charge in the original complaint pending the outcome of legal proceedings brought by the discharged employees.

All of the groups preparing petitions against the San Francisco stations have

been aided at least to some degree by Albert Kramer and Robert Stein of the Citizens Communications Center, of Washington. However, most have local attorneys, and the CCC is expected to be listed as counsel only on the KEST petition.

Mr. Kramer and Tracy Westen, of the Stern Community Law Firm, of Washington, will be "of counsel" on petitions to be filed against KCOP and KGFJ. The petitioners will be Council on Radio and Television, a black group, which has relied largely on a local attorney, Stanley Levy, counsel for public interest law firm that is maintained by the Beverly Hills (Calif.) Bar Associa-

tion.

CORT is expected to urge the denial of Chris Craft Industries' renewal application for KCOP on the ground it has a poor record in terms of the amount of news it presents, the number of programs with racially integrated performers it carries and its employment of minority group members. It will also be charged with excessive commercialization.

KGFJ, a white-owned and the only black-oriented station in the market, will be hit on the basis of allegedly inadequate service for the black community. CORT is expected to contend that the station—which employs a rhythm-

FOR SALE:

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and-blues format—provides virtually no public-affairs programming or in-depth reporting on community problems, and offers no opportunity for local self-expression.

The threat of a petition to deny their license-renewal applications still hangs over two other Los Angeles TV stations—Metromedia Inc.'s KTTV(TV) and ABC's KABC-TV. The National Association for Better Broadcasting (which may join with CORT in its petitions) and KTTV cooperated in obtaining from the commission a 15-day extension of the deadline for filing petitions, to permit continued negotiations. CORT and KABC-TV obtained a 30-day extension for the same purpose.

Color homes reach 31 million

More than one-half of all U.S. television households were equipped with color sets as of Oct. 1, according to NBC estimates released last week ("Closed Circuit," Oct. 25). Allen R. Cooper, vice president, planning, NBC, said that 50.1%, or 31 million TV households, had television receivers at the end of the third quarter of this year. He added that the net gain of color households was 1.3 million over the 29.7 million estimated for July 1, 1971. The NBC quarterly figures are based on reports of color set production, sales, imports and dealer inventories.

Family favoritism charged to Donrey

Las Vegas TV station says rival got breaks from its owner's papers

The Donrey Media Group, which faces a battle to hold on to its license for KORK-TV Las Vegas, has been hit on the flank by a television-station competitor accusing it of abusing its "monopoly" of media in the city.

William H. Hernstadt, president of KVVU(TV) (ch. 5), who made the charge in a letter to the FCC, said he was taking no position on the competing application filed by the Las Vegas Valley Broadcasting Co. for the channel-3 facility (BROADCASTING, Sept. 6).

But, he said, he wanted to call the commission's attention to what he suggested was the disproportionate attention the Donrey-owned *Las Vegas Review Journal* pays KORK-TV at the expense of other stations in the market, particularly KVVU.

He said that despite a policy the newspaper adopted several years ago of rotating the front cover of its Sunday television section among the four commercial and one noncommercial stations

in the market, it has published more covers on KORK-TV in the past year than all other stations combined, and none on KVVU. He also said that KORK-TV has received "substantial" coverage in the daily newspaper while the material offered by KVVU about its programs has been ignored.

William Wright, general manager of the *Review Journal*, denied the newspaper was discriminating against KVVU or any other station. "Channel 5 seems to think we're duty bound to run everything they send in," he said. "But while we run complete listings on every station in the city, in determining what news to run, we have to rely on editorial judgment," he said. Most readers are interested in network programming, he added, "so that's what we show most." KORK-TV is affiliated with NBC; KVVU is an independent.

Mr. Hernstadt also said that the *Review Journal*, in its television listings, had for several years run a black dot adjacent to all KORK-TV listings. He said that after he had threatened to complain about the "gross unfairness" of the practice, the newspaper abandoned it—on July 30, one day before the deadline for filing protests against Nevada license renewals.

Mr. Wright said the black dot was used to make the KORK-TV listings "stand out" and that it was not used any more because of requests from other stations that the newspaper drop it.



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ChangingHands

Announced

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

■ WSJS-TV Winston-Salem, N.C.: Sold by Triangle Broadcasting Corp. to group broadcaster Multimedia Inc. for an estimated \$7.5 million (see page 32).

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 50).

■ KIXI-AM-FM Seattle: Sold by Marion O. McCaw, Leroy Backup, Rose M. Morici and others to Walter N. Nelskog, Marc R. Petersen and Bjorn Lih for \$1.8 million. Mr. Nelskog has an interest in KORD-AM-FM Pasco, Wash., and KFMX(AM) San Diego. He also owns a CATV system at Richland, Wash., and has interests in a Seattle radio consulting firm and various real estate ventures there. Drs. Petersen and Lih have a medical practice in Richland. KIXI operates on 910 khz with 1 kw. KIXI-FM is on 95.7 mhz with 79

kw and an antenna 1,090 feet above average terrain.

■ **WATE(AM)** Knoxville, Tenn.: Sold by Nationwide Communications Inc. to Robert M. Hall and his family for \$700,000. Nationwide Communications is a subsidiary of Nationwide Mutual Insurance Co. It owns **WFRD(AM)**-**WNCI(FM)** Columbus, Ohio; **WGAR(AM)** **WNCR(FM)** Cleveland; **WLEE(AM)** Richmond and **WXEX-TV** Petersburg, both Virginia, and **WATE-TV** Knoxville. Nationwide is providing the buyers with \$2,500 worth of spot announcements on **WATE-TV** promoting the change of call letters of **WATE** that will result from this sale. Mr. Hall and family own Hall Communications Inc., licensee of **WBVP-AM-FM** Beaver Falls, Pa.; **WNBH-AM-FM** New Bedford, Mass., and **WMMJ(AM)** Meriden and **WICH-AM-FM** Norwich, both Connecticut. **WATE** operates 620 khz with 5 kw.

■ **WOKZ-AM-FM** Alton, Ill.: Sold by A. R. Ellman, Frank M. Levy and Rose M. Morici to Helen H. Walters, Walter C. Brink, Rose and Catherine Bono and others for \$580,284. Mrs. Walters is sales representative and Mr. Brink general manager of the **Wokz** stations. Catherine Bono is an employee of Kroger Co., an Alton retailer, and Rose, her mother, is a widow with no current business interests other than her involvement in the buyer company **Wokz** is on 1570 khz with 1 kw day. **Wokz-FM** operates on 100.3 mhz with 10 kw and an antenna 500 feet above average terrain.

■ **WOHI(AM)**-**WRTS(FM)** East Liverpool, Ohio: Sold by Joseph D. Coons to Frank Mangano for \$290,493. Mr. Mangano has interest in various business enterprises in East Liverpool and Newell, W. Va. **WOHI** operates full time on 1490 khz with 500 w day and 250 w night. **WRTS** is on 104.3 mhz with 26 kw and an antenna 330 feet above average terrain.

■ **KRLC(AM)** Lewiston, Idaho: Sold by Donald A. and Elaine S. Thomas to Douglas A. MacKelvie for \$268,000. Mr. MacKelvie had owned 23.35% of **KRLC** and is now acquiring the remaining 76.65%. **KRLC** operates full time on 1350 khz with 5 kw day and 1 kw night.

Another stop for Whitehead

Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, who has advocated the repeal of the FCC's fairness doctrine, deregulation of radio, longer license periods and statutory right of access in recent statements, will be the principal speaker at the wavemaker luncheon of the Broadcasters Club, Washington, to be held Nov. 10.

Storer asks Johnson step aside in case

Commissioner's involvement with WJBK-TV challenger cited in appeal to FCC

FCC Commissioner Nicholas Johnson has again been asked to disqualify himself from acting in a license-renewal proceeding as a result of an indirect contribution by the commissioner to Citizens Communications Center, Washington.

Storer Broadcast Corp. last week asked the commission to disqualify Mr. Johnson from the renewal case involving its **WJBK-TV** Detroit, if he does not step down on his own accord. Mr. Johnson had earlier been asked to abstain from involvement in the proceeding involving the renewal of **KRON-FM-TV** San Francisco, by licensee Chronicle Broadcasting Co., for the same reason.

The "association" between the commissioner and Citizens, a community law firm active in license-renewal challenges, stems from the donation to Citizens of the royalties from Mr. Johnson's book, "How to Talk Back to Your Television Set," which are presently estimated at nearly \$3,000. Storer claimed last week that the naming of Citizens as the beneficiary was "pursuant to an agreement" between Mr. Johnson and Robert Manning, editor of *Atlantic Monthly*, who administered the grant. Mr. Johnson has denied that he participated in naming Citizens as a beneficiary.

The commissioner should be disqualified from the **WJBK-TV** case, Storer asserted, because Albert H. Kramer, Citizens director, has provided legal assistance to Inter-Faith Center for Racial Justice Inc., the group challenging the station's renewal (although Mr. Kramer's name has not appeared on any document filed by IFC in the case).

Although the commission had dismissed IFC's challenge in the **WJBK-TV** proceeding, the case is still on the books because of a pending petition for reconsideration of the FCC dismissal, which IFC filed at the commission last February.

Storer also asked Mr. Kramer to identify himself as IFC's legal counsel to "correct any misimpression" that might have arisen by his failure to do so. It made a similar request of William T. Downs, who had been listed in IFC correspondence to the commission as a "regular viewer" and "consultant" for IFC.

Mr. Downs, Storer pointed out, has been a member of the Michigan bar since 1948.



John H. Bone Named Vice President at Hamilton-Landis

John H. Bone, former broadcast executive, has been appointed a Vice President of Hamilton-Landis & Associates, Inc. The announcement was made by Ray V. Hamilton, President, at the Corporate Headquarters in Wash., D.C.

Mr. Bone will work out of the Hamilton-Landis Chicago Office and, along with R. A. Shaheen, Central Regional Vice President, will operate in the twelve-state Midwest Region.

Before joining Hamilton-Landis, Mr. Bone distinguished himself as a pioneer in the construction and development of television and radio stations. As an executive with a wide and knowledgeable background, he has successfully directed six TV stations, both VHF and UHF. These stations encompassed all size markets in the network and non-network fields. In addition, Mr. Bone has had ownership and wide experience in the successful management of radio stations.

Hamilton-Landis & Associates, Inc., a media brokerage firm, operates throughout the United States. Principal offices are in Washington, D.C., Chicago, Dallas and San Francisco.

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Getting down to business

Less auspicious than before, NBC Radio affiliates meeting talks the brighter side nonetheless

Striking sales advances achieved during 1971 and program innovations introduced in the past year were accentuated by speakers last week during the annual NBC Radio affiliates convention in New York.

More than 250 representatives of the network's affiliated stations met for an abbreviated one-day business meeting on Wednesday (Oct. 27), preceded on Tuesday evening by a buffet reception. Though a few delegates were heard to grumble about the austerity surrounding the event, many more expressed agreement with the management's decision to cut back costs and voiced confidence in the progress achieved by the network in 1971.

The delegates heard NBC President Julian Goodman endorse proposals for radio de-regulation (see facing page) while affirming that the network intended to "build for the future, to do everything we can to strengthen our network operation, and to upgrade our station operations."

His last statement was made in reference to NBC's plans to sell its six AM and six FM stations. Mr. Goodman, in acknowledging that the network had given serious consideration to the sale of its stations following an initial and unsolicited offer for purchase of all 12 stations at a substantial price more than a year ago, said NBC would continue to analyze offers ("Closed Circuit," Oct. 11).

Mr. Goodman said NBC had been interested in that and subsequent offers, particularly in view of FCC's current rule-making that "could force disposition of our radio stations in the markets where we also own television facilities." He said the initial offer was not acceptable and when it became known, "we started getting a number of other offers to buy various stations, singly and in combinations." Evaluated on individual merits, no one offer had met NBC's criteria, he said.

He noted however in his speech that as "far ahead as we can see, we will be in the radio business, actively and vigorously."

A presentation on sales and programming, presented by Nicholas Gordon, vice president, sales, for NBC Radio, and Marion Stephenson, vice president, administration, took as its theme "full-service radio at its best." It touched on the varied facets of news, coverage of live events (including radio "specials"), on-air personalities, sports events and



(L-r) Mr. Watson, Mr. Stone, Nat Sibbold, station manager, WWJ-AM-FM Detroit, and chairman of NBC Radio affiliates executive committee, and Mr. Goodman.

features such as *Emphasis* and *Monitor*.

Placed in the limelight at the convention was NBC Radio's sales coup of this summer in signing the Insurance Co. of North America, Philadelphia, to an agreement said to be the largest individual purchase of radio network time in recent years. INA, at a cost of \$2.5 million to \$3 million, is sponsoring all NBC News specials and instant-news reports and several regularly scheduled news shows for 16 months, started last Sept. 6 (BROADCASTING, July 26). Mr. Gordon noted that INA was an advertiser new to national radio, was making use of Alexander Scourby as its commercial spokesman and it has "extensive and elaborate" tie-in material with the network schedule. In addition to the multimillion-dollar purchase, he said, INA is spending "enormous sums of money" to merchandise the network to all its agents and to policy holders. "This is the kind of advertiser and the kind of sale we are all dedicated to making," Mr. Gordon said.

In discussing revenues of the radio network, Mr. Gordon said that 1971 "has been a good year" with the first quarter "substantially" over the 1970 period with the month of April "dramatically" over that month a year ago. "The third quarter was excellent," he said, noting that "by the end of August, after eight months of selling, we had more business on the books for the full year 1971 than our total billings for 1970." He said that despite a generally slower pace in the fourth quarter, NBC believed the quarter would nevertheless be "pleasurably ahead of 1970."

Miss Stephenson showed affiliates

NBC Radio's presentation, "NBC News: Chronicle of a Time," which is being made available to stations for showing to advertisers. "Chronicle" highlights coverage heard on the network during 1971 and several events planned for 1972, including political-campaign coverage and the Olympics.

The outgoing president of the NBC Radio, Arthur A. Watson, who becomes executive vice president and manager of WNBC-TV New York today (Nov. 1), cited the continuing need in radio to respond to changing conditions. He felt NBC Radio had made "significant progress" in this area.

Mr. Watson pointed out that NBC Radio has tightened productions on many of its news programs, eliminating billboards, is providing more brief summary reports in the late afternoons on national events of importance, and has sought to find the talent and topics for which affiliates have indicated a preference.

"And I am most pleased to announce today that our radio coverage of the 1972 national political scene—the primaries, the conventions and the elections—will be custom packaged and tailored to fit your individual requirements," Mr. Watson said.

Mr. Watson's successor as president of NBC Radio, Robert L. Stone, was introduced to the affiliates by Mr. Goodman. Mr. Stone spoke briefly, pledging to continue to work for the further advancement of the network. He has served as vice president and general manager, NBC-TV, since 1960.

Opening a presentation on politics

and the news, Irwin A. Lewis, director, elections operations, NBC News, outlined some of the preparations that are being made for coverage of the 1972 presidential race, including programming computers, the selection of reporters and outside specialists, and the arrangements for technical facilities. He voiced the view that rapid coverage of election results and quick projections does not "take the fun" out of viewing and listening and does not influence the voting patterns in the Far West.

A panel discussion on news presented three members of NBC News and three representatives of affiliated stations. Russell Tornabene, general manager, NBC Radio News, served as moderator and described the various types of network radio coverage to be provided during the 1972 presidential campaign and on election night.

Charles Murdock, vice president and general manager, WLW(AM) Cincinnati, raised the suggestion of a possible 24-hour news service and of a more appropriate matching of formats between local and network newscasts. George Guyan, vice president and general manager, KTAR(AM) Phoenix, proposed an extension of news coverage to include "the news of ordinary people in ordinary places, things that are praiseworthy and newsworthy in Dayton, Memphis and Phoenix."

Other members of the panel were William Rice, president and general manager, WSCR(AM) Scranton, Pa.; Robert Kimmel, manager, NBC Network news programs, and Peter Flynn, manager, operations.

At the close of the meeting, the affiliates adopted a resolution commending "the outstanding leadership" of Mr. Watson during the past two-and-a-half years and praised the network for a service of "exceptional quality."

Network affiliations

NBC in Laramie ■ KOJO-AM Laramie, Wyo., has become an affiliate of the NBC Radio network. KOJO operates at 1490 khz, 500 w daytime and 250 w night, and is licensed to the Wycom Corp. of Laramie.

New affiliate ■ WMOU(AM) Berlin, N.H., becomes a CBS Radio affiliate, effective Nov. 1. Station, owned and operated by White Mountain Broadcasting Co. Inc., has a news, sports and contemporary-music format and broadcasts full time at 1230 khz.

ABC's newest ■ ABC Radio's American Information Network has signed Rust Broadcasting-owned WHAM(AM) Rochester, N.Y., as its newest affiliate. The station broadcasts full-time on 1180 khz at 5 kw.

Goodman cheerleads for Whitehead

NBC president in speech to stations says it's time for de-regulation

NBC President Julian Goodman told NBC Radio affiliates last week that the removal of radio from government controls was overdue and that Office of Telecommunications Policy Director Clay T. (Tom) Whitehead deserved "full, continuing and active support of the broadcasting industry" for his proposal to de-regulate radio.

Mr. Goodman's remarks were contained in a brief address Wednesday (Oct. 27) at the NBC Radio affiliates convention (see page xx). By chance, the affiliates met in the same building (the Waldorf-Astoria hotel) in New York where a few weeks before at an industry gathering, Mr. Whitehead made sweeping proposals for reform of the government's role in Broadcasting (BROADCASTING, Oct. 4).

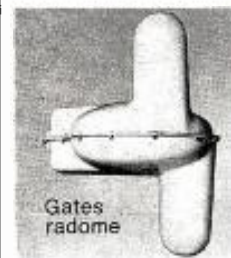
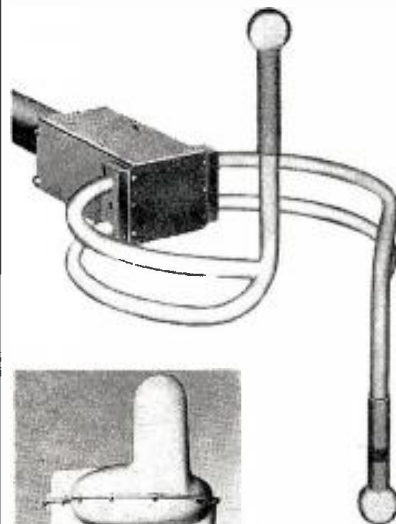
In reviewing the legislation that set up federal regulation of broadcasting, Mr. Goodman noted that with the inclusion of the "public-interest" standard," the FCC has "poured more and more into that phrase, stretching the government licensing power so that it now covers most details of programming. The government has justified this development on the theory that because of frequency scarcity, the public interest in programming could not be left to competition for public choice."

He said, "If that theory ever had substance, the substance has long since disappeared in radio," noting that radio is now an entirely different medium than it was 37 years ago, "yet the general regulatory policies of the past continue. They are antiquated rules and procedures unrelated to radio's current realities."

Mr. Goodman cited the increase of radio stations and the choices of services and formats available to listeners. He said there were 36 categories of radio music in addition to varied forms of radio (all-talk, all-news, ethnic, etc.) and that "it is an accepted fact of life that radio stations specialize. There is no need for fully diversified programming on each station, because diversity is achieved through the enormous number and variety of stations."

Warning that the job of radio-regulation revision "cannot be done by more patching and tinkering," Mr. Goodman said that "radio-licensing methods and standards need a top-to-bottom overhaul." He said he doubted that a station could succeed on a business basis if it

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Bill Gavin's 6th ANNUAL RADIO PROGRAM CONFERENCE

The Sixth Annual Radio Program Conference will be held this year at the Roosevelt Hotel, New Orleans, on November 12-13-14. Since our first meeting in 1966 we have convened each year in various cities to exchange experiences and ideas covering the programming aspect of radio broadcasting. Specific discussion areas have included music, news, formats, public service, audience promotion, program personnel, etc.

Our 1971 Conference agenda will cover two additional topics: the proper relationship between government and broadcasting, and the impact of accelerating social change on radio program planning for the future.

Speaking in the area of government relationships will be Federal Communications Commissioner Robert Wells. Social changes and its implications for radio programming will be explored by Ben Holman, director of the government's Community Relations Service and William J. Goode, president of the American Sociological Association.

Other speakers and panelists will include Richard Moore, president of KQED, educational television and FM radio in San Francisco; Thomas Schattenfield, legal counsel, Pacific & Southern Broadcasters and the Black Hawk Stations; Allen Kramer, executive director, Citizens Communications Center, Washington, D.C.; Charles Renwick, regional radio program manager for Storer Broadcasting Company; and additional leaders of the radio and recording industries.

Registration fees are \$100.00 per person, with special discounts for radio people from smaller market and/or non-commercial stations. In addition to the regular Conference sessions, fees entitle each registrant to two luncheons and the Annual Awards Banquet.

Registration applications are available on request from Conference Headquarters, 114 Sansome St., San Francisco, Calif. 94104.

Bill Gavin

did not fill a needed function in the community or was not responsive to audience interest, and thus public choice 'works for the audience without need for government intervention.'

Mr. Goodman urged that government limit its radio-licensing role to frequency allocation and assignments, and to the granting of licenses and transfers, with licenses revoked only for violations of law or for specific causes defined in "an amended Communications Act" and that subject to revocation, licenses would continue "indefinitely."

Recognizing that legislation would be required to put that proposal into effect, Mr. Goodman suggested that, in any case, the FCC should simplify the licensing and regulatory process. He saw no reason in requiring renewal applicants to ascertain over-all community needs, or in an FCC-enforced fairness doctrine in radio. He said that deregulation would not be "revolutionary but sensible." Such a move, he said, would relieve the FCC of its huge work backlog by eliminating unnecessary paperwork and processing time while fostering "radio innovation."

Multimedia buys WSJS-TV as Gray keeps CATV

Group broadcaster Multimedia Inc., Greenville, S.C., will purchase WSJS-TV Winston-Salem, N.C., from Triangle Broadcasting Corp. for an estimated \$7.5 million, subject to FCC approval. Triangle, which owns a CATV system in Winston-Salem, said the sale is in compliance with the FCC's rule barring crossownership of a television station and cable operation in the same market.

Harold Essex, president of Triangle, said the firm's move to sell WSJS-TV constitutes "an involuntary divestiture." He noted that "as the choice is between television and CATV, it seems fairer to the community to dispose of television as a going concern."

