



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

Many options, few solutions as FCC sets out to tame fairness
NBC's first out of the chute with TV network schedule for fall
The coming of quadraphonic: New front opening in sound evolution
Pre-convention special report: What's on tap for the 50th NAB

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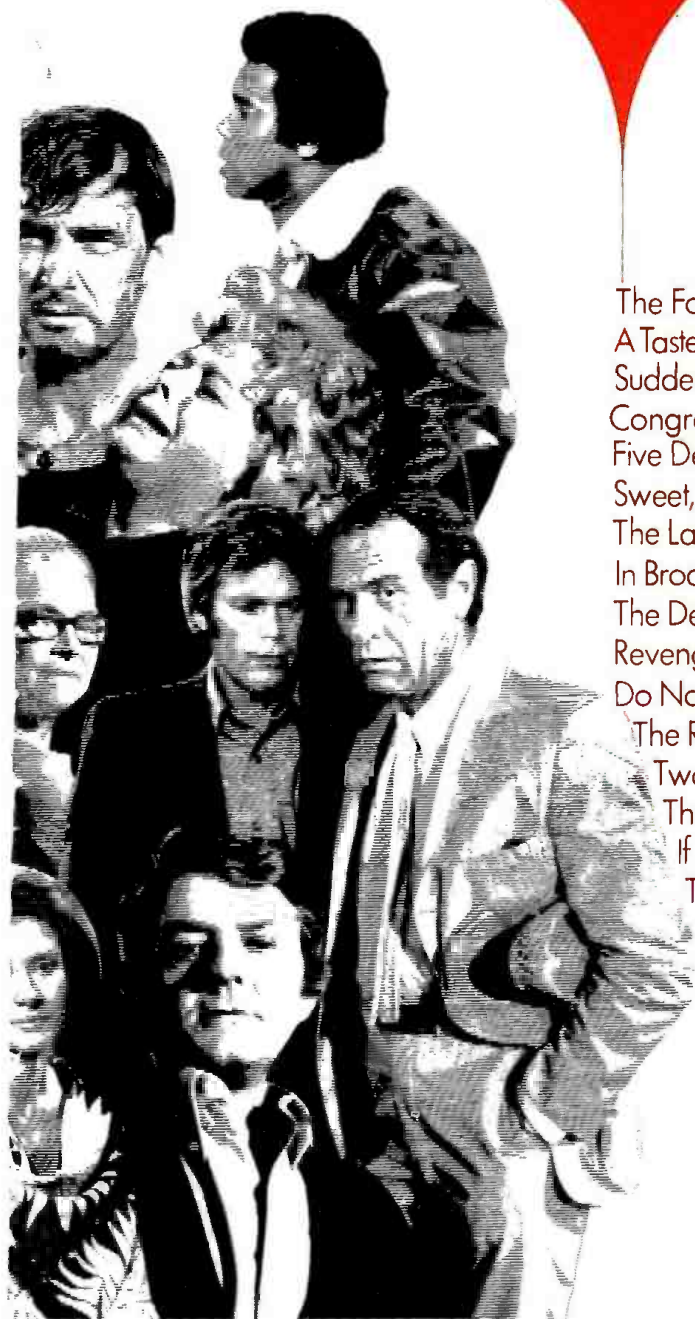
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Source: NTL, Sept. 7/Feb. 72



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The FCC's quest for a workable approach to the fairness doctrine—an odious task at best—seemed more like a nightmare last week as panelists found no harmony in their diverse interpretations of fairness and access. See . . .

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Speakers from Billy Graham to John Connally, problems from access to advertising and a range of equipment and program attractions are on tap at the 50th NAB convention next week in Chicago. Here's the full agenda. See . . .

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FCC's dim view of licensee pay-outs to challenging groups to facilitate settlement is taken to task by U.S. Court of Appeals. Court says commission cannot impose flat ban on such payments, overturns KTAL-TV ruling. See . . .

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NBC-TV, first network to reveal its fall schedule, opts for 'long-form' emphasis—most new shows are 60 minutes or more. 'Bonanza,' 'Bold Ones' move to Tuesday; 'Nichols' and 'Jimmy Stewart' are out. See . . .

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New York federal district judge refuses to dismiss BMI's suit against networks. He says it's 'impossible on the basis of the record . . . to determine that all possibility of illegal motive is disproved.' See . . .

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A debate is raging within the music industry over the forthcoming influx of quadraphonic, four-channel recordings. Everybody agrees that quad will be a welcome innovation, but what is the best way to make it happen? See . . .

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WSYR

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Waiting games

Question of who's to be first black appointed to FCC gets more tantalizing as time goes by without White House announcement. Backers of Ben L. Hooks, Memphis lawyer-cleric and candidate of Senator Howard Baker (R-Tenn.), say only administrative formalities stand between him and appointment. Backers of Theodore S. Ledbetter Jr., Washington communications consultant, say delay in decision favors their man, gives Senator Edward W. Brooke (R-Mass.), Mr. Ledbetter's sponsor, time to marshal political support. Third candidate, Revis Ortique, New Orleans attorney, is said to be slipping—though it may be too soon to count anyone out.

So far Mr. Hooks is only one of three to be summoned for White House interview, though earlier all three were reportedly due for one ("Closed Circuit," March 20). Now it's said Mr. Hooks's invitation was to get check on some of his business activities. One interested bystander is Commissioner Richard Wiley, now serving as interim appointee. Hearing on his confirmation won't be held by Senate Commerce Committee until administration nominates black to succeed Democrat Robert T. Bartley whose term ends next June 30.

Slim agenda

Now that first such meeting of its kind is almost at hand, some directors of National Association of Broadcasters are wondering what they'll talk about at board session next week during annual membership convention in Chicago. At regular winter meeting last January in Florida, board voted to throw in convention-associated meeting this year—added to regular summer meeting next June in Washington. Last January, board was dealing with "crisis" created by dissidents protesting record of legislative and regulatory setbacks. Only matter now requiring board action next week is new contract for Vincent T. Wasilewski, NAB president, calling for some \$100,000 a year in salary, deferred compensation, insurance premiums, car and expenses. No trouble expected on that.

Clipping penalties

Think before you clip—you may get caught in act. That's warning, in effect, that's gone out to ABC-TV affiliates from network headquarters in New York. In second message on subject since FCC served notice of intent to fine ABC-affiliated KSHO-TV Las Vegas \$10,000 for clipping (BROADCASTING, Feb. 7), ABC-TV affiliate relations vice president, Richard L. Beesemyer, tells stations that network has taken new steps to keep tabs on affiliate practices.

For one thing, it has initiated program of monitoring affiliates "periodically," and will monitor more comprehensively where there is reason to think clipping—cutting network programs or commercials to make room for more local spots—has occurred.

Mr. Beesemyer's warning, which by introduction of monitoring goes farther than those of NBC-TV and CBS-TV to their affiliates (BROADCASTING, Feb. 21, March 20), says clipping penalties will be as follows: as specified in affiliation contract, no network compensation for clipped programs and, in case of "flagrant abuse," re-examination of affiliate relationship and/or notification to FCC, which has ruled clipping is fraudulent billing.

One, two, three, four

Secretary of Health, Education and Welfare Elliot Richardson on Friday (March 31) received letter from Chairman John Pastore (D-R.I.) of Senate Communications Subcommittee and Chairman Warren Magnuson (D-Wash.) of parent Commerce Committee formally requesting HEW to establish—in concert with FCC—index to measure TV violence (BROADCASTING, March 27). It's presumed HEW and FCC will soon meet to work out details.

Another 'network'

Radio-network buy of Rust-Oleum Corp., (rust preventive), Evanston, Ill., through D'Arcy-MacManus International, starts April 17 for two-week run on ABC Radio information service, CBS Radio and NBC Radio—and also marks debut of "Katz Radio Network." Katz Agency, station rep, has cleared 50 major markets for Rust-Oleum's schedule.

Katz Network has been quietly developed as outgrowth of rep's four-year-old "AID" plan that was structured on longevity and bulk-buying (minimum on number of spots placed). Similar to John Blair & Co.'s radio network plan and Keystone Broadcasting System, Katz unit delivers markets nationally but differs from conventional networks in that participating stations are not interconnected. Gil Miller is director of Katz's network sales.

Not over yet

Administration has been without visibility or discernible influence during congressional deliberations so far on funding for public broadcasting—but it's not expected to remain silent. White House wants one-year authorization instead of two-year plan approved by House Commerce Committee (BROADCASTING, March 20, 27); reduction in \$65 million being proposed for fiscal 1973; and extended ceilings on public-

broadcast salaries. Funding cut will probably be taken care of by appropriations committees; other moves may be expected on House floor this month. But some sources think real showdown may come later this year when House and Senate bills go to conference, probably with different authorization provisions.

Only one major administration battle appears almost entirely lost for this year: its proposal to establish statutory formula for distribution of station funds. CPB and several key Hill figures oppose it, and nobody is pushing it very vigorously.

Background

Just for record: Dita Beard, ITT lobbyist whose internal memorandum on Republican-convention contribution and company's antitrust problem with Justice Department was published by Jack Anderson and set off current investigation, worked for National Association of Broadcasters in 1961. She was secretary to Charles H. Tower, then NAB vice president for television. Mr. Tower is now executive vice president for TV stations, Corinthian Broadcasting Corp., subsidiary of Dun & Bradstreet.

Information please

New Federal Election Campaign Act doesn't become effective until this week (April 7), but it's already causing problems for broadcasters, politicians and FCC. Commission staff reports that inquiries about new legislation are running at rate of about 20 telephone calls a day; letters raising questions are also coming in. One interpretation broadcasters are having hardest time swallowing is that lowest unit rate to which candidates are entitled under law applies to *all* candidates, not merely those for federal office. (Even one member of Congress who presumably voted on legislation is having trouble with that one.) Question of what constitutes lowest unit rate is itself causing problems.

Back to basics

Look for Ampex Corp.—staggering under loss of \$86.3 million for first three quarters of fiscal year and estimated additional \$3 million for fourth quarter—to concentrate major resources and efforts in audio/video systems division in search of profitability. It's return to family of products that first gave Ampex status in professional marketplace. There's to be narrowing of base to video-tape recorders—both reel-to-reel and cartridge types—TV cameras, disk recorders and audio recorders. Company sees broadening of base to include prerecorded tapes, records and consumer audio equipment as causing current troubles.

Burch: Counterads could be back-breaking straw

Panelists feel FCC could legally cure fairness-doctrine problem

FCC Chairman Dean Burch has expressed wariness over Federal Trade Commission proposal that broadcasters be required to make time available for counteradvertising. Commission must be concerned over whether broadcasting can survive it, along with other "blows" it is taking, chairman said in interview on *CBS Morning News with John Hart* on Friday (March 31).

FTC proposal, under which those disagreeing with commercial messages would have right to free or paid time to respond, "has certain sort of romantic flavor about it that people will ultimately get the truth," chairman said.

But "we—at the FCC—have a concern not only with the pure logic of whether there ought to be counteradvertising but whether this broadcasting industry can take the number of blows that are being administered to it by leaders of all stripes," he said.

Spokesmen for broadcast and advertising industries maintain that FTC proposal would drive advertisers out of broadcasting to unregulated media. Backers of FTC proposal, on other hand, say only evidence available indicates otherwise. They say that cigarette makers did not leave broadcasting, despite counterads, until they were forced out by legislation.

String of communications attorneys have advised commission that, if FCC chooses, it can turn fairness-doctrine clock back to precigarette-ruling days, and thus wipe out precedent on which counteradvertising demands are being made. Advice was offered during two days of Washington oral argument that followed three days of panel discussions in review of fairness doctrine (see page 24).

Bernard Segal, former president of American Bar Association, who was appearing in behalf of NBC, said he had not "slightest doubt" that courts would sustain commission if it held that fairness doctrine does not apply to product advertising. Only commercials he excluded from opinion were those that "editorialize."

(Chairman Burch, in his appearance on CBS, said commercials explicitly treating controversial issue of public importance should trigger fairness doctrine, as they do now. And he expressed view complaints they generate will continue to be treated as they are now—with broadcaster making initial decision as to whether issue requires fairness-doctrine treatment and commission, and ultimately courts, reviewing that decision.)

U.S. Court of Appeals upheld commission's 1967 ruling applying fairness doctrine to cigarette advertising. How-

ever, although commission said it was limiting ruling to cigarettes because of "unique" health-hazard issues that product raised, same court over-ruled commission when it refused to apply doctrine to automobiles and gasoline. Court said that in view of air-pollution danger, same kind of health-hazard issue was involved.

W. Theodore Pierson, representing number of licensees, endorsed Mr. Segal's view. Court did not say commission "had to promote counteradvertising" in cigarette case; "it said commission could," he said.

However, public-interest spokesmen continued to press for broadening of public's right of access to broadcasting—for counteradvertising and other purposes. One spokesman, Geoffrey Cowen, disputed broadcast industry spokesmen's argument it would be impossible to draw line against extension of fairness doctrine to virtually all product advertising; argument is that some harmful effect can be attributed to most products.

Mr. Cowen, counsel for environmentalist group which brought suit resulting in doctrine's application to automobiles and gasoline, said commission "could draw line around products that in view of major government agencies, present serious health and safety problems in normal use."

However, this degree of access would not satisfy many spokesmen appearing at oral argument.

National Consumer Organizations Ad Hoc Advisory Committee to Virginia Knauer, White House special assistant for consumer affairs, distributed report calling for extension of fairness doctrine "across the board in radio and television."

Report, submitted by Blue Carstenson, of National Farmer's Union, and Leo Perlis, chairman of committee's radio and TV subcommittee, said that since consumers "ultimately pay for all" commercials because of tax deductibility of advertising expenses, "media

should make available, without cost, time during which organizations independent of any commercial interest and competent in consumer education," might help to educate consumers concerning functioning of market place and their options.

And Tracy Westen, of Stern Community Law Firm, appearing for National Citizens Committee for Broadcasting, sought to persuade commission that it could assure public of access, both free and paid, without wrecking broadcasting industry.

He noted that broadcasters now make public-service time available to various groups at no cost, but deny it to groups generally considered controversial. Commission should require stations to make time available on nondiscriminatory basis, he said. He also said virtually anyone prepared to pay should be allowed to buy time, with licensee setting limit on over-all amount of time to be sold.

National Cable Television Association made argument to exclude cable-television systems that originate programming from fairness-doctrine regulation. Stuart Feldstein, NCTA acting general counsel, noted that cable channels do not occupy spectrum space, that cable system's access channels permit expression of contrasting views and that cable systems are not licensed.

Chairman Burch seemed unimpressed. "It would be better to discuss this problem in about five years" after commission has better understanding of cable-television origination matters, he said.

Civil-rights issue injected in Ala. case

Record in FCC comparative hearing involving channel 21 Homewood and Birmingham, Ala., has been reopened to permit addition of issue that may be first one of its kind in comparative hearing—one involving alleged violation of Civil Rights Act of 1968.

Issue was added in case already six years old, and against applicant twice picked by presiding hearing examiner as winner in four-cornered contest, Alabama Television Inc. It is seeking channel for station in Birmingham.

Review board directed Hearing Examiner David I. Kraushaar to take testimony on civil rights question as well as on equal-employment opportunity issue previously specified against Alabama Television.

Review board added issue to determine facts involved in civil law suit Justice Department filed against Joseph Engel and George J. Mitnick, two of Alabama Television's principals, and others, accusing them of racial discrimination in rental of apartments in building they owned. Board also said ex-

Missouri honors three

John Chancellor, anchorman of *NBC Nightly News*; Larry Israel, chairman and president of Post-Newsweek Stations, and Wilbur Schramm, director of Stanford University's Institute for Communications Research, will be among recipients of University of Missouri's annual awards for distinguished service in journalism. Bronze medals will be presented April 28 during banquet at university, where Mr. Chancellor will be speaker.

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WHEN HARLEM WAS TORN BY RIOTS,
WHEN YIPPIES UPSET THE DEMOCRATS
IN CHICAGO,
GEORGE READING WAS THERE.**



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aminer should determine effects of evidence developed on applicant's qualifications to be licensee.

Commission attorneys said they could not recall another comparative hearing in which similar issue was raised.

Review board action was in response to petition by two of Alabama Television's three competitors for channel—Birmingham Broadcasting Co. and Birmingham Television Corp., permittee of WBMG-TV (ch. 42). WBMG wants its permit modified to specify channel 21. Other applicant in hearing is Chapman Radio and Television Co., which wants to establish station in Homewood.

Federal district court in Alabama has ruled against Messrs. Engel and Mitnick and others involved. However, case has been appealed. As result, review board said inquiry under civil rights issue should be deferred until court case is resolved.

But board said that if violation of law has been established, as it has in this case on federal district court level, question as to applicant's fitness to be licensee has "clearly" been raised.

Board, in holding that further hearing is required under existing equal-employment opportunities issue, said that issue encompasses inquiry into question of civil-rights compliance of companies owned by Alabama Television's directors.

Alabama Television emerged winner in initial decision Examiner Kraushaar issued on Aug. 30, 1968, and decision was affirmed by review board. However, commission remanded proceeding to examiner on issues involving possible misrepresentation and denial of equal employment opportunity on part of Alabama Television. Examiner again, in supplemental initial decision last April, favored Alabama Television.

In remanding case last week, review board said examiner erred in ruling that past business practices of principals are relevant only if those principals are integrated into day-to-day operation of station. Board said that business practices of directors who control applicant who will be responsible for making policy decisions are also relevant.

Payola front quiet, but still under watch

Charge that payola is again rampant among disk jockeys and program directors in broadcasting industry, made by Jack Anderson in March 31 *Washington Merry-Go-Round* syndicated column, brought expression of abhorrence from Vincent T. Wasilewski, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasilewski noted that payola is criminal action, provided in 1960 amendment to Communications Act, which NAB supported and has asked members to enforce. If there has been recurrence, Mr. Wasilewski said, "all broadcasters should again join together to eliminate such practices and rid

Spending bill under fire

First legal attack on new political spending bill being filed today (April 3) in U.S. District Court in Washington by Washington law firm in behalf of group of 35 broadcast clients. Petition for declaratory judgment claims new law discriminates against broadcasters, cites First and Fifth Amendments, and argues FCC erroneously interprets "lowest unit rate" provision of act.

broadcasting of this evil influence."

FCC sources said commission is aware of payola problem and has conducted scores of investigations over last few years; in fact has had two investigators on road looking into payola, among other things. Several closed-door hearings have been held, it is said, with hearing examiner and record made.

Gabriel Heatter dies of pneumonia at 81

Funeral service was to be held yesterday (April 2) in Miami Beach for pioneer newscaster Gabriel Heatter, 81, who died Thursday at Miami Heart Institute of pneumonia.

Mr. Heatter began his broadcasting career at WMCA(AM) New York in 1932. Same year he joined WOR(AM) there, then Mutual Broadcasting System's key station. Opening to its newscasts—"Ah, yes, there's good news tonight"—became his radio trademark. He gained prominence in 1936 with his ad-lib broadcast while waiting to report execution of Bruno Hauptmann, kidnapper of Charles Lindbergh's baby.

Mr. Heatter remained with Mutual until about 1961, and was with WPST-TV (now WPLG-TV) Miami until 1965.

Mr. Heatter is survived by a daughter, a son and two grandchildren.