Triangle, which will retain WSJS-AM-FM Winston-Salem as well as Tele-Cable, the CATV operation, is beneficially owned by Gordon Gray and members of his family. Mr. Gray is a member of the R. J. Reynolds tobacco family.

Multimedia, a publicly-owned corporation, is the licensee of WFBC-AM-FM-TV Greenville; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga., and WUNC(AM) Asheville, N.C. It is also the publisher of the *Greenville News* and *Piedmont*; the *Montgomery (Ala.) Advertiser and Journal*, and the *Asheville Citizen, Times* and *Citizen-Times*. J. Kelly Sisk is the firm's president. Wilson Wearn is president of the subsidiary, Multimedia Broadcasting.

WSJS-TV (ch. 12) is an NBC-TV affiliate.

Second protest filed against KBTR sale

The proposed sale of Mullins Broadcasting Co.'s KBTR(AM) Denver to Mission Broadcasting Co. last week ran into another snag with the filing of a second petition to deny the transfer.

The challenge submitted to the FCC last week—by an umbrella group of several Denver-area citizen organizations under the sponsorship of Media Access Project, Washington—came about 10 days after the filing of a similar petition by the licensee of KLAQ(AM) Lakewood, Colo. (BROADCASTING, Oct. 25). In both cases, the challengers complained that Mission's proposed abandonment of KBTR's present all-news format in favor of "modern country" music would be an unwarranted and unjustified change.

One of KLAQ's principal arguments against the transfer was that Mission's proposed format for KBTR would hurt the former station financially, since KBTR's programming would then be in direct competition with its own country format. It also asserted that Mission is proposing a substantial decline in public-interest programming. The petitioners filing last week agreed with KLAQ on this issue.

The latest petition claimed, as had KLAQ earlier, that Mission has stated "no reason whatsoever" why the format change is justified and has failed to demonstrate how it would better serve the Denver community.

The petitioners last week also charged that Mission's community-needs ascertainment survey is deficient and possibly misleading, and attempted to substantiate this by "re-surveying" 60 of the 79 community leaders Mission is said to have interviewed for its transfer application. This "re-survey," they claimed, showed that 29 of the individuals originally polled by Mission indicated that they had not been aware of the proposed change in programming prior to being interviewed and that only 15 of those contacted by the petitioners recalled being aware of the change at the time. The petitioners, further claimed that an alleged omission by Mission of comments by 24 community leaders originally surveyed, favoring continuation of the news format, "suggests purposeful concealment" of ascertainment data from the FCC.

Among the organizations represented in last week's petition were Colorado Citizens for Broadcasting (which had previously filed a renewal challenge against KLZ-TV and KOA(AM), both Denver), the Denver Area Association of the Blind, Colorado Media Project Inc. and the Denver Chapter of National Organization of Women.

FCC review board denies Central Florida requests

The FCC's review board last week ruled against adding a character issue against Cowles Communications Inc. in the current comparative hearing involving the renewal of Cowles' WESH-TV Daytona Beach, Fla., and Central Florida Enterprises Inc., competing applicant for channel 2 there.

Central had requested that issues be added to the hearing's bill of particulars to determine whether Cowles is qualified to be a licensee in light of several pend-

ing and concluded legal proceedings involving subscription activities of Cowles' magazine subsidiaries.

The FCC had conditioned its grant two months ago of the New York Times Co.'s acquisition of Cowles' WREC-TV Memphis on the outcome of the magazine proceedings (BROADCASTING, Aug. 23). In that action, the commission pointed out that the legal proceedings are being considered in the WESH-TV case and the license renewal of Cowles' KRNT-AM-FM-TV Des Moines, Iowa.

In denying Central's request, the review board said the competing applicant was proposing that Cowles' past pleas of

no defense and consent judgments in the magazine proceedings "be translated into substantial evidence sufficient to support a legal conclusion of misconduct in this proceeding." Since there have as yet been no adjudicated findings in the courts against Cowles' subscription operations, the board said, the WESH-TV proceeding must be based on records evolving in the FCC hearing. The Board did, however, change the wording of the bill of particulars to permit the addition of evidence to determine the extent, if any, of the parent company's participation in and responsibility over its magazine subsidiaries.

Programming

PBS not immune to fairness attack

Equal-time complaint filed by AIM group for sex-education show

Now it is a program on sex education that has sparked a fairness-doctrine complaint to the FCC. And it is the Public Broadcasting Service and National Educational Television that are said to have been unfair.

Accuracy in Media, a nonprofit, Washington-based citizen group with the professed purpose of promoting accuracy in news reporting and commentary, last week asked the FCC to direct PBS to offer a program "which informs the public about the intelligent and responsible criticisms of sex-education programs."

AIM, in a letter from its executive secretary, Abraham Kalish, complained that *The Three R's . . . and Sex Education*, which was produced by NET and distributed by PBS to some 180 noncommercial stations, lacked balance and contained a number of errors and misrepresentations.

The program was shown a year ago, on Oct. 5, 1970. Mr. Kalish said AIM was acting on a complaint by Mrs. Marilyn P. Desaulniers, of Fort Belvoir, Va., who, he said, "had labored diligently for a year" to obtain fairness on the issue.

The fairness doctrine is being cited increasingly in complaints the commission receives about a wide variety of programming and commercials. But since public broadcasting was involved, AIM had something other than the fairness doctrine to invoke.

Mr. Kalish cited the Public Broad-



U.S. Commissioner of Education Sidney P. Marland (r) clowns with cast members of *The Electric Company* at a Washington reception coincident with the program's debut last week on the Public Broadcasting Service. (Among the other guests of honor were John W. Macy Jr., president of the Corporation for Public Broadcasting—which, along with OE, is a principal source of the program's funding—and Joan Ganz Cooney, president of the Children's Television Workshop, producer of the program.) Pictured above (l-r): Skip Hinnant, Rita Moreno, Morgan Freeman, Lee Chamberlin, Judy Graubart, Jim Boyd and Dr. Marland.

casting Act, which created the Corporation for Public Broadcasting, which in turn established and underwrites PBS as manager of the noncommercial network. He asked the commission to determine whether the program in question was in violation of the statute's requirement that all programs be produced "with strict adherence to objectivity and balance."

William Kobin of NET had defended both the fairness and accuracy of the program in question, in a response to Mrs. Desaulniers's complaint. He also said that those who did speak out in public against sex education taught in the schools "were reflecting the general

philosophy of the Birch Society, knowingly or not.

Mr. Kalish said the answer "reveals the deep bias in the NET approach." He said NET appears to be unaware or unable to admit that there are many "respectable and well-informed people who do not subscribe to the general philosophy of the Birch Society who are opposed to sex-education programs in the schools."

BMI goes South

Joe South, who last year needed an armored car to take home the awards he received for his record, "The Games People Play", won the second annual

Robert J. Burton Award for "I Never Promised You a Rose Garden" on Oct. 12, in Nashville.

Eighty writers and 65 publishers were presented Broadcast Music Inc. citations of achievement as recognition of accomplishments in country music during the 1970-71 broadcast year. The Robert J. Burton award, honoring the late president of BMI, is presented to the author of the most-performed country song of the year.

Disney series bought by NBC-owned TV's

NBC-owned television stations will make their first replacement of a series carried in the 7:30-8 p.m. period under the FCC prime-time access rule in January 1972 when *The Mouse Factory*, a family series created by Walt Disney Productions, will be introduced into the schedules of the five outlets.

An NBC spokesman said last week that each of the stations will determine the weeknight *Mouse Factory* will be telecast from 7:30-8 p.m. and added there is no indication which program or programs will be dropped to make room for the Disney series. He said that each of the stations now presents, in the 7:30-8 p.m. period, *Dr. Simon Locke* on Monday; locally-produced programs on Tuesday; *Primus* on Wednesday; *Lassie* on Thursday and *NFL Game of the Week* on Friday. In addition, the stations carry *Monty Nash* on Friday, 10:30-11 p.m.; *National Geographic* specials on Saturday, 7-8 p.m. and *Wild Kingdom* on Sunday, 7-7:30 p.m.

The new Disney program will combine animation, live action and nature footage, with some from the company's theatrical releases and some specially produced for the series. Buena Vista Distribution Co., a Disney subsidiary, will handle syndication in other markets.

NBC-owned television stations are WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago, WKYC-TV Cleveland and KNBC(TV) Los Angeles.

'Groove Tube': It only hurts when . . .

Washington's first video-tape theater made its debut on Oct. 15 with a satirical look into the world of television. And when reflected in the mocking mirror of *Groove Tube*, the medium came out a trifle less than the fairest of them all.

Groove Tube is the creation of Kenneth Shapiro, child actor who each week mischievously smacked comedian Milton Berle with a powder puff. The program is being brought to Washington by Vitreous Humor, a local "video-freak" group, which envisions video tape as the successor to film as an art form and political forum. In its finest moments *Groove Tube* probes news, sports, children's programming, commercials—little eludes its grasp.

The program opened nearly five years ago in a Greenwich Village (New York) theater called Channel One. About 18 months ago the program was placed in syndication and is presently appearing in San Francisco, Chicago and Boston.

One segment, "Krämp TV Kitchen," has been shown over National Educational Television's *The Great American Dream Machine*. In it two obedient hands follow ridiculous recipe instructions to produce a "Fourth of July Heritage Loaf" anyone would renounce.

Children's programs are spoofed with the arrival of KOKO, the Clown. During "make believe time," when parents are supposed to be out of the room, KOKO takes requests from the little viewers for readings from books like "Fanny Hill" and deSade's "Philosophy of the Bedroom."

Commercials find no special favor here. Clorets breath freshener is the target of one jibe. "Put an onion, a man and a crowded bus together," says the announcer, as a re-enactment flashes across the screen. The man gets nasty looks from all around. "Now put an onion, a man, a crowded bus and Clorets together," the announcer con-

tinues. The man still gets nasty looks.

Although *Groove Tube* calls it like it is—or rather, couldn't possibly be—it leaves no doubt in the viewer's mind that its imitation of television is far from the highest form of flattery.

Children's TV hearings on delayed timetable

Representative Torbert H. Macdonald (D-Mass.) has been planning to hold hearings on children's television ever since he announced he would continue to serve as chairman of the House Communications Subcommittee in the 92d Congress. That was eight months ago (BROADCASTING, March 1). Those plans have not changed, but the timetable for hearings has.

A spokesman said last week that Mr. Macdonald had planned to hold the hearings this week, but that other matters pending before the parent Commerce Committee, Mr. Macdonald's appearance before the House Rules Committee on political-spending legislation (see page 23) and the possibility that that legislation may reach the House floor in a few weeks may postpone the hearings until next year.

By waiting until then, the spokesman noted, the subcommittee will have the results of the surgeon general's report on the effects of TV violence, which is due by the end of the year, and the benefit of the inquiry into advertising begun last month by the Federal Trade Commission (BROADCASTING, Oct. 25).

At oversight hearings last April, Mr. Macdonald chided the FCC for not doing more about children's programming and suggested that the commission set up a special unit to deal with the problem. When the commission established such a unit, Mr. Macdonald hailed the move but said it would not change his plans to hold hearings (BROADCASTING, Sept. 20).

Cox to produce children's show

Cox Broadcasting Corp. has announced plans to produce a "meaningful" children's program, *Once Upon a Nation*, in cooperation with Cox-owned WUC-TV Pittsburgh and Scollon Productions, Cleveland.

Michael S. Kievman, vice president for programming of Atlanta-based Cox, said: "We plan to produce a 30-minute program that will appeal to pre-school and grade-school children. The program will be an educational, entertaining musical which will relate exciting American history in a new way."

The taped portion of the show, to

FOR RADIO STATIONS LOOKING FOR SOMETHING UNIQUE . . .

... we have the answer at most economical rates.

Sell your GERMAN speaking audience with our "People to People" type show featuring new and old German music augmented with "Back Home" news from Europe.

Produced and narrated by German news and music professionals, this show comes in both English and German.

Even if your audience has a limited number of Europeans . . . remember Americans too love good German-Austrian music.

For complete details and free Audition tape call or write

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The Price is Right

run 18 minutes, will feature the puppet character "Grandfather Freedom." A live counterpart in the studio will act as host and round out the program to a full half-hour.

Allie Scollon, president of Scollon Productions, said, "We plan to make American history interesting by dramatizing all the events that have made this country what it is today." Scollon writers Steve Brezzo and Paul Penfield will work exclusively on the pilot program, planned for filming Nov. 14. A series of 26 programs are expected to be completed by the first of next year.

Scollon is no stranger to the children's entertainment field. The company has been producing traveling marionette shows for 20 years, and Scollon also travels with costumed TV-cartoon characters from *Yogi Bear*, *The Flintstones* and the *Banana Splits*.

The program's executive director, WJIC-TV program director Dave Chase, added, "CBC plans to continue our efforts to produce meaningful children's programming for our own stations as well as making products available to other TV stations." Cox owns five VHF's. and four AM and FM radio stations.

\$40 million for ASCAP in eight-month period

The American Society of Composers, Authors and Publishers reported last week that total domestic revenue during the eight-month period, ending Aug. 31, amounted to \$40,391,000, said to be an increase over same period of last year.

The treasurer's report, delivered last Thursday (Oct. 28) during the society's semiannual meeting in New York, noted that after deductions for salaries and expenses, there was a balance of almost \$32 million for distribution to the membership.

Stanley Adams, ASCAP president, reported on various negotiations and litigation involving broadcast networks and stations. He said ASCAP's legal counsel has indicated that a television agreement with NBC is being arranged, covering a blanket license for five years. He pointed out that NBC earlier had sought a blanket license covering only 2,217 works, plus those in certain recorded-music libraries, but added that the federal court in New York held that ASCAP is not required to quote a blanket license rate for the limited number.

He also reported that CBS is seeking a per-use license for television under which ASCAP would be required to quote a rate for each use. ASCAP, he said, recently argued a motion for summary judgment in the society's favor without the need for a trial.

Mr. Adams also mentioned that the owned CBS and NBC stations had not

made payment for 1970, but ASCAP has negotiated an agreement with NBC for \$1,143,716 in 1970 plus \$125,000 for the prior years.

In radio, he said, CBS, NBC and ABC have been making escrow payments for seven years. Mr. Adams reported that Mutual's escrow payments of \$384,371, plus interest of \$103,000, will be released from escrow shortly. He said about \$2 million of NBC Radio and CBS Radio money is still being held in escrow.

Series game flips Wilson out of top spot

NBC-TV's telecast of the fourth World Series game in prime time on Oct. 13 outrated that network's *Flip Wilson Show* to become the top-rated program in the fifth week (Oct. 11-17) of the current season.

CBS-TV led the fast Nielsen report with 20.9, NBC had 19.8 and ABC 17.9. The series game and *Wilson* were followed in the top-10 list by ABC's *Marcus Welby*, CBS's *All in the Family*, ABC's *Movie of the Week*, CBS's *The Sullivan Years* special, CBS's Thursday and Friday movies, *Guns, smoke and Here's Lucy*.

Among the new shows, the *Sunday Movie*, *Funny Face* and *Dick Van Dyke*,

all CBS entries, were in the top-20 list of programs; ABC's *Movie of the Week* and *Longstreet*, CBS's *O'Hara, U.S. Treasury* and *Cannon* and NBC's *Nichols* with James Garner were among the top-40 shows.

In the top-third group below 40 were new series NBC's *Jimmy Stewart*, *The D.A.* and *Sarge* and ABC's *The Persuaders*, in the middle grouping of the below-40 shows were ABC's *Owen Marshall*, NBC's *The Partners*, *The Funny Side* and *The Good Life* and CBS's *Bearcats!*. New-show residents in the bottom third: CBS's *Chicago Teddy Bears* and ABC's *Getting Together*, *Man and the City* and *Shirley's World*.

Fields berates stars for money hunger

Freddie Fields, who as president of Creative Management Associates Inc. makes his living representing performing artists, last week faulted such movie stars as Shirley MacLaine, Tony Curtis and Rock Hudson for the way they have used television as primarily a source of money. Mr. Fields, head of one of the leading talent agencies in the world, accused the movie personalities of "looking at the deal first and at the television show second."

Appearing at a forum conducted by

A CHRISTMAS RADIO PROGRAM HIT THAT HAS NOW BECOME A CLASSIC



A FAMILY SPECTACULAR THAT ATTRACTS ADVERTISERS & LISTENERS!

SALES MGR. QUOTES

"The biggest profit making seven hours of the entire broadcast year".

"A quality taped Christmas special that can be sold on an individual spot, segment or program basis, with or without regular hourly newscasts".

"It appeals to intelligent advertisers and listeners".

"Designed and conceived by a salesman written and produced by an artist".

PROGRAM MGR. QUOTES

"Presents the individual station as being associated with and a part of a big international production with big-name talent".

"Proves originality and good taste can be entertaining and profitable".

"A fantastic variety of Christmas music and entertainment sure to please old listeners and attract new listeners".

"Ideal for AM or FM broadcasting Christmas Eve, Christmas Day or both".

EXCLUSIVE MARKET RATES FOR COMPLETELY TAPED

7 HOUR CHRISTMAS SHOW \$100 TO \$500

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the Hollywood chapter of the Academy of Television Arts and Sciences and making reference to the failings of new television shows that feature well-known motion picture performers, Mr. Fields claimed that the stars were too concerned with the money they were going to take out of television and not concerned enough with the characterizations they were going to bring to the television screens.

William Self, president, 20th Century-Fox Television, also appearing at the forum, agreed that some movie stars seemed more influenced by the deal they could get than the property they would be appearing in. He also conceded that television producers may be guilty of "catering too much to the stars."

Miss MacLaine, Mr. Curtis and Mr. Hudson, all once important names on movie marquees, have all made debuts in TV series this season in ABC-TV's *Shirley's World* and *The Persuaders* and NBC-TV's *McMillan and Wife*, respectively. Reportedly, each of the series is failing and unlikely to be renewed next season.

Cable color series highlights literature

CableShows/Video Inc., New York, a new company specializing in one-inch tape productions, is offering to cable TV systems a weekly half-hour color series, *A Look at Books*. The interview series is given free to CATV outlets, with book publishers paying production and distribution fees to CableShows and receiving commercial announcements within the program.

CableShows was founded earlier this year by Don Segall, president, and Walter Kresel, executive vice president. Mr. Kresel said it should cost a sponsor no more than \$3,000 to \$4,000 for a typical half-hour segment for distribution to 50 or more cable systems. He added that more than 75% of the top-100 markets canvassed have said they would accept the program. Four shows have been completed, according to Mr. Kresel, and initial participants are Doubleday, Prentice-Hall, and Viking Press. CableShows/Video is located at 150 East 52d Street, New York.

No Soap Radio ventures into record business

A large, renovated townhouse directly off 10th Street in the heart of New York's West Village serves as offices and recording studios for No Soap Radio. No Soap is staffed almost exclusively with young people and it specializes in radio commercials and soundtracks for television commercials. It has produced some of the most evocative advertising of the past two years (the



Mr. Gorson, Mr. Cohen and Nick Casey, No Soap Music vice president.

length of its tenure in the business). Its clients are not the record companies or acne-remedy manufacturers that might be expected of so youthful a firm: No Soap won several "Clio's" last year for clients such as Dupont and Volvo.

Last week, Julian Cohen, president of No Soap Radio, and Arthur Gorson, a producer and manager of musical talent, announced the formation of No Soap Music Ltd., an organization for the production of records. "After several years working in the area of commercials, we felt ready to direct our resources and energies into music business activity," Mr. Cohen explained.

Arthur Gorson has been active in the music industry for the last six years. In that time, he managed and produced such artists as Tom Rush, Phil Ochs, and Ernie Anderson. He was also involved in the publishing firms of Wild Indigo Music and Top Dog Music.

No Soap's first product has been out in England for several weeks and reports show it moving at a very healthy pace. The song is called "Jean Harlowe", recorded by Tidbits, and released on the Fly label. Negotiations are going on now to secure a label for distribution in this country. Other acts signed to No Soap include John Herold, White Lightnin' and Fred Glick.

No Soap does not have its own label yet. "You can either buy a label," Mr. Cohen explained, "or you can earn it. We plan to earn it."

Talking about the reasons No Soap decided to enter the music business, Mary Crist, Mr. Gorson's assistant, said: "People in the record business

don't gamble enough. We think we can get somewhere by gambling." "Artists are much farther ahead than producers," Mr. Cohen went on. "It takes a super-producer to stay on top of new talent, and we think Arthur is that kind of producer."

'1985' going to Japan

A special program on the consequences of pollution is scheduled to be presented nationally in Japan on Nov. 3 as a public service of the National Cash Register Co., Dayton, Ohio. Rights for the foreign telecast of the program, 1985 were acquired from Metro TV Sales by McCann-Erickson Inc., agency for NCR.

The program features Metromedia television newsmen reporting on a simulated series of ecological disasters striking the U.S. in the future. The program was telecast twice on Metromedia-owned TV stations in New York, Los Angeles, Kansas City, Mo., and Washington. The special program has been rebroadcast in the U.S. on 79 non-Metromedia stations. The Japanese telecast will be its first foreign presentation. NCR and McCann-Erickson have dubbed the show for Japanese-speaking viewers.

ProgramNotes

'Discovery' moves on ■ ABC Films has placed 107 half-hours of the *Discovery* children's series into domestic distribution, it was announced last week. The program began on ABC-TV on Oct. 1, 1962, and went off the air at the end of the 1970-71 season. *Discovery* won a Peabody award and four Ohio State awards.

USO show ■ *USO, Thirty Years of Service*, a 28-minute documentary on the United Service Organization is being made available to television stations throughout the U.S. So far, 420 stations are set to pick up the program. Each station has two minutes for local sale to advertisers. The documentary is part of the USO's "Big Picture" series produced by the motion picture and television section of the chief of Army information office. Comedian Bob Hope will appear in the program and provide narrative.

'Hallmark' sans breaks ■ NBC-TV's presentation of "The Snow Goose" drama on the *Hallmark Hall of Fame* on Nov. 15 (8-9 p.m.) will be shown with commercials before and after, not during, the show. The television play will begin following two commercial minutes, and at the conclusion, there will be two minutes of commercials, news of the next *Hallmark* production,

and two concluding commercial minutes.

Traffic safety on film ■ The Insurance Information Institute will release on Nov. 15 its new highway safety film, *Too High A Price*. A 13½-minute color film, it outlines a multibillion dollar problem and points to possible solutions. Narrator is John Charles Daly. The film was produced for I.I.I. by Harvest Films Inc., and will be distributed to television stations and general audience groups by Associated-Sterling Inc., 866 Third Avenue, New York 10022.

Who's who of zoos ■ Time-Life Films has acquired distribution rights to eight half-hour segments of *Great Zoos of the World*, produced by the BBC, and has made 16 station sales, including WCBS-TV New York; WCAU-TV Philadelphia; KMOX-TV St. Louis; WBBM-TV Chicago; KNXT(TV) Los Angeles; WBEN-TV Buffalo, N.Y.; WTMJ-TV Milwaukee; KGW-TV Portland, Ore.; KING-TV Seattle and WMAL-TV Washington.

Record World Series on TV ■ NBC research estimated last week that a record total audience of more than 90-million people watched the Pittsburgh Pirates-Baltimore Orioles seven-game World Series this year on NBC-TV. The previous record of 88 million came in 1968 when the Detroit Tigers and St. Louis Cardinals battled in a seven-game series, NBC research said.

Beethoven comes of age ■ CBS-TV will telecast a 90-minute special on Christmas Eve called *Beethoven's Birthday: A Celebration in Vienna with Leonard Bernstein* (9:30-11:00 p.m. NYT). The program was filmed in Vienna last year during the celebration of Beethoven's 200th birthday. It was directed and produced by Humphrey Burton and written by Mr. Burton and Mr. Bernstein.

Nonprofit production firm opens ■ Fred Rogers, creator and host of *Misterogers' Neighborhood* has formed a nonprofit corporation, Family Communications Inc., in Pittsburgh. The new firm will continue production of the children's program using the facilities of WOED-TV there, and plans to undertake a variety of educational activities for children.

Back to China ■ Historian Theodore H. White, an authority on China and on the U.S. Presidency, will produce a 90-minute television show entitled *China: A Revolution Revisited*, coincidental to President Nixon's impending trip to China. Joining Mr. White in this venture will be Metromedia Producers Corp., Hollywood. The special is scheduled for presentation just prior to Mr. Nixon's trip, expected in early December. The program will be shown nationwide over the Hughes network.



The vice presidents in charge of programing of the three commercial television networks appeared jointly before the International Radio and Television Society in New York last week to appraise futures in their business. Introduced by Max E. Buck of NBC-TV, IRTS president (at podium), were (l-r) NBC's Mort Werner, ABC's Martin Starger and CBS's Fred Silverman. A summary of their opinions: Sports are in as prime-time programing: Monday-night football will be back on ABC-TV next year; NBC-TV will increase night baseball from five to 10 games in the regular season and will broadcast more than one World Series game at night. More comedy is on the way, with several half-hour properties in development. Series will inject more reality into stories: Mr. Silverman described it as a "swing to programing that reflects the real world." There'll be fewer specials, owing to fewer pre-emptible time periods—a result of the FCC-imposed cutback in prime-time programing that stations may clear for networks.

Inspiration ■ A new sign-off for TV stations has been produced by the American Forest Institute. The film, which shows an eagle soaring into the sky and swooping over forests to strains of "America the Beautiful," can be obtained free by writing: Director, Information Services Division, American Forest Institute, 1619 Massachusetts Avenue, N.W., Washington 20036.

From Mars to the 50-yard line ■ The first pictures of Mars taken by Mariner 9 as it orbits the planet will be telecast by NBC-TV on Nov. 14. The special 10-minute broadcast will start at approximately 5:30 p.m. NYT and will be presented between halves of the Cleveland Browns-Kansas City Chiefs football game. Coverage will originate from the Jet Propulsion Laboratory in Pasadena, Calif., with Garrick Utley and Roy Neal as anchormen.

GTE, opera fan ■ Grant from General Telephone & Electronics (of undisclosed amount) has been announced underwriting two half-hour programs in National Educational Television Production, *Who's Afraid of Opera?* set for spring 1972. Public Broadcasting System's network will carry programs starring opera soprano Joan Sutherland and the London Symphony.

Isn't it 'Good News' ■ A new radio

program which accentuates the positive side of news is being offered for national syndication. *Good News* is produced by Life Force Enterprises, Las Vegas, and consists of 45 programs, two-and-one-half to three minutes in length. Its standard open and close are lines from Simon and Garfunkel's "59th Street Bridge Song." And according to the song and man-on-the-street snips, "Life I love you, all is groovy" predominates. Malcolm Galatz is the originator of *Good News* and which he says is designed "to offset the negative aspect of the media concept of news, by allowing people to hear what their fellow men think about life and happiness." For further information contact: Max D. Lindberg, director of the radio division, Life Force Enterprises, 5441 Paradise Road, Suite D-166, Las Vegas 89109.

Early American ■ Prime TV Films Inc., New York, has placed into syndication a one-hour program, *American Landmarks: Williamsburg — A Colonial Christmas*. The presentation was produced last year by Post-Newsweek Stations in association with Colonial Williamsburg Inc. and was carried during the Christmas season of 1971 on the three Post-Newsweek TV stations, WTOP-TV Washington, WPLG-TV Miami and WJXT(TV) Jacksonville, Fla.

Whitehead prods FCC on satellites

Letter to Burch underscores OTP desire for action, says depressed aerospace industry needs help

The Nixon administration, in the person of Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, applied pressure to the FCC last week in connection with its domestic communications satellite proceeding. Mr. Whitehead made clear not only the administration's impatience with the commission's failure to conclude the six-year-old proceeding but also its view that its own open-entry plan should be adopted.

"The unrealized potential of satellite communication systems for the U.S. domestic services continues to be a source of serious concern to the administration," Mr. Whitehead wrote in a "Dear Dean" letter to FCC Chairman Dean Burch.

"Prospective suppliers of these services have been delayed for more than six years while various parts of the government have examined and re-examined the question of public policy guidelines." He noted that the administration in January 1970 had proposed a policy under which any financially qualified entity that sought to establish a domestic satellite system would be authorized to do so, subject only to antitrust and technical considerations. The plan was drafted by Mr. Whitehead while a member of the White House staff.

Although the commission responded "favorably" to that approach, Mr. Whitehead said, it "chose to solicit applications and comments from all prospective satellite operators before proceeding further." The commission has received eight proposals for complete service and several for earth stations only.

He said OTP had reviewed the major applications in light of the administration's proposal, examined questions of technical and economic feasibility, and reviewed the legal and procedural issues that have been raised. And its conclusions, he said, indicate substantial benefits would flow from adoption of the policy.

"There are customers waiting for satellite services and prospective suppliers with the capital and the will to offer them on a commercial basis," Mr. Whitehead said. "We see no reason for

the government to continue keeping these groups apart." He supported his letter with a summary of OTP's findings and recommendations, which included suggestions as to how the commission could expedite authorization of domestic satellite service without "unnecessary comparative hearings."

He also invoked President Nixon's efforts to "alleviate" the nation's economic problem. The prompt authorization of domestic satellite systems would aid substantially in this effort, he said, by stimulating up to \$450 million in investments, and associated employment, in the aerospace and electronic industries, which have been hard hit by cutbacks in federal spending.

The thinly veiled criticism of the pace at which the commission has been moving on the satellite question was not expected to go down easily at the agency, whose progress has been stalled twice by White House intervention. The first time was in August 1967, when President Johnson created a task force on telecommunications policy to review all communications matters, specifically those relating to the use of satellites. That study lasted more than a year. The second time was in August 1969, when President Nixon appointed a committee, with Mr. Whitehead as its chairman, to establish his administration's domestic communications satellite policy.

A commission official, noting the two

Brightening dim views

RCA's newest low-light broadcast color camera is designed with those dark corners of football and baseball stadiums in mind. Announced last week was the production of the TK-44B, an updated version of the widely used TK-44A. RCA claims the camera is more sensitive—even in deeply shadowed areas—than its predecessor. Among the improvements in the camera is a "bias light" which minimizes scene lag when operating under low-light levels. RCA said the TK-44B can produce clear pictures at only five footcandles of light. The camera lists in the \$80,000 range and optional equipment is available.

stop orders received from the White House, said the FCC is not responsible for the delay. He also said the commission is following statutory requirements in soliciting comments from prospective system operators and, currently, in obtaining cooperation of the National Aeronautics and Space Administration, in evaluating them.

There is a glimmer of hope that the end of the commission's project may be in sight. Chairman Burch two weeks ago said the commission's "target is a staff recommendation before the end of the year."

\$1-million Sony plant to go up in San Diego

Sony Corp. of Tokyo (Sony Kabushiki Kaisha), a major consumer-oriented electronics firm in Japan, announced last week that it will construct a \$1 million color television assembly plant in the San Diego area. The facility, to be constructed in San Diego's Bernardo Industrial Park, will be owned by the Japanese firm's wholly owned U.S. subsidiary, Sony Corp. of America. Construction is expected to start in December, with operations at the plant scheduled to begin in May 1972. Sony said initial production will be 5,000 Trinitron color television sets a month, with output gradually increasing to 20,000 sets a month.

Sony officials said plans for building a U.S. television assembly plant had been considered for about 10 years. Sony, which recently increased its television set prices in the U.S. because of imports surcharges, said its decision to proceed with the plant was influenced by President Nixon's imposition of a 10 percent surcharge on imports and by U.S. dock strikes of past weeks.

Talking up Cartrivision to theater owners

How to sell movie-theater patrons at the theater was the theme of a speech made by Frank Stanton, president of Cartridge Television Inc. last Thursday (Oct. 28) in New York before the National Association of Theater Owners, a group

presumably antipathetic to the whole idea of video cassettes for home use.

Mr. Stanton's recommendation: Rent Cartrivision video tapes to movie goers in theater lobbies.

"Customers attending a John Wayne feature at your theater," Mr. Stanton said, "may want a few more John Waynes to look at for the following night." He explained that Cartrivision (presently owned chiefly by Avco Corp.), will lease its video cassettes for \$1.50 weekly to theater owners, who in turn can rent them out for \$3. The cassettes can be used only once; they must be returned to the theater for rewinding, Mr. Stanton noted.

A demonstration of the Cartrivision system was also held at the theater owners meeting. The system requires a special TV receiver that will handle the pre-recorded cassettes. It also provides for recording TV programs off the air, as well as recording on blank tape from a home TV camera. The TV set, of course, will also receive conventional TV broadcasts.

Simultaneously, CTI announced that it has begun operation of its new national sales and marketing headquarters in Palo Alto, Calif. Palo Alto is to be one of the five regional offices, along with New York, Atlanta, Dallas and Chicago, to serve a predicted 50,000 Cartrivision dealers. CTI continues, however, to maintain its executive offices in New York, with manufacturing of pre-recorded as well as blank cartridges at the company's San Jose, Calif., plant.

D.C. demonstrations live on mayor's TV

If more demonstrations or civil disturbances occur in Washington in the not-too-distant future, the action will be shown on live television. But the audience will be—rather than the general public—those few officials who are charged with maintaining law and order in the federal city.

The District of Columbia is inviting bids for a mobile television transmission unit, to include a van, camera, antenna and transmission equipment, expected to cost in the neighborhood of \$50,000. During a disturbance, the van will drive to the location and transmit live TV pictures back to the Civil Defense command post in the Municipal building where the District's mayor and others will watch the development of the action, and coordinate the city's response.

Using line-of-sight transmission, the unit will be able to cover about 30% of the areas where demonstrations usually occur. Additional fixed antennas and microwave relay stations may be

added later to increase coverage to 98% of the city.

Civil Defense officials believe that Washington will be the first city to have live broadcasts from the area of a disturbance. Other cities, they said, have video-tape equipment in mobile units.

Bids on the unit, to be purchased with the help of a \$37,500 grant from the Law Enforcement Assistance Administration, will be opened Oct. 28, and the unit should be in operation six to nine months later, a Civil Defense spokesman said.

AMST objects again to field-strength proposals

The Association of Maximum Service Telecasters has taken another crack at the FCC's proposal to adopt new field-strength measurements for FM and television broadcast stations.

AMST, in "further comments" filed with the FCC, restated the position it and other broadcasters have taken in earlier stages of the proceeding—that the effect of the package of proposals would be "to understate actual field-strength levels" (BROADCASTING, July 12).

But while stating that the commission should, therefore, reject the package, it argued that if the commission decides to adopt its proposed propagation curves and new uses of field-strength measurement, it should also adopt the new grade B values it has proposed.

The new values represent a reduction of the present figures, and are justified by the commission by reference to the improvement in receiver technology. AMST acknowledges that there has been "some improvement" in receiver technology over the years and that "some reduction in grade B values is justified." And it agrees with the commission's contention that the grade B proposal would "to some extent mitigate the reductions in service area" caused by the proposed changes in propagation curves and measurements.

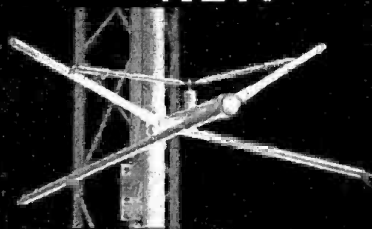
However, it also said that there would be no offset to mitigate the reduction of grade A and principal-city contours which presently play a significant role in a variety of proceeding—where cross-ownership of TV-AM and TV-FM is concerned, for instance.

Bay Area CATV cries sabotage

A San Francisco Bay-area cable-television system serving some 1,600 subscribers has been the victim in the past few weeks of theft, apparent arson and destruction of property amounting to losses of more than \$50,000.

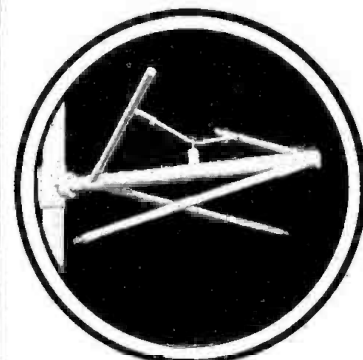
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cable system in Richmond, Calif., across the bay and north of San Francisco, was burglarized on Sept. 28, again on Oct. 2; and struck by fire on Oct. 16. The fire, at the system's headend site, caused severe damage, burning out wiring, destroying air-conditioning units, TV receivers and processing equipment.

Dave Brooks, manager of the system, claimed the fire was the work of arsonists. He said that "somebody has been sabotaging our system systematically" and is offering a \$1,000 reward for the arrest and conviction of those responsible.

Among articles stolen from Bay Cablevision were four FM tuners, two Vidicon cameras, various power supplies, walkie talkies, a number of meters, and miscellaneous hand tools. The fire kept the Richmond cable TV from transmitting until the following afternoon when all but four of the system's 19 channels were back in service.

Four days after the fire, Bay Cablevision appeared before the Richmond city council to respond to six complaints against cable-TV operation in the area. Mr. Brooks afterwards said that he could think of no connection between the apparent sabotage and the complaints because "one thing would have absolutely nothing to do with the other."

Athena Communications Corp., New York, is the parent company of Bay Cablevision, which also operates a CATV system in Berkeley, Calif., serving some 2,400 subscribers.

New rep for manufacturers

A new manufacturers representative organization covering the broadcast and television equipment area has been formed. Landy Associates, headed by Jim Landy, will make its headquarters in Cherry Hill, N.J. Among the firms it will represent are Leitch Video Ltd., Toronto; Time & Frequency Technology, Santa Clara, Calif.; Datatek Corp., Union, N.J.; CBS Laboratories, Stamford, Conn.; Datavision, Rockville, Md.,

and Central Dynamics Corp., Northvale, N.J. Landy Associates is located at 12 Buxton Road, Cherry Hill, N.J. 08034. (609) 424-4660.

It's now LPB Inc.

Low Power Broadcast Co., Frazer, Pa., has changed its name—to LPB Inc.—to reflect the company's expansion into the commercial broadcast field. LPB President Richard Crompton said: "The change in corporate name is designed to present our company as an expanding corporation meeting the needs required by the growing commercial broadcast industry." LPB Inc. produces broadcast consoles, turntables, limiters and carrier-current equipment as well as distributing a full line of broadcast equipment. Its address remains 520 Lincoln Highway, Frazer, Pa. 19355.

Technical Topics

Tape duplicator promises high speed ■ Consolidated Video Systems, Santa Clara, Calif., has developed a new system for high-speed video-tape duplicating. CVS says advantages of the new unit include high-speed transfer of video, audio and control tracks in the same process, minimal loss of signal, and greater protection to the original tape. The unit allows any type of master tape to be used and different tape widths to be duplicated. Used in the duplicating process is high-energy chromium dioxide tape. CVS was formed this year with the goal of designing, developing and manufacturing equipment that would more efficiently duplicate prerecorded magnetic materials.

Amplifier appearance ■ McMartin Industries, Omaha, has introduced a new solid-state amplifier, designed for off-the-air operation of FM and VHF broadcast monitoring equipment. TBM-2500C series RF maintains a constant output level over a 45-decibel range. Optimum response to the desired signal and rejection of interfering signals is

insured by a passband filter. Metering of mixer injection voltages, AGC bus voltage, output drive current and output level is provided. The amplifiers are completely self-contained and occupy 5¼ in. of vertical rack space. Three models are available: TBM-2500C for FM priced at \$485 and TBM-2500C-L and TBM-2500C-H for TV at \$515 and \$530, respectively. Firm is located at 605 N. 13th Street, Omaha 68102.

New company ■ Image Transform Inc., a new television film-service company, has been formed in North Hollywood, Calif., by S. Bryan Hickox and Douglas V. N. McCutcheon. The firm will use patented and proprietary processes to achieve what it claims will be a quality of video tape-to-film transformation with image quality far superior to present processes. Mr. Hickox, founder and president of the company, said the "transforms," as they would be known, will be capable of large screen theatrical display. The new firm is located at 4142 Lankershim Boulevard. Telephone: (213) 985-7566.

T-bar to WQED-WQEX ■ Pittsburgh's two educational TV stations will be the first stations to use RCA's new "T-bar" structure for mounting antennas. The structure, costing \$540,000, is planned for completion in the spring of 1972. The two antennas for WQED(TV) and WQEX(TV), with a combined weight of approximately nine and one-half tons and height of 78 feet, will be placed on opposite ends of the "T-bar." WQED, a VHF station operating on channel 13, will use a "traveling-wave" type antenna, while WQEX, a UHF outlet on channel 16, will employ the pylon type.

Graham facilities completed ■ Graham Magnetics Inc., Graham, Tex., has completed construction of facilities for manufacture of its own line of video tapes, officials announced. A prototype of the company's new cabaloy magnetic tape was demonstrated for stockholders at their meeting Oct. 11. Cabaloy is said to permit an increase of at least 400% in recording densities.

Fast-start turntable ■ LPB Inc., Frazer, Pa., is introducing a model S-7 three-speed turntable with hysteresis synchronous motor. The model is designed for radio, television, CATV and recording studios. Manufacturer claims instant start with minimum rumble, attaining full speed in one-sixteenth revolution. Contact: LPB Inc., 520 Lincoln Highway, Frazer, Pa. 19355.

Gates switches ■ Revised Gates Radio Co. 1 kw AM transmitter (BC-1H) includes solid-state oscillator as well as updated control circuitry adapted for remote control. Also new is improved antenna to dummy load switching that

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eliminates the need for tools, and an overload protection feature that recycles the transmitter up to three times, before it shuts down. Distortion is said to be 2% or less, 50 to 16,000 hz. Price is \$6,595.

Data from Datavision ■ Datavision Inc., 2351 Shady Grove Road, Rockville, Md., has released literature on its D-1500 television character generator which, among other uses, can produce captions for TV. Company says the compact keyboard unit is but a fraction of the size of rack-mounted character generators and can be purchased for \$4,000.

Hollow subject ■ Shure Brothers Inc. has developed new microphone isolation stand that it says greatly reduces

hollow quality of distant sound pickups. Hollow sounds, caused by direct sound waves and reflected sound waves canceling each other, can be counteracted, Shure says, by locating microphone close to floor. Its Distant Pickup Microphone Isolation Stands suspend microphone about 1/8-inch above floor level and provide shock isolation from floor vibrations. Model S53P is for Shure SM53 microphone; model S55P is for models 545, 548 and SM57. Both cost \$28. Address: 222 Hartrey Avenue, Evanston, Ill. 60204.

Baker's dozen ■ KPPIX-TV San Francisco will become the 13th TV station to convert to Data Communication Corp.'s BIAS on-line, real-time computerized traffic, sales and accounting services. KPPIX-TV is a Westinghouse station.

DCC has added a second computer—a Burroughs 3500—to its new Executive Park facility in Memphis, to more than double its capacity for both broadcast and commercial applications.

For high-power users ■ Three former Continental Electronics Mfg. Co. employees have formed a new electronics corporation—Hy-Power Electronics Co.—based in Dallas, to design, manufacture, modify and install high-power electronic and communications equipment and supporting services. The founders are Mark Bullock, president; N. S. Ponte, vice president, and Richard W. Bullock, marketing engineer. Among the products to be produced are AM and FM transmitters, antennas, transformers and high-voltage power supplies.

Promotion

The cultured medium: Britannica spots

If commercial spots are used to sell products and services, why not use them to sell "culture" as well? This new twist to a not-so-new concept is the creation of A. N. Feldzmen, vice president and editorial director for films and publications of Encyclopedia Britannica Educational Corp., Chicago.

Tapes covering various literary, scientific, artistic and philosophical topics in a series of 13 television spots—all but one under 60 seconds in length—will be distributed nationally to educational television outlets for use as filler material. Included in the material are poems by A. E. Housman, Walt Whitman and Shelley; haikus; spots on black sculptor Richard Hunt and author Henry David Thoreau, as well as brief

notes on subjects ranging from amoebas to volcanos. Each spot presents a cinematic interpretation of the topic.

Made in conjunction with noncommercial WTTW-TV Chicago, the spots draw footage from Encyclopaedia Britannica Films and financial assistance from Compton's Encyclopedia, a division of Britannica. The films were transferred to video tape at the State University of New York. Tapes will be distributed without charge to stations by the Public Broadcasting Service.

Telling about the United way

WUIC-TV Pittsburgh has created a series of public-service "mini-documentaries" designed to show potential contributors to the United Fund of Allegheny County how their dollars help the community. The 12 color programs are three minutes long and each outlines the serv-

ices of one United Fund charitable organization through interviews with 12 individuals who represent a cross-section of United Fund clients. The programs also serve to filter more information about United Fund agency services into the community. The public-service programs are also being aired by Pittsburgh outlets KDKA-TV and WTAE-TV.

ARB competition

The American Research Bureau has set a deadline of Jan. 31, 1972, for entries in its annual Innovator Awards Program, open to personnel of television and radio stations and national sales representative firms. The awards give recognition to individuals who developed new and effective ways to use audience research between Jan. 1 and Dec. 31, 1971.