WQXR-AM-FM sale off; duplication waiver asked

New York Times Co.'s WQXR-AM-FM New York, taken off market last week after months of unsuccessful negotiations with several prospective buyers, last Thursday (March 30) asked FCC for waiver of nonduplication rules to permit stations to simulcast classical-music programming.

Company told commission that "although the licensee has no present plans to change the program formats of either station, the continued long-term existence of both WQXR and WQXR-FM as classical-music outlets in New York City will be jeopardized if no way can be found to stem present losses." In 1971, company disclosed, stations' operating losses were close to \$300,000. Although economizing measures have relieved situation somewhat, it said, WQXR-AM-FM are still plagued by "substantial deficit operation." Waiver of nonduplication rules would be significant help, it said.

Times Co. said they consider need

for waiver at WQXR stations to be "even more extreme" than that of WGMS-AM-FM Washington, which two weeks ago were granted simulcast request by commission after RKO General Inc., licensee of classical stations, initially proposed to change AM format to "contemporary" sound (BROADCASTING, March 27). Commission's action in WGMS was "significant factor" in decision to seek same waiver for WQXR stations, Times Co. attorney said.

Plans to sell WQXR-AM-FM were canceled after negotiations with several interested parties fell through. Asking price had been \$5.5 million. Spokesmen said after experiencing improvement in advertising recently, stations hope to "turn out a high-quality product and make a profit."

Affiliate gives time to criticized network

In event without known precedent, network TV president has appeared on one of his network's affiliated stations to reply to affiliate's editorial. Robert D. Wood did it in taped reply on WBTV-TV Charlotte, N.C., defending CBS-TV's presentation of edited version of X-rated theatrical motion picture "The Damned" (BROADCASTING, March 6).

WBTV had broadcast editorial saying it would not carry "Damned" because theatrical version included scenes dealing with "sex and sexual deviation in its most sordid forms." Youngsters should not be exposed to "scenes of depravity," editorial said, and even after editing, "enough remains to make the picture thoroughly unfit for home viewing." CBS, editorial said, "had no business scheduling an X-rated film in the first place."

Mr. Wood, in response to WBTV invitation, taped reply saying: "CBS is fully prepared to be judged by what it actually puts on the air [but] we reject the notion that we should be judged on something we *did not* put on the air. And CBS *did not* present an X-rated movie. Nor did we ever exploit it as one."

In TV version, Mr. Wood said, "all scenes which might be considered in questionable taste even for late-night viewing were eliminated." Moreover, he asserted, "I don't believe broadcasters should ever delegate to outside groups—including a motion-picture organization—the decision over what feature films we in television can or cannot put on the air. When we apply television standards, we find that even some G-rated films cannot be presented *without* editing, just as we have discovered that this film was made completely acceptable *with* editing."

He told viewers he wanted to remove "any misconception you may have gained that the CBS Television Network is any less anxious than WBTV in maintaining taste and decency when we are invited as a guest into your home."

Reply, like editorial, was presented on two consecutive days.

Humphrey complaint turned down by FCC

FCC has come out on side of broadcaster in one case involving question that could be difficult one as political campaign heats up—whether licensee can establish policy on length of time periods it will sell candidates.

Commission last week rejected complaint by backers of Senator Hubert H. Humphrey (D-Minn.) filed against WITI-TV Milwaukee for refusing to sell him 15-minute prime-time segment in which to respond to 30-minute broadcasts featuring three of his opponents in Wisconsin primary April 4.

WITI-TV had policy of selling only half-hour programs or spot announcements to candidates, in view of large number of them—nine. Station said it feared its prime-time programming would be totally fractionalized if it sold political program time in units of less than 30 minutes. Senator Humphrey has purchased spot announcements and appeared in 10-minute segment of 90-minute documentary station presented on Wednesday.

Humphrey for President Campaign had said it lacked resources to purchase time for and produce 30-minute program. It also claimed, in its complaint, that candidate "should be able to purchase a program of any length up to the 30-minute 'equal opportunity' and should only have to pay for the air time actually used."

Commission, however, said if that argument prevailed, task of program scheduling would be made "extremely difficult." It said that if one candidate were sold 15-minute segment, others would be entitled to same treatment—and that if they availed themselves of it, result would be "fractionalized" programming.

Commission vote was 5-to-0, with Commissioner Richard E. Wiley concurring. Commissioners H. Rex Lee and Nicholas Johnson were absent.

Hobson to challenge NBC Washington renewals

Washington black-activist Julius Hobson has charged NBC's owned-and-operated WRC-AM-FM-TV with sex and race discrimination. At news conference Thursday (March 30) Mr. Hobson affirmed earlier announcement that he will petition FCC to deny Washington stations' license renewals (BROADCASTING, Jan. 10). Petition, which he said will be signed by himself as individual and several black employees at WRC stations, will be filed with FCC in late May.

Mr. Hobson said that his principal concerns with stations' operation are in areas of community-needs ascertainment (he contends stations' policy of surveying needs of Washington city proper, which is mostly black, and predominantly white suburbs on 50-50 basis is illegal), employment (18% of stations' work force is black—only three in executive positions, he said) and editorial policy.

Mr. Hobson said he will not concen-

trate on WRC programming in challenge, since this will be issue explored by other blacks knowledgeable in that area. He mentioned specifically William Wright of Black Efforts for Soul in Television.

Mr. Hobson added that although he feels all Washington broadcast media are equally discriminatory against minority population, he chose to go after WRC stations because of their network ownership. NBC's employment practices, he said, leave "something to be desired."

NBC immediately answered that there has been "steady advancement throughout the company" by minorities, that WRC-AM-FM-TV has been "responsive to the aspirations" of minority population, and that Mr. Hobson's charges are not valid.

HSN: Prime-time rule will spur creativity

FCC's prime-time access rule has an ally in Hughes Sports Network Inc., which last week told commission that it would be "premature" to drop rule before it has full chance to work.

HSN statement was in response to petitions from two UHF's—KMTC(TV)

Springfield, Mo., and KHFI-TV Austin, Tex.—for repeal of rule (BROADCASTING, March 6).

Noting that licensees' petitions were based on alleged lack of competitive programming alternatives to network material eliminated by rule, HSN contended that aim of rule was to induce "incentive to create such alternatives."

"Obviously," HSN said, "these alternative program sources will not spring up overnight." It noted that access rule will not fully go into effect until Oct. 1, when feature films and off-network material will be barred from access periods. "Thus," HSN said, "it would be premature for the commission to repeal a rule, enacted after five years of proceedings, before the rule is given an opportunity to prove its worth."

D&B in broadcast

Dun & Bradstreet, credit-rating company whose diversified interests include Corinthian Broadcasting Corp., station group, was one of 50 companies and individuals named in federal indictments in alleged multimillion-dollar housing fraud scheme in New York. Company official said charges against D&B were "groundless" and would be disproved.

Last-minute stay pleas fail to stop cable rules

Court says March 31 implementation will not hamper copyright talks

FCC's new CATV rules went into effect on schedule Friday (March 31), after both commission and U.S. Court of Appeals in Washington rejected requests for stays. Commission turned down six requests, court one—by Nevada Independent Broadcasting Corp., licensee of KVVU(TV) Henderson, Nev., which had previously filed a notice of appeal from the commission's rules.

Court in its brief order gave no reason for its action. Commission said it was rejecting petitions for stay because they did not show that failure to grant them would lead to irreparable injury to public or petitioners, and did not demonstrate likelihood of winning on petitions for reconsideration. Some 50 petitions for reconsideration of CATV rules are pending.

Commission also rejected arguments based on fact critical question of CATV copyright legislation is still unresolved. Commission said three petitioners—National Association of Broadcasters, NBC and Association of Maximum Service Telecasters—appeared to want stays only for purpose of influencing continuing negotiations—including cable-TV representatives, broadcasters and copyright owners—on drafting legislation.

Commission denied plea of another petitioner, KMSO-TV, licensee of KQVO-TV Missoula, KCFW-TV Kalispell and KTVM(TV) Butte, all Montana, and KMVT-TV Twin Falls, Idaho, that effective date of new rules should be extended until copyright legislation is enacted. "There is no indication that cable's beginning evolution under these new rules will have adverse impact upon broadcast operations during the period required for passage

of copyright legislation, while there is a strong public interest that we permit cable now to make a beginning in these new areas," the commission said.

Chances appear slight that Congress will begin to move on copyright legislation before end of April, if then. Senator John L. McClellan's (D-Ark.) subcommittee on copyrights, which will draft legislation, is awaiting comments from National Cable Television Association and motion picture producers (broadcast-industry representatives have already filed theirs [BROADCASTING, March 20]) before proceeding.

However, NCTA and producers are trying to settle differences between themselves, and their talks are expected to continue into last week of April.

Other petitioners seeking stays were Rocky Mountain Broadcasters Association and Springfield Television Inc., licensee of KYTV(TV) Springfield, Mo.

Commission acted on vote of 4-to-1, with Commissioner Robert E. Lee lone dissenter and Commissioners Richard E. Wiley and Charlotte Reid concurring. Commissioner H. Rex Lee did not participate and Commissioner Nicholas Johnson was absent.

Commissioners Wiley and Reid, in concurring statements, said denial of petitions for stay should not be taken to mean rules may not be changed in some degree. Commissioner Wiley said commission intends to examine petitions in detail, and cited petition of Rocky Mountain broadcasters, who feel rules do not afford them sufficient protection, as one that might produce some changes. Mrs. Reid expressed concern about small broadcasters generally.



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Datebook © A calendar of important meetings and events in communications

This Week

April 3—Deadline for entries, 24th annual *Alfred P. Sloan Awards for Highway Safety*. Program is open to all radio and TV stations, networks, writers and producers, as well as print media. 10 broadcast awards "based upon excellence, originality and creativeness of the public service contributions to highway safety" will be given. Contact: Sloan Awards, Highway Users Federation, 1776 Massachusetts Avenue, N.W., Washington 20036.

April 3-6—Annual international spring conference *American Marketing Association*, Americana hotel, New York. Speakers include consumer advocate Ralph Nader; management consultant Peter F. Drucker, and Mrs. Virginia H. Knauer, special consumer affairs assistant to President Nixon.

April 4-6—*Public Television Conference*. Washington Hilton hotel, Washington.

April 6-9—*National Association of FM Broadcasters* annual convention. Palmer House, Chicago.

April 7-8—Region 7 conference, *Sigma Delta Chi*. St. Louis.

April 7-8—National convention, *Alpha Epsilon Rho* (national radio-TV fraternity). Sheraton-Blackstone hotel, Chicago.

April 8—Region 10 conference, *Sigma Delta Chi*. Portland, Ore.

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

April 9-12—Annual convention, *National Association of Broadcasters*. Conrad Hilton hotel, Chicago. For agenda and related meetings see "Special Report" on page 64.

Also in April

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

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

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

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

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

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

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

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

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

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

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

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

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

April 17-21—Seminar conducted by *Eastman*

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

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

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

April 19-21—Region six conference, sponsored by *Institute of Electrical and Electronics Engineers*. Microelectronics systems and applications and general systems and applications will be treated. Hilton inn, San Diego.

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

April 19-25—*International Film, TV-Film and Documentary Market (MIFED)*, where feature, TV and documentary films are traded on a worldwide basis. Advanced bookings may be made before March 15. For information: MIFED, Largo Domodossola 1, 20145 Milan, Italy.

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

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

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

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

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

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

April 22—Annual meeting and awards banquet,

Major meeting dates in 1972

April 6-9—*National Association of FM Broadcasters* annual convention. Palmer House, Chicago.

April 9-12—Annual convention, *National Association of Broadcasters*. Conrad Hilton hotel, Chicago (see page 64).

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

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

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

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

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

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

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

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

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

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

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Georgia Associated Press Broadcasters Association. Marriott motor hotel, Atlanta.

April 24-26—Fourth Communications Satellite Systems Conference, sponsored by *American Institute of Aeronautics and Astronautics* and organized by its Technical Committee on Communications Systems. Mayflower hotel, Washington.

April 26—Annual spring seminar, *Missouri Radio-Television News Association*. Missouri Governor Warren E. Hearnes will be principal speaker. Chairman: Robert R. Lynn, KXOK(AM) St. Louis, chairman, University of Missouri, Columbia.

April 26-28—Annual spring meeting, *Pennsylvania Cable Television Association*. Holiday inn, State College.

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

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

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

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

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

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

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

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

May

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

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

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

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

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

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

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

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

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

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

May 5-6—Second annual *National Educational Film Festival*. The competition recognizes excellence in educational film-making. Contact: NEFF, 5555 Ascot Drive, Oakland, Calif. 94611. Oakland, Calif.

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

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

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

May 11-13—Annual spring conference, *Oregon Association of Broadcasters*. Speakers will include: Clay T. Whitehead, Office of Telecommunications Policy; Vincent T. Wasilewski, National Association of Broadcasters, and Fred E. Baker, N. W. Ayer/F. E. Baker Advertising, Seattle, chairman of the American Advertising Federation. Inn at Spanish Head, Lincoln City.

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

May 14-17—Annual convention and public affairs conference, sponsored by *American Advertising Federation*. Two panels will discuss "Advertising and the Law" and "The Government at Work" in an attempt to explore the relationship between government and ad industry. Among featured speakers are Miles W. Kirkpatrick, Federal Trade Commission; John Elliott Jr., Ogilvy & Mather; Charles Yost, National Advertising Review Board; Esther Peterson, Giant Food Inc.; Tom Benham, Opinion Research Corp. Shoreham hotel, Washington.

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

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

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

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

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

May 18-19—Conference on "Electronics 1985" by *Electronic Industries Association* to explore economic, political and social environment and relationship to electronics industry. Donn L. Williams, North American Rockwell Corp., chairman of steering committee. Conrad Hilton hotel, Chicago.

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

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

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

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

June

June 1-3—Annual convention, *Canadian Advertising and Sales Association*. Queen Elizabeth hotel, Montreal.

June 2-3—Second national meeting, *Associated Press Broadcasters Association*. Speakers include FCC Commissioner Richard Wiley, Dick Eimers, director, News Election Service, will report on plans for coverage of November national elections. Sheraton-Blackstone, Chicago.

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

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

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

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

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

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

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

June 18-21—Annual conference, *Association of*



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NBC Network

Industrial Advertisers. Sheraton-Boston, Boston. June 19-24—19th International Advertising Film Festival. Venice, Italy.

June 25-28—Convention, *National Association of Farm Broadcasters*. Disney World, Bay Lake, Fla.

July

July 9-12—Annual convention, *Florida Association of Broadcasters*. Contemporary hotel, Walt Disney World, Bay Lake, Fla.

July 12-15—Annual convention, *Colorado Broadcasters Association*. Wildwood inn, Snowmass-at-Aspen.

July 23-25—Summer convention, *South Carolina Broadcasters Association*. Mills Hyatt House, Charleston.

July 23-26—Annual meeting, *Association of Railroad Advertising Managers*. The Lodge, Vail, Colo.

August

Aug. 9-12—Annual convention, *Rocky Mountain Broadcasters Association*. Featured speakers: Dr. Frank Stanton, CBS; Dean Burch, FCC chairman; Vincent T. Wasilewski, National Association of Broadcasters, and Senators Mike Mansfield

(D-Mont.), Frank Church (D-Idaho), Gale McGee (D-Wyo.), Frank E. Moss (D-Utah). Moderating news panel will be Chet Huntley, former NBC newsman. Sun Valley, Idaho.

Aug. 10-11—Semiannual convention, *Arkansas Broadcasters Association*. Arlington hotel, Hot Springs.

Aug. 16-20—Convention, *National Association of Television and Radio Announcers*. Marriott hotel, Philadelphia.

Aug. 20-23—Fall conference, *American Marketing Association*. Rice hotel, Houston.

September

Sept. 11-12—Eighth annual convention, *Nevada Broadcasters Association*. Hotel Tropicana, Las Vegas.

Sept. 13-15—Annual convention, *Michigan Association of Broadcasters*. Hidden Valley.

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

October

Oct. 11-14—Annual fall convention, *Tennessee Association of Broadcasters*. Ramada inn, Jackson.

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Past is prologue

EDITOR: Among discoveries of a recent archaeological expedition into a hitherto unexplored section of Africa was this fragment from what appears to be a scholarly journal of that day—estimated to be around 1400 B.C. It reads as follows:

"The most eminent medicine men of every tribe in the region recently gathered to discuss the growing menace of the drums. They agreed unanimously that tribesmen have become less active, less energetic, as a result of passive listening. The medicine men are particularly concerned about the effect of the drums on children; they are certain that within a few years children will cease to be their normal, active selves and will sit docilely listening to the overpowering message of the drums. The medicine men also say the principal evil of the stories transmitted by the drums is a lack of reality, causing tribesmen to become frustrated and alienated when they find that the ideal life is unattainable.

"Elected tribal leaders are equally disturbed. To a man, they agree the description of events transmitted by the drums is distorted, biased and generally hostile to current tribal leadership. (One was heard to comment, after hearing a distressing report of a bloody tribal conflict, 'Why can't they drum up some good news once in a while?') It is reported the chiefs are planning strict regulation of drums and drummers to insure that only official truth is drummed into the masses.

"Dissatisfaction with performance of the drummers has reached into the ranks of the average tribesman. Indeed, many have banded together to secure control of the drums at least part of every day. If the drummers continue to resist these efforts, the tribesmen say they will ask the chiefs to take the drums away from the drummers and

give the right of drumming to someone more responsible, such as themselves.