When KSON(AM) San Diego decided to promote next year's Republican Party national convention slated for that city's Sports Arena, it was learned that Republican and Democratic differences extend to their party symbols as well. For more than an hour, KSON photographers tried to achieve harmony between the GOP elephant and the Democratic donkey (provided by the bipartisan San Diego Zoo) to make

a picture for trade-press promotional use. At left, KSON's president, Democrat Dan McKinnon, finds his pachyderm petulant while the docile donkey calmly accepts Republican Bert Wahlen, KSON general manager. At center, Mr. McKinnon has his mount in check while Mr. Wahlen's balance deserts him. And at right, the gulf widens. A picture was finally made—with both men astride the GOP elephant.

WLAC-TV locks horns with FBI to recover tape

WLAC-TV Nashville has gone to court in an attempt to pry loose from the FBI the government's tape recordings of conversations between federal officials and the pilot of a hijacked charter plane.

The station, citing the federal Freedom of Information Act, said it "exhausted" all other possible avenues before filing its petition in a federal district court in Nashville.

The plane left Nashville for Jacksonville, Fla., on Oct. 4, carrying five persons. When it landed in Jacksonville, one of the passengers, George Gille Jr., ordered the pilot to refuel and take off again. No one knows where Mr. Gille wanted to go: his destination has been assumed to be Cuba.

Officials of the FBI and Federal Aviation Administration talked to the pilot while the plane was on the ground in Jacksonville, but he was not permitted to refuel. The upshot was that three people were killed—Mr. Gille, his wife and the pilot.

Relatives of Mr. and Mrs. Gille are now seeking \$2.5 million in damages from the government, charging that the negligence of federal agents led to the deaths. As for WLAC-TV, it is interested in the case from a news standpoint. "We'll never really know what happened until we get that tape and listen to it," a spokesman said.

Upcoming: SDX deadline

Entries must be submitted by Feb. 1, 1972, to be considered for the 40th Annual Sigma Delta Chi Distinguished Service Awards. The professional journalism society will present sixteen awards for notable performance during

1971 in both print and broadcast media. Categories include: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained from Sigma Delta Chi, 35 E. Wacker Drive, Chicago 60601.

KCET thinks young for new news series

A somewhat different local-TV news and public-affairs series had its season premiere two weeks ago on public station KCET(TV) Los Angeles. Entitled *Newseekers*, the new news seekers of this half-hour, prime-time, weekly program are all between the ages of 12 and 17, most of them junior high-school students.

The programs are to be written, produced and performed by some 30 to 40 teen-agers, with 13-year-old Jon Manzanares as anchorman of the regular telecasts. Young Manzanares, with the aid of a dozen teen-age departmental editors, also will manage the operations of gathering, writing and reporting news and features, conducting interviews and delivering personal-opinion commentaries.

Production center for the series of 28 programs is Pacoima junior high school in the Los Angeles area's San Fernando valley. The school has a closed-circuit TV production facility that is normally used for instructional classes in electronic communications. The weekly telecasts are to be prepared at the school under the supervision of



For the first time, the National Association of Farm Broadcasters has presented its paramount honor to a civil servant, Jack Towers, of the U.S. Department of Agriculture's radio and TV service. He is shown here (r) receiving the meritorious service award from George Logan, WIBW-AM-FM Topeka Kan., newly elected president of the NAFMB, at the conclusion of the farm broadcasters' annual convention in Kansas City (BROADCASTING, Oct. 18). Mr. Towers is director of radio services for the Office of Information of the Department of Agriculture.

two faculty members. Plans call for the programs to be taped in the studios of KCET on Thursdays, prior to the 7:30 p.m. weekly broadcasts.

Among the contents of the premiere program were to be a discussion of President Nixon's wage and price freeze, a report on the situation in the Middle East and a profile of Senator Edmund Muskie. The series was made possible by a grant from the Nesbitt Foundation, an undertaking of Nesbitt Food Products Inc., Los Angeles.

Heart-disease shows honored

WHDH-TV Boston and WTAR-TV Norfolk, Va., were named last week among the five winners of the 1971 Howard W. Blakeslee Awards of the American Heart Association for "outstanding reporting on diseases of the heart and blood vessels." WHDH-TV was cited for an hour program, *The Week Ends Here*, which examined a new surgical procedure for heart-attack patients and the dietary habits of Americans. WTAR-TV was chosen for a half-hour program titled *Mobile Coronary Care and Resuscitation*.

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FM time sales up, deficits decelerate

Local ad sales increase, but so do expenses, according to NAB survey

The typical (median) FM station had a 44.8% gain in time sales in 1970 compared to 1969, but because expenses jumped 23%, deficits continued—but at a lower rate.

This is the finding of the broadcast management department of the National Association of Broadcasters, issued last week, showing that the 203 FM stations responding to the NAB questionnaire had a deficit margin of 9.45% in 1970, in 1969.

which is less than the 20% loss margin in 1969. These 203 stations are 28% of the 727 FM stations that reported full financial data to the commission for 1970.

Time sales in 1970 for the typical FM station totaled \$70,500, compared to \$48,700 in 1969. Total broadcast revenues in 1970 also climbed, to \$67,200 from 1969's \$49,800 which, it was noted, compare to an AM radio time sales increase of 4.3% in 1970 and total broadcast revenues increase of 5.6% in 1970. Total broadcast revenues are total time sales minus commissions to advertising agencies and station representatives plus whatever extra, non-broadcast revenues are made by the station.

Almost all of the new time sales revenues came from local advertising. However, national spot more than

doubled in terms of dollars, but continued to represent only 4.4% of total time sales. The NAB report noted that in 1968, only 1% of time sales came from national spot.

FM stations' expenses, however, continued to outpace revenues, rising to \$73,600 in 1970, compared to \$59,800 in 1969. This rise in cost of operations, it was noted, is a direct result of larger salary payments charged to FM program and sales. This is a common experience, Ron W. Irion, director of the NAB office, said last week; when sales improve, expenses that have been allocated to an AM adjunct of the FM station begin to be applied to the FM operation.

And, Mr. Irion noted, FM broadcasters, expressing some uncertainty about 1971, predict only a 10% growth in revenues for 1971.

Revenue and expense items	1970 typical dollar figures	Typical percent figures (9.45)%	Typical dollar figures	1969 typical percent figures (20.00)%	Revenue and expense items	1970 typical dollar figures	Typical percent figures	Typical dollar figures	1969 typical percent figures
Profit Margin ¹					Selected expense items				
Total broadcast revenue ²	\$67,200		\$49,800		Total salaries ⁴	48,100	100.0%	32,900	100.0%
Total time sales from:	70,500	100.0%	48,700	100.0%	from:				
Networks	0	0.0	0	0.0	Technical Program	4,300	9.0	3,600	11.0
National & regional advertisers	3,100	4.4	1,400	2.8	Selling	23,400	48.6	14,900	45.3
Local advertisers	67,400	95.6	47,300	97.2	General and administration	12,000	25.0	7,600	23.0
Total broadcast expense from:	73,600	100.0%	59,800	100.0%	Depreciation and amortization	8,400	17.4	6,800	20.7
Technical Program	8,400	11.4	7,400	12.3	Music-license fees	7,900		7,000	
Selling ³	25,500	34.6	21,400	35.8	Profit (before federal income tax)	1,600		1,000	
General and administrative	13,000	17.7	8,800	14.8		\$ (6,400)		\$(10,000)	
	26,700	36.3	22,200	37.1					

¹ Derived from each station's gross profit divided by total revenue.
² Time sales plus incidental broadcast revenue minus agency and rep. commission and payment to networks for sale of time.
³ Includes all promotion; excludes agency and rep. commission.
⁴ Includes salaries, wages, and bonuses of officers and employees.

Company Reports

■ Metromedia Inc., New York, reported a 26% increase in net income for the 39 weeks ended Oct. 3 and an approximate \$4-million decline in revenues for the same period. John W. Kluge, chairman and president, said that despite decline in TV advertising, net income was at "second highest level in the history of the company for the similar period."

For the 39 weeks ended Oct. 3:

	1971	1970
Earned per share	\$ 0.72	\$ 0.58
Revenues	110,200,395	114,699,551
Net income	4,182,059	3,319,462
Shares outstanding	5,763,670	5,734,397

■ Washington Post Co., Washington-based parent of Post-Newsweek Stations, reported a decline in profits for the first nine months of 1971 compared to the corresponding period a year ago. The company attributed the lower returns to a seasonal slump in profits of

its subsidiary, *Newsweek* magazine, during the third quarter. In the same quarter, it said, broadcast and newspaper earnings increased. *Newsweek* is expected to have a profitable fourth quarter.

For the nine months ended Oct. 3:

	1971	1970
Earned per share	\$ 0.66	\$ 0.73
Revenues	138,600,000	127,500,000
Net income	2,866,000	2,944,000

■ Cox Broadcasting Corp., Atlanta, reported last week that earnings increased and revenues decreased slightly in the first nine months of the year. The company said broadcasting revenues were up 5% in the third quarter over the same period of 1970 and noted that the upward trend in TV-radio sales began in the second quarter and is expected to continue in the fourth quarter.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.99	\$ 0.95
Revenues	46,467,013	46,698,892
Net earnings	5,757,153	5,495,404

■ Cox Cable Communications Inc., Atlanta, reported that operating revenues rose in the first nine months of the year but net income declined, primarily because of an extraordinary loss in the 1971 period and an extraordinary gain in 1970.

For nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.24	\$ 0.27
Operating revenues	9,735,960	7,716,037
Net income	855,299	969,621

■ Post Corp., Appleton, Wis., diversified firm whose interests include ownership of broadcast stations, reported last week substantially increased revenues and net income for the first nine months of 1971, as compared to the same period a year ago. Also announced was a rise in both earnings and net income for the third quarter of this year.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 1.35	\$ 0.51
Revenues	10,216,033	8,905,200
Net income	1,015,747	382,215

■ Foote, Cone & Belding Communications Inc., New York, reported an approximate \$15-million increase in gross billing for the third quarter ending Sept. 30. Net income and earnings per share also showed substantial improvement for the period, registering about a \$200,000 and a 9¢ increase respectively.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.26	\$ 0.35
Gross billings	167,590,000	182,767,000
Income from advertising operations	821,000	1,131,000
Net income	574,000	775,000
Shares outstanding	2,191,000	2,185,000

■ Dun & Bradstreet Inc., New York, which acquired Corinthian Broadcasting Co. last May, reported increased earnings and operating revenues for the first nine months of the year. The company said Corinthian's revenues for the third quarter were equal to those of the same period in 1970, but operating income was lower.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 1.64	\$ 1.57
Operating revenues	260,992,000	246,399,000
Net earnings	21,065,000	20,004,000

■ Scripps-Howard Broadcasting Co., Cincinnati-based group broadcaster, reported last week increased revenues but a drop in net income for both the third quarter and the first nine months of 1971, as compared to the similar periods last year. Third-quarter revenues and net income were \$5,223,706 and \$768,544, respectively, as contrasted with 1970's \$5,203,560 and \$1,019,311.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 1.08	\$ 1.34
Revenues	16,831,383	16,342,945
Net income	2,806,044	3,469,847

■ Time Inc., New York, parent of Time-Life Broadcast, has reported an increased net income for the third quarter of 1971, amounting to \$2,657,000 as compared to third-quarter 1970's \$2,003,000. Also announced was a de-

crease in revenues but a rise in net income for the first nine months of 1971.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 1.89	\$ 1.71
Revenues	435,128,000	457,232,000
Net income	13,693,000	12,386,000

■ J. Walter Thompson Co., New York, has reported a slight decline in revenues for the three months ended Sept. 30 and an approximate \$4-million increase for the nine-month period. U.S. and international billings recorded a \$10-million gain over year to date, registering \$550.0 million compared to \$540.4 million for the same period in 1970.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 1.62	\$ 1.51
Revenues	82,444,000	78,559,000
Net income	4,100,000	4,175,000
Shares outstanding	2,713,409	2,759,424

■ Viacom International Inc., New York, announced last week that revenues increased and earnings decreased for first nine months of the year ended Oct. 2:

	1971 (Actual)	1970 (Pro forma)
Earned per share	\$ 0.29	\$ 0.40
Revenues	14,622,000	14,004,000
Net earnings	762,000	945,000

■ Transamerica Corp., San Francisco, parent of United Artists Pictures and Records, reported an increase in consolidated net income despite a nine-month loss of \$2.6 million for its records business.

For the nine months ended Sept. 30, 1971:

	1971	1970
Earned per share	\$ 0.76	\$ 0.80
Revenues	1,194,886,000	1,100,571,000
Net earnings	49,063,000	38,176,000

■ Kaufman and Broad Inc., Los Angeles-based home builders with CATV interests, reported net income up 50% for the nine months ended Aug. 31:

	1971	1970
Earned per share	\$ 0.57	\$ 0.39
Revenues	155,010,000	101,228,000
Net income	6,850,000	4,554,000
Shares outstanding	12,026,074	11,760,444

■ American Television & Communications Corp., Denver, major cable-TV firm with about 200,000 subscribers, reported increased revenues and earnings

for the first quarter of the fiscal year.

For the three months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.05	\$ —
Revenues	3,245,987	2,390,654
Net earnings	221,693	50,259

Notes: 1970 figures restated to reflect acquisition of property. Earned per share for 1970 quarter not calculated due to preferred dividend requirements exceeding net income.

O&O's and movies hurt ABC pocketbook

ABC Inc. has reported that revenues and net earnings for the first nine months of this year and for the third quarter decreased from corresponding levels in 1970.

Leonard Goldenson, president, said the decline in the third quarter reflected the "disappointing results" of several of ABC's motion pictures and a dip in television owned-station business. He added that the TV network showed improvement in the third quarter and expectations are that its fourth quarter will be better than the fourth quarter of 1970.

For the nine months, ended Sept. 30:

	1971	1970
Earned per share	\$ 1.25	\$ 1.84
Revenues	533,657,000	540,728,000
Net earnings	9,583,000	14,235,000

Northeast losses keep Storer off '70 pace

Storer Broadcasting Co., Miami Beach, Fla., said net earnings for the first nine months of the year declined from 1970, largely because of the increased loss from Northeast Airlines Inc., the company's 86.1% owned subsidiary.

Broadcasting revenues for the first three quarters of 1971 were virtually identical with 1970, Storer reported, and for the third quarter were slightly below the corresponding period of last year. Northeast Airlines incurred a loss of \$9,185,800 in the first nine months of 1971, versus a loss of \$4,492,400 in the same period of 1970.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.52	\$ 0.83
Gross revenues from broadcast operations	45,386,000	45,182,000
Net income	2,180,300	3,498,400

The Broadcasting Stock Index

A weekly summary of market activity in the shares of 113 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Oct. 27	Closing Oct. 20	Net change in week	High	Low	1971	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	42 3/4	42 3/4	- 3/4	48	25	7,089		\$303,055
ASI Communications	ASIC	O	2 1/2	2 1/2	—	4 1/2	2 1/2	1,789		6,709
Capital Cities	CCB	N	46 3/4	47	— 1/4	49 3/4	29	6,236		293,092
CBS	CBS	N	42 3/4	44 3/4	— 1 1/2	49 3/4	30 3/4	27,210		1,244,858

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

Shares outstanding and capitalization as of Aug. 25.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

	Stock symbol	Ex- change	Closing Oct. 27	Closing Oct. 20	Net change in week	1971 High	Low	Approx. shares out (000)	Total market capitali- zation (000)
Cox	COX	N	32½	34¼	- 2½	36¼	17¼	5,802	173,306
Gross Telecasting	GGG	A	12¼	13	- ¼	16	10½	800	11,296
LIN	LINB	O	11½	13½	- 1¼	15½	6¼	2,294	32,690
Mooney	MOON	O	8¼	9¼	- ½	9¼	4	250	2,313
Pacific & Southern	PSOU	O	10¼	11	- ¼	17½	10¼	1,637	20,872
Rahall Communications	RAHL	O	9½	10½	- 1½	29	8½	1,037	10,889
Scripps-Howard	SCRIP	O	21¼	22½	- ¾	25	18	2,589	58,890
Sonderling	SDB	A	20¼	19¾	+ ¾	34	19½	997	24,177
Starr	SBG	M	18	17¾	+ ¼	20½	8½	496	9,672
Taft	TFB	N	36	39¼	- 3¼	44¾	23½	3,707	147,798
Total								61,933	\$2,339,622

Broadcasting with other major interests

Avco	AV	N	14	15¼	- 1¼	18¼	12½	11,475	\$176,371
Bartell Media	BMC	A	4	4¾	- ¾	8	3¾	2,254	9,580
Boston Herald-Traveler	BHLD	O	21	20	+ 1	28	19	577	15,579
Chris-Craft	CCN	N	6½	7½	- ¼	12	5½	3,901	22,431
Combined Communications	CCOM	O	23½	23½	-	24¼	10½	2,131	39,424
Cowles Communications	CWL	N	12	13	- 1	13½	8	3,969	45,644
Fuqua	FQA	N	18½	18	+ ¾	26½	13¼	6,700	162,475
Gable Industries	GBI	N	21½	23½	- 2½	24¾	9½	1,667	34,590
Gannett	GCI	N	54½	54¼	+ ¼	60	32½	7,519	403,169
General Tire	GY	N	24	26½	- 2½	28¼	21½	18,713	502,818
Gray Communications		O	6¼	6¼	-	8	5¼	475	2,670
ISC Industries	ISC	A	6	5¾	+ ½	8	4¾	1,959	11,499
Lamb Communications		O	2¼	2½	+ ¼	2¾	2	475	1,069
Lee Enterprises	LNT	A	17	17½	- ½	20	17½	1,957	54,052
Liberty Corp.	LC	N	17½	19¼	- 1½	24	17½	6,744	151,740
Meredith Corp.	MDP	N	23½	23	+ ¾	29½	19¾	2,754	68,850
Metromedia	MET	N	25½	23¾	+ 1½	30¾	17¾	5,756	163,298
Multimedia Inc.		O	34¼	34	+ ¼	34¼	25	2,406	79,398
Outlet Co	OTU	N	14¼	15½	- ¾	22	14¼	1,332	23,470
Post Corp.	POST	O	15½	15½	-	16¼	9¼	734	10,643
Publishers Broadcasting Corp.	PUBB	O	3	3¼	- ¼	4¾	1½	916	2,977
Reeves Telecom	RBT	A	2	2	-	3¾	2	2,292	5,730
Rollins	ROL	N	39¼	40½	- ¾	43½	25½	8,085	306,470
Rust Craft	RUS	A	40¼	43¾	- 2½	48¼	28¾	1,159	47,519
Schering-Plough	PLO	N	78½	80¾	- 2¼	87¾	60½	25,174	2,089,442
Storer	SBK	N	26½	26¾	- ¼	33¾	19	4,223	124,030
Time Inc.	TL	N	55	55	-	62¾	40¾	7,257	377,364
Trans-National Communications		O	¾	¾	+ ½	1¼	¾	1,000	370
Turner Communications		O	2¼	2¾	- ¼	4	2	1,328	4,143
Wometco	WOM	N	16¼	17½	-¾	23¾	16¼	6,037	120,740
Total								149,185	\$5,270,620

CATV

Ameco	ACO	O	2¼	2¾	- ½	12¼	2¼	1,200	\$30,000
American Electronic Labs.	AELBA	O	6½	6½	-	10	3	1,636	11,043
American TV & Communications	AMTV	O	19	22	- 3	26¾	17¾	2,042	41,861
Burnup & Sims	BSIM	O	22¼	25½	- 3¼	37¼	20½	2,962	80,715
Cablecom-General	CCG	A	11½	12¾	- ¾	17¼	11½	2,485	30,739
Cable Information Systems		O	2	2	-	4¾	2	955	2,626
Citizens Financial Corp.	CPN	A	13½	13¾	- ¼	15½	12¼	1,590	21,863
Columbia Cable	CCAB	O	11¼	11¼	-	15½	9¾	900	9,675
Communicallons Properties	COMU	O	9¾	10	- ¾	11½	7¾	1,800	14,850
Cox Cable Communications	CXC	A	17½	18½	- ¾	25¾	16½	3,552	62,586
Cypress Communications	CYPR	O	8¾	8½	- ½	10¼	7	2,384	19,954
Entron	ENT	A	3	3½	- ½	7¾	2¾	1,320	4,950
General Instrument Corp.	GRL	N	17	17¾	- ¾	29¾	16½	6,368	145,636
Sterling Communications	STER	O	5½	5¼	- ¼	6¾	3½	1,100	6,182
Tele-Communications	TCOM	O	18¾	18¾	- ½	22¾	12	2,856	54,264
Teleprompter	TP	A	70¾	75¼	- 4½	95	56½	3,077	255,391
Television Communications	TVCM	O	8¼	8½	+ ¼	10¾	7	3,804	29,481
Viacom	VIA	N	12¾	14¼	- 1¼	21	12½	3,760	59,220
Vikoa	VIK	A	6½	5¾	+ ¾	14¼	5¼	2,339	15,204
Total								46,130	896,240

Programming

Columbia Pictures	CPS	N	9½	9½	- ¾	17¾	9¼	8,342	\$63,420
Disney	DIS	N	107	100¾	+ 6½	128¾	77	12,854	1,511,887
Filmways	FWY	A	5	5¼	- ¼	11¾	5½	1,829	11,431
Four Star International		O	1½	1¼	-½	1¾	1	666	1,166
Gulf & Western	GW	N	26	26½	- ½	31	19	14,964	433,956
Kinney Services	KNS	N	29½	33	- 3¾	39¾	28¼	11,230	383,168
MCA	MCA	N	23¼	25½	- 1½	30	21¾	8,165	198,001
MGM	MGM	N	17	18	- 1	28¾	15½	5,886	119,898
Music Makers	MUSC	O	1½	1¾	-	3¾	1¼	589	1,543
Tele-Tape Productions		O	1¾	1¾	+ ¼	2¾	1	2,183	4,912
Transamerica	TA	N	16¾	16¾	- ½	20½	15¼	63,841	1,188,719
20th Century Fox	TF	N	8½	8¾	- ¾	15¾	8½	8,582	84,507
Walter Reade Organization	WALT	O	2	2½	- ½	5¾	1¾	2,414	3,911
Wrather Corp.	WCO	A	6	6½	- ½	8¾	6¼	2,164	16,230
Total								146,666	\$4,203,165

Service

John Blair	BJ	N	15½	15	+ ½	24¾	14¾	2,584	\$50,388
ComSat	CQ	N	54½	53¾	+ ¾	84½	49½	10,000	651,200
Creative Management	CMA	A	9	9¾	- ¼	17¼	7¾	1,050	10,500
Doyle Dane Bernbach	DOYL	O	22¾	23	- ¾	26½	21	1,929	38,098
Elkins Institute	ELKN	O	8	8¼	- ¼	16¾	8	1,664	16,008
Foote, Cone & Belding	FCB	N	9¾	10¼	- ¼	13¾	7¾	2,196	28,548
Grey Advertising	GREY	O	15	15¾	- ¾	16¾	9¼	1,209	20,251
Interpublic Group	IPG	N	22	22½	- ½	27½	24½	1,673	43,498

Continued on page 46

	Stock symbol	Ex-change	Closing Oct. 27	Closing Oct. 20	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)
Marvin Josephson Assoc.	MRVN	O	6%	6%	- 1/4	12	6%	902	7,442
LaRoche, McCaffrey & McCall		O	12	12	—	16 1/2	9	585	6,435
Marketing Resources & Applications		O	7 1/4	7 1/4	—	18 1/4	2 1/2	504	4,914
MovieLab	MOV	A	2 1/2	2	+ 1/2	4	1 1/4	1,407	2,983
MPO Videotronics	MPO	A	4 1/4	4 1/2	- 1/2	8 1/2	4 1/2	557	3,130
Nielsen	NIELA	O	39 1/4	40 1/4	- 1 1/2	49 1/4	39 1/4	5,299	229,182
Ogilvy & Mather	OGIL	O	33 1/2	33 1/2	—	36 1/4	24	1,096	37,264
PKL Co.	PKL	A	8 3/4	8 3/4	+ 1/2	10 1/2	3 3/4	742	6,678
J. Walter Thompson	JWT	N	40 3/4	42	- 1 1/4	60	34 1/2	2,721	1,143
Transmedia International		O	3 1/4	3 1/4	- 1/4	3 3/4	1 1/4	535	134
Wells, Rich, Greene	WRG	N	18 1/2	19 1/2	- 1/2	25 1/2	22 1/4	1,601	34,213
Total								38,254	\$1,192,009

Manufacturing

Admiral	ADL	N	15 1/4	16	- 1/4	21	8	5,163	\$98,097
Ampex	APX	N	14	14	—	25 1/2	13 1/2	10,873	171,250
CCA Electronics	CCAE	O	5 1/4	5 1/4	—	5 1/4	2 1/4	897	3,588
Collins Radio	CRI	N	10 3/4	12 1/2	- 2 1/2	20 1/2	11	2,968	40,424
Computer Equipment	CEC	A	3	3 1/4	- 3/4	7 1/4	2 1/4	2,434	9,738
Conrac	CAX	N	20 3/4	21 1/4	- 1/4	29	15 1/2	1,259	29,423
General Electric	GE	N	57 1/2	60	- 2 1/2	65 1/2	52 1/2	181,626	11,215,406
Harris-Intertype	HI	N	50 1/4	53 1/2	- 3 1/4	69 1/4	49 1/2	6,333	378,397
Magnavox	MAG	N	49 1/4	49	+ 1/2	55	37 1/2	17,283	933,282
3M	MMM	N	120 3/4	119 1/2	+ 1 1/2	126 1/2	95 1/2	56,186	6,847,388
Motorola	MOT	N	74 1/4	72 1/4	+ 1 1/2	89 1/4	51 1/2	13,370	1,166,532
RCA	RCA	N	32 3/4	32 3/4	- 3/4	40 1/4	26	74,437	2,679,732
Reeves Industries	RSC	A	2 1/2	2	+ 3/4	6 1/4	2 1/4	3,458	12,968
Telemation	TMT	O	7 1/4	7 1/2	- 1/4	13 1/4	7 1/4	14,040	135,065
Westinghouse	WX	N	83 1/2	89 1/2	- 6	97 1/4	65 1/2	41,555	3,854,226
Zenith	ZE	N	42	46 1/4	- 4 1/4	54 1/4	36 1/4	19,022	977,160
Total								450,904	\$28,552,874

Grand Total 893,072 \$42,454,330

Standard & Poor Industrial Average 109.15 110.24 - 1.09

Fates & Fortunes™

Broadcast Advertising

Thomas F. Randolph, senior VP and general manager of Foote, Cone & Belding, San Francisco, and **Harvey W. Clements**, management supervisor FC&B, Chicago office, elected to board of directors.

Albert Heck, New York advertising manager, *Look* magazine, joins NBC Radio, New York, as director of sales.

John Wilkoff, sales presentation copywriter, CBS-TV, New York, promoted to manager of market planning, network sales.

James R. Hartzer, VP-marketing, Teletape Corp., commercial producer and tape facilities house, New York, appointed to newly created position of VP-national director of marketing.

Tom McFaul, arranger-producer, David Lucas Associates, New York, music/advertising concept complex, appointed creative director.

E. Abbott Lawrence, general sales manager of KTLA-TV Los Angeles, resigns to start sports sales representation company in Hollywood.

John L. Mather, associate media director, Tucker Wayne, Atlanta-based agency, joins Cole Henderson Drake agency there as VP for marketing, media direc-

tor and member of board for agency.

Richard Manzo, executive art director, The Madison Experience, New York agency, joins Kingen Feleppa O'Dell there as VP, creative services.

Robert E. Hannan, account executive, William Esty, New York, joins Kenyon & Eckhardt there in same post.

Dick Maynard, supervisor of broadcast media, General Mills, Minneapolis, appointed to newly created position of assistant national sales manager, wcco-tv Minneapolis-St. Paul.

Charles Conrad, sales manager, WPGH-TV Pittsburgh, joins WEAT-TV West Palm Beach, Fla., as sales manager.

Tom Costello, with media-research department, Stevenson & Associates, Minneapolis agency, joins Martin-Williams Advertising there as media director.

Pauli Thornberry, with Tucker Wayne, Jacksonville, Fla., office of agency, joins Martin-Williams as account executive.

Jim Dunham, local and regional sales manager, ksoo-tv Sioux Falls, S.D.,

Cahill to private practice*Mr. Cahill*

Robert V. Cahill, administrative assistant to FCC chairman Dean Burch, has resigned from commission to join new Washington communications law firm of Farrow, Cahill, Kaswell, Segura & Rader. Harold Far-

row and Ralph Segura are partners in Oakland, Calif., law firm, and Stanley

Rader is associated with firm in Los Angeles. They will divide their time between their present practices and Washington. Joel Kaswell is Washington attorney specializing in Securities and Exchange Commission work. Mr. Cahill, who enters private practice today (Nov. 1), is a former National Association of Broadcasters attorney. He joined the commission in 1964 as chief of its complaints branch, later served as legal assistant, then administrative assistant to former Chairman Rosel H. Hyde. He continued in the chairman's office after Mr. Hyde was succeeded by Dean Burch in 1969.

65%*

*We've come upon the fact that total U.S. viewing of local TV news is 65% greater than that of network news.

That may not surprise you, but it did us. We always thought—as we think most people did—that it was the other way around . . . that a majority of news viewing was of the Cronkites, Chancellors, Reasoner-Smiths, et al.

We're checking out that statistic and other news about news to report further in . . .

Above and Beyond in Local TV Journalism

A Broadcasting Special Report, November 29

As readers—and advertisers—know well, Broadcasting is not in the habit of writing its stories before it does its research.

But we can tell you that Broadcasting will report on what stations are doing "above and beyond" what everyone *thinks* they're doing. In other words, we'll report on what TV stations are doing over and above—within and outside—the daily diets of hour or half-hour local news broadcasts.

This special report will be the ideal medium for every television station that wants to tell its own unique news story.

And to augment its own regular coverage Broadcasting will distribute the November 29 issue with its special report on Local TV Journalism to all members of the United States Senate, the House of Representatives, the commissioners and important staff members of the FCC, all state governors and key advertising and marketing executives.

Your advertising message is invited. Closing date: November 22. For more details and opportunities available, contact your nearest Broadcasting representative.

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

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New York, N.Y.

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

Barrington, Illinois

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

Broadcasting®
THE AUTHORITY OF TELEVISION AND RADIO

appointed general sales manager. He is succeeded by **Paul Wickett**, with KSOO-TV sales staff.

Arthur Scarmeas, with Burton Sohigian, Detroit office of agency, appointed West Coast manager, based in Beverly Hills, Calif.

Phil Mango, account supervisor, Gardner Advertising, St. Louis, appointed management representative. **William L. Stradley**, account supervisor, Meldrum & Fewsmith, Detroit agency, joins Gardner, St. Louis, as account representative. Management representative position extends reach of account representative responsibilities to greater number of accounts.

The Media

John McCrory, general manager, WNAC-TV Boston, joins KDFW-TV Dallas as station's chief operating officer. He succeeds **Ves Box**, who retires after 31 years with station and predecessor KRLD-AM-TV.



Mr. McCrory Mr. Box

Ed Brown named president and general manager, Venture III, Newark, N.J., challenger for license of WNJR(AM) there. Mr. Brown had helped to design and construct first Armed Forces Radio station in South Pacific. He had also served in various broadcast, publishing and consulting capacities.

Dennis Israel, VP of Radio Advertising Representatives, New York, named general manager of NBC-owned WMAQ-AM-FM Chicago. Mr. Israel had been general manager of WNUS-AM-FM Chicago before becoming Eastern sales manager of RAR in 1969 and VP in 1970.

James W. Higgins, with The Brockway Co., diversified firm with broadcast interests, Watertown, N.Y., appointed manager of firm and its WWNV-AM-TV Watertown and WMSA(AM) Massena, all New York.

Gilbert J. Jacobsen, general sales man-

ager, KIXI-AM-FM Seattle, appointed general manager.

Clifford N. Taylor, sales manager, WHEB-AM-FM Portsmouth, N.H., appointed stations general manager.

Andy James, VP and general manager of KWKW(AM) Pasadena, Calif., leaves to become president, general manager and majority stockholder, KCAL(AM) Redlands, Calif.

Dorothy M. Hill, with WYTV(TV) Youngstown, Ohio, appointed controller.

Programing

John R. Vrba, VP of TV sales, Avco Broadcasting Corp., Cincinnati, since 1968, appointed associate managing director of Time-Life Films, New York. He will be involved in all aspects of management for Time Inc. *Mr. Vrba* division. Mr. Vrba began his career in TV on staff of KTTV(TV) Los Angeles in 1949.



Milton T. Raynor, executive VP, UPA Pictures Inc., Burbank, named executive VP and elected to board of directors of The Vidtronics Co., Hollywood-based TV series and motion-picture distribution company.

David F. Sifford, director of advertising and sales, Hunter Dairies, Charlotte, N.C., joins Group W Productions there

NBC Radio affiliates execs

At convention of NBC Radio affiliates last week (see page 30) **Bruce Buchanan**, general manager, WFBC-AM-FM Greenville, S.C., was elected secretary of the NBC Radio affiliates executive committee last week, succeeding **Kenneth F. Small**, station director, WRUF(AM) Gainesville, Fla., who retired from the affiliates post a year before expiration of his term. Chosen to succeed Mr. Buchanan on the executive committee was **James W. Wesley**, vice president and general manager, WIOD(AM) Miami. Re-elected to the committee were **Wilson Edwards**, station manager, KOGO-AM-FM San Diego and **Ted L. Snider**, vice president and general manager, KARK-AM-FM Little Rock, Ark. **Nat A. Sibbold**, station manager of WWJ-AM-FM Detroit, and **Robert Rich**, general manager, WDSM(AM) Duluth, Minn., continue as chairman and vice-chairman respectively of the executive committee.

as southeastern division sales manager. **Margaret M. Batsford**, research analyst, TelCom Associates, New York, joins Group W Productions in that city in same capacity.

Robert Curtiss, research manager, Group W Productions and Group W Program Sales, both New York, joins Time-Life Films there in same capacity.

Ray Ball, associate director and producer for CBS Television Network sports department, appointed director, broadcast operations for KNXT(TV) Los Angeles, CBS-owned station.

Fred Still, president, **Mike Powell**, executive VP, and **Lee Cash**, VP, Together Inc., Memphis radio commercial producer, have purchased firm, renaming it Together of Memphis Inc.

Lon C. Lee, director of information services, WKBS-TV Burlington, N.J.-Philadelphia, appointed program manager.

Joe Fletcher, with WCMC-AM-FM Wildwood, N.J., appointed program director of WFAD(AM) Middlebury, Vt.

Rodger Layng, management and program consultant for WQXR-AM-FM New York, appointed program director, KNX-FM Los Angeles.

Steve Stafford, production manager, WDAI(AM) Chicago, appointed program director.

Bill Thrash program manager, KOCO-TV Oklahoma City, joins WKY(AM) there as assistant program manager.

Bruce Jamieson, president of Jamieson Film Co., Dallas, elected president of Association of Cinema Laboratories. Other officers elected include: **Frank M. McGeary**, president of Motion Picture Laboratories, Memphis, elected VP; **William H. Smith**, president of Allied Film Laboratory, Detroit, elected treasurer, and **G. Carleton Hunt**, president of DeLuxe General, New York, elected secretary. **Preston B. Bergin**, re-elected to full-time position as association's executive secretary.

Broadcast Journalism

Lou Adler, newsman and anchorman on WCBS(AM) New York news programs, appointed director of news operations. He succeeds **Marvin H. Friedman**, who joins WCBS-TV New York as editor of evening news.

Michael E. Nabicht, creative specialist, WBTV(TV) Charlotte, N.C., appointed director of community affairs.

Frank D. Beaman, with news staff, WBBM-AM-FM Chicago, appointed news director of AM.

Robert G. Blow Sr., general manager, WJAK(AM) Jackson, Tenn., elected pres-

ident, Tennessee Associated Press Broadcasters Association.

Charles N. Lord, reporter, WWJ-TV Detroit, joins KYW-TV Philadelphia in similar capacity.

Jim Whiting, with WLSE(AM) Wallace, N.C., joins news staff WWAY(TV) Wilmington, N.C.

Jim Hinton, director of news for KBTR(AM) Denver, joins KITE(AM) Terrell Hills, Tex., as news director.

Equipment & Engineering

John E. Leonard Jr., with Gates Radio, Quincy, Ill., joins Moseley Associates, equipment manufacturer, in Goleta, Calif., as broadcast division manager.

Jack M. Ducart, with McMartin Industries, Omaha, joins Moseley as marketing manager, communication products.

George Smith, director of broadcast standards, WCAU(AM) Philadelphia, appointed director of broadcast operations, WCBs(AM) New York and **Ernie McDaniel**, technical supervisor, KCBS(AM) San Francisco, appointed director of technical operations, WCBs. Both are CBS-owned stations.

Promotion

John Lisanti, assistant advertising and sales promotion manager, KDKA-TV Pittsburgh, joins WABC-TV New York as manager of on-air promotion and PR.

Janet Fede, manager, creative services, KTTV(TV) Los Angeles, appointed director, information services.

Art Bannon, Hollywood producer, appointed director of PR and promotion, WWAY(TV) Wilmington, N.C.

Kristin Oddsen, promotion assistant, WMAL-AM-FM Washington, joins WRC-AM-FM there as manager of advertising and promotion.

Daryl E. Lewis, formerly assistant promotion manager, KARD-TV Wichita, Kan., joins WKY(AM) Oklahoma City as assistant promotion manager.

Joe Fitz-Morris, editor of *Anny* since its founding 11 years ago, joins Barnett-Zlotnick, New York, newly formed advertising agency, as VP of PR.

Allied Fields

Norman E. Jorgensen and **Leo Resnick**, Washington communications lawyers, merged their offices. Jorgensen & Resnick is at 1926 Eye Street, N.W., Washington 20006.

Martin M. Goldberg, instructor of communications arts, New York Institute of Technology, Old Westbury, N.Y., appointed director of educational media.

Colonel Charles B. Jiggetts, USAF, ap-

radio • television • catv • public relations/contacts

Public Relations/Contacts is a regular feature of BROADCASTING, The Business-weekly of Television & Radio, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

agriculture

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business viewpoint

EXPLAINING THE COMPETITIVE ENTERPRISE SYSTEM—The first of three 60" and 30" public service messages produced by Hanna-Barbera now being distributed. Radio versions offer a pamphlet about "The System." If you haven't received them by mid-November, contact: News Department, Radio-TV, Chamber of Commerce of the United States, 1615 H Street, N.W., Washington, D.C. 20006.

free film

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Award winning series on correctional systems, justice, probation, parole

THE ODDS AGAINST THE REVOLVING DOOR THE PRICE OF A LIFE

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OUTSTANDING FREE SERIES PROGRAMMING FROM MODERN TV.

Sports. Travel. Adventure. Homemaking. Farming.
Call or write—MODERN TV, 2323 New Hyde Park Road, New Hyde Park, N.Y. 11040. (516) 437-6300.

Free loan films on a variety of educational, sports, and auto industry-related subjects. Many suitable for public service programming. 16mm. Color. Write for catalog. General Motors Film Library, 1-101 General Motors Bldg., Detroit, Mich. 48202.

edp—computer

DIGITAL EQUIPMENT CORPORATION—Information on small-, medium-, and large-scale digital computers and electronic circuit modules, the basic building blocks of automation. Contact Mark Nigberg, manager, public relations, Digital Equipment Corp., 146 Main Street, Maynard, Mass. 01754. Phone (617) 897-5111.

housing: manufactured

FACTS, NEWS FEATURES, 13½-min. FILM on mobile/modular housing. 48% of nation's new home sales were mobile homes. Write **Jerry Bagley**, PR Director, Mobile Homes Manufacturers Assn., 6650 Northwest Hwy., Chicago, Ill. 60631.

humor

ORIGINAL TOPICAL COMEDY LINES

for Disc Jockeys, Air Personalities, Newscasters, Program Directors, by Bob Orben, top TV comedy writer (Skelton, Pear, etc.). Mailed first class 24 times a year. To be Number One (or stay Number One) in your area, send for **FREE SAMPLE** of **CURRENT COMEDY**. The Comedy Center, Inc., 1529-B East 19th St., Brooklyn, N.Y. 11230.

insurance

ALLSTATE INSURANCE COMPANIES

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music library

Complete **PRODUCTION MUSIC LIBRARY** and **SOUND EFFECTS LIBRARY** on records or tape. Essential for the professional broadcaster. Write for free catalogue to: **Thomas J. Valentino, Inc.**, 151 W. 46th Street, New York 10036.

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BRAND 8 TRACK TAPES
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C-60	\$1.19	\$.99
C-90	1.89	1.59
C-120	3.19	2.69
8 TRACK-40 MINUTES	2.49	2.19
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pointed military assistant to Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, Washington in role as liaison between OTP and communications activities of military.

Jeffrey D. Krause, law clerk, Michael L. Glaser, Washington communications law firm, appointed to its legal staff as attorney.

International

Dennis Murphy, international sales service manager, MGM Television, New York, appointed to newly created post of administration assistant to director of international sales.

Deaths

Ralph C. Allinger, 56, general program manager and sports director, WIBX(AM) Utica, N.Y., died Oct. 26 of heart attack. He began his radio career at WABY(AM) Albany, N.Y., in 1937 and became prominent in sportscasting with then New York Giants baseball broadcast team in 1940's. He joined WIBX in 1950. He is survived by his wife, Betty, former broadcast personality on WIBX, and three sons.



Mr. Ansin Massachusetts, he moved to Florida in 1941 and became investor in real estate. He is survived by his wife, Sophie; son, Edmund, executive VP of station, and another son, Ronald, of Boston.

Dudley J. LeBlanc, 76, who gained note in the early fifties for his medicine-show selling techniques and radio advertising precipitating subsequent clash with Federal Trade Commission, died Oct. 22 in Abbeville, La., of stroke. Mr. LeBlanc, Louisiana state senator since age 24, in 1951 promoted Hadacol, vitamin-mineral tonic for treatment of varied illnesses. Later that year Federal Trade Commission charged Mr. LeBlanc's corporation with false, misleading and deceptive advertising of product, charges which were dismissed in 1954 because firm was in bankruptcy. He

Sidney D. Ansin, 67, president and, with his family, owner of control of WCKT(TV) Miami, died Oct. 22 of heart attack at Miami Heart Institute. After early career in shoe manufacturing in

later was indicted on charges of tax evasion stemming from firm's collapse, but was cleared on all counts.

William Mills, 77, radio orchestra leader in 1940's, died Oct. 21 at Glendale Community hospital, Glendale, Calif. He was musical director of CBS Radio during 1930's and for many years directed orchestration of *Fibber McGee and Molly* radio show.

Betty Bronson, 64, screen and TV actress, died Oct. 19 in Pasadena, Calif., after brief illness. Miss Bronson played in silent version of "Peter Pan" in 1924. She retired in the thirties but in 1961 she re-entered movies and TV, appearing in *Marcus Welby, M.D.*; *My Three Sons*, and *Run for Your Life* segments.

Arthur Hale, 75, news commentator and announcer, WOR(AM) New York, died Oct. 18 in Harrisburg, Pa., of cancer. During 1940's he was host of station's *Confidentially Yours* program.

Leonard Sues, 50, music director for comedian Milton Berle died of cancer in Los Angeles, Oct. 24. Mr. Sues also was musical director for Eddie Cantor radio show and worked with comedy team of Olsen and Johnson. He is survived by his wife and two sons.

ForTheRecord®

As compiled by BROADCASTING, Oct. 19, through Oct. 26 and based on filings, authorizations and other FCC actions.

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

New TV stations

Other action

■ Review board in Lynchburg, Va., scheduled oral argument for Nov. 23, on CP application of WLVA Inc., licensee of WLVA-TV Lynchburg (Doc. 18405). Action Oct. 18.

Initial decision

■ Pocatello, Idaho—FCC gave notice that decision issued Aug. 27, proposing grant of application of Eastern Idaho Television Corp. for new TV on ch. 6 at Pocatello, became effective Oct. 18 (Doc. 18402). Action Oct. 19.

Rulemaking action

■ FCC has proposed, in response to petition by

Parsons district schools (Parsons Educators), assignment of TV ch. 39 to Parsons, Kan., as reserved educational TV ch. Action Oct. 15.

Existing TV stations

Final actions

■ FCC waived hearing requirements of rules and authorized Bishop Cablevision Co. to carry distant signal of WBLG-TV Lexington, Ky., on its cable television system in Russell, Raceland, Flatwood, Kenwood, Worthington and Bellefonte, all Kentucky. Action Oct. 21.