"It is obvious that what began as harmless diversion for the masses has become a sinister threat. We must rely on the tribal chiefs to bring this threat under immediate and strict control. Most important, the precedent must be established now, for with today's advancing technology, who knows what even more influential medium of communications may be developed in the future."—*Bill Jackson, program manager, KPIX(TV) San Francisco.*

Forget the U in KVVU

EDITOR: You reported in BROADCASTING (March 13) concerning my law suit to stop the implementation of the new FCC CATV rules. At the end of the article you referred to us as a UHF station. Please be advised we are an independent VHF on ch. 5.—*William H. Hernstadt, president, KVVU(TV) Henderson, Nev.*

Goes over down under

EDITOR: We would like to let you know just how much we enjoy each issue of your magazine. It keeps us right up to date with what is happening in the world of radio and television and is invaluable to the members of our staff.—*Reg James, sales manager, Grace Gibson Radio Productions Pty., Sydney, Australia.*

Larger still

EDITOR: Telesis Corp is listed [in BROADCASTING's March 20 report of the top 50 CATV companies] with 32,500 subscribers. We had this number at the end of 1970. Through a week ago, Telesis had 39,300.—*Robert D. Ossenberg, vice president-operations, Telesis Corp., Evansville, Ind.*

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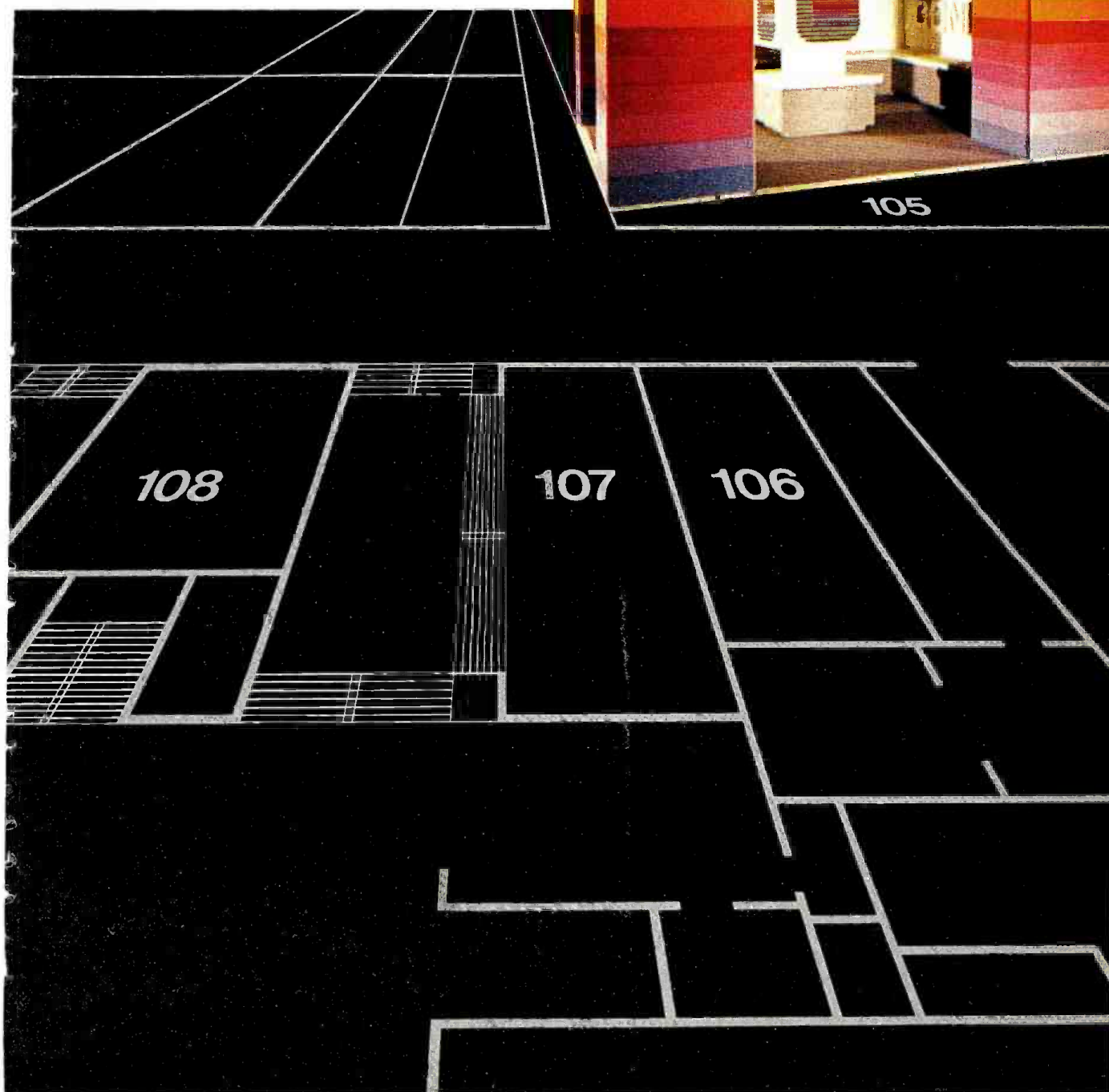
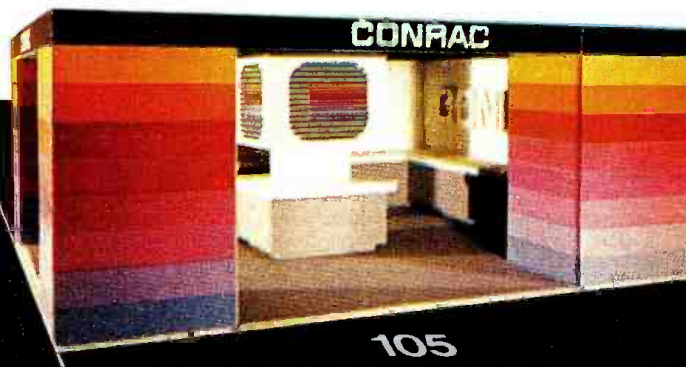
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Delivering just what the client ordered

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

Times are changing. Gone are the days when an advertiser would merely check a station's bill against its own authorized buy before paying up.

Today advertisers are asking their agencies to find out whether spots that were ordered actually ran, and that only these spots are paid for. Advertisers are asking for—and getting—documentation on performance. If there is less than perfect accord, the agency must find out what happened before paying the bill. Sure, this makes the agency's job harder, but the requests are legitimate. And both the stations and agencies have a responsibility to provide straight answers.

One way to provide clients with the assurance they want on schedules and to maintain a commitment to prompt payment of correct invoices is to set up routines through which the agency can coordinate bills with orders while examining problem areas. For example, at Dancer-Fitzgerald-Sample we have established an independent section within the agency whose sole purpose is to expediently approve all invoices for payment and resolve all billing discrepancies. This invoice control group reports directly to DFS management and is not beholden to the authority of either the media or accounting departments. The group searches for the answer to what is wrong and why, and then goes about seeing that the problem is remedied.

The invoice control group has an exacting job to perform. It must check every spot on every invoice, not only for price, but for proper brand, proper scheduling for both time and day, and for fairness of rotation in schedules that call for it. Without this group's approval, no invoice gets paid.

We are solving our discrepancies a lot faster with these people and procedures, and we are learning some interesting things about the whole subject of discrepancies. We are finding that a number of errors originate in our own media department, or accounting department, or data processing department. But with the control group, we resolve them quickly, generally within five days.

But the errors that cause real problems are those that an agency cannot control and correct by itself. These are station- and rep-originated errors and close to 60% of all discrepancies fall in this category. These errors, too, are

the ones most likely to hurt the client because they take the most time to resolve. If a schedule runs incorrectly—no matter how long it takes to determine the error and correct it—the advertiser suffers. These problems, unfortunately take time to resolve because an agency too often gets minimal cooperation from the stations and reps.

Let's be specific. Here is a breakdown of the two major problems that stations and reps create: First of all, 38% of the discrepancies we come up with are due to invoices that do not agree with the contract originally received from the station rep.

Second, 19% of the discrepancies arise because we never get a contract or we fail to get paperwork that revises and updates contracts.

Simply stated, we all should be trying to get the basic job done—to deliver the advertising the client ordered. Isn't it reasonable to expect that stations, before they ask for payment, will guarantee that they delivered the time that was ordered?

However, when we present these findings to reps and point out the lack of coordination between themselves and the stations, we garner little enthusiasm for suggestions we make.

As an example of an effective time-saver, here's a simple suggestion for station reps that will help us all in tracking down problem billing: Show the total cost for the buy right on the contract. It would surely flag a problem right away if the station's total and the buyer's didn't check. It would also provide a quick checkpoint for the station's billing department when it checks the contract against the billings it issues. But for some reason only two major TV rep companies show total cost information on contracts.

There is another way that stations can cut down on discrepancies. Nearly

13% of discrepancies we register come about because of make-goods and the necessary credits and the paperwork involved. Now, maybe this is an indirect solution, but if the stations stop allowing salesmen to sell time that is not really available, and if they would stop preempting Customer A's spot so they can sell it to Prospect B to get his business, there would be fewer problems with fewer conflicts and less paperwork—all spelling fewer discrepancies.

Now, if the reader has been doing some arithmetic, he will be able to figure out that the remaining 30% of the discrepancies we have not mentioned must be those that occur within the agency itself. But remember that these 30% we can usually solve within five days. Station-caused discrepancies take longer.

We know our internal problems and we are working on them. We know the problems that are not created by us and we are working on them, too, but no agency can solve these alone. We hope we have given the stations and their reps some ideas and a better definition of the problems they originate. These problems take longer to solve, they hold up payment, and they can hurt an advertiser because they affect his schedule. They particularly hurt the station that is severely hit by late payment. We want to lick these problems. We could do it faster with greater cooperation from stations and reps. In the meantime we are obligated to protect our clients' money, even if it is costly to us or to the stations.

We're not saying we have the only solutions, or even the best ones. What we are saying is that we are willing to work with any station, rep, agency or advertiser who's got an idea. No one has the perfect solution. But together we should be able to find one that is equitable.



Ira Weinblatt joined Dancer-Fitzgerald-Sample in the media research department and moved through the ranks to his present position as vice president and senior associate media director with newly added responsibilities as director of administration for the department. He did his undergraduate work at the University of Illinois and at New York University, and holds an MBA from NYU's graduate school of business. Mr. Weinblatt is a native New Yorker. He lives in Manhattan with his wife, Judith, and three daughters.

The new concept in Children's Television: Reality.

The kids who grew up on *Sesame Street* won't stand for Zappo the Wonder Bird any more. At least not when the real world is more exciting.

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To take a camping trip in the Everglades?

To fly with the Blue Angels?

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Earth Lab knows what it's doing. Expert consultants make sure the facts really are facts. Executive producer Shep Morgan comes from *Sesame Street* and *The Great American Dream Machine*. Writer Howard Jaffe is formerly of *Wonderama*. And Rex Trailer comes from fifteen years of hosting *Boombtown*, New England's favorite children's show.

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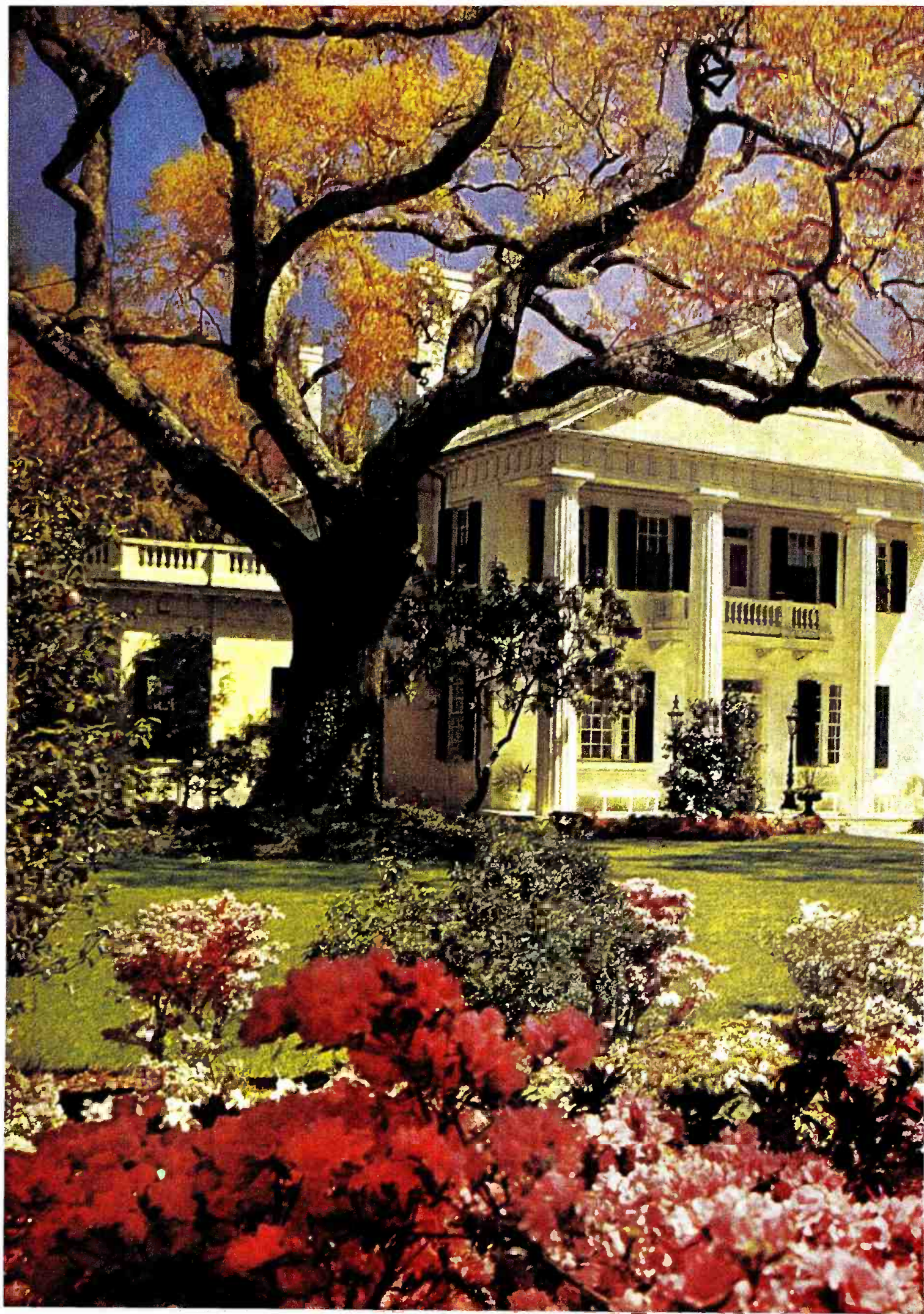
Ask Group W Productions about the first 26-show series (already completed) and the second (now going into production). *Earth Lab* is an ideal vehicle for serving the community and its increasing demands for constructive children's shows. One full hour a week of entertaining and instructional programming.

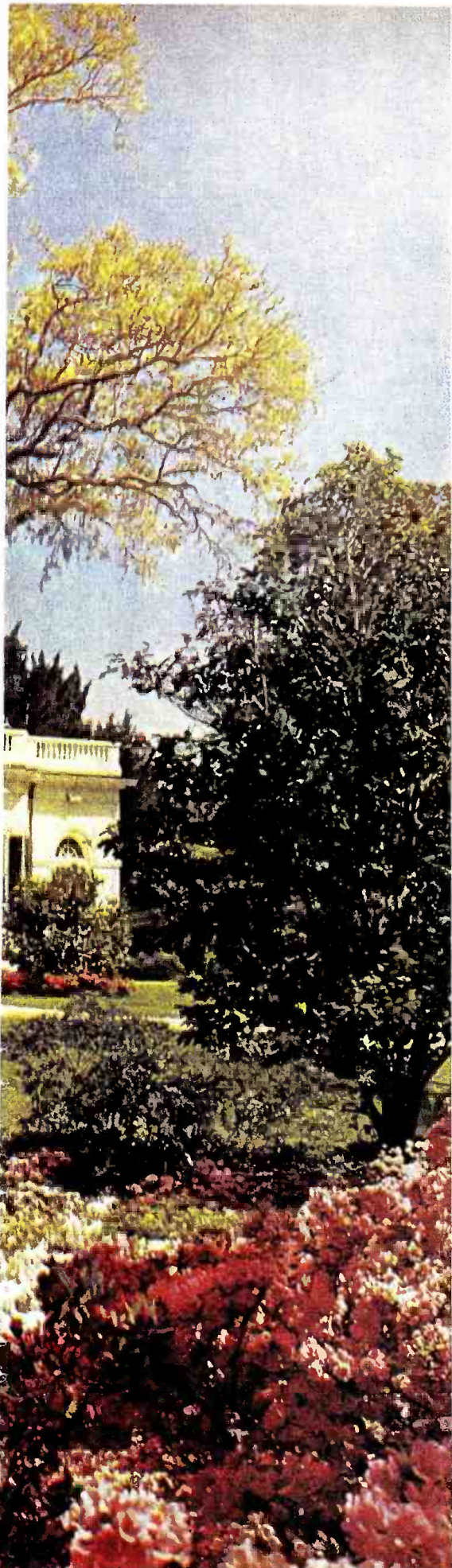
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Mobile-Pensacola, WALA-TV

Norfolk-Portsmouth-Newport News, WAVY-TV

Orlando-Daytona Beach, WFTV

Raleigh-Durham, WTVD

Richmond, WTVR-TV

Roanoke-Lynchburg, WSLS-TV

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A discussion of the FCC's "fairness doctrine generally" on Monday morning opened five days of panel sessions and oral argument. Clockwise from FCC Chairman Dean Burch, at extreme right, the panelists are David C. Adams, NBC board chairman; Hyman Goldin, Boston University; Albert H. Kramer, Citizens Communications Center; W. Theodore Pierson, Washington communications attorney; Eric Severeid (partially hidden), CBS News national correspondent;

Robert Louis Shayon (behind Mr. Severeid), contributing editor, Saturday Review, and professor of communications at University of Pennsylvania; Vincent T. Wasilewski, president, National Association of Broadcasters, and William Wright, national coordinator, Black Efforts for Soul in Television. On commissioners' elevated level with Mr. Burch are (l-r) an unidentified visitor and Commissioners Nicholas Johnson and Robert T. Bartley.

Search for formula for fairness

FCC hears more disputes than it can easily digest as it seeks to get rampaging doctrine under control

To CBS News's national correspondent, Eric Severeid, it seemed like an "Orwellian fantasy." How, he wondered, could "seven men or 17 men presume to judge fairness on a medium that presents thousands of views every day. Who is to sit and judge this?" he asked. "I don't want government to do this." In his view, fairness emerges as a product of a search for truth. "It comes out in the wash."

To members of the FCC who heard Mr. Severeid last week on the first of five days of panel discussions and oral argument in the first "overview" of the fairness doctrine since it was adopted in 1949, their task seemed more like a nightmare. The question is how to resolve the conflicts built into the American broadcasting system—the broadcasters' public-interest obligation combined with their own First Amendment and private-interest rights and the demands and rights of the public the medium serves.

But the task is unavoidable. As Com-

missioner Robert E. Lee said at one point, the question of whether or not there should be a fairness doctrine is beyond argument: "It's in the statute." What the commissioners wanted to know was how it is to be administered in an era when public-interest groups and political parties, encouraged by court decisions, are demanding increasing access to radio and television, for themselves and their views.

There seemed only one point on which there was general agreement: The commission policy on fairness is not working in a way to achieve "robust, wide-open debate." There was a plethora of advice on how things might be improved, much of it accompanied by warnings.

Representatives of public-interest groups and critics of the medium suggested standards to determine whether a broadcaster had raised a controversial issue of public importance that required the airing of conflicting views, and called for procedures by which the

public could be assured access to the medium.

Robert Pitofsky, director of the Federal Trade Commission's Bureau of Consumer Protection, defended the FTC's proposal that the FCC require broadcasters to make paid or free time—and he conceded most of it would be free—available for counteradvertising by persons wishing to dispute commercial messages. And Geoffrey Cowan, public-interest attorney, suggested guidelines to determine controversial content be applied to all commercials.

Broadcast industry representatives, on the other hand, urged a roll-back of fairness-doctrine administration to a simpler time—before the commission extended the doctrine's applicability to product commercials, in the 1967 ruling involving cigarette commercials, and when the commission, as Richard W. Jencks, CBS's Washington vice president said, did not engage in a "line-by-line, word-for-word analysis" to decide if an issue had been treated fairly.

Tightening procedures as suggested by the public-interest groups, Communications Attorney W. Theodore Pierson warned, would not only make broadcasters "more timid" and inhibit robust debate, it could work economic hardship on many stations and discourage investments in the medium. Adopt the FTC's counteradvertising proposal,

said Richard A. R. Pinkham, Ted Bates & Co. senior vice president, and "advertisers will leave the medium in droves."

The debate during the panel discussions, some of it heated and much of it constituting a restatement of positions expressed in written pleadings, did not appear to be helping the commission reach a consensus. Commissioner Nicholas Johnson cross-examined broadcast spokesmen on their reasons for opposing proposals for imposing new fairness burdens on the industry. Commissioner Richard E. Wiley, in his questioning, appeared skeptical that machinery to implement the public-interest groups' proposals could be established to be effective and consistent with the need to maintain a viable broadcasting system.

And Chairman Dean Burch seemed to be despairing of getting the kind of insight that would aid in resolving the conflicting arguments in a refurbished fairness-doctrine policy statement that would promote "robust, wide-open debate." "We've heard a lot of talk," he said at the conclusion of the second panel discussion on Tuesday, "some of it cheap, some expensive."