■ KABC-TV Los Angeles—FCC, in response to motion by Council on Radio and Television for 30-day extension of time to file petition to deny license renewal application of KABC-TV, extended filing deadline to Dec. 1, 1971. Action Oct. 21.

■ WAOI-TV San Antonio, Tex.—FCC denied motion by Bilingual Bicultural Coalition for Mass Media, for extension of time until Oct. 19, 1971, to file supplemental petition to deny license renewal application of WAOI-TV. Action Oct. 20.

■ WRC-TV Washington—Broadcast Bureau granted CP to change trans. location 70 ft. from present site; change type trans.; make changes in ant. structure; and ant. height 770 ft. Action Oct. 18.

Actions on motions

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. (WGHP-TV), Furniture City Television Co.), TV proceeding, scheduled hearing conference for Oct. 27 (Docs. 18906-7). Action Oct. 10.

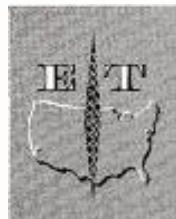
■ Hearing Examiner Forest L. McClenning in Boston (RKO General, Inc. (WNAZ-TV) et al.), TV proceeding, on request for ruling by Community Broadcasting of Boston, ruled on procedures to be followed by RKO and Community concerning documents for inspection and copying (Docs. 18759-61). Action Oct. 19.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasters Inc. (WESH-TV), et al.), TV proceeding, set certain guidelines concerning specific questions of relevancy under comparative issue designated,

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which have been raised in order that all parties may take appropriate steps to insure compliance of what they deem to be full record. Ordered that, to extent any party has not presented questions of relevance for advisory ruling, that party has assumed risk that restrictive precedents may be held to be controlling, since commission ordered that hearing be tried on basis of comparative issue as phrased in order of designation without reference to 1970 policy statement on comparative hearings involving regular renewal applicants (Docs. 19168-70). Action Oct. 20.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] et al.), TV proceeding, denied motion by Cowles Florida Broadcasting Inc. for protective order (Docs. 19168-70). Action Oct. 18.

Other actions

■ Review board in Fort Smith, Ark., granted petition by George T. Herrreich for extension of time to and including Oct. 19, to reply to comments of Broadcast Bureau (Docs. 19291-2). Action Oct. 15.

■ Review board in Daytona Beach, Fla., denied petitions by Central Florida Enterprises Inc., to add, enlarge and modify issues against Cowles Communications Inc., in Daytona Beach, TV proceeding (Docs. 19168-70). Action Oct. 20.

■ Review board in Tampa, Fla., denied application of U.S. Communications of Texas, Inc., for extension of time to construct KJDO-TV Rosenberg, Tex.; application severed from proceeding involving extensions for WTSS-TV Tampa and WJNR-TV Clearwater, Fla., and CP and call letters cancelled. Action Oct. 13.

■ Review board in Tampa, Fla., denied application of Acorn Television Corp., permittee of WJNR-TV Clearwater, Fla., for extension of time to complete construction of station, for failure to prosecute; CP and call letters have been cancelled (Docs. 19305-6). Action Oct. 20.

■ FCC denied complaint by The Committee of One Million against number of New York and Washington television stations and three national television networks, asserting that they had refused to sell time for presentation of program on Communist China. Action Oct. 22.

New AM stations

Application

■ Waseca, Minn. Waseca-Owatoona Broadcasting Co.—Seeks mod. of CP to change ant. trans. location to 3 miles south of U.S. Highway 14 on county road and approx. two miles south of Meridian, Waseca, Minn., and make changes in ant. system. Ann. Oct. 13.

Final action

■ Iowa City—FCC accepted application by John F. Burns, Thomas Rieke and Raymond Voss (Burns, Rieke and Voss Associates) for new AM at Iowa City. Commission found application for U on 1560 khz with 1 kw, DA-2, and specified hours N using DA—to be in compliance with rules. Action Oct. 22.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Jacksonville, Ala. (Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, ordered record in proceeding closed and directed all parties to file proposed findings of fact and conclusions of law by Nov. 22, and reply findings by Dec. 1, 1971 (Docs. 18899-900). Action Oct. 18.

■ Hearing Examiner Charles J. Frederick in Sumiton, Ala. (Sumiton Broadcasting Co.), AM proceeding, on motion by Hudson Millar Jr. and James Jerdan Bullard (intervenor), ordered hearing record reopened; intervenors' exhibits 5 and 6 are identified and received; intervenors make sure all necessary copies of exhibits are distributed to other parties and reporting company; and reclosed hearing record (Doc. 18204). Action Oct. 18.

■ Hearing Examiner Jay A. Kyle in Ponce, P.R. (Radio Antilles Inc. and Zaba Corp.), AM proceeding, granted joint petition for approval of agreement with supplements and further supplement subject to condition that reimbursement of expenses shall not exceed sum of \$17,000; dismissed, with prejudice, application of Radio Antilles Inc.; and retained in hearing status application of Zaba Radio Corp. (Docs. 18564, 18566). Action Oct. 18. And on examiner's own motion, closed record in proceeding (Doc. 18566). Action Oct. 19.

■ Hearing Examiner Jay A. Kyle in Humble, Houston and Nassau Bay, all Texas (Albert L. Craio et al.), AM proceeding, on request by Art-lite Broadcasting Co., rescheduled hearing from Oct. 18 to Nov. 9, and further ordered that evidentiary hearing now scheduled for Nov. 16, 1971 be continued to date to be determined (Docs. 19186-9). Action Oct. 15.

Other action

■ Review board in Circleville, Ohio, granted motion by Circleville Broadcasting Co. for addition of issue to determine whether there will be overlap of contours, in proposed operation of George E. Worsell and WDLR Delaware, Ohio (Docs. 18856, 18858). Action Oct. 21.

Initial decisions

■ Hearing Examiner Lenore G. Ehrig proposed grant of application of Ogemaw Broadcasting Co. (Dean W. Manley, Jack E. Kauffman and Robert S. Marshall) for CP for new AM on 1060 khz, 1 kw, D-only, at West Branch, Mich. (Doc. 18835). Ann. Oct. 21.

■ Hearing Examiner Jay A. Kyle in Greenwood, S.C. proposed denial of application by United Community Enterprises Inc. for CP for new AM to operate on 1090 khz, 1 kw, D, at Greenwood (Doc. 18503). Ann. Oct. 19.

Existing AM stations

Applications

■ KLGR Redwood Falls, Minn.—Seeks CP to change main studio location to 209 South Washington, Redwood Falls; and to remove series resistor in ant. circuit. Ann. Oct. 20.

■ KXEN Festus-St. Louis, Mo.—Seeks CP to change ant.-trans. and main studio locations to 0.5 mile north of U.S. 270 and just east of Route 111, St. Louis-Festus. Ann. Oct. 20.

■ KAWL York, Neb.—Seeks CP to change ant.-trans. and main studio location to 1.2 miles south of York, and make changes in ant. system. Ann. Oct. 20.

■ WEVR(AM) River Falls, Wis.—Seeks CP to remove series resistor in ant. circuit. Ann. Oct. 20.

Final actions

■ KRIZ Phoenix—Broadcast Bureau granted CP to install new trans. for alt. main use. Action Oct. 14.

■ WLTO, Miami—Broadcast Bureau granted CP to change type ant. feed to accommodate additional use of WLTO Miami tower by WOCN. Action Oct. 19.

■ WOCN Miami—Broadcast Bureau granted CP to change ant.-trans. location to 350 Northeast 71st Street, Miami; make changes in ant. system. Action Oct. 19.

■ WDAT Ormond Beach, Fla.—Broadcast Bureau granted mod. of CP for extension of completion date to May 10, 1972. Action Oct. 20.

■ WVOH Hazlehurst, Ga.—Broadcast Bureau granted CP to change ant.-trans. and main studio locations to 1.5 miles southeast of city limits on U.S. Highway 341, Hazlehurst. Action Oct. 20.

■ WAKC, Normal, Ill.—Broadcast Bureau granted mod. of license to change corporate name to WAKC Inc. Action Oct. 18.

■ Acting Chief Hearing Examiner Jay A. Kyle in Inkster, Mich. (Bell Broadcasting Co. [WCHB], AM proceeding, designated Hearing Examiner Frederick W. Denniston to serve as presiding officer; scheduled prehearing conference for Nov. 15, and hearing for Dec. 15 (Doc. 19328). Action Oct. 18.

■ WLOX Biloxi, Miss.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to DeBuys Avenue and L & N Railroad, Biloxi. Action Oct. 20.

■ WPTX Lexington Park, Md.—Broadcast Bureau granted license covering changes, trans. Action Oct. 15.

■ KCRL Reno—Broadcast Bureau granted license covering aux. trans.; granted license covering new AM. Action Oct. 18.

■ KFNF Shenandoah, Iowa—Broadcast Bureau granted license covering new AM, studio and remote control, 618½ W. Sheridan Avenue; trans. Action Oct. 18.

■ Guayama, P.R.—FCC denied application by Fidelity Broadcasting Corp. for review of review board action denying its petition to enlarge issues in Guayama. AM proceeding (Docs. 19055, 56, 57). Action Oct. 21.

■ KYAL McKinney, Tex.—Broadcast Bureau granted request for waiver of rules for dual city identification as McKinney-Plano, Tex. Action Oct. 14.

■ KBZB Odessa, Tex.—Broadcast Bureau granted assignment of licenses to Atkins & Green Broadcasting Co. Inc. Action Oct. 20.

■ WSYB Rutland, Vt.—Broadcast Bureau granted CP to install new trans. for alt. main N and aux. D use. Action Oct. 19.

■ WISS Berlin, Wis.—Broadcast Bureau granted CP to remove series limiting resistor in ant. circuit. Action Oct. 15.

Actions on motions

■ Chief, Office of Opinions and Review in Key West, Fla. (John M. Spottswood), for renewal of license of WKWF, granted motion by applicant and extended through Oct. 26, time to reply to Broadcast Bureau's opposition to petition for reconsideration and to opposition of Florida Keys Broadcasting Corp. (Doc. 19290). Action Oct. 19.

■ Acting Chief Hearing Examiner Jay A. Kyle in Greenfield, Mass. (Greenfield Broadcasting Corp.), AM proceeding, designated Hearing Examiner Lenore G. Ehrig to serve as presiding officer, scheduled prehearing conference for Nov. 16 and hearing for Dec. 16 (Doc. 19329). Action Oct. 18.

■ Hearing Examiner Chester F. Naumowicz in San Juan, P.R. (Radio San Juan Inc. [WRSJ]), AM proceeding, on request of parties, continued hearing from Nov. 11 to Nov. 16 (Doc. 17574). Action Oct. 19.

■ Hearing Examiner Chester F. Naumowicz in Chattanooga (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, denied request by Jay Sadow for extension of time to file proposed findings of fact; and on examiner's own motion extended to Oct. 26, time to file proposed findings of fact (Docs. 18901-2). Action Oct. 18.

■ WBTH Williamson, W. Va.—FCC notified Harvit Broadcasting Corp., licensee, that it has incurred apparent liability for forfeiture of \$2,000 for willful or repeated violation of rules and terms of station license by operating station with power of 1 kw prior to local sunrise and after LS. WBTH is licensed to operate on 1400 khz with 1 kw D and 250 w N. Action Oct. 21.

Other action

■ Review board in Norristown, Pa., granted request by Broadcast Bureau for extension of time to Nov. 12, 1971, for filing exceptions to supplemental initial decision released Sept. 29 (Doc. 14952). Action Oct. 20.

Initial decision

■ Hearing Examiner Millard F. French in Lexington, Ky., proposed grant of renewal of license of WVLK Lexington for one year. (Doc. 18285). Ann. Oct. 22.

Fines

■ KPUB, Pueblo, Colo.—FCC ordered Quixote Broadcasting Co., licensee, to forfeit \$700 for repeated violation of rules by failing to keep maintenance log during first 12 days of Dec. 1970, and for violation of terms of station's license and by failing to record field intensity measurements at monitoring points each seven days from Nov. 20, 1970 through Dec. 16, 1970. Action Oct. 15.

■ KNND Cottage Grove, Ore.—FCC notified Milton A. Viken, licensee of KNND, Cottage Grove, that it has incurred apparent liability of \$500 for willful or repeated violation of rules by failing to keep maintenance log for station during period of Nov. 23, 1970 to Feb. 1, and by failing to inspect trans. equipment five days weekly during period Nov. 23, 1970 to Feb. 1. Action Oct. 15.

New FM stations

Final action

■ Ojai, Calif.—Broadcast Bureau granted CP for new FM to operate on 105.5 mhz; ERP 130 w; ant. height 1,180 ft.; studio site 1203 Maricopa Road, Ojai. Action Oct. 19.

Actions on motions

■ Chief, Broadcast Bureau, granted motion by Mel-Lin Inc., and extended through Nov. 1, time for filing comments, and through Nov. 12, time for filing reply comments in matter of amendment of FM table of assignments (Wisconsin Dells, Wis., Ocean City, Md., Fulton, Ky., Cabo Rojo, P.R., Lohelville, Tenn., Jacksonville, Fla., and Steamboat Springs, Colo.) (Doc. 19316). Action Oct. 21.

■ Acting Chief, Broadcast Bureau, granted request of J. Henry and Associates, extended through Nov. 5, time to file comments and through Nov. 16, time to file reply comments in matter of amendment of FM table of assignments (Onama, Iowa; Emmett, Idaho; Clinton, Miss.; Wanchese, N.C.; Kewaunee, Wis.; Sullivan, Ill. (Doc. 19315). Action Oct. 18.

Other actions

■ Review board in Easton, Md. granted request by Richard S. Cobb and Mary Cobb (Easton Broadcasting Co.), for extension of time to Oct. 22 to file its reply to responsive pleadings to petition to enlarge hearing issues (Docs. 19303-4). Action Oct. 18.

(Continued on page 58)

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Experienced salesman for major market. Want to grow with a progressive radio station? Here is an opportunity to start in the top 25th market in the country. Willing to work hard? Want a challenge? Need at once. Send resume, sales record and salary requirements to Jack Ludescher, General Mgr., WWOL Radio, Lafayette Hotel Bldg., Buffalo, N.Y. 14203.

Experienced salesman for adult contemporary AM station. Career minded, self-starter with management potential. Excellent opportunity with 22 year plus company, now growing. Equal opportunity employer. Resume, billing record, letter to sales manager, Box 3142, Charleston, West Virginia 25332.

Experienced salesman/saleswoman. Here is a great opportunity to work for the number 1 station in Jacksonville, Florida. WVOJ Radio has established an enviable track record. Since changing format and management in 1968 we have consistently held the position as the number 1 adult station in this market. As a result it is necessary to expand our sales force in order to cover the market. The person we are looking for will receive an active account and protected prospect list—excellent compensation plan—and if you are willing to work, you can easily make in excess of \$20,000.00 your first year. Starting salary open. Send resumes or call R. T. Oldenburg, P.O. Box 37150, Jacksonville, Florida 32205-904-388-0766.

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North Carolina fifty KW needs experienced MOR announcer strong music and news. Send resume and tape to Box L-3, BROADCASTING.

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Announcers continued

Have opening for experienced MOR pro with creative production ability and talk show capability. If qualified send tape, resume, minimum salary requirements, Station Manager, WCAP, Lowell, Mass. 01852 Phone (617) 454-0404.

Immediate. First phone announcer. Will instruct technically. Fulltime CBS, WFAD—beautiful central Vermont. 802-388-2490.

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Morning drive jock in Memphis. Good pipes, must say something. RKO station, Drake format. Send resume, tapes and photo to George Klein, WHBQ, 485 South Highland, Memphis, Tennessee 38111.

Leading radio-TV bright, MOR operation has opening for top-flight afternoon drive announcer. Send tape. WSAV, Savannah, Ga.

Help. I need a morning mans, morning man. A talent that can talk, get involved with the community, and be #1 in the 45th, market. For such a man we offer excellent benefits, excellent living conditions and a realistic salary. If you are a dedicated broadcaster, have a good set of pipes, and intelligence, send tapes and resume to Jay Clark, P.D., WTRY, 92 Fourth St., Troy, N.Y. 12180. We are an equal opportunity employer. Sorry, no tapes returned.

You could be WVOJ's PM drive man if you're country pro with bright pace and a voice. Send tape and facts to Box 37150, Jacksonville, Fla. 32205.

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Chief engineer—maintenance of AM/FM stereo stations . . . all new equipment. Will consider combo announcer or sales. Send resume, references and salary requirements. Box L-8, BROADCASTING.

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A major network owned station in a top ten market is looking for a top contemporary newsman. We're looking for more than a voice. You've got to show us creative talent on and off the air. An equal opportunity employer. Box K-213, BROADCASTING.

News director needed to improve and expand news operation of 5,000 W station. Lower midwest location duties include supervision and development of 3 man staff. Host talk show. Ideal applicant would have degree and several years as ND of smaller station or number two man in larger operation. Good salary. Excellent location. Send resume and tape to Box K-244, BROADCASTING.

Newsman for medium market MOR. Must have good delivery and a talent for getting the local news . . . first, fast and accurate. Equal opportunity employer. Tape and resume to Box L-42, BROADCASTING.

Immediate opening in news dept. of Des Moines rocker. Good pay, profit sharing, paid insurance. Ability to dig for local actualities a must. Send tape, resume, photo and salary required to Perry St. John, KSO.

Need good voice, experienced newsman to handle unusual morning format. Will gather, write, deliver. Stable operation, top staff, fine area to work. Get your tape and resume now to Manager, WRRR Radio, Rockford, Illinois.

News continued

We are an award winning Kentucky small market station with lots of local news and sports. If you do play-by-play and can pull a board shift with modern music, we'd like to talk. Position needs to be filled now. Would consider a beginning. Phone 606-789-5311 . . . ask for Mr. Paul.

Programing, Production, Others

I need an experienced traffic manager that can handle a two station operation on the East Central coast of Florida, running 18 minutes per hour on each. Box L-23, BROADCASTING.

Looking for program director with experience fulltime Florida station send resume and tape to Box L-28, BROADCASTING.

Wanted Black program director, must be thoroughly experienced in the new sound of Black radio. Also must be able to handle a 3 to 4 hour show. Forward tape, resume, recent photo and salary requirements. Box L-58, BROADCASTING.

Meiro N.Y.C.—10,000 watt seeks experienced first phone personality, heavy on production. Immediate opening. Send tape and resume to Kevin Koughan, Radio station WRAN, Millbrook Ave., Dover, New Jersey.

Situation Wanted, Management

Corporate or medium/major market management wanted. Currently successful general manager, seven years top management experience, 34, promotion and sales pro, excellent community involvement. Excellent references. Box K-197, BROADCASTING.

Want to be an absentee owner? Put your station in the hands of a capable management/sales team. The right price will free you of station worries. Participation incentive desirable. Box L-20, BROADCASTING.

15 year veteran, 42, all phases experience including sales, seeks first management post. 5 years management in another field, plus the 15 in general broadcasting, makes good combination for your positive consideration. Box L-24, BROADCASTING.

Female manager with first. Know and enjoy radio. Long hours and hard work no obstacle. Prefer small-medium market in southeast. Box L-26, BROADCASTING.

Experienced general manager with proven ability wants to change to lift your medium-market station from the bottom to the top. If you are willing to give me 100% control over sales, programming, and personnel, I can make your station tops in your market. Will not consider stations that do not have at least a fair financial background. Willing to relocate anywhere for the right opportunity. Box L-37, BROADCASTING.

Dynamic, young, profit-minded, result-oriented selling general manager with successful track record two major markets desires challenging position. Box L-47, BROADCASTING.

Available immediately. Experienced manager with solid background in sales, programming, administration. Hard worker. Charles Doll, 301-761-0998.

Sales

Aggressive energetic Black: salesman/announcer, full of new ideas, seeking position in a small or medium market any format, college, third endorsed. Box L-5, BROADCASTING.

Young, degree, married, draft free, light experience. Seeking sales position after 1st of year. Box L-38, BROADCASTING.

Want to live and work in small market south or southeast. Experienced sales, P.D., announcing, management or combination. Prefer MOR. Box L-53, BROADCASTING.

Radio: sales, news, music.. (4 yrs. +) vet., 25, non-drifter. Seek career, not hobby. R. L. Harju, 65 W. Jefferson, Jefferson, Ohio 44047. (216) 576-1313.

Are you selling demographics or ideas??? I can sell, and I can prove it. Uninhibited, educated, lucid, pushy. Mornings: 904-677-7147.

Situations Wanted

Sales continued

8 years broadcasting experience in small and medium market management and sales. Desires position around the first of the year. Call 513-275-6787 or mail inquiry to 4511 Blueberry Ave., Dayton, Ohio.

Announcers

Program/music director. Modern country. Top references. Box K-17, BROADCASTING.

Exceptional potential, good references with 3rd endorsed. Dedicated with solid music background encompassing T40 and progressive rock. Resume, etc. Box K-145, BROADCASTING.

Great Black air personality, plus sharp salesman, desires dual talent and sales position with medium or major market soul station. Box K-147, BROADCASTING.

Gerry Gogan, one of the industry's most stable and professional jocks, is looking for permanent employment on the east coast of Massachusetts. Prefers small market of 250,000 population. He's been employed by us for ten years and we don't want to lose him but he wants to go back home. Full particulars available from: Cleve Brien, President and Owner or Thom Smith, General Manager WNVY, P.O. Box 8098, Pensacola, Florida 32505.

1st phone, dj/announcer. Excellent voice. Good production. Mature, stable, talented. Looking for home. Box K-195, BROADCASTING.

Sincere Black, announcer/news desires permanent or relief job, college graduate, tight board, third endorsed, any format. Box L-6, BROADCASTING.

Experienced announcer, can handle interviews and production. Looking for a progressive format. Box L-16, BROADCASTING.

Nine months experience announcer, news director, desires new location. Box L-19, BROADCASTING.

D.J. work within 250 mile radius of Davenport, Iowa. Have 3rd, will have 1st in 5 months. Have good voice, 8 months experience, and have sold ads. Box L-29, BROADCASTING.

Young English and gifted experienced, N.Y.C. school grad any format, but no license. Help. Box L-31, BROADCASTING.

Three years experience, some college, third. Acting background. Box L-33, BROADCASTING.

Postal employee—3rd phone—wants week-end deejay country-western in south-southwest. Box L-39, BROADCASTING.

Announcer—newsman. 30 years old, single, college grad. 7 years experience all phases MOR and country. Hard worker, dedicated, any hours 3rd. Endorsed. Prefer N.E., S.E., or midwest. Available immediately. 313-886-2871 or Box L-41, BROADCASTING.