The next morning the chairman seemed in a better mood after hearing a panel that included three former FCC chairmen and that was both witty and informed—both Casey Stengel and Aristotle were cited. But the nine participants provided a host of conflicting suggestions on the one fairness-doctrine issue that must be resolved soon—that dealing with political broadcasts.

The principal question was one that has been raised by the Democratic National Committee in a rulemaking proposal—whether a presidential broadcast obligates broadcasters to afford time to those holding contrasting views. The only way fairness can be achieved once the President uses radio or television, Charles H. Wilson Jr., attorney for the Democrats, said, is by affording the other side the same kind of access to the medium. Bits and pieces of responses, in newscasts and public-affairs programs, won't do, he said. As for the appropriate spokesman, that would be left to the licensee and depend on the subject of the speech; but it would not necessarily be a Democratic party representative, he said. It might be a labor leader, for instance, if the President spoke on labor.

The proposal was not endorsed by any of the panelists, but Newton N. Minow, who was FCC chairman in the early 1960's, came closest to endorsing it. He said that every presidential appearance during an election campaign should trigger an equal-time obligation. Some appearances are now exempt, but Mr. Minow said exemptions applied to an appearance by President Eisenhower in 1956 and to one by President Johnson in 1964 resulted in shabby treatment for their respective opponents, Adlai Stevenson and Barry Goldwater.

The conflict facing the commission was immediately apparent in the panel

sessions on Monday. Albert Kramer, of the Citizens Communications Center, called for more "specific standards" in the administration of the fairness doctrine; these are needed to protect the public from censorship by the licensee, and the licensee from government censorship, he said. And along with Tracy Westen, of the Stern Community Law Firm, Mr. Kramer urged the development of standards permitting the public to gain direct access to the airwaves. Commercial sponsors can mobilize the best talent available for the production of a spot promoting a product, Mr. Westen noted. Members of the public should have the same right in connection with matters that concern them.

Robert Louis Shayon, a contributing editor of the *Saturday Review* and professor of communications at the University of Pennsylvania, also made the argument that fairness, achieved by a broadcaster in his programing, is not enough. "We're talking about opening up the ball game so that more people can get into the act of responsible democratic dialogue" on radio and television, he said.

(The U.S. Court of Appeals has held,

DNC wants Burch out of part of fairness study

The Democratic National Committee last week asked FCC Chairman Dean Burch to disqualify himself from the political-broadcasting phase of the commission's fairness inquiry.

In a March 27 letter to Mr. Burch, DNC General Counsel Joseph A. Califano Jr. said the request was based on (1) Mr. Burch's former post as chairman of the Republican National Committee; (2) the fact that DNC is urging in the proceeding that the FCC create a rule granting an automatic right of reply to any presidential broadcast appearance, and (3) the fact that the RNC is opposing DNC's rulemaking proposal in the fairness proceeding.

Chairman Burch, who participated in the panel on political broadcasts, said he would reply to the DNC letter "in due time."

As legal basis for the request, Mr. Califano cited Executive Order 11222. "The touchstone of that executive order," Mr. Califano said, "is that federal employees in their official actions should be scrupulous to avoid even any appearance of impropriety that would call into question the impartiality in the eyes of the public."

He also cited Section 7 of the Administrative Procedures Act, which requires presiding officers in agency adjudicative proceedings to disqualify themselves when confronted by a potential conflict of interest.

Mr. Califano said the request was made "reluctantly" but that the rulemaking proceeding "is of such vital importance . . . that you and all members of the commission should take every action to assure a fair and impartial result."

in a case involving WTOP[AM] Washington, that commercial broadcasters are violating the First Amendment when they refuse to sell time for the discussion of controversial issues. However, the commission has appealed, and the Supreme Court has agreed to review the case. As a result, the constitutional question of access was not at issue last week; but the practical question of access ran through much of the comment.)

David C. Adams, NBC board chairman, saw Mr. Kramer's suggestion for specific standards in the administration of fairness a "noble" one, but futile. "Justice cannot be defined," he said. He urged the FCC to exercise restraint in administering fairness. "It's better to tolerate small departures from perfection than to develop a great apparatus for deciding fairness," he said.

Kenneth A. Cox, who is now a communications attorney but who in his days as an FCC commissioner was regarded as a hard-nosed regulator, was cool to the access proposals. "How do you get in? By paying?" he asked. "I always thought this a bad way to set the agenda." And if a limited amount of free time is to be made available, he added, "Who gets the time? The broadcaster has to make the decision." He had another suggestion for achieving fairness: Require broadcasters to set aside a certain amount of time in news and public affairs programs on which controversial issues would get balanced treatment. If broadcasters realize that their performance in that regard will be reviewed at license-renewal time, he said, "you'll get what you want without problems."

And, no, he said in answer to a question from Chairman Burch, that would not be intruding too much into a broadcaster's programing discretion.

One question that broadcast representatives had trouble fielding was exactly how and when the fairness doctrine, as currently administered, has inhibited broadcast journalism. During the first two days the general response was that the inhibitions were "invisible." As William Monroe, Washington editor of NBC's *Today* show, explained it, on Wednesday, there is frequently an unspoken force at work, a memory of troubles encountered in prior years when "tough" documentaries were produced, an unwillingness to endure the troubles that would result from a fresh batch of complaints forwarded by the FCC. "There are hundreds of such cases," he said, "perhaps thousands." Why is there no record? "Those who are involved are reluctant to put their inhibitions on the record, because the FCC says you have no business being inhibited," Mr. Monroe said.

The commission heard testimony reflecting suspicion and distrust of broadcast journalism. Ben Holman, director of the Justice Department's community relations service and a former broadcast newsman, said his experience indicates that broadcasters are not fair. They are reluctant to "wade" into con-

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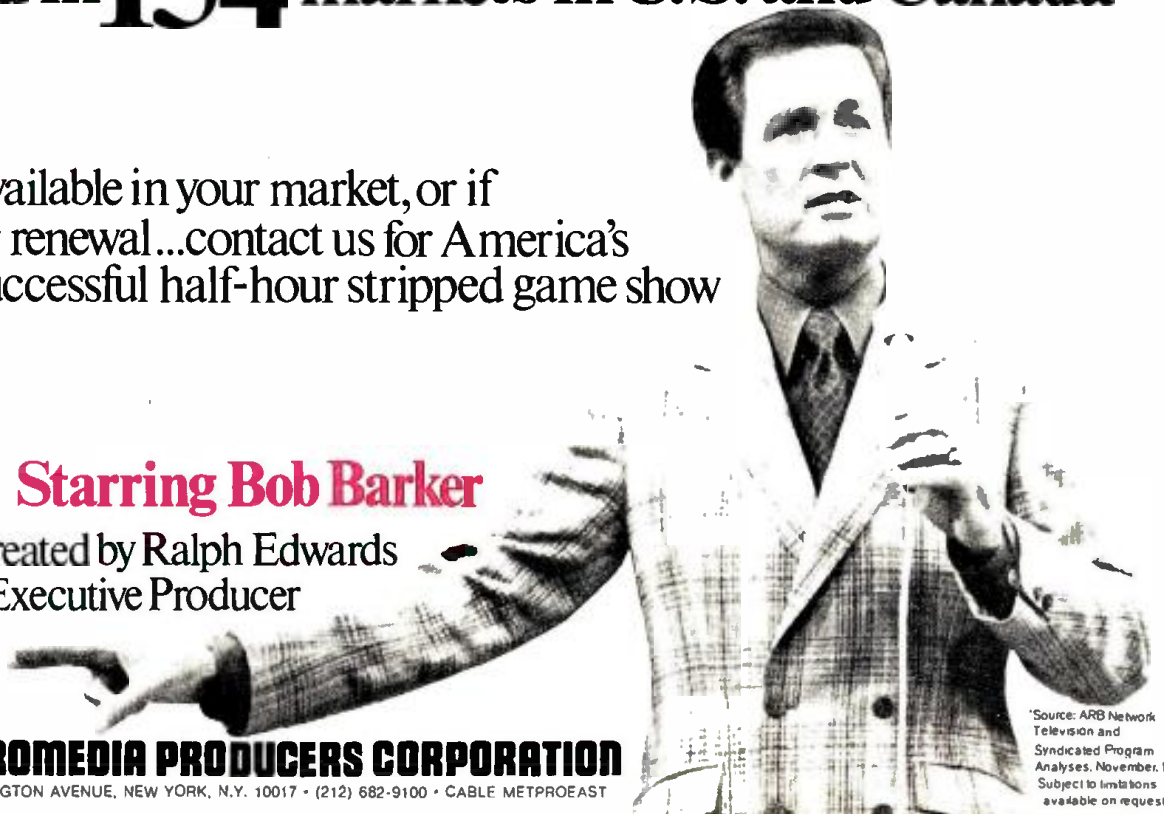
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troversial areas due to pressure from government, advertisers and the public. He said this was particularly true of small-market licensees.

The commission also heard representatives from Accuracy in Media, a conservatively oriented media watchdog, and the American Civil Liberties Union express similar views as to the need to maintain close surveillance of broadcast news operations.

Allen U. Schwartz, counsel for ACLU's communications media committee, endorsed the idea, even though, he said, it might have a "chilling" effect. Mr. Schwartz, who expressed concern over what he said was broadcasters' failure to give access to minority groups and their views, said such an effect was worth the goal of "balanced reporting."

Some of the most spirited argument occurred during the two panels devoted to fairness and commercials.

Commissioner Johnson repeatedly cited Bayer aspirin's current campaign that quotes from an American Medical Association report to support its claim that aspirin is the only pain-relieving ingredient in competing analgesics. Why, he wanted to know, should broadcasters be unwilling to accept from a public-interest group the same information critical of most analgesics?

"No one says broadcasters don't take these things," former FCC Commissioner Lee Loevinger said with some heat. "The question is whether we should have government sanction and compel specific types of counterads. There is a difference between government-sanctioned counterads and whether we get them from our friendly network. We are awash in counterads and advertising," he said.

Mr. Loevinger, who is now in communications-law practice, also introduced a new character into the discussion, "Joe Zilch," the counteradvertiser. The commission, he said, should apply due process to its own procedures, in dealing with complaints about advertising. "The Joe Zilches are darned irresponsible," he said. "I want to see some warrant that Joe Zilch is telling the truth . . . You can't start with the assumption that he is telling the truth."

There was, however, sentiment among critics of advertising for substantiation of counteradvertising. Robert Choate, who is chairman of the Council on Children, Media and Merchandising and who achieved prominence by denouncing the claims for nutrition made in cereal advertising directed at children, said he has "trouble with counterads unless they are documented."

More significant, Mr. Pitofsky, who in announcing the FTC's counteradvertising proposal in January said the First Amendment might raise questions in any effort to monitor such ads for truthfulness, saw no such problem last week. "Counterads would be regulated in the same way competing pro ads are regulated"—presumably by the FTC. He also said the FCC might make a block of time available to advertisers to respond to "malicious or deceptive

counterads." In all, he suggested that the commission require broadcasters to set aside 30 minutes weekly, in prime time, for counteradvertising.

Mr. Pitofsky also reacted sharply to the charge that the FTC is "dumping" its responsibility for policing deceptive advertising in the FCC's lap—a charge made frequently in the past, and last week by a former FTC chairman, Earl W. Kintner, a fellow panelist of Mr. Pitofsky's.

"Counteradvertising doesn't have anything to do with deceptive advertising," Mr. Pitofsky said. "We're not dumping our jurisdiction on anybody else. There is a lot of advertising that is not deceptive but that still raises questions."

(The FTC, in announcing its proposal, said it would serve to correct "some of the present failings of advertising which are now beyond the FTC's capacity" [BROADCASTING, Jan. 10].)

In the final panel session, on Wednesday, the commission was advised by Professor Louis L. Jaffe, of Harvard University, to abandon any thought of drafting a coherent new policy. "The fairness doctrine's got to go on a case-by-case basis," he said. "I can't think of any draft that would go far enough, or wouldn't go too far."

"On the whole," he said, "the commission rulings have been sound, sounder than those of the court of appeals," whose frequent reversals of commission fairness decisions were a major factor in the commission's decision to hold the present inquiry.

The commission's trouble is in its draftsmanship. "Write better opinions," Mr. Jaffe said.

Fairness and ecology: a new obligation?

An implicit relationship between the FCC's fairness doctrine and the preservation of natural resources might seem a far-fetched concept to some, but according to four citizen groups that filed a joint pleading at the commission last week, such a relationship actually does exist.

The four groups—Environmental Action, Friends of the Earth, the Sierra Club and the National Citizens Committee for Broadcasting—contended that under the National Environmental Policy Act of 1969, the commission is required to issue a statement to complement its forthcoming actions on future application of the fairness doctrine, detailing the impact those actions will have on the nation's environment.

The 1969 measure requires that all federal agencies "include in every recommendation or report on proposals for legislation and other major federal actions significantly affecting the quality of the human environment" a detailed statement on several related issues. The issues include the environmental impact of the proposed action, any adverse environmental effects which could not be avoided were the proposal implemented, alternatives to the proposed action, the "relationship between local

short-term uses of man's environment and long-term productivity," and any "irreversible or irretrievable commitments of resources" which would be necessitated by the proposed action.

Any FCC action relating to part three of the fairness doctrine inquiry (access to the broadcast media as a result of product commercials) would require the commission to comply with this statute, the groups said, because of the ecological issues dealt with in certain forms of broadcast advertising.

They said there are two types of commercials which "maximize a product's appeal by reference to ecological issues": those that "identify a product's efficacy" with its ability to reduce or eliminate environmental damage, and institutional advertising which proclaims a sponsor's concern for the environment. The first group is exemplified particularly by automobile and gasoline spots, they said, and the second by commercials that promote the sponsor's efforts to reduce pollution. In many instances, they claimed, such advertising deals with a partisan viewpoint in a controversial issue of public importance, and therefore invokes a fairness-doctrine obligation.

The groups asked the commission to include an environmental impact statement in any rulemaking notice resulting from the fairness doctrine inquiry.

FTC's MacIntyre lines up against counterads

Not all Federal Trade Commissioners are in favor of that agency's proposal to the FCC last January that would require broadcasters to sell time for counteradvertising or to provide free periods for opposition to commercials.

Last week, one of the FTC commissioners made his views public. Commissioner A. Everette MacIntyre, in a March 21 letter to the FCC, stated he did not then and does not now agree with all of the language and positions in the FTC statement that counteradvertising should be provided free by the broadcast media.

Mr. MacIntyre stated: "I believe that all persons should have equal opportunity to access to broadcast media for the purpose of expressing views and positions on controversial issues clothed with public interest. Nevertheless, I consider scarce those areas for discussion concerning which I would suggest that the costly broadcast facilities be made available without cost to those who would use them to debate personal or group views."

"I seriously question whether controversy about representations in commercial advertising concerning, for example, whether dry cell batteries are leakproof, should be aired at the expense of those who own and operate broadcast facilities."

Furthermore, he questioned whether the FTC should become involved in matters that lie exclusively within the jurisdiction of another agency.

ANA exhorted to update its thinking

Pebble Beach speakers remind of changes in society, new pressures on advertising, public disenchantment

The changing times and the effect changes are having on the business communications discipline was the theme of a three-day meeting of the Association of National Advertisers in Pebble Beach, Calif. (March 26-29). Some 130 ANA members, invited non-member advertisers and advertising-agency guests heard how business communicators must be more aware of what's happening in society, of how government is becoming very much a part of advertising lives, of what business and advertising should be doing to cope with these forces. Attendees were told repeatedly that what was at issue in all this is the very right of business to advertise.

J. F. W. Tyler, advertising and sales promotion manager, Crown Zellerbach Corp., San Francisco, provided the keynote for the serious reflection and self-appraisal that followed. Noting that four years ago the ANA Western conference focused on what the proliferating youth market was leaving in its wake, he pointed out that now "so much more than youth is changing our marketplace and our ways of living." Emphasized Mr. Tyler; "It's almost trite to talk about the times they are a-changing."

Picking up from there, D. C. Bowman, advertising manager, Hughes Aircraft Co., Los Angeles, indicated that understanding the state of society as it relates to business leads to recognition that consumer needs, worries and ideas must not be disregarded. "We cannot fall back into our technological sanctuaries and ignore them," he said. "They are reading, viewing, thinking, listening people who whisper, talk and yell about their personal ills, about their employers, about their offspring and myriad of other problems confronting them in today's turbulent society."

ANA General Counsel Gilbert H. Weil, taking part in the highlight session of the conference—a panel discussion of current public and governmental pressures to regulate advertising—also spoke about survival. This is not hyperbole, he assured, but instead "is literal and true." He explained that the thrust against advertising generates from two mainstays: the Federal Trade Commission and Congress, being politically responsive to the pressures coming from their constituencies; and from idealistic economists.

Congress and the FTC, he pointed out, are reacting to a ground swell of



ANA General Counsel Gilbert H. Weil, Earl A. Clasen of the Pillsbury Co. and ANA President Peter W. Allport (l to r) were panelists in a far-ranging session on "The Public, Government and Advertising" at last week's Western conference in Pebble Beach.

irritation among consumers about advertising. Indicating that there's always going to be "a floating segment of irritation" about the very function of advertising, Mr. Weil said that the only complete answer to such irritation "is to abolish advertising."

Economists, Mr. Weil charged, see advertising as interfering with their ideals and thus feel it must be eliminated. Advertising, according to economists' concepts, he said, "is anathema to their idealistic, totally unrealistic and unachievable models of perfect competition." From the economists' viewpoint, Mr. Weil contended, "there is no solution short of eliminating advertising, or, at least, so changing its nature so that it would not be advertising as we know it or need to use it."

An earlier speaker, Stephen A. Greyser, associate professor, Harvard Business School, delivered an analysis of consumer irritation with such aspects of advertising as taste, repetition and manner of presentation. He recommended that "before every advertising theme and message is used it be viewed through the lens of the prospectively

critical consumer." Such a "devil-advocate filter" must also be applied to specific advertising claims as they appear, he said.

Harold Williams, dean of the graduate School of Management of the University of California at Los Angeles, also emphasized consumer dissatisfaction with advertising. "The public will no longer accept lip service on pressing issues," he cautioned. "Large numbers feel deceived by advertising, cheated by what they buy; see products judged unsafe; experience poor quality."

"Business must by its deeds and words correct these basic feelings of suspicion and resentment about our contributions to American life," he continued. "If businessmen fail in this," he warned, "the areas of decision in which business will be able to operate will be increasingly constrained."

"The government's voice will grow louder and more insistent and that of business will be reduced," he added. "There's perhaps nothing more urgent than this tremendous problem of public dissatisfaction when we lay plans to grow and expand." Then echoing the thoughts of Professor Greyser, Dean Williams said: "I would suggest that it is within the context of this dimension of public dissatisfaction that we begin to measure and judge our various corporate ads, our new products, our advertising."

Either the competitive free-enterprise system makes major changes in traditional thinking and behavior, he indicated, or it may lose control. He called for long-term responsive policies by management, saying such action is es-

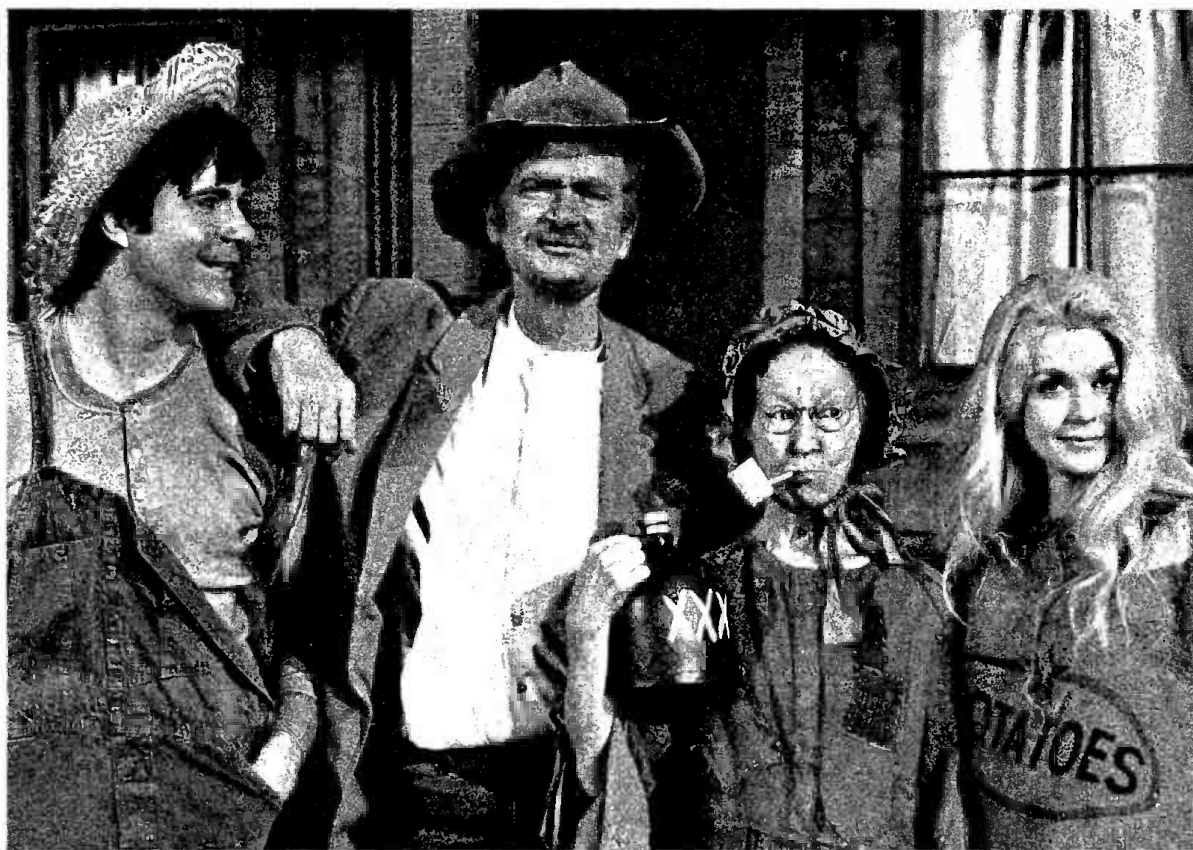
Only when they laugh

There wasn't much levity at the Association of National Advertisers' Western conference, but ANA General Counsel Gil Weil did get off a one-liner that brightened the house. "I'm sure you're pleased to know," he teased his advertiser clients, "that you're getting all the government your tax money can buy."

Viacom draws crowds.

(The Conrad Hilton, 2306-A)

The family you'd like to call your own.



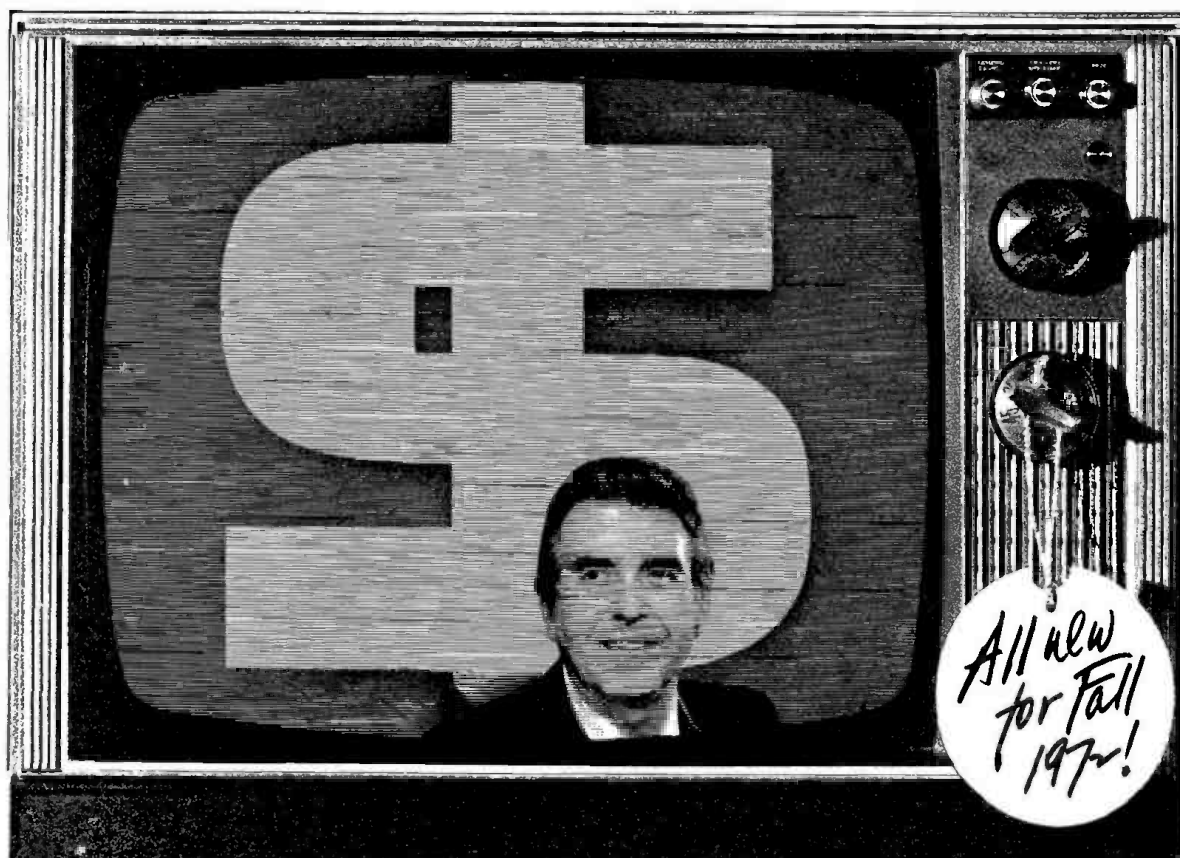
The Beverly Hillbillies!

They're going into syndication, at last.
And they can start on your station in Fall 1972.
Adopt them fast!

**Viacom
draws
crowds.**

(The Conrad Hilton, 2306-A)

A Price you can't afford to pass up.



The Price Is Right!

All new for Fall 1972 and ready to repeat its winning network record. Already sold in 14 markets, including all 5 NBC-Owned stations.

It's a great buy for 7:00 or 7:30 because:

- 1) the highest-rated syndicated game shows are those with a strong network history;
- 2) "The Price Is Right" is a proven 7:30 winner.

Get this great Goodson-Todman game before your competition outplays you.

**Viacom
draws
crowds.**

(The Conrad Hilton, 2306-A)

A sheriff who captures prime prospects.



The Andy Griffith Show!

Adults make up a big 56% of this sitcom audience.

That's a lot of adults when you consider that in Los Angeles and Chicago, he locks up the largest total audience in his fringe time period. And also gets the most viewers in such varying markets as Norfolk, Hartford-New Haven, Bangor and Dayton.

Typical of a guy who left network television as the Number One prime-time *and* daytime attraction.

**Viacom
draws
crowds.**

(The Conrad Hilton, 2306-A)

A marine who will fight for you.



Gomer Pyle-USMC!

He's a winner. In the Top 10 each of his 5 years on network prime time. And in his 2 complete seasons on network daytime. First in his time period against the 20 competing shows during these years. 150 half hours are ready for syndication duty.

Fight your competition with "Gomer Pyle-USMC!"

**Viacom
draws
crowds.**

(The Conrad Hilton, 2306-A)

The first name in game shows— going on five.



What's My Line?

After 4 successful years in first-run syndication following a great network run, what would you do? Keep a good thing going: with a fifth year of first-run production for syndication. This one is a time period winner (first in 18 markets), an adult favorite (79% average adult comp) and a prime-time champion at 7:00 and 7:30 (first in 10 markets).

Improve your prime-time standing. 5 times a week.

**Viacom
draws
crowds.**

(The Conrad Hilton, 2306-A)

The gang you should grab while you can.



Hogan's Heroes!

A runaway hit wherever kids have parents who watch television. In more than two-thirds of all reported markets, this great situation comedy in its first syndication season has increased 18-49 adult viewing by 88% over year-ago programming in the time period.

To capture more young adults in fringe time, capture "Hogan's Heroes" first.

**Viacom
draws
crowds.**

(The Conrad Hilton, 2306-A)

A mental wizard with a magnetic personality.



At the NAB
Viacom invites you
to see Kreskin
in person!
Sunday at 3:30,
The Waldorf Room,
The Conrad Hilton

The Amazing World of Kreskin!

First-run syndication and the first series of its kind anywhere. Kreskin performs mind-bending feats that astound audiences. All signs indicate a rating spellbinder. As an example: in his first week on KHOU-TV, Houston, Kreskin doubled the rating of the program he replaced.

Already sold in 21 markets, including New York Philadelphia and Washington.

**Viacom
draws
crowds.**

(The Conrad Hilton, 2306-A)

Three girls with winning measurements.



Petticoat Junction!

The PJ girls attract more viewers than any other program in their time period in 19 markets. And increase audiences from lead-in programming in 22 markets by anywhere from 3% to 183%.

You couldn't ask for prettier figures.

**Viacom
draws
crowds.**

(The Conrad Hilton, 2306-A)

Two undercover agents who are seen everywhere.



Wild Wild West!

This madcap spy-spoof attracts crowds. It has increased home tune-in over year-ago programming in New York (up 67%), Los Angeles (up 75%), Cleveland (up 50%), Memphis (up 100%), Miami (up 100%) and in 18 other markets from coast to coast.

Investigate this one. The payoff is big.

**Viacom
draws
crowds.**

(The Conrad Hilton, 2306-A)

The Queen of Comedy in her finest half hour



I Love Lucy!

The original and still *her* best.

Lucy is now first in her time period with 18-49 women in 24 markets. Among them are New York, Buffalo, Dallas, Washington, Kansas City, Memphis, San Francisco. And many more markets where women still recognize only one comedy queen.

Give the women in your market a royal treat.

**Viacom
draws
crowds.**

(The Conrad Hilton, 2306-A)

The man most likely to succeed with women.



The Dick Van Dyke Show!

First in his time period with 18-49 women in 26 markets. Including Chicago, Indianapolis, Dallas, Milwaukee, Norfolk, San Diego, Phoenix.

Dick's either first *or* second with 18-49 women in more than two-thirds of all his markets.

Get Dick and his gorgeous helpmate, too: Mary Tyler Moore.

**Viacom
draws
crowds.**

(The Conrad Hilton, 2306-A)

The defense that never rests.



Perry Mason!

He does some of his best work late at night.

In the dozen markets where Perry Mason is stripped after prime time, he wins an average 34% of the audience. Best exhibits for the defense: a 49% share in Birmingham, 41% in Nashville and 41% again in New Orleans.

If late night movie talk, news talk and talk-talk are getting you down, retain Perry Mason.

**Viacom
draws
crowds.**

(The Conrad Hilton, 2306-A)

sential for business self-preservation.

Earl A. Clasen, vice president, marketing, the Pillsbury Co., Minneapolis, made a point, as did attorney Gilbert Weil, about the right to advertise being at issue. He advocated the establishment of formal advertising policies and procedures within companies as a constructive way of answering the challenge. Mr. Clasen, who is also vice chairman of the ANA board of directors, detailed how such advertising policies and procedures were instituted at Pillsbury. Mr. Clasen himself has the

right in the company "to kill any advertising that does not meet in our judgment our policies or procedures."

Harry C. Thompson, executive vice president, *Newsweek* magazine, suggested that the bubble of "the great American syndrome that everything must continuously be made big, bigger, biggest," may have burst. "The fact that advertising is being jostled by bodies like the FTC and manhandled by consumer groups," he said, "is symptomatic that something is going on out there in our total system—something that doesn't

readily respond to the 'bigger, better' catchwords of old."

In the nuts-and-bolts session of the conference, three success stories—highly effective marketing efforts within the changing times—were described and analyzed. These covered the Mazda campaign on behalf of the rotary engine automobile (see page 46), the L'Eggs story of how panty hose was introduced to supermarkets and drug stores, and Crown Zellerbach's efforts to promote the use of more paper through increased magazine advertising.

Discontent over code surfaces at ANA

Advertisers hear NAB and its commercial guidelines called quasi-judicial, arbitrary and antitrust

An insight into how advertisers feel about the National Association of Broadcasters television code was revealed at last week's Association of National Advertisers Western Conference in Pebble Beach, Calif. It happened spontaneously during a question-and-answer session following a panel discussion of current government and public attempts to regulate advertising and marketing (see page 28).

J. J. Bard, vice president, advertising services and special projects, Purex Corp., Lakewood, Calif., compared the advertiser's relationship with the NAB code to the protagonist in the Kafka novel, "The Trial." "He's accused," Mr. Bard explained. "He doesn't know what he's accused of, he's in jail, he's waiting, he tries all kinds of avenues of approach to determine specifically what his sin is, and he just meets a dead silence." Asked Mr. Bard, "How can the ANA help us with our constant problems with the NAB and their quasi-judicial acts?"

ANA General Counsel Gilbert H. Weil offered Mr. Bard little comfort. "It's a very difficult group to deal with, there's no question about it," he said. "I think at this point most people would settle if the NAB were even quasi-judicial. I would say crazy-judicial."

Mr. Weil went on to elaborate: "You

get no rights certainly if they think a certain claim is unacceptable," he said. "If the claim is in a technical field they've been known to tell us that they've consulted with their own advisers. And you say, 'Well, can I speak with them or may I have my technicians speak with them.' And they say, 'No, heaven forbid.' And you don't know what they've been told on the other side of the door or how reliable or how accurate it is."

Added Mr. Weil: "The point is if the NAB says no, they say no. They are the ones who have the right to decide what business they are going to accept and what they are going to reject."

According to Mr. Weil, there is a significant ramification to the NAB's relationship with advertisers. "It does raise a very serious antitrust problem," he said. But no one, he said, has "got his courage up" and sued as yet. It may be, he suggested, that most advertisers have felt that as difficult as it is to live with the NAB, they prefer to have its "instrumentality" around as a buffer between the advertising industry and further federal legislation.

Mr. Weil's conclusions about the NAB: "They are in a position, short of antitrust considerations, of being totally arbitrary. They don't have to give you a reason. If they don't want to take

your business they don't take your business, period."

Somewhat kinder words, if still far from an endorsement, came from Marvin Koslow, vice president, marketing services, Bristol-Myers Co., New York. "The NAB is probably the best organized association in the country as far as political situations are concerned," Mr. Koslow said. "Their political group, when presented with a problem from their governing board, goes right to work on it. They know who to go to, what congressmen to take on. And they move."

Still, Mr. Koslow said, "It's only a coincidence when the subjects the NAB is after and what we're after work out together." The fairness doctrine apparently is such common ground, according to the Bristol-Myers executive. "I think we're both obviously on the same side with that one," he said. "But there are very few other subjects where we end up standing side by side."

It was left to ANA President Peter W. Allport to make the final comments about the NAB. "I think," he said, "the NAB is well aware of some of the problems that advertisers have and some of the reservations advertisers have about the methods of operation of the NAB code. I know they're aware of them," he admitted, "but we haven't seen any indication that they're going to react to them."

But, said Mr. Allport: "It's just a simple fact of life. This is their operation, their medium, and they can run it the way they see fit. And they are running it the way they see fit."

Good batting average for trade-out show

Frito-Lay Inc., Dallas, through Foote, Cone & Belding, New York, finds that its five-minute weekday children's TV show, *Sportsclub*, which is an advertising trade-out, is doing quite well.

GRS Films International, the Hollywood-based producer of the program, and FC&B said last week in New York that the advertiser is now in 50 markets, giving it 54.8% coverage of available TV homes in the U.S.

The show was set for a Jan. 3 start, had 26 markets (34.5% of homes) by Feb. 15, 37 markets (45.6%) by Feb. 23, 42 markets (47.5%) by March 7,

and 44 markets (48.2%) by March 13. The target is 65% of all TV homes. "By all existing yardsticks," said FC&B executives on the account, "our show is moving very fast."

In describing the anatomy of an advertiser trade-out children's show, the Frito-Lay team said, "We wanted to be good guys without being stupid in business. In a period of troubled times, we decided to go ahead with a show oriented to children as opposed to the Saturday and Sunday children-show block periods.

"We had anticipated that pressure from Washington would push the networks into a Monday-through-Friday schedule of children's shows. It didn't happen like that so our original expecta-

tions were off and the competition did not come about. But our objectives were sound."

Stations programming the show include WJBK-TV Detroit, WFLD-TV Chicago, WCCO-TV Minneapolis, WOR-TV New York, KHJ-TV Los Angeles, WMT-TV Cedar Rapids, Iowa, KTVT(TV) Dallas-Fort Worth and WBAY-TV Green Bay, Wis.

The programs, tailored for youngsters 6 to 12 years old, feature a 12-year-old participant in a sport with a superstar of the particular sport as a guide and teacher. WOR-TV, it was noted, will run two *Sportsclubs* together as a 10-minute pre-New York Mets show on weekend afternoons, starting April 8 and continuing through the baseball season.

We're bringing new thinking about color recording to broadcast television (and more stations every month are helping us prove our point)



It's happening in broadcast markets from the West Coast to New York. From Canada to Mexico. For the first time broadcasters have a realistic alternative to high-cost quadruplex color recording. It's the versatile IVC-900 Series Broadcast Color Videotape Recorder with Time Base Corrector. A natural for network delay, sports programming (3½ hour recording time), locally produced origination or commercials, including both remote vans and studio production work (playback synchronously through switcher/fader, special effects generator)—even dub to quad if required. Initial investment far less than for quad machines. Head replacement costs are reduced by a factor of five. Tape costs are one-third of quad in normal use. It all adds up!

also available in case and rack mount

the 900 from . . .



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Coyle Dillon

30 Baywood Rd.
Rexdale, Ontario, Canada
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Emil Adamyk

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Sunnyvale, CA 94086
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Dick Reilly

Presenting the first broadcast camera to see reds as they really are—while dramatically reducing studio and remote lighting requirements



The IVC-500 Color Camera is casting teleproductions in a new light. The secret is the new one-inch silicon diode tube in the camera's red channel. It's the tube most other cameras wish they had but don't (because they are designed for the older 30 millimeter tubes). For the first time all the elusive shades of red can be captured. And we've kept Plumbicon* tubes where they perform best—in the green and blue channels. The super-sensitive silicon diode tube lets the IVC-500 operate in 100 foot candle settings rather than the normal 200, producing beautiful pictures. Light and air conditioning bills drop while performers' comfort increases in the cooler environment. Strong on remotes, the IVC-500's outdoor or arena colorimetry looks like studio quality even at 10 foot candles. It's compact and highly portable. In comparative demos against more expensive broadcast cameras, chief engineers invariably identify the IVC-500 as having superior colorimetry. A true broadcast camera at a price you can afford. Write or call to arrange for a demonstration.