Young Black—Looking for first break. Experienced hard working, 3rd, dependable. Will relocate. Will trade low salary for experience. Box L-50, BROADCASTING.

First phone. 4 years experience. Announcing, music, and engineering. DeVry Tech. graduate. Good references. Relocate. 717-233-5521 or Box L-51, BROADCASTING.

Looking for a pro? Twenty years radio-TV. All phases. Network quality voice and delivery. Box L-52, BROADCASTING.

Tell it like it is . . . 15 years—top ratings—top markets. First phone. Box L-55, BROADCASTING.

Rape . . . thanks for your attention . . . loose board . . . 4th phone . . . can't talk. Really looking for break into the biz, E.B.I. grad, 1st . . . small town to live and work in . . . no premedonna . . . good hard worker and witty. Find out, Box L-59, BROADCASTING.

Enterprising man needs work. Have good knowledge of and feel for current music scene, as well as fair background in classical music. Am improving in writing copy. Will relocate anywhere for a start. Robert Fowler, 1462 Gary St., Selma, Calif. 93662.

Black P.D. available (515) 243-7360 or 243-6873. Ask for his majesty.

Former Musician and first class license—a natural for any progressive Jazz or rock FM station. Don Martin grad will relocate Western states. Tape and information available—write: John Humphreys, 4523 Farmdale Ave., North Hollywood, California 91602 or call 213/763-6685.

How about a break—single—3rd endorsed—draft exempt—very hard worker—love radio—dedicated—try me—Paul John Sieves—1539 So. 31st Street—Phil., Pa. 19146—215-HO 7-8777.

Announcers continued

Disc jockey: Young man wants a start in radio—any format—any location. Stanley Ouellette, 18686 Ceder Circle, Fountain Valley, Calif.

University degree in broadcasting. Young, creative. Looking for permanent position. Can't get experience without job. Will relocate. 812-476-3776.

Experienced, creative, slightly crazy, but always funny audience-builder—who also does heavy, quality production. Ready for your top 40, easy listening, or MOR format. 1st phone, college grad, veteran, married, will relocate if money's right. Scott Lange, 1417 Scott Ave., Winnetka, Illinois 60093. (312) 446-5040.

Young, ambitious, limited experience. Broadcast school grad. First class phone. Draft exempt. Midwest or northwest area. Ken Schmidt, 618 N. Third Street, Stillwater, Minnesota 55082. Call collect AC 612-439-6162.

Hi, I'm Tony Michaels', do you need on air personality, a witty production man who writes copy? Small market experience with a 3rd. Now in San Diego, California, willing to relocate. Personality, married, sincere, radio or TV. Loves broadcasting. Michael A. Neff, 4570 Florida St., San Diego, Calif. 92116.

Young announcer, 22, single, draft exempt. Only six months experience, but ambitious. 3rd class. Major university graduate. Bob Nadler, 511 Margarette St., Lake Mills, Wis. 414-648-2541.

Jack 5 years experience in top 40 or MOR. Married, dependable, mature voice. Call 814-796-4519.

Experienced NYC radio personality available for jazz format only. Prof. musician 10 yrs. + B.A. in English. Larry Davis (201) 485-0047.

Experienced—looking for location in progressive or jazz format. Chief announcer-music director, production manager background. 3rd endorsement. Gene Rusco, 118 Hyland #2, Ames, Iowa 50010.

Old smoothie on music, pleasant dignity on phone gab, news. No jabberwocky. Markle, 1920 Ruddell 243, Denton, Tex. 76201. Tel 817-385-7275.

Technical

Chief experienced AM-FM \$200.00 weekly minimum—no announcing. Box K-217, BROADCASTING.

Chief engineer. AM-FM stereo, remotes, studio construction, proofs plus automation experience. No announcing. Married. Presently employed. Available Jan. 1st. Box K-221, BROADCASTING.

Have 1st phone, Black, seek studio and/or transmitter work. Short on experience but long on ability. Desire equal opportunity employer. Box K-242, BROADCASTING.

First phone: AM-TV, strong on engineering. Box L-12, BROADCASTING.

Position wanted: Chief engineer, manager, writer, editorialist 35 years in AM/FM broadcasting. 20 years as owner desires challenge without view toward retirement. Capable, sober, solvent, bondable any amount. Available after January 1st. For resume write Box L-18, BROADCASTING.

Engineer—9 years experience as chief. Well experienced in problems of small to medium markets. Also announcing. Family. Prefer AM but have FM experience. East. David G. Nobles—Box 201, Chadbourn, N.C. (919-654-4632).

News

Asst news director, major international broadcasting station, N.Y.-based, seeking news slot. Skilled writer, editor, administrator. Box K-202, BROADCASTING.

Are you looking for a free lance sportscaster in New York to cover basketball, hockey, football, boxing, horse racing? Experience includes New York air exposure leading harness race caller. Box K-206, BROADCASTING.

Experienced MOR newsman and DJ seeks work in the west. B.A. in psych., IMS grad. 1st phone, 25 yrs. old, mature voice. Box K-228, BROADCASTING.

Experienced newscaster, authoritative delivery, good use of voice to generate interest, creative writer, likes to make on-the-spot reports from center of action. FCC third endorsed. Box L-4, BROADCASTING.

Sports director ready for move up. 28, married, college degree and 5 years of radio sports experience. Have done over 300 football, basketball and baseball play-by-play broadcasts (high school and college). Would like radio or TV advancement. If your station needs a sports pro, I can help. Box L-34, BROADCASTING.

News continued

Female newscaster, British; dependable, creative, versatile, expd. teaching background. N.Y. area preferred. Box L-15, BROADCASTING.

Electronic journalist for hire: 22, BS, I-Y, dedicated. Box L-46, BROADCASTING.

Talk-man, sports, play-by-play, news, variety. Fully experienced. Major markets and personal interview preferred. Presently employed. Available soonest. Box L-49, BROADCASTING.

College and high school basketball are coming. Play-by-play is my bag, and you won't find a better sports show reporter, commentator, interviewer. Let me increase your audience through sports. Box L-54, BROADCASTING.

Experienced sports director, all play-by-play, news third class will relocate. Box L-57, BROADCASTING.

Strong on news with ability to brighten your air with personality sell, 3rd endorsed. Stable and ready for radio in Calif., northwest, or midwest. Available Nov. 1 for contemporary scene. Mike Welch, 2628 N. Willard, Rosemead, Calif. (213) 288-1353.

Newsmen, 29, 3 yrs. AFRTS, college. Good writing, creative production. Limited experience but uncommon willingness to work and learn. Will relocate anywhere. Allen Tumej, 4815 N. College Ave., Indianapolis, Ind. 46205 (317) 283-7466.

Damned good outside reporter, and news writer. Tom Preston, 7654-A Beth Rd., Richmond, Va. 23228. 703-264-1918.

Experienced newsmen available in southwest . . . actualities . . . interviews . . . sports PBP . . . call 505-334-2688.

Programing, Production, Others

Top 40 pro-1st-production specialist-programming minded. Married. Steady. East or midwest. Need good bread. Box K-227, BROADCASTING.

Contemporary personality, 2 years experience—all phases, including studio maintenance, no floater, classified 4-A, married, 23, first phone, wants Rocky Mountains region. Box L-32, BROADCASTING.

Top 40 and progressive pro/soft, flawless delivery/7 years/big numbers/first phone/D.J., programming-production direction, could move to TV/Diamond, 901 California, St. Cloud, Fla. 32769.

Experienced, creative production man who doubles on the air as a slightly crazy, but always funny audience-builder. Ready for your top 40, easy listening or MOR format. 1st phone, college grad, veteran, married, will relocate if money's right. Scott Lange, 1417 Scott Ave., Winnetka, Illinois 60093. (312) 446-5040.

Television Help Wanted

Sales

Major market aggressive local sales manager. Must have recent local experience. Strong retail. Salary open. Box K-168, BROADCASTING.

Technical

TV engineer, major midwest university needs engineer with 5 years experience, to work with TR-70's, TK-44's, as well as helical VTR's and CCTV equipment. Starting salary, \$12,000, 28 days vacation, excellent hours. Send resume to Box K-180, BROADCASTING.

T.V. technician—male or female. Network owned VHF in top 10 midwest market seeking guy or gal with first class license. Experienced preferred, but a good technical background might do it. Immediate opening. Equal opportunity employer. Rush resume to Box K-238, BROADCASTING.

News

Medium market VHF station is looking for experienced news anchor man for nightly newscast. Applicant must also be willing to do outside assignments in addition to anchor duties. Excellent working conditions and very attractive starting salary. Submit complete resume and photo to Box K-161, BROADCASTING.

Positions available in news and weather. Sports director needed. Experience necessary only VTR's accepted. Send immediately to: Mr. Mark Pierce, WKFE-TV, Dayton, Ohio 45418.

Programing, Production, Others

Account executive. Small advertising agency wants to break it open. To do it, we need a young, hungry mover who can talk radio, TV and marketing to new business. Your salary depends on you. We're in our new building in a Milwaukee suburban location and we've got good people, but we need you. Send us your resume. Our employees know about this ad and we won't contact your employers until you're ready. Send resume to Box L-21, BROADCASTING.

Wanted—experienced producer/director for western major market net affiliated station. Must be experienced at switching, film direction and writing. Ability to work in and knowledge of all phases of production a must. Position now open. Box L-22, BROADCASTING.

TV station in largest city of the fastest growing state. Needs two cameramen-reporters-film editor. Only other requirement self-starter. CBS affiliate. Please send resume to Box L-56, BROADCASTING.

Television Situations Wanted Management

Sales manager—excellent major market record local and national. Have always produced substantial increases. Work well with reps, good contacts at national agencies. Top references. Box L-35, BROADCASTING.

Experienced operations manager and engineering director desires change. AM-FM-VHF-UHF. Box L-36, BROADCASTING.

Production/operations manager—Good background in station operation and administration, commercial and remote production, sports. MA degree, 31, family man. Will accept producer/director spot. Top references, will relocate. Stan Marinoff, 6621 N. 2nd Street, Philadelphia, Pa. 19126, 215-548-4112.

Sales

Experienced major market UHF indie salesman. B.A. Seeking TV or radio sales. Call (415) 771-1891 or Box K-196, BROADCASTING.

Salesman billing 1/4 million in local sales desires mgr. or sales mgr. position. 12 years same station. Small market TV. Age 37, family. Will work. Box L-2, BROADCASTING.

Technical

Hard working middle aged family man, twenty-four years in broadcasting, fifteen in television, now assistant chief in UHF. Experienced in studio and transmitter, 1st phone. Would like change, will send resume. What have you? Reply to Box L-11, BROADCASTING.

News

Sportscaster . . . presently employed by major market radio station. Looking for the right opportunity to move into television sports or radio-TV combination. 29, married, exceptional voice and appearance, highly acclaimed play-by-play and audience attracting commentary. Excellent rapport with many of the nation's top athletes. Box K-223, BROADCASTING.

News photographer . . . not just a newsman who happens to shoot movies. Wide experience in single and double system sound, editing, processing. Draft exempt, available. Reply to Box K-237, BROADCASTING.

Three year newspaper reporter-photographer and some TV stringing seeking TV news job as writer-reporter. Want fresh air where children can grow. 23 with B.A. Box K-251, BROADCASTING.

Experienced, educated, employed, 32, seeking new challenge. Box L-9, BROADCASTING.

Sports director ready for move up. 28, married, college degree and 5 years of radio sports experience. Have done over 300 football, basketball and baseball play-by-play broadcasts (high school and college). Would like radio or TV advancement. If your station needs a sports pro, I can help. Box L-44, BROADCASTING.

1st ticket, prof. trained. Heavy on news/sports with combo. TV or radio. College grad. Writing background. Relocate anywhere. Gary Miller, 5939 Hersholt Ave., Lakewood, Calif. (213) 925-7156.

Damned good radio outside reporter, and news writer. Tom Preston, 7654-A Beth Rd., Richmond, Va. 23228. 703-264-1918.

Programing, Production, Others

Five years experience, all phases TV production. Seeking directing challenge, 24, married, college, currently employed, 4F. Box K-241, BROADCASTING.

Programing, Production, Others

continued

Television time buyer and producer. Have produced over 30 television commercials during the last three years. Heavy experience in mail order. Very diversified. Box L-1, BROADCASTING.

Young, married man desires position as TV director-switcher, in warm climate. 3 1/2 years experience, 5 years radio production experience, and broadcast schooling. For information and resume, Box L-14, BROADCASTING.

Program/operations mgr.—currently major market. 12 years experience includes major market net affil. plus 3 independents. FCC, film buying, traffic systems, sales/production coordination, policy. Available for immed. interview. Reply to Box L-17, BROADCASTING.

Experienced freelance director available for temporary assignments. College graduate, excellent credits and references, major network background. Entertainment shows, news, sports, public service programs, commercials, film background. Box L-40, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irburde St., Laredo, Texas 78040.

Wanted—RCA model 630-TS television receiver. Does not have to operate, but cabinet and external controls must be intact. State condition. Box K-140, BROADCASTING.

Used 250, 500, or 1 kw transmitters. Must be in operating condition. Box L-30, BROADCASTING.

Used 6 GHZ TV Microwave equipment. Tom Werner, Chief Engineer. KVVU. 1800 Boulder Hwy., Henderson, Nev. 89015—702/565-9755.

Wanted immediately, one good used 250-watt AM transmitter or operable 1,000/500/250-watt transmitter. Unit must be licensable. Call chief engineer collect at WMOA Radio, Marietta, Ohio. (614) 373-1490.

FM exciter needed for new educational station. 412-745-6479.

For Sale Equipment

Heliast-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832 3527.

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

1 3/4" .50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization Brand New, Phelps Dodge #STA 158-50 One length @ 1000 ft. one length @ 400 ft. \$1.60 per foot for all. Action Electric Sales 312-235-2830. Need Coax, bare copper, power cable?

1—Continental stereo automation system presently operational in Miami. System consists of: typewriter ibout using photo cell sensing. 4—(Mono) McCarter cart machines. 4—(Stereo) carousels. 6—Stereo PB 14" machines. 7 1/2 IPS reversible with toneoil foil sensing. System is all late model solid state, make offer to: WMYQ-FM Radio, 825-41 Street, Miami Beach, Fla. 1—305-538-5321. Robert Blumenkranz, Chief Engineer.

IGM automation. 2 Scully reel playbacks, cartridge playback, logger, 3 carousels, memory bank, complete control system. Delivery, installation, factory trained technician. Call Tony Renda, WOH, 216—385-1490.

For sale: 1. Ampex VR-660 Video Tape Recorder. 2. 3M Monochrome Dropout Compensator. 3. Ampex-05 Intersync Units. 4. Ampex Mark-III Video Head. All excellent condition. KOREX, P.O. Box 65725 Los Angeles, Calif. 90065.

Moseley SCG-4, SCA generator. 67kc. New, never used. Best offer. KNXR, Rochester, Minn. 507-288-7700.

Used RCA color equipment consisting of (2) RCA TX-1-D colorplexer (1) Burst Flag Gen. M140202 (1) RCA Tube type color bar gen. (1) RCA WP15 Power Supply. Will sell as package \$500 or make offer. Tom Werner, Chief Engineer, KVVU, 1800 Boulder Hwy., Henderson, Nevada 89015—702/565-9755.

For sale: 2—CBS Laboratories Volumax solid state peak controllers, model 444. 1—CBS I11S solid state automatic level control, model 445 for stereo operation. All in new condition, complete package only \$1,850.00. Hamme Recording Service, 508 West Eighth St., Erie, Pennsylvania 16502. 814-452-6233.

FOR SALE Equipment

continued

RCA TT 50AH television transmitter. Available 2nd quarter 1972. Consists of RCA monitors and transmitter control console. Eighteen years old, operating on Ch. 13. Well maintained, clean inside and out, excellent condition. Aural and visual final completely overhauled six months ago. Excellent standby transmitter. Contact Welton M. Roy, Chief Engineer, WHBQ-TV, Box 11407, Memphis, Tennessee 38111. Tel. 901-323-7661.

Ideal translator pre-amplifier—CADCO's patented All American Sports Amplifier has ultra low noise, high gain and high rejection of adjacent channels. New amplified bandpass filter concept. Available kit (\$49.95) or wired and tested (\$109.50). Write for free data sheet. CADCO SYSTEMS, Box 18904, Oklahoma City, Oklahoma 73118.

For sale: Recording studio equipment (Ampex and Altec) like new . . . 4-track system (stereo) latest model. Will sell complete or in part. This system includes 11 mikes. Also . . . record label and publishing outlet. Everything priced for quick sale. Write or wire the following . . . Wally Proctor, 4 Spruce Drive, Florence, Kentucky, or call 606-371-5329—make offer.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

Capstan idlers for Ampex 300, 350, 440 series, self aligning with replaceable ball bearings. \$22.50 net. VIF International, Box 1555, Mtn. View, Cal. 94040. (408) 739-9740.

Three complete Schafer automation systems. Mono and stereo. 1 to 5 years old. Each as complete system or will break down. Cash or financing. Phone AC 214-586-2211.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

AM5 comedy—Now in its third year. Weekly shipments. For free sample—3924 Browning, Raleigh, N.C. 27609.

A fabulous all-winter promotion in cooperation with Salvation Army. Started in Texas, going nationwide. Box L-43, BROADCASTING.

Interested in Christian format for your station? We can help you! Call Dr. Crews, Christian Radio Consultant, 912-432-6436 or write Box 942, Albany, Ga. 31702.

Add laughs to your weather channel—New CATV Comedy on 3x5 cards. Keep viewers tuned in. Write for sample package and subscription rate. Show-Biz Comedy, 1735 E. 26th St., Brooklyn, N.Y. 11229.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas***, 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Instructions continued

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis**, 1362 Union Ave.

Elkins in Nashville**, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Jan. 5, April 12. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin Nov. 15, Jan. 3 and Feb. 7. Tuition \$395.00. Rooms \$15-\$20 per week, call toll free: 1-800-237-2251 for more information or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

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Management—continued

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 52)

■ Review board in Ardmore, Okla. granted motion by Arbuckle Broadcasters, applicant for FM CP on ch. 239 in Ardmore, for enlargement of issues (Docs. 19198-9). Action Oct. 18.

■ Review board in Harrison, Tenn., granted motion by Folkways Broadcasting Co., for extension of time through Oct. 18, to file reply to opposition to petition to enlarge issues (Docs. 18912-3). Action Oct. 13.

Initial decisions

■ St. Johns, Mich.—Initial decision issued Sept. 2, 1971, proposing grant of application of Dittmer Broadcasting Co., Inc., for CP for new FM at St. Johns, became effective Oct. 22 (Doc. 18708). Action Oct. 22.

■ Gahanna, Ohio—Broadcast Bureau granted application of Christian Voice of Central Ohio for new FM station to operate on ch. 285-A in Gahanna, as proposed in initial decision released Aug. 27, which became effective Oct. 18 (Doc. 18308). Ann. Oct. 19.

Rulemaking actions

■ Chico, Calif.—FCC, in response to request by Odyssey Radio Inc., proposed amendment of FM table of assignments to add ch. 258 as third class B assignment to Chico. Action Oct. 14.

■ Brunswick, Ga.—FCC denied proposal by William G. Brown and Clifton G. Moor (Bromo Communications) to amend FM table of assignments, by assigning ch. 298 to Brunswick, Ga. Action Oct. 15.

Existing FM stations

Final actions

■ KDKB-FM Mesa, Ariz.—Broadcast Bureau granted request for waiver of rules to identify as Mesa-Phoenix, Ariz. Action Oct. 14.

■ *KSPC(FM) Claremont, Calif.—Broadcast Bureau granted CP to change trans. location to southeast of Mudd-Blaisdell Dormitory, Pomona College campus, Claremont; change studio location to Thatcher Music Building, Pomona College campus, Claremont; operate by remote control from studio site; install new ant.; ERP 3 kw; ant. height 255 ft. Action Oct. 20.

■ Anderson, Ind.—FCC dismissed appeal by Broadcasting Inc. of Anderson of review board action and cross-interest issues in proceeding involving BIA and Eastern Broadcasting Corp. applications for FM CP at Anderson (Docs. 19018-19). Action Oct. 21.

■ WIYO(FM) Ebensburg, Pa.—Broadcast Bureau granted request for waiver of rules to identify as Ebensburg-Johnston, Pa. Action Oct. 14.

■ WGMR-FM Tyrone, Pa.—Broadcast Bureau granted request for waiver of rules to identify as Tyrone-State College, Pa. Action Oct. 14.

■ KSFA-FM Nacogdoches, Tex.—Broadcast Bureau granted license covering new station; trans. location KSFA(AM), Toer Road; ERP 1.9 kw; ant. height 370 ft. Action Oct. 20.

■ WSVA-FM Harrisonburg, Va.—Broadcast Bureau granted CP to replace expired permit, and waived rules. Action Oct. 15.

Other action

■ Review board in Birmingham, Ala., granted petition by First Security and Exchange Co., for extension of time to file exceptions to initial decision in FM ch. 258 Birmingham proceeding through Nov. 9 (Docs. 18664, 18666). Action Oct. 14.

Renewal of licenses, all stations

■ WRAP Norfolk, Va.—FCC granted license renewal application of Continental Broadcasting Inc. for WRAP for remainder of regular license period, which expires on Oct. 1, 1972. Action Oct. 21.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KATZ(AM) St. Louis; KBLU(AM) Yuma, Ariz.; KBOI-AM-FM-TV Boise, Idaho; KDXU(AM) St. George, Utah; KGAK(AM) Gallup, N.M.; KHIL(AM) Wilcox, Ariz.; KNFT(AM) Bayard, N.M.; KNOK-AM-FM Fort Worth, Tex.; KRAL(AM) Rawlins, Wyo.; *KSDB(FM) Manhattan, Kansas; KSFA(AM) Nacogdoches, Tex.; KSVN(AM) Ogden, Utah; KSPV-AM-FM Artesia, KSWS(AM) Roswell, both New Mexico; KTFI(AM) Twin Falls, Idaho; KTHE(AM) Thermopolis, Wyo.; KURA(AM) Moab, Utah; KXIV(AM) Phoenix; WSLG(AM) Donaldsonville, La. Action Oct. 15.

Other actions, all services

■ New York—Broadcast Bureau granted CBS extension of authority for foreign program station to

transmit AM, FM and TV program material to stations operated or authorized by government of Canada. Action Oct. 20.