*Trademark of N. V. Philips

the 500 from . . .



The top spot spenders in '71

Perennial leader P&G paces outlay of \$1.4 billion in BAR's 75 markets

As it has for decades, Procter & Gamble was the biggest customer for spot TV last year. This is documented in a breakdown of 1971 spending by the top-100 spot-TV users being released today (April 3) by the Television Bureau of Advertising. A total of \$1,397,710,600 was invested in spot TV last year by these clients according to a TVB report released last month (BROADCASTING, March 20). This total represents 75 major markets monitored by Broadcast Advertisers Reports.

Procter & Gamble kept its hold on the number-one spot, spending some

\$69.6 million last year, and General Foods remained in the number-two position with a \$44.5-million allocation.

The biggest advance in placement was scored by General Motors Corp., moving from 29th position in 1970 (BROADCASTING, May 3, 1971) to number six in 1971.

In its report, TVB cautioned about comparing 1971 figures with those in previous years because of spot TV's volatile pricing situation during 1971. TVB said it was difficult at times to assign realistic cost figures to the activity monitored.

The report omits such national and regional retailers as Burger Chef, a General Foods activity; F. W. Woolworth, A & P, Grand Union, W. T. Grant and J. C. Penney. TVB said these advertisers and others in the retailer category will be included in a new report to be issued on the use of TV by chains and franchisers, an area that TVB described as an "important category between the traditional definition of national spot and truly local television."

The percentage of 30-second announcements rose 7% to 71.6%, recording over \$1 billion in spending; 21.2% of commercial time was in 60-second spots; 4.7% in 10-second; 2.2% in 20-second; and 0.3% in 40-second announcements.

Nighttime television attracted the largest dollar investments, \$458 million or 32.8%, followed by early evening, \$391 million or 28%.

The top-100 spot buyers last year

Company	Expenditure	Company	Expenditure	Company	Expenditure
1. Procter & Gamble	\$69,634,500	33. Jos. Schlitz Brewing	7,910,000	67. Standard Oil Co. of Calif.	4,618,300
2. General Foods Corp.	44,521,700	34. Noxell Corp.	7,667,900	68. Avon Products	4,388,500
3. American Home Products	39,289,200	35. Carnation	7,600,500	69. Volkswagenwerk A.G.	4,379,500
4. Colgate-Palmolive	38,510,700	36. Campbell Soup Co.	7,581,300	70. Dow Chemical	4,372,600
5. Lever Brothers	26,325,500	37. Ralston Purina	7,514,200	71. Eastern Air Lines	4,368,900
6. General Motors	25,399,700	38. C.P.C. International	7,366,800	72. Scott's Liquid Gold	4,301,400
7. Bristol-Myers	25,053,100	39. Scott Paper Co.	7,324,500	73. Consolidated Foods	4,273,700
8. William Wrigley Jr.	19,867,900	40. Standard Oil Co. of Ind.	7,112,000	74. Greyhound Corp.	4,227,700
9. General Mills	19,578,000	41. H. J. Heinz Co.	6,937,800	75. American Tel. & Tel. Co.	4,212,300
10. Coca-Cola	17,996,800	42. Nabisco	6,882,100	76. CBS Inc.	4,165,200
11. Alberto-Culver	16,928,700	43. Heublein	6,746,300	77. Hanes Corp.	4,152,300
12. Warner-Lambert Pharmaceutical	16,799,700	44. E. & J. Gallo Winery	8,693,800	78. Datsun Auto Dealers Assn.	4,070,400
13. Pepsico	16,629,800	45. Norton Simon	6,594,700	79. Union Oil Co. of Calif.	4,054,200
14. Kraftco Corp.	16,171,600	46. Morton-Norwich Products	6,424,500	80. Ideal Toy Corp.	3,967,300
15. Toyota Motor Distributors	12,636,700	47. Anheuser-Busch	6,334,800	81. Borden Co.	3,942,200
16. Sterling Drug	12,299,800	48. Squibb Corp.	6,275,200	82. S. C. Johnson & Son	3,937,600
17. International Tel. & Tel.	12,031,200	49. Schering-Plough Corp.	6,212,200	83. Pabst Brewing	3,933,200
18. Miles Laboratories	11,829,500	50. Chrysler Corp.	6,125,100	84. RCA Corp.	3,852,400
19. Ford Motor	11,634,300	51. Westinghouse Electric Corp.	6,118,100	85. Mobil Oil	3,819,300
20. Quaker Oats	11,104,100	52. Popell Brothers	5,935,600	86. Hoover Co.	3,747,700
21. Imperial Products	10,554,800	53. Standard Oil Co. of N.J.	5,887,200	87. Philip Morris	3,738,900
22. Seven-Up Co.	10,293,500	54. American Airlines	5,885,400	88. Mars	3,726,500
23. Ronco Tele Products	10,210,300	55. American Can	5,863,700	89. Pan American World Airways	3,697,000
24. Triangle Publications	9,967,800	56. UAL Inc.	5,676,500	90. F. & M. Schaefer Corp.	3,559,600
25. Kellogg	9,853,300	57. Smith Kline & French Labs	5,613,600	91. Rheingold Corp.	3,529,600
26. Shell Oil	9,666,600	58. Carter-Wallace	5,484,000	92. Interstate Brands Corp.	3,523,500
27. Gillette	9,305,600	59. Standard Brands	5,361,500	93. Richardson Merrell	3,467,500
28. Mattel	8,841,400	60. Mennen Co.	5,332,600	94. Dr. Pepper	3,438,000
29. Deluxe Topper Corp.	8,602,000	61. American Cyanamid	5,176,600	95. Trans World Airlines	3,429,500
30. Nestle Co.	8,425,400	62. Standard Oil Co. of Ohio	5,136,800	96. General Tel. & Electric	3,394,000
31. Johnson & Johnson	8,291,900	63. Beatrice Foods Co.	4,980,000	97. Purex Corp.	3,360,700
32. Royal Crown Cola	8,126,600	64. Chesebrough Ponds	4,931,300	98. Nissan Motor Corp. USA	3,314,700
		65. Atlantic-Richfield	4,730,600	99. Liggett & Myers Tobacco	3,298,200
		66. Rothmans of Pall Mall Canada	4,622,400	100. American Express Co.	3,253,700

Political ads: Vive la difference?

A professional political-advertising campaigner, Allan Gardner, vice president and management supervisor, David, Oskner & Mitchneck, New York, said in a March 24 NBC-TV telecast that most of the current political TV ads were not doing a job for their candidates. He directed his remarks in particular to TV commercials run in Wisconsin on behalf of Democratic candidates in the April 4 presidential primary.

Mr. Gardner on the *Chronolog* program (8:30-10:30 p.m. EST) said that a look at all Democratic hopefuls' commercials indicates similarities among the candidates, not differences. Yet, he said, "good advertising is supposed to show how one product (or candidate) is different or better than the others."

"If you were advertising a breakfast cereal—and there were 50 other brands

—“you’d remind your customers that yours was the only one that goes ‘snap, crackle and pop’,” he said. “But most political commercials simply aren’t that competitive. They lack focus because they rarely proceed from a carefully defined strategy.”

“The problem . . . is that advertising men are trained to simplify complex ideas, while the politicians’ stock-in-trade is cluttering up simple ideas.”

Absent from the list of Democratic candidates coming under Mr. Gardner’s line of fire was George Wallace, whose TV usage in Florida was “never out of character, never [on] a false note and never . . . without a competitive point,” he said.

RAB has a better . . .

Radio Advertising Bureau will conduct one-day “idearamas” in 61 cities, starting April 13 and ending June 11. Miles David, RAB president, said the idearama

will focus on ideas radio salesmen “can turn into sales swiftly.” He said the idea sessions primarily are intended for small-market stations but are open to all RAB members. Meetings will start at 9 a.m. and end by 3:30 p.m.

More problems for L&N

Stokely-Van Camp is moving its pork-and-beans, fruit and vegetable and Gatorade products out of financially troubled Lennen & Newell, New York, to Clinton E. Frank, Chicago. L & N has filed for bankruptcy reorganization (BROADCASTING, Feb. 7). Frank said the new business would account for some \$5-\$6 million in billings. Stokely spent \$741,700 in network TV, over \$1.6 million in spot TV and more than \$500,000 in magazine advertising in 1971. Handley & Miller, Indianapolis, picked up the food manufacturer’s specialty products and will continue to handle trade advertising.

TV-minded Mazda hits road East

Television counted on to help new dealerships planned for Japanese-made auto

Television stands to gain substantially when Mazda—the Japanese auto import with the rotary engine—expands from the West Coast to the Midwest and East.

Media plans for Mazda were disclosed last week in interviews with William A. Power, advertising and sales promotion manager for Mazda Motors of America, Compton, Calif., and Matt Lawson, account executive, Foote, Cone & Belding, Los Angeles.

At the start of 1972, they said, Mazda was budgeting some \$2 million in media, nearly all of it in television. Based on the current level of spending, once the new Mazda territories are added, the media allocation (mostly TV) will range between \$5.5 and \$7 million.

Mr. Power said that Mazda may add radio "because of the demographics" in New York and in the Midwest centers of Chicago and Detroit.

Mr. Power and Mr. Lawson were in New York preparing for the announcement that Mazda will move its "11-car line-up" to Eastern and Midwestern showrooms for the first time this fall.

Mazda was introduced into the U.S. in Seattle in June 1970. It moved to Jacksonville, Fla., in August 1970, Houston in April 1971 and Los Angeles in May 1971.

The car importer has big sales plans and its program for TV is no less ambitious. (The company claims 20,500 cars sold in 1971, anticipates 60,000 unit sales in 1972 and projects 350,000 for 1975).

The tendency is to compare its sales

record against such imports as Toyota and Datsun from Japan and Volkswagen from Germany. But the bigger challenge may be in the plan to open up dealerships (along with heavy TV) in Detroit this fall.

As described by the Mazda spokesman, the auto TV buying has been regionalized via FC&B. (The Los Angeles FC&B creative team on Mazda includes Louis E. Scott, chairman of the executive committee and senior FC&B executive on the West Coast; Ed Ratcliffe, management supervisor on Mazda; Alex Podhorzer, account supervisor on media; Jack Foster, vice president and creative director, and Bob Mayberry, commercial producer).

Mazda's formal announcement March 29 said the company aims for 75 single-line Mazda dealers in the East and Midwest by the end of 1972.

The Mazda officials said the company is displaying the car in New York at the automobile show this week and at the same time will explore "possible regional headquarter sites near the port cities of Newark, N.J.; New Haven, Conn., and Baltimore, plus Midwestern sites near Detroit and Chicago." Dealers will be signed on or about Aug. 1. Cars put on sale before the year-end.

The Mazda spokesmen said that the auto importer (the car is manufactured by Toyo Kogyo Ltd., Hiroshima) will have spent "in excess of \$1 million" in television in its first year in the Los Angeles market. In 1973 Mazda expects to spend \$10 million in advertising (mostly in TV). At present, Mazda TV advertising is divided about 75% in 30-second commercials and 25% in one-minute spots. It is expected the number of 60-second commercials will increase in New York and Chicago because of the independent stations and prime-time openings available.

Mr. Power has been with sales staff, KFRE-TV Fresno, Calif., and senior account executive on Chrysler-Plymouth, Young & Rubicam, San Francisco.

Action again sought on rate controls

Price Commission asked to provide at least basic guidelines

The U.S. Price Commission was asked last week to exempt from price controls all TV and radio stations billing less than \$250,000 annually, and to establish a "reasonable" formula for relating rates to audience size and/or costs for broadcasters in larger markets. The request was made by Grover C. Cobb, executive vice president for government relations of the National Association of Broadcasters. Mr. Cobb appeared at a two-day open hearing held by the Price Commission in Washington on the effectiveness of its activities.

Since the beginning of economic controls last year, Mr. Cobb said, broadcasters have had no information regarding alternatives in their pricing patterns.

"Our stations are confused," he said. "Their costs are rising, and their requests for rulings on the major questions posed to the FCC, and through it to you, are unanswered."

This was a reference to a petition by the three TV networks and by NAB filed last February with the Cost of Living Council, asking that the broadcasting industry be exempted from price controls as it was in past wars.

Last January, FCC Chairman Dean Burch asked the Price Commission to establish price controls for broadcasters that would be flexible enough to permit stations to make advertising rate adjustments in keeping with audience size. No answer has yet been received to this request, Mr. Cobb said.

He also disclosed that on Feb. 22, a group of broadcasters, network representatives and broadcast lawyers met with David Arnaudo of the Price Commission to discuss these problems.

In his statement last week, Mr. Cobb noted that 36% of all radio stations grossing less than \$250,000 annually operated at a loss in 1969, and 37% of these operated at a loss in 1970.

The only other witness appearing for broadcasters was Donald P. Zeifang, Washington lawyer, representing various clients of his law firm, Dow, Lohnes & Albertson. Mr. Zeifang stressed the need for guidelines to permit price changes when audience sizes change. He also suggested exemption or special treatment for independent UHF television stations and for small market radio.

He urged the Price Commission to respond quickly to Mr. Burch's request, referring also to the FCC chairman's letter, the TV networks' and NAB's petition and the Feb. 22 meeting with Mr. Arnaudo.

The Price Commission hearings also heard from George Meany, president of the AFL-CIO; Ralph Nader, consumer advocate, and others representing industry as well as public organizations.

BAR reports: television-network sales as of March 19

CBS \$142,786,100 (36.4%); NBC \$131,075,100 (33.4%); ABC \$118,564,200 (30.2%)*

Day parts	Total minutes week ended March 19	Total dollars week ended March 19	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	76	\$ 475,500	721	\$ 4,622,200	\$ 4,598,700
Monday-Friday 10 a.m.-6 p.m.	971	7,123,600	10,014	74,765,400	71,751,100
Saturday-Sunday Sign-on-6 p.m.	348	4,181,100	3,382	51,751,000	39,296,200
Monday-Saturday 6 p.m.-7:30 p.m.	92	1,818,600	980	20,476,900	17,767,600
Sunday 6 p.m.-7:30 p.m.	10	174,400	155	4,253,700	7,007,000
Monday-Sunday 7:30 p.m.-11 p.m.	393	21,570,700	4,359	218,427,200	216,454,400
Monday-Sunday 11 p.m.-Sign-off	155	1,746,200	1,412	18,129,000	11,876,900
Total	2,045	\$37,090,100	21,023	\$392,425,400	\$368,751,900

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

**Is fringe time
a problem for you?**

If so...we have

**FOUR OF THE MOST
SUCCESSFUL PROGRAMS
IN THE HISTORY OF
TELEVISION
SYNDICATION**

to help you solve it!

**These shows are now offered to you
in a dramatic new...**

TIME-CREDIT PLAN



WE WILL MAKE YOU A PACKAGE DEAL ON ALL

this is the first time these top show

1

The most successful syndicated
Sport shows we've ever produced...

In 43 of the top Nielsen markets in Saturday and Sunday daytime
periods "Championship Bowling" attained an average rating of
10.2 with an audience share of 39.6

"Championship Bowling"



JACK DRESS
famous
Sports
announcer
narrates the
action.

Total number of homes was 2,301,200

Total number of viewers was 4,468,500

Men	1,989,800
Women	1,510,800
Teens	416,700
Children	548,700



52
Striking
Full Hour Shows
in
Color

Dick Weber
in action on
Championship
Bowling



Featuring All-time Greats of Bowling:

Bill Allen
Ray Bluth
Nelson Burton, Jr.
Don Carter

Dave Davis
"Skee" Foremsky
Jim Godman
Johnny Guenther

Don Johnson
Carmen Salvino
Harry Smith
Dave Soutar

Jim Stefanich
Bob Strampe
Bill Tucker
Wayne Zahn

OUR SHOWS IN EXCHANGE FOR UNSOLD TIME!

have been offered on this basis

2 The only Bridge Series ever made in the history of television...

This unique series can be slotted against any competition—and will come up with numbers.

Each show features two pairs of bridge champions who play rubber bridge for substantial cash prizes. There are no pre-set hands; all are played as they are dealt, just as in the average living room. The program's four-camera close-up technique keeps the home bridge buff literally breathing down the experts neck. The viewer guesses—and second-guesses—with mounting excitement and suspense.

CHAMPIONSHIP BRIDGE communicates tense drama and excitement of tournament quality and features the greatest names in bridge as participants—Howard Schenken, Oswald Jacoby, Sam Stayman, John Gerber, Harry Fishbein, B. Jay Becker, Alfred Sheinwold and the Italian Blue Team.

"Championship Bridge"

where "Mr. Bridge" gives his sophisticated analysis of the experts as they bid and play



CHARLES H. GOREN,
Host of Championship Bridge.
Life Master, author, columnist,
teacher, Originator of the
Goren Point System.

ALEX DRIER—Nationally famous
newscaster and TV personality
does play-by-play reporting.



There are over 43 million bridge players in the United States, and this program is a paradise for kibitzers and bridge aficionados.

Following are a few sample ratings:

Baltimore, Md.	10.3	Indianapolis, Ind.	9.8	Shreveport, La.	11.7
Binghamton, N.Y.	13.0	Omaha, Neb.	12.8	Sioux Falls, S.D.	12.0
Boston, Mass.	13.4	Philadelphia, Pa.	11.5	Toledo, O.	19.1
Cincinnati, O.	12.4	Pittsburgh, Pa.	13.3	Tulsa, Okla.	8.5
Duluth, Minn.	17.0	Portland, Ore.	8.0	Washington, D.C.	7.0

... for the vast numbers of avid bridge fans who prefer this "closeup clarity" in "over-the-shoulder" action.

3 The brightest musical quiz series ever produced for television

Host
Allen Ludden
and
Stars



Barbara McNair



Irene Ryan



Jaye P. Morgan



Bob Crane



Michael Landon



Roddy McDowell



Mel Torme



Steve Allen



Greg Morris



Paul Lynde



Forrest Tucker

these Stars... and many more

TELECOM PRODUCTIONS, INC.



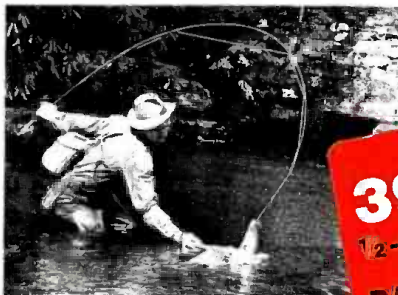
4

The most comprehensive series of Hunting and Fishing shows ever produced for TV...from all over the globe

This series features some of the most dramatic hunting action you've ever seen! There is fantastic fishing in scenic mountain streams, magnificent wild rivers and the excitement of deep-sea fishing.

The scene of most of the shows is the North American continent. There are also safaris to exotic hunting and fishing paradises of the world.

There's small game as well as big game hunting—everything from wing shooting for pheasants, ducks and geese on game preserves . . . to stalking elephants in the wilds of Mozambique with bow and arrow. Sportsmen will recognize the absolute authenticity of these films.



From fly-fishing the streams to fighting the big ones, fishermen will thrill to the excitement of the catch.

**39 EXCITING, DRAMATIC
1 1/2-HOUR SHOWS IN COLOR
DARING EPISODES THAT ARE
PHOTOGRAPHIC MASTERPIECES**



Dramatic, close-up action on Safari. Hunters and lovers of the outdoors enjoy beautiful scenery; tense drama of the hunt.

HERE'S HOW TO GET THIS FOUR SHOW SERIES COMPRISING 247 HALF HOUR

It's easy! You simply give us unsold run-of-schedule spots in exchange for these top-rated prime-time shows in your market.

**Please visit us in Suite 804 at the
SHERATON-BLACKSTONE during
the NAB Convention...or see us at
our offices in the Wrigley Building.**

Call, write, or wire

Ed Broman, Vice President in Charge of Sales . . . any time:

TELECOM PRODUCTIONS, INC.

410 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS 60611 312/467-5220

Walter Schwimmer, Board Chairman of TeleCom Productions stated, when the Plan was announced, "This is the boldest money-saving program plan I've ever offered in a lifetime!"

If fringe time is a problem . . . contact Ed Broman, who will turn your fringe time into profit for your station.



Cigarettes now a dead issue

High court refuses review of lower body's ruling upholding advertising ban

The broadcast industry's last apparent hope of overturning the congressional ban on cigarette advertising on radio-TV died at the Supreme Court last week. The court, without explaining its reasons, denied a request by five radio licensees for review of a lower-court ruling last October which upheld the constitutionality of the congressional action.

Two justices—William J. Brennan Jr. and William O. Douglas—dissented from the court's decision, both contending that full review of the lower-court ruling should have been granted.

The petitioners reportedly do not intend to pursue the litigation any further. Although they still could ask the Supreme Court to reconsider last week's ruling, an attorney associated with the case said no such action is planned.

The U.S. Court of Appeals in Washington six months ago held that the ban on broadcast cigarette commercials, in effect since Jan. 2, 1971, was neither an infringement of the industry's right of free speech under the First Amendment or under the Fifth Amendment's guarantee of due process, as had been asserted by the petitioners (BROADCASTING, Oct. 25, 1971).

Some broadcasters, however, had held some hope for a successful appeal based in part on the dissenting opinion last October of appeals court Judge J. Skelly Wright. Judge Wright had claimed that the smoking issue is embodied in the protective principle of the First Amendment. He based his reasoning on the appeals court's 1968 decision which upheld the FCC's extension of the fairness doctrine to cigarette advertising. Cigarette spots told one side of a controversial issue, and antismoking spots the other, Judge Wright said, and the balance resulted in a decrease in cigarette consumption. This, Judge Wright had contended, gave credence to the theory that people, given all sides of an issue, will make the proper choice.

The appeals court's 1968 ruling had also been the foundation of an earlier appeal in 1971, in which the nine leading cigarette manufacturers and ABC had asked the appellate body to throw out a December 1970 FCC ruling that, after the Jan. 2 congressional ban took effect, it would not be a violation of the fairness doctrine for stations to air anti-smoking spots without presenting pro-smoking views as well. The appeals court rejected the tobacco industry argument and upheld the FCC last August (BROADCASTING, Aug. 30, 1971).

The licensees involved in the court suit last week were: the Rau Stations (WNAV[AM] Annapolis, Md., and WDOV-



It was a happy Monday last week at Cunningham & Walsh, New York, still celebrating the news of the Friday before (BROADCASTING, March 27) that it had won the \$15-million American Motors passenger car account. Both client and agency personnel joined in the joy, as exhibited above by (l to r, seated) AMC's Bob Jackson, sales promotion manager for the New York zone, C&W President Anthony Chevins and AMC's Sal Rizzo, New York district manager, and (at the window) C&W's William Downes, vice president, and Carl Nichols, chairman. To further mark the occasion, the agency held a drawing among its employees for an American Motors' Gremlin. The winner was Harriet Janovs, secretary in the New York office.

[AM] Dover, Del.); Turner Communications Corp. (WTMA[AM] Charleston, S.C.); Northwest Broadcasting Co. (KVFD[AM] Fort Dodge, Iowa); The LaGrange Broadcasting Co. (WLAG[AM] LaGrange, Ga.), and North American Broadcasting Co. (WMNI[AM] Columbus, Ohio). They were aided by the National Association of Broadcasters.

Why Quaker Oats pulled 'Ben Franklin' special

Quaker Oats last week explained that it withdrew a one-hour special, *Ben Franklin, America*, which the cereal maker had underwritten, because it felt the show was too heavy for the youngsters for whom the show was intended. Quaker Oats lifted the program from its scheduled slot on NBC-TV March 21, 7:30-8:30 p.m. NYT.

NBC substituted *Miss Pickerell*, "an affectionate adaptation" of Ellen MacGregor's "Miss Pickerell" books, with Fran Allison in the leading role of this "whimsical comedy." Sponsorship was made up of participating advertisers.

Quaker Oats had full sponsorship of the *Franklin* show, produced by 20th Century-Fox at an estimated \$250,000 and placed through its house agency, Adcom, Chicago.

A spokesman for the advertiser said last week that Quaker Oats had seen the script, "knew what was in there" but when it viewed "the whole package it seemed to be skewed to an older audience and was not at all family entertainment."

The spokesman said Quaker Oats believed the program, which starred Fred Wayne, famous for his Ben Franklin monologues, is "a good show and we do want to see it aired." And, while the

program was "not offensive but treated Franklin in an inoffensive way, dealing with historical facts with an interesting insight into his character," said the Quaker Oats spokesman, it did not seem suitable for early evening.

Quaker Oats, which has control of the show, said it had a few options open: Sponsor it in a later time period on NBC or another network, reschedule with something else in the same time period on a different night, or sell the program to another advertiser. As of last week, it had not decided.

The Quaker Oats official acknowledged a reference in the show to Benjamin Franklin's illegitimate child and to a scene indicating his infatuation—at age 80—with a young Parisienne.

Masla absorbs Young radio representation

Jack Masla & Co., New York station representation firm, is the surviving company in a merger of its radio sales activity with Adam Young Radio Inc. Adam Young Co., which started in radio in 1944 and TV in 1948, will represent television exclusively.

Merged activities will operate as Jack Masla & Co. in all offices with the exception of Los Angeles and San Francisco, where they will be known as Masla/Young.

The action followed a reorganization period in which Adam Young Radio "improved" its station list (48 at time of merger) but, its officials said, "unfortunately, the combination of past damage and present economics worked against us."

Robert Richer, general manager of Adam Young Radio, expects to relocate in the broadcast business.

The debate goes on over ad council

The issue of the relevance of The Advertising Council—raised last month by David B. McCall, president of McCaffrey & McCall, New York, who asserted that possibly it was time to end the council's existence—continued last week.

Repeating his earlier response to Mr. McCall's contention was Donald M. McGannon, president of Westinghouse Broadcasting and new chairman of the ad council, who spoke before the group's annual meeting in Washington. He said that had the council not existed it would have to be invented to meet today's needs. He added that he still "strongly disagreed" with Mr. McCall, who delivered his remarks to the American Association of Advertising Agencies (BROADCASTING, March 27), saying: "One can argue the effectiveness of these [the council's] advertising programs just as any of Dave's clients may argue with him about their advertising."

He noted that McCaffrey & McCall had never been a volunteer agency for any council project "and hence we never had the value of its input."

Mr. McGannon also said he questioned the responsibility of the McCall suggestion "in the absence of a definitive, viable alternative."

Nixon tells council: ads better than shows

Maybe he didn't mean it seriously, but President Nixon shocked the broadcasters among the 200-odd members of The Advertising Council who stopped off at the White House March 27 on their way to their 28th annual dinner in Washington. The President told the group of advertisers, agency executives and media representatives that he doesn't have much time to watch TV, although he tries to watch sports when he can. He praised the value of the council's public service advertising, noting particularly the drug-abuse spots on TV. And then he commented that sometimes the commercials are better than the programs.

That's what stunned some of the

council members there, among whom were Donald M. McGannon, president of Westinghouse Broadcasting who is the council's new chairman, and Vincent T. Wasilewski, president of the National Association of Broadcasters.

The President spent about 10 minutes with the council members; Mrs. Nixon, however, remained as hostess for the two-hour reception.

IBFM backs payment clearinghouse

Formation of a Broadcast Credit Association (BCA) to serve as a clearinghouse for information about slowed payments from advertising agencies to stations is being advanced formally this week by the Institute of Broadcasting Financial Management (BROADCASTING, Feb. 21).

IBFM seeks broadcast support and funding via membership-fee basis. If broadcasters back the proposal, IBFM will proceed to retain a research or auditing organization to gather data from stations (on accounts receivable).

Credit association members, IBFM says, would receive a national summary each month showing the "past-due status" of every national advertising agency and buying service. BCA would not express opinions or make recommendations, although information supplied would probably be useful to stations in making their own basic credit decisions.

According to Warren Middleton,

IBFM executive secretary who sent the letters to stations, the move should be an "important step" in injecting "some semblance of sound credit procedure based on reliable information" into the account-receivable area that has become immersed in confusion.

A fee schedule, based on six-month dues payment, accompanied the IBFM letter. It calls for payment of \$90 (members) and \$120 (nonmembers) from radio-only outlets; \$120 and \$150 from TV-only, and \$150 and \$180 from combination radio and TV's. (Discounts depend on such factors as ownership, market size and whether UHF). IBFM's offices are at 360 North Michigan Avenue, Chicago.

WMD's six-point plan to combat slow pay

Warren, Muller, Dolobowsky has formulated an "action program" for relieving the problem of slow pay. In almost all particulars, the New York agency's program finds receptive ears in the broadcasting industry.

In a detailed memorandum circulated last week, WMD offered the following six-point program: It will (1) pay for all spots that ran as ordered, deducting discrepancies; (2) provide for cash discounts to improve the cash flow; (3) ask stations to bill according to the standard billing month and to use the standard billing form; (4) expect stations to issue duplicate invoices and affidavits when issuing monthly statements for past-due invoices; (5) suggest a new rate structure for spots within the 11:30 p.m. - 12:30 a.m. portion of the schedule, since most discrepancies "tend to occur from poor rotation of spots, particularly in late movies," and (6) provide a "follow-up program for resolving discrepancies faster."

Most of these points are in accord with the views of such broadcast-oriented organizations as the Television Bureau of Advertising, the Station Representatives Association and the Institute of Broadcasting Financial Management, all of which have expressed concern about the problem of slow pay. The significant exception is the point relating to cash discounts.

WMD recommended in its "point two" a station cash discount of 2% for invoices paid within 30 days after the end of the month and 1% if paid in 60 days. Knowledgeable broadcast executives saw that plan (often proposed in the past) as untenable because "in time . . . advertisers will expect the discounts regardless of how quickly they pay their bills."

The agency says it expects that TVB would circulate its memorandum along with the form letters used to notify stations and reps of discrepancies. TVB officials said they would eventually relay the WMD six-point policy to member stations.

WMD bills at a rate of about \$27-million, of which some \$19 million is in broadcast—about \$8 million in spot television.

Antismoking spots down

The American Cancer Society reported last week that despite the ban on cigarette commercials in 1971, television and radio networks and stations continued to carry antismoking messages, but in reduced numbers.

The ACS's 1971 annual report showed that the number of health messages on cigarette smoking declined on TV networks from 30 per week in 1970 to about 9 or 10 per week in 1971. But the society noted that some local broadcasters elected to give continued prime-time coverage to the anticigarette campaign.

★

THIS IS AMERICA'S FINEST FLAG KIT



1972 Kit contains Thor bunting flag, 6' sectional chrome finish pole, eagle ornament, lanyard, all hardware PLUS Bonus Lapel Pin and Window Decal.

From ATLAS, the largest manufacturer of 3' x 5' sewed-stripe American Flags!

It makes You your community's FLAG HEADQUARTERS.

Offer the quality-made Flag Kit with promotional power proved by hundreds of stations across the country. You'll find it a patriotic pleasure to present and promote. Gets RESPONSE all year 'round! Lowest prices. Immediate delivery. Buy direct and save!

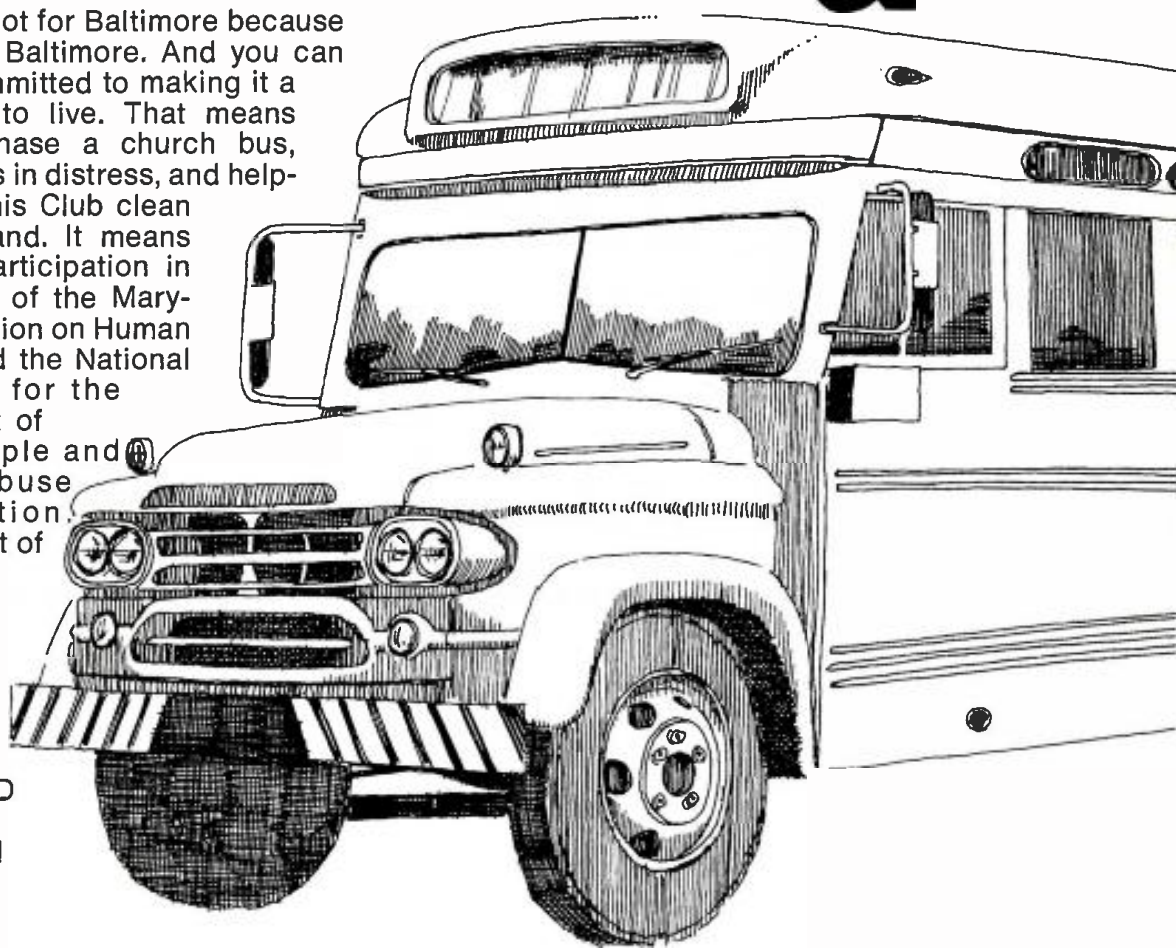
Write, Wire—Or
PHONE QUANTITY ORDERS COLLECT
(618) 439-2600

ATLAS FLAG CORP.
BENTON, ILL. 62812

★

Baltimore has a happy congregation, a reclothed family, a cleaner lake & WSID

WSID does a lot for Baltimore because we're part of Baltimore. And you can bet we're committed to making it a better place to live. That means helping purchase a church bus, aiding families in distress, and helping the Kiwanis Club clean up Lake Roland. It means aggressive participation in the programs of the Maryland Commission on Human Relations, and the National Association for the Advancement of Colored People and The Drug Abuse Administration. That's all part of how WSID is used and re-used by the community. WSID is more than music, news and sports... WSID is part of Baltimore and people are glad we are:



"... This letter comes to you as our special way of saying thank you for your station's contribution toward our recent purchase of a church bus... words can never express the gratitude in our hearts..."

REV. THEODORE C. JACKSON, JR., Pastor
Gillis Memorial C.C. Church, Baltimore, Maryland

"... thank you, WSID, for your assistance in broadcasting for help for my family and me during my recent tragedy when my home was destroyed by fire. Through your broadcast I received clothing and donations for which I am grateful. May God ever bless you for the wonderful things you've done for so many people..."

MRS. DOROTHY ANDERSON
Severn, Maryland

"... the Kiwanis Club of North Baltimore wishes to thank Radio Station WSID for the public service announcements on our Lake Roland Clean-up Project..."

JOE DOWLING
Kiwanis International, Baltimore, Maryland

"... Our thanks to the WSID Radio organization for bringing news of coming events at Northern High to the attention of the community. We appreciate your willingness to air announcements of interest to the public..."

P. MICHAEL PEZZELLA, Assistant Principal
Northern High School, Baltimore, Maryland

"... Mount St. Agnes College is most appreciative for the publicity it has received during the past few years and for the interest you have shown in its programs and events..."

DOROTHY P. RUBIN, Director, Public Relations
Mount St. Agnes College, Baltimore

"... without the help of WSID we would not be experiencing the success we are having and we feel you should be commended for your generous efforts..."

ROBERT D. KEMP, Public Relations Director
ECHO HOUSE, Baltimore

"... we at the Drug Abuse Administration want to thank you for the excellent coverage you gave us..."

TONY DONADIO
Dept. of Health & Mental Hygiene
Drug Abuse Administration, State of Maryland

"... the Baltimore branch of the N.A.A.C.P. is grateful to your station for the remarkable assistance you are giving us in our effort to publicize and implement our Positive Action Program..."

ENOLIA P. McMILLAN, President
Baltimore Branch, N.A.A.C.P.

"... the Maryland Commission on Human Relations is indebted to you for having given so generously of your time as a consultant, relative to our initiating public service announcements with WSID..."

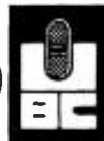
WILLARD C. RUSH
Police Community Relations Specialist
Maryland Commission on Human Relations

Sophisticated Soul... Dial 1010

WSID

Baltimore, Maryland

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



Ever onward ■ WABC(AM) New York has begun "heaviest consumer and trade advertising campaign," concentrated in 10-week period. Campaign includes 444 king-sized bus and 600 subway posters, 65 animated clock spectaculars, 30-second TV commercials on five New York stations and insertions in *Time*, *New York* and *Forbes* magazines. George Williams, general manager of station generally considered top rocker

in country, says: "Being No. 1 is a little like standing on Mt. Everest and looking for a higher peak," indicates campaign is designed to take it to one. Agency: Barnett, Zlotnick, New York.

How-To ■ Television Bureau of Advertising will sponsor retail TV commercials workshop April 6 at Biltmore hotel, New York, featuring TV experts from department and specialty stores, mass merchandisers and general merchandise chains. Registration fee is \$100. For reservations: Tom McGoldrick, TVB, PL 7-9420.

■ WNPS(AM) New Orleans; KCAT(AM) Pine Bluff, Ark.; WMUZ(FM) Detroit; KFMK(FM) Houston; WDCX-FM Buffalo, N.Y.; WDJC(FM) Birmingham, Ala.; KELR(AM) El Reno, Okla.; WDAC-FM Lancaster, Pa.; WWGM(AM) Nashville, and WYCA-FM Hammond, Ind.: Gert Bunchez & Associates, St. Louis.