Translator actions

■ Garberville, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Garberville on ch. 10 by rebroadcasting KVIQ-TV Eureka, Calif. Action Oct. 14.

■ Garberville, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Garberville and Redway, both California, on ch. 8 by rebroadcasting KIEM-TV Eureka, Calif.; condition. Action Oct. 14.

■ Northome, Minn.—Broadcast Bureau granted CP for new VHF translator to serve Northome, Bergville, Funkley, and Shooks, all Minnesota, on ch. 2 by rebroadcasting WIRT(TV) Hibbing, Minn. Action Oct. 14.

■ K70DA Childress, Tell and Cee Vee, all Texas—Broadcast Bureau granted renewal of license for UHF translator. Action Oct. 18.

■ K70DA Childress, Carey and Tell, all Texas—Broadcast Bureau granted mod. of license of UHF translator to change primary TV station to KGNC-TV Amarillo, Tex. Action Oct. 18.

■ K73CI Fort Stockton, Sanderson and rural areas, all Texas—Broadcast Bureau granted license covering new UHF translator. Action Oct. 18.

■ K75CU Marathon and rural ranches, Texas—Broadcast Bureau granted license covering new UHF translator. Action Oct. 18.

■ K05DK Cora, Pinedale area, Daniel, Green River and Beaver Ridge, all Wyoming—Broadcast Bureau granted CP to change type trans. with multiple output amplifier for VHF translator. Action Oct. 18.

Modification of CP's, all stations

■ WAYT Wabash, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 7, 1972. Action Oct. 20.

■ WE2I(TV) Louisville, Ky.—Broadcast Bureau granted mod. of CP to make changes in ant. structure and ant. height 1,330 ft.; condition; granted mod. of CP to extend completion date to April 18, 1972. Action Oct. 18.

■ WAAM (AM) Ann Arbor, Mich.—Broadcast Bureau granted mod. of CP for extension of completion date to April 5, 1972. Action Oct. 18.

■ WMVI(AM) Mechanicville, N.Y.—Broadcast Bureau granted mod. of CP for extension of completion date to April 13, 1972. Action Oct. 20.

■ KPUR(AM) Amarillo, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to Feb. 1, 1972. Action Oct. 18.

■ WBRW(AM) Somerville, N.J.—Broadcast Bureau granted mod. of CP for extension of completion date to Jan. 6, 1972. Action Oct. 20.

■ KCGO(AM) Cheyenne, Wyo.—Broadcast Bureau granted mod. of CP for extension of completion date to Feb. 1, 1972. Action Oct. 18.

Ownership changes

Applications

■ KGUD-AM-FM Santa Barbara, Calif.—Seeks assignment of license from KGUD Inc. to Salomar Corp. for \$310,000. Seller: Dee Cee Productions Inc., which is wholly owned by Richard W. Clark. Buyers: Harold S. Greenberg, president (9.3%), Ronald H. Usem (70.1%), et al. Mr. Greenberg is stockholder in Kidder, Peabody & Co., Minneapolis investment banking and brokerage firm. Mr. Usem is director and legal adviser to Minneapolis antique, optical and investment companies. Ann. Oct. 21.

■ WIBB(AM) Macon, Ga.—Seeks transfer of control of The Peach State Broadcasting Co. from Thomas H. Maxwell (100% before, none after) to WIBB Inc. (none before, 100% after). Consideration: \$425,000. Principal of WIBB: J. McCarthy Miller (100%). Mr. Miller has 64.8% interest in WCOA(AM) Pensacola, 46% in CATV in Pensacola, 40% in WTRL(AM) Bradenton, all Florida. Ann. Oct. 19.

■ KKAT(AM) Roswell, N.M.—Seeks assignment of license from Southwestern Broadcasters Inc. (debtors in possession) to Pecos Valley Entertainment Inc. for assumption of liabilities totaling \$33,771.42. Seller: Edward T. Shadok, president, et al. Buyers: Rosendo Casarez Jr. (49%), Nina Nelson (47%), et al. Mr. Casarez is rancher and farmer. Mrs. Nelson is retired. Ann. Oct. 19.

Actions

■ KRLC(AM) Lewiston, Idaho—Broadcast Bureau granted transfer of control of KRLC Inc. from

Donald A. and Elaine S. Thomas (jointly 76.65% before, none after) to Douglas A. MacKelvie (23.35% before, 100% after). Consideration: \$268,000. Mr. MacKelvie has no other interests other than his holdings in KRLC licensee. Action Oct. 15.

■ WCMY(AM) Ottawa, Ill.—Broadcast Bureau granted assignment of license from Carl H. Meyer, sole owner, to Virginia Broadcasting Corp. for \$225,000. Seller: Carl H. Meyer. Mr. Meyer has no other broadcast interests. Buyers: James A. Mudd, president (20%); Richard E. Fister (27.5%); Richard K. Holt (27.5%), and F. M. Webb (25%). Buyer corp. owns WPRC-AM-FM Lincoln, Ill., and has CP for new AM at Flora, Ill. Action Oct. 20.

■ WSIV-FM Peking, Ill.—Broadcast Bureau granted transfer of control of WSIV Inc. from Dean McNaughton, et al. (100% before, none after) to Dent Broadcasting Corp. (none before, 100% after). Consideration: \$318,500. Principals of Dent Broadcasting: Richard D. and Tommy Lou Lashbrook (each 50%). Richard Lashbrook has 25% interest in WPOK-AM-FM Pontiac, Ill. He is also freelance talent producer, management development consultant for various broadcast stations and also owns oil wells in southern Illinois. Tommie Lou Lashbrook also has 25% interest in WPOK stations; and has interest in Illinois oil wells. Action Oct. 20.

■ WCBR Richmond, Ky.—Broadcast Bureau granted assignment of licenses from Christian Broadcasters to J. T. Parker Broadcasting Corp. for \$20,500 (includes 50% of stock in Parker Broadcasting). Sellers: Lewis P. Young (sole owner). Buyers: J. T. Parker, Jr., president, and Lewis P. Young, vice-president (50% each). Mr. Parker owns WGOC Kingsport, Tenn., and an insurance agency in Kingsport. Mr. Young is licensee of WCBR and pastor of Gardendale Christian Church, Richmond. Action Oct. 18.

■ KAPT(AM) Salem, Ore.—Broadcast Bureau granted assignment of license from Salem Broadcasters to First Assembly of God of Salem for \$30,000. Sellers: Reid W. Dennis, Diana Crocker Redington and Genevieve De Dampierre Casey (jointly 100%). Buyers: Robert L. Cornwall, James P. Bartlett, F. Leon Phillips, et al. (all members of board of directors). Rev. Cornwall is minister of Christian Center, Salem and Ashland, both Oregon. Mr. Cornwall is program executive for Oregon Highway Department. Mr. Phillips is accountant for Church Extension Plan. Action Oct. 19.

■ WTOP-FM Washington—FCC granted assignment of license from Post-Newsweek Stations, Capital Area Inc. to Howard University. Station was donated to Howard University. Action Oct. 19.

CATV

Final action

■ Rio Vista, Calif.—FCC authorized Cable TV of Rio Vista, operator of proposed CATV system at Rio Vista, located in overlapping area of Stockton-Sacramento and Oakland-San Francisco, all California major television markets, to carry local signals of KTVU(TV) Oakland, and KRON-TV, KP1X(TV), and KGO-TV, all San Francisco. Action Oct. 6.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Oct. 26. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ La Jolla, Calif.—Southwestern Cable Co. has been granted franchise.

■ Rotterdam, N.Y.—Multiple-CATV owner Athena Communications Corp., subsidiary of Gulf & Western Industries, has been granted franchise by town board. Franchise fee will be 5% of gross annual receipts. Educational program will be set up.

■ Philadelphia—Multiple-CATV owner General Instrument Corp. has entered into agreement to sell 10 CATV systems operated by its Jerold subsidiary for total price of \$30 million to National Transvideo Corp., Philadelphia, wholly owned subsidiary of Sammons Enterprises, Dallas.

■ Woodstock, Va.—Skyline Cable Vision Inc. of Luray, Va., has been granted franchise by town council. Company will pay Woodstock initial \$200 and will pay additional amount equal to 3% of annual gross revenue. Rates for new system will be \$10 installation for one television and \$5 monthly rate. Subscribers will be charged \$1 for each additional set. Minimum of 10 channels will be provided within less than nine months after franchise grant.

If he were not so tall—at 6'6" he juts up out of any crowd he is in, and leans over ever so slightly as though to bring himself within earshot of what is being said below—Wallace E. Johnson, chief of the FCC's Broadcast Bureau, could be described as one of those little-noticed, anonymous bureaucrats who help make the wheels of government turn.

He is praised, inside the commission and out, for his competence as an engineer and an administrator, and for his quiet good sense. And his colleagues note with pleasure the manner in which he has taken over the office of bureau chief since his appointment in August.

But Mr. Johnson's name is probably something less of a household word than the names of some of other commission staffers have been over the years, for ideologically, at least, he blends into the background. Although he has been with the commission for 29 years, colleagues look blank when asked about his views; then on pondering the question, they generally shrug their shoulders. Said one commission staffer who has worked with him for years, "I don't have the slightest idea whether he's a George Smith or a Jim Sheridan." George Smith, a one-time private communications attorney who served as bureau chief from 1966 until 1970, impressed some staffers as one who was sympathetic to the broadcasting industry and who looked with suspicion on any new proposal for regulating broadcasters. James Sheridan, who was bureau chief from 1963 until 1967 and who is still with the FCC as chief of its research and education division, has a contrary reputation.

His colleagues' difficulty in pigeonholing Mr. Johnson is not surprising. For one thing, he is an engineer, and engineers are supposed to consider the how or whether of matters; they rarely speak out on the why or why not. For another, he is of a breed of civil servant who entered government service not to remake the world or even the American broadcasting system, but to take advantage of the secure career opportunity it offered, and was prepared to offer loyalty and hard work in return.

The FCC is the only place Mr. Johnson has worked since graduating, in 1942, from Gustavus Adolphus College, in St. Peter, Minn., where he majored in physics and lettered in football (he played end), basketball (center, naturally) and track (high jump and shot put). He joined the commission—as a radio inspector in Seattle, where he inspected shipboard radio and commercial radio stations—after turning down a try-out invitation from the Pittsburgh Steelers. A friend of his was playing fullback for the Steelers, and advised him that linemen were getting poor pay. As a result, the \$2,000 a year he was

Behind-the-scenes type at the FCC's Broadcast Bureau

offered by the FCC made that agency appear a better career than professional football. "Of course," he says, "pro football wasn't what it is now."

The views of the commission's Broadcast Bureau chief are automatically a matter of considerable interest to broadcasters and their attorneys who realize that the position—like the general counsel's office—offers leverage for the person who has the ambition and drive to use it to influence commission policy. For the Broadcast Bureau chief is looked to by the commission for recommendations and advice on a host of matters affecting broadcasting, from relatively routine station sales to matters of major policy significance.

When he is asked to describe himself, in ideological terms, Mr. Johnson says he does not know what he is and indicates that labels make him uncomfort-

table. But in a sense he seems still to be the man who chose the security of an FCC job over the uncertainties of pro football. He suggests his views by describing what he conceives to be the staff's position on the FCC's mission with regard to broadcasting—"to strengthen broadcasting, to see that it is a good, viable service" so that it can serve the public. Regulations imposed on broadcasters, he says, should be designed to assure service "without destroying their ability to serve."

But a Lincoln aphorism, framed and hung on his office wall, indicates he is aware that "The dogmas of the quiet past are inadequate to the stormy present." To him as an administrator, that means, say, that commission processing procedures used in times past are no longer adequate and must be modernized—computerized, in fact. But he also sees the statement as meaningful to broadcasters faced with growing demands on the part of the public for a voice in their programing decisions.

That development, he says, has changed things in broadcasting—"Everybody is in programing now." And he sees it as "a plus" for broadcasting that the public attaches so much importance to the medium and wants to communicate its views on how radio and television stations can "more effectively" serve their audience. The broadcaster, he says, now must listen to the public in determining its needs.

But whatever his views, Mr. Johnson is probably better equipped, by experience, for the job of Broadcast Bureau chief than most who have held it before him. Eleven months after he began his commission career in Seattle he was in FCC headquarters, in Washington, processing the engineering sections of AM applications. He moved on to a series of posts where he was responsible for the kind of work the regulated broadcaster needs done if he is to keep operating, or even start. He analyzed and approved proof-of-performance for AM directional antenna systems, approved changes in antenna sites and equipment, passed on applications for new AM, FM and TV stations and for major changes in those facilities. He also had a hand in virtually every AM rulemaking proceeding undertaken by the commission since he has been with the agency. And after being named assistant Broadcast Bureau chief in 1963, Mr. Johnson drew on all of that experience in serving on delegations that represented the U.S. in negotiating agreements on broadcast matters with a number of countries.

So there he is, Wallace E. Johnson, one of those anonymous bureaucrats, experienced, hard working, difficult to categorize, somewhat cautious: Perhaps they really do make the wheels of government turn.

Week's Profile



Wallace Edward Johnson—Broadcast Bureau chief, FCC; b. Nov. 2, 1919, Minneapolis; BA, Gustavus Adolphus College, St. Peter, Minn., 1942; Advanced Radio Communications, George Washington University, Washington; Federal Executive Institute, Charlottesville, Va., 1971; FCC radio inspector, 1942-43; radio engineer, 1943-51; chief, existing facilities branch, Broadcast Bureau, 1951-54; chief, new and changed facilities branch, Broadcast Bureau, 1954-58; chief, broadcast facilities division, Broadcast Bureau, 1958-63; assistant chief, Broadcast Bureau, 1963-71; Broadcast Bureau representative on defense activities; m. Margaret Stake, Jan. 26, 1946; children—Gayle (Mrs. Jon Bomgren), 24, and Wallace E. Jr., 19.

Washington's loss

Kansas soon will have the broadcaster who is best informed in the foibles and folkways of federal bureaucracy. Perhaps later it will have the governor best informed in the mystique and machinations of domestic and global telecommunications. In either case (or possibly both) the state and communications world will benefit.

This became feasible with the resignation of FCC Commissioner Robert Wells, who as of Nov. 1 returned to Garden City to resume his managership of the Harris Radio Group, which he left nearly two years before. Between now and next spring he will decide whether to make a run for the Republican nomination for governor. He could have remained on the FCC until 1977.

It is hard to conceive how conditions could have been worse for broadcasters during the past two years. Yet they would have been if Mr. Wells hadn't been there. He knew from experience what station operations entailed and thus was often able to block some of the wildest thrusts of belligerent staff members and commissioners.

The FCC will miss Mr. Wells's first-hand knowledge of what it is to run small-market stations in the real world. Although he is not a lawyer, his common-sense judgments were not easily overridden. His performance more than justified the appointment of a broadcaster to the FCC.

Mr. Wells's resignation was accepted when President Nixon decided to promote General Counsel Richard Wiley to a commissionership. Three Republican members of the FCC—Chairman Dean Burch, Commissioner Robert E. Lee, as well as Mr. Wells—personally contacted the White House to endorse Mr. Wiley's merit promotion. And possibly two of the three Democrats would have endorsed it too, if asked.

Piece by piece

During the first week of the Federal Trade Commission's hearings on the techniques and impact of contemporary advertising, Alfred J. Seaman, president of SSC&B, was explaining the difficulties of cramming into television commercials all of the legal disclaimers that the FTC insists on. Commissioner Paul Rand Dixon gave Mr. Seaman a quick solution: Move the messages to other media that can accommodate the extra language.

In the same week, the U.S. Court of Appeals in Washington upheld the constitutionality of the federal law prohibiting the broadcast advertising of cigarettes. Among the reasons cited by the court as justification for a ban against broadcast advertising but no other kind: The "most persuasive" advertising for cigarettes had been conducted on radio and television.

There is more than coincidence between the airy suggestion by a government regulator that advertisers switch from television to other vehicles and the opinion by a court that the persuasiveness of broadcast media exposes them to unique government repression. Both reflect the attitude, now spreading throughout government, that broadcasting, especially television, is too big to be left to the operation of professional broadcasters and the acceptance of the general public. It is a rare official who considers himself inexpert in broadcast management.

This trend in government thinking is being used to advantage by nongovernmental uplifters who claim their own share of divine insights. In the same week that Mr. Dixon and the court of appeals were endorsing the principle that national problems can be solved by reducing broadcast advertising,

the Rev. Dr. Everett C. Parker, director of the Office of Communications of the United Church of Christ, announced his intention to file a court test to establish limits on broadcast commercialism. The good Dr. Parker's threat would have been laughable not long ago. It isn't funny now.

Does the public know that its favorite source of entertainment and enlightenment is in danger of being hacked to bits?

Fair shake

Broadcasters have learned the hard way that if they are looking for sympathy, they will find it in the dictionary.

Having come to that harsh realization, they are getting the fight-for-survival zeal. In so doing they are learning another truth. Everybody, particularly anyone in public life, likes inspired fighters.

Delegations of state associations of broadcasters are finding that out in calling on their congressmen in Washington. It is evident too in state and regional meetings. The eyeball-to-eyeball confrontations make the difference.

In the last fortnight, for example, an old warrior for the broadcasters' cause, after an absence of several years, reappeared in the broadcasters' corner. Senator Vance Hartke (D-Ind.), second-ranking majority member of the Senate Communications Subcommittee, came out in favor of repeal of Section 315, fairness doctrine and all. And he endorsed a return to reason on license renewals, and full First Amendment safeguards for news.

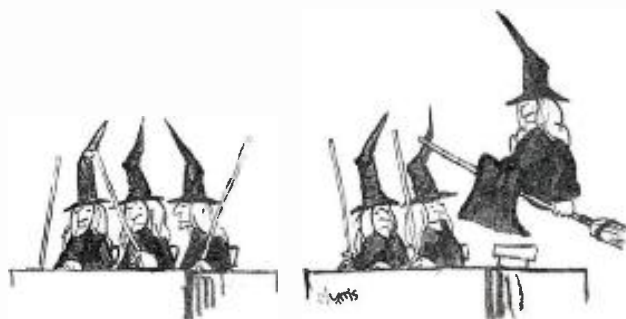
Senator Hartke 12 years ago espoused repeal of Section 315 when very few broadcasters and practically no newspapers favored it or thought repeal had a chance. That was before the "fairness" provision was appended to the political-broadcasting section.

What is significant here is that Senator Hartke, stalwart Democrat, and Clay T. Whitehead, in his role of telecommunications spokesman at the Republican White House, obviously think alike on broad legislative relief to overtake the assumption of undue controls in erstwhile forbidden areas by the congressionally created licensing authority—the FCC—and the arrogation of legislative functions by the Circuit Court of Appeals in Washington.

The first task must be immediate relief on license renewals. If broadcasters will keep themselves lean and active, they can later achieve the kind of relief hoped for by Democrat Hartke and Republican Whitehead.

FCC Chairman Dean Burch would find it advantageous to invite these gentlemen as lead witnesses in his upcoming comprehensive hearings on the fairness doctrine.

Drawn for BROADCASTING by Sidney Harris



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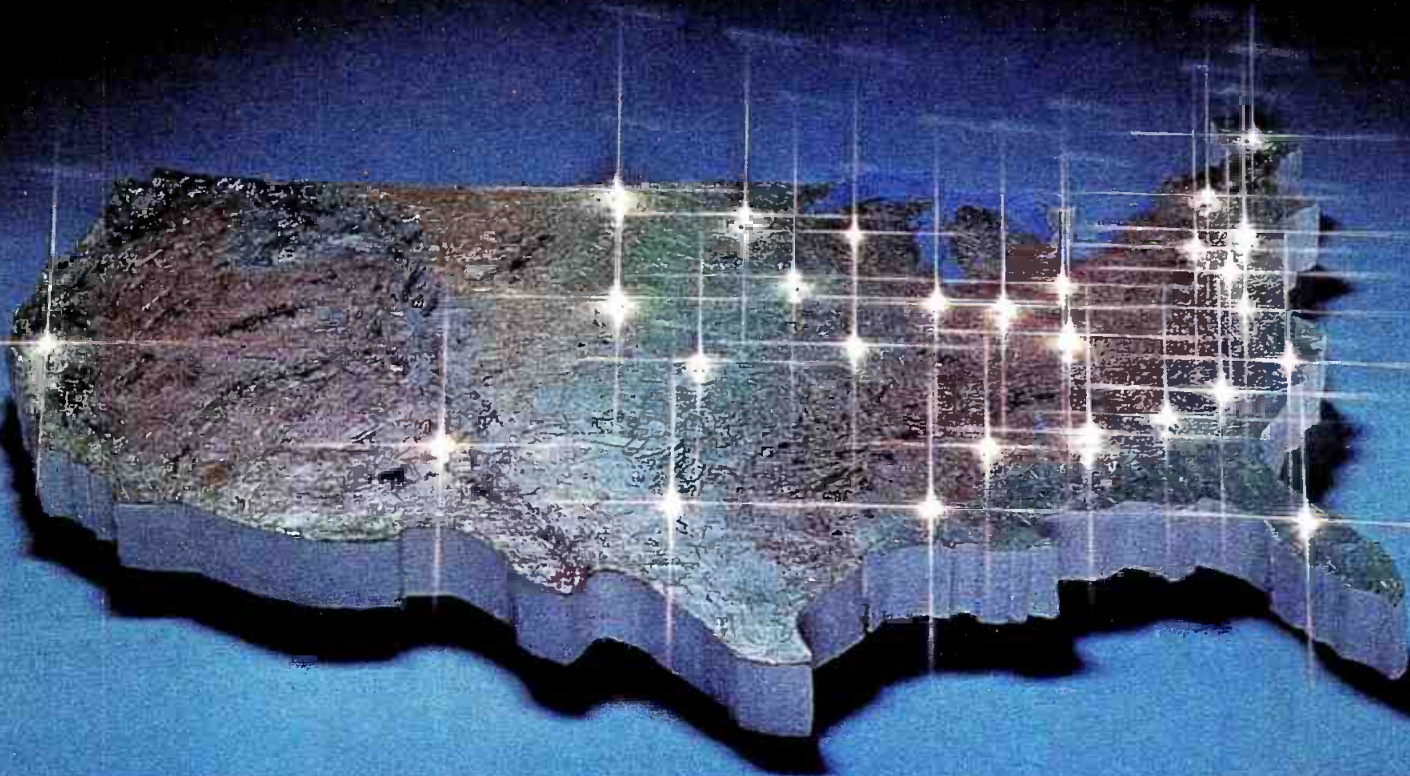
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