■ KGUD-AM-FM Santa Barbara, Calif.: Grant Webb & Co., New York.

TheMedia

Cable wants the go-ahead to go

Response to reconsideration petitions of CATV rules argue against any stay of the effective date

As the March 31 effective date of the FCC's cable television rules drew near last week, the commission's associated dockets—already stuffed with pleadings from those in and outside of the communications industry—made way for several new filings. All were in response to one or more of the 50-odd petitions for reconsideration of the rules filed at the commission three weeks ago (BROADCASTING, March 20).

Most of the pleadings last week came from the cable industry. Although they touched on numerous issues affiliated with the commission's January cable report and order, it was apparent that the most urgent matter of concern for them was the spate of requests from broadcasters that the agency stay the effectiveness of the rules.

The National Cable Television Association offered rebuttal to contentions of the National Association of Broadcasters, Association of Maximum Service Telecasters and several other broadcast interests that had complained that the rules represent a departure from the broadcast-cable-copyright compromise worked out by the Office of Telecommunications Policy. NCTA questioned the broadcasters' interpretation of the compromise that the effective date of the rules is contingent on the "settlement of wording" of proposed copyright legislation among NCTA, NAB, AMST and copyright owners. In actuality, NCTA contended, the compromise "simply imposed the responsibility that all parties would agree to submit separate CATV copyright legislation . . . and to seek its early passage." To honor the broadcasters' request that the effective date be stayed until the copyright proposal is actually submitted to Congress, NCTA said, would "likely insure" that both the cable rules and copyright law would not be effected in the near future. It noted that Senator John L. McClellan (D.-Ark.) has stated that his Copyright

Subcommittee will not pursue the CATV matter until the rules go into effect (BROADCASTING, March 13).

In response to broadcasters' arguments that the cut-off date for grandfathering by existing cable systems should be Nov. 11, 1971, the date of the compromise, rather than March 31, NCTA claimed that all the parties to the compromise "fully understood" that the cable rules would be based on the commission's Aug. 5, 1971, letter of intent to Congress, which specified the grandfathering date as the effective date of the rules. And in answer to those broadcasters who had argued that TV licensees, particularly those in the Rocky Mountain time zone, should be afforded same-day rather than "simultaneous" exclusivity, the cable association noted that the rules provide for stations that would be harmed unduly by exclusivity provisions to request special relief. The broadcasters are attempting to procure "a blanket solution to a selective problem," NCTA said. It also argued against broadcast proposals to revamp portions of the rules dealing with blackout provisions and significant viewing, and those seeking provisions for remedial action against cable systems that do not comply with the rules.

Several independent cable firms asked the commission to dismiss broadcast petitions for reconsideration of specific portions of the rules. Among them were LVO Cable Inc. and Bannock TV Co., both of which stated that the rules must be given a chance to work before specific relief requested by several small-market TV licensees can be considered. LVO filed a separate brief in support of four cable firms that had earlier complained of the "restrictive nature" of the rules dealing with independent distant signal carriage.

Two other cable operators, Teleprompter Corp. and Sterling Communications, asked the commission to reject

Zenith Radio Corp.'s request for a revision of the technical standards outlined in the rules. They supplied findings of an independent engineering survey that purported to negate Zenith's allegations that the technical provisions would result in interference and spectrum clutter.

And in rebuttal to a petition filed by Spanish International Communications Corp. asking that CATV systems be barred from importing foreign television signals transmitted in another language, multiple-cable owner Sammons Communications claimed that SIC's request was self-serving and should be denied.

On the broadcast side, AMST and ABC submitted statements critical of a prior filing by a group of copyright owners that asked the commission to rescind its limitations on CATV system local origination and subscription operation. The broadcasters agreed that further proceedings should be initiated to deal with the origination issue, but the aim of these proceedings should be to tighten, rather than alleviate the antisiphoning rules. AMST warned in its petition that "the commission must regulate in this area now, for once siphoning patterns are established, it would be disruptive to the pay [cable] TV subscribers, the pay TV industry and the public in general to attempt to roll back the situation."

Again in UHF's corner: Robert E. Lee

A few brief, derogatory remarks about UHF television by the chairman of the National Cable Television Association prompted a sharp response last week from FCC Commissioner Robert E. Lee, a tireless defender of UHF.

Mr. Lee told NCTA Chairman John Gwin in a letter that his downbeat assessment of UHF's future was "dead wrong" and failed to recognize "that the future of UHF and cable are intertwined." He said Mr. Gwin should have noted that UHF's growth is already impressive, that the impediments to its growth are regulatory rather than technical, and that independent UHF's will provide a major portion of the addi-

RCA

PRIME TIME

Can you afford the future?

Things are moving so fast in this business that buying tomorrow's equipment today is not just a matter of good business—it is a matter of survival. You can't buy equipment just to use today without the likelihood of problems tomorrow. But what is tomorrow's equipment?

Last year, RCA began an extensive survey of present needs and future trends in the broadcast business. The survey was conducted by several teams of specialists, interviewing over 150 stations, spotting trends and discussing how these stations could best take advantage of recent equipment developments.

The first real results of this research are being shown at this year's NAB show.

Profit now, profit later

We found ways in which stations could prepare for the future while making considerable savings right now. The TCR-100 Cartridge Tape Recorder, for example, does exactly that. It is one of many "future compatible" pieces of equipment RCA is showing at an exhibit called "Tomorrow Systems Today", at NAB.

There are four areas of focus, tape, film, the studio, and transmitters. In each, products are available today that are designed to fit into master systems of the future. This kind of planning allows broadcasters maximum flexibility. Profitable improvements can be made now, with minimum risk of obsolescence.

The future of tape

Increasing use of tape in TV broadcasting and the trend to shorter commercial segments called for a more reliable and efficient means of on-air presentation. The TCR-100 Cartridge Tape System copes with these operational realities. Cost effective studies by RCA have shown savings in excess of \$33,000 a year over reel-to-reel machines of comparable quality.

The TCR-100 is the first step in the area of a totally automated interactive system. It can be programmed to cue up or be cued by reel-to-reel equipment, film projectors and other remote sources. In short, the TCR-100 permits maximum utilization of manpower and equipment.

The studio of tomorrow

Another trend is automation of camera operation. The latest improvements and accessories for the RCA TK-44B bring it a step closer to hands-off operation. It will be shown this year with automatic iris, automatic white and black balance features. All in all, it will demonstrate better quality with less reliance on manual operation.

Tomorrow's transmitter today

In transmitters, there are a number of new developments. RCA will be showing, for the first time, the TT-50FH parallel highband transmitter with stable, solid-state circuitry for enhancing reliability.

RCA also invites you to take a look at computer control for TV transmitters. You will see automation by computer of routine functions with emphasis on monitoring by video data display, logging, and fast correction of certain malfunctions. This advance in technology permits much more efficient remote control of transmitter operation.

The future of film

For the TV station that shows a lot of film, RCA is introducing a new TK-28 Film Camera. It is available with either vidicon or lead-oxide tubes and includes automatic control of white and black level plus pre-selectable color correction. It brings to film operations the same order of quality, circuit simplicity and hands-off operation that the TK-44B provides in the studio.

RCA's exhibit at this year's NAB reflects a concern with the evolution towards new methods of station management. For every major area of station operation RCA will be showing equipment compatible for the future, that offer a potential for immediate savings. This gives broadcasters opportunities for cost effective operation right now without fear of obsolescence as part of an integrated plan for future growth. We'll be happy to discuss it with you at the RCA exhibit. The future begins today.

SPECIAL NAB PREVIEW

View of tomorrow...ala "Cart"

Visitors to the RCA exhibit will witness an on-the-spot documentary describing station experiences with the TCR-100 Cartridge Tape Recorder. In a video tape report, several users tell how they employ the "Cart" machine, how it solves their present problems, and what potential they see for the future.

The Problems of Today

Reports from more than fifteen stations who have installed the TCR-100 reveal many similar experiences. They speak of the growing number of tape commercials and shorter segments, the pressures of production, and spot reel preparation. They talk cost savings, manpower requirements, freeing up two, three or four reel-to-reel machines for production. They examine reliability, operations and maintenance. And they come to a common conclusion: They couldn't get along without their "Cart" machine.

The Possibilities of Tomorrow

What of the future? Most TCR-100 users see the "Cart" machine as a step-by-step evolution to automation. Initially, it permits all tapes in a single break to be grouped and played in automatic sequence. Another step utilizes its ability to cue and be cued by other picture sources—film projectors, reel-to-reel recorders, and other remote feeds. This can result in an automatic station break or an automatic programming segment, such as the late night movie. Finally, they see the "Cart" machine as a part of a totally automated system to play tapes on call—with the

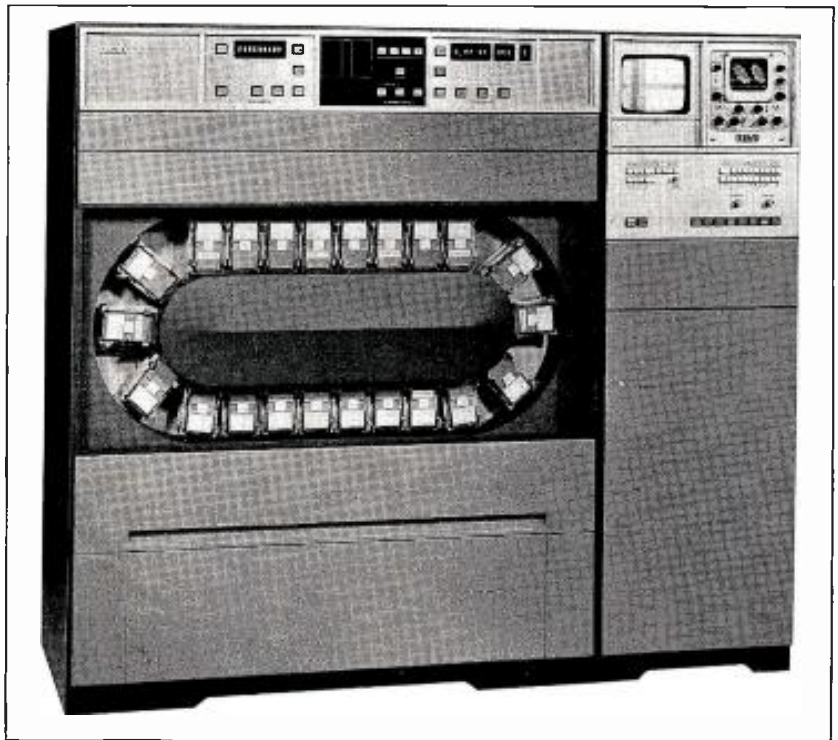
advantage of easy up-to-air changes.

Two for the Show...

Two TCR-100's will be demonstrated in the exhibit. The first will carry the user experiences. A second will be turned over to visitors for hands-on operation and evaluation. Also highlighted will be a number of new cartridge accessories—including the RCA reloadable cart, an electronic editor, and an electronic program identification system (EPIS). The editor provides programmable edit points at one frame intervals and is

designed for simplified update of cartridge commercials. The EPIS accessory records an 8-character alphanumeric code on the cart's cue channel following the start of message cue. Readout of the identification code of carts in both decks is presented on the machine's monitor. A built-in computer terminal output offers further verification possibilities.

Demonstration of latest improvements in RCA reel-to-reel recorders—TR-70C and TR-60A—complete the presentation of Tomorrow Tape Systems.



Tomorrow's transmitters today: computers, solid-state, remote operation.

Computers

RCA will be demonstrating the use of a mini-computer for remote control of TV transmitters and for automation of certain critical functions.

The computer has three basic applications. It can monitor and record. It can effect certain controls and it can make certain decisions.

All of the transmitter logging now

required by the FCC can be done with the computer. It can also maintain surveillance of a variety of functions for constant evaluation and future analysis. Using high-speed binary data transmission, more information can be displayed at the remote location than by any conventional remote control system.

While modern TV transmitters

are extremely stable and self-sufficient, a computer can provide automatic checks on performance and further increase reliability. As an example, a computer can compute efficiency and print out a warning when it detects a fall-off in tube performance. Also, information on transmit-

RCA PRIME TIME

(continued from page 2)

ter overloads can be stored and analyzed to spot potential trouble.

A computer can actually perform some functions more effectively than a human operator. It can constantly compute VSWR on the output transmission line and raise a warning flag if a predetermined limit is exceeded.

Can a computer make decisions? In a sense, yes. It can sense certain malfunctions and make predetermined corrective adjustments. It can determine whether to switch to a standby power generator—or whether to shut down the whole transmitter. And it can trigger alarms when something is wrong.

The computer system shown at RCA's NAB exhibit will use a Video Data Terminal, a printer for automatic logging and a mini-computer.

Solid-State and Remote Operation Made Simple The TT-50FH parallel highband

transmitters are the most completely solid-state VHF color TV transmitters ever made. With solid-state diode modulation at carrier frequency, and only two tuned visual amplifier stages, there isn't much tuning to do. The control logic is also solid-state. There are only 6 tubes in the TT-50FH, and only two tube types.

Highband VHF stations requiring 25 kilowatts of transmitter power or less will be interested in the "alternate main" mode of operation of the TT-50FH transmitter. In this mode, either 25 kW transmitter is used to deliver full visual and aural power to the antenna while the other remains available as an identical standby unit with full power capability. Each 25 kW transmitter is actually smaller than the driver alone of previous generation transmitters, so two complete transmitters will usually fit into the space now occupied by one. Switching between transmitters can

be controlled remotely with but a few seconds to turn on the standby for full power operation. The result is the ultimate in transmitter on-air reliability.

That's tomorrow's transmitters, today. Since many RCA transmitters actually run 20 years, it had better be.



Telecine for tomorrow...new quality and flexibility

This year RCA is announcing a new generation of telecine equipment keyed to the needs of tomorrow's film operations.

Hands Off Color Film Cameras

A new color film camera, the TK-28, brings to film a new order of circuit simplicity and automatic handling of film quality. It's the kind of performance previously associated only with live cameras of the quality of the TK-44.

The TK-28 is a three-tube camera with precision prism optics. It is available for use with either three vidicon or three lead-oxide tubes.

A new pre-selectable "Chromacomp", RCA's system of color masking, enables correction of everyday vagaries in film quality. It can give a boost to low saturation color films, compensate for different film stocks, and correct color errors that may be present in incoming film. As with live cameras, "Chromacomp" correction is achieved without degrading gray scale. In addition, master gamma circuits in the TK-28 are switchable for further instantaneous correction of poor quality films.

Automatic control of white level is accomplished by an internal neutral density filter wheel. This new system acts instantly—correcting as much as a 2 to 1 change in light level in about one-tenth of a second. Automatic black level is also included.

At the exhibit RCA will demonstrate both vidicon and lead-oxide tube versions of this new camera, along with all of its automatic features.

New Multiplexer for 4-in, 2-out Systems

A new TP-55B Multiplexer will open new possibilities for space saving cost effective telecine systems of the future. It permits multiple systems configurations from a very simple one-projector, one-color camera system all the way through an interactive four-projector, two color camera island. In addition solid-state logic in multiplexer control makes readily adaptable to future automation plans.

Medium Cost Color Film Camera

RCA will also be showing a medium priced color film camera, the TK-610A. It is a middle priced compan-

ion to the new TK-630 live color camera and forms a broadcast quality package for limited budget installations.

The TK-610 features automatic control of both white and black level. It also includes many servicing features, such as deflection yokes which allow replacement of tubes without realignment. It is now being offered for use in both PAL and PAL-M television systems as well as NTSC.



TK-28

RCA PRIME TIME

Tomorrow's studio—better pictures with less work

The big news for tomorrow's studio is the TK-44B with still more features for 1972. RCA will be demonstrating new techniques for automatic iris, automated white balance and for black balance which sets itself every time you cap the lens.

These new techniques make this camera easier than ever to set up and operate. For instance by focusing the camera on a standard white portion of a scene and pushing a button, white balance is automatically set up in a matter of seconds. This means that variations in color temperature from scene to scene need no longer result in shifting fleshtones. Add automatic black balance plus automatic iris to ride video level without the assistance of an operator, and the TK-44B comes closer than ever to the automated camera of the future, where finest quality pictures can be produced with little or no technical manipulation.

The TK-44 Color Camera has always been a dynamic design. It was originally conceived to keep pace with the state of the art even as the state of the art moves forward.

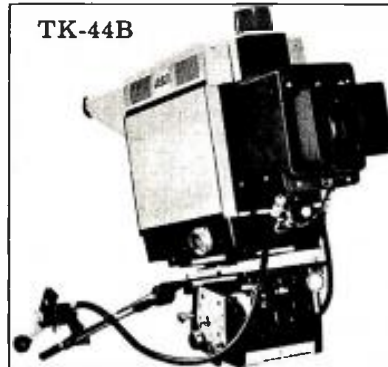
In 1969 RCA introduced the original TK-44A.

In 1970, a new colorplexer, miniature camera cable and new equalizer were introduced along with improved camera cable and a joystick control panel, which permits one video operator to handle as many as six cameras.

The news in 1971 was the extended sensitivity mode which included bias light to reduce lag and RGB coring to minimize noise. Also added were a scene contrast compression system to bring out overall

picture detail in extremely high contrast scenes, and a dynamic resolution accessory for high definition pictures with stop action recordings and moving chroma-key effects.

Today's TK-44B benefits from all the above plus the new automated additions.



TK-44B

In the NAB "studio of tomorrow" one of the TK-44B's will be shown with a new shot box setup, where a number of shots can be preset automatically. For standard situations, like newscasts, this can automate camera movements—pan, tilt, zoom, as well as raising and lowering the pedestal.

New "Middle Priced" Color Camera
Along with the latest TK-44B and its accessories, RCA is showing for the first time an all new medium priced color camera—the TK-630. Priced in the "less than \$40,000" range, it includes many of the distinctive qualities that have made the TK-44 one of the standards of the industry. The blend of these qualities along with new design ideas results in a color camera capable of producing quality broadcast pictures at moderate cost.

The TK-630 uses three 25mm,

separate mesh, lead-oxide pickup tubes with extended red channel performance. A unitized dichroic prism



TK-630

completes the optical system. The camera, camera processor, encoder, horizontal and vertical image enhancer, automatic color corrector are of one integrated system design—all from one manufacturer.

Other prominent design features include automatic control of white-pulse-gain stabilization and zero-delay pulse timing, subtractive registration, a 6-position optical filter wheel, removable-removable viewfinder, and an optional "Chroma-comp" color masker for color correction without affecting gray scale.

The TK-630 is truly outstanding in terms of performance per dollar.

**Talk to us at NAB about "Future Compatible" broadcast equipment...
Tomorrow Systems Today**

RCA PRIME TIME

A new president and a fresh start for NCTA

Nine months ago, when the National Cable Television Association began its search for a new president, the mention of David Foster's name would have evoked a standard response: "Who?" Even now, as the NCTA board prepares to consider (and presumably approve) his appointment to the presidency, David Foster is still only a name to most cablemen. That means, of course, that Mr. Foster has not been deeply involved in cable; perhaps more significant, it also means that he has not been involved at all in its often acrimonious internal politics. To an unsettled, understaffed trade association, he brings the promise of a fresh start.

He also brings the experience of a special breed of lawyer, the man whose experience begins with lawyering but does not end there. As executive vice president of Datran Corp. since 1969—and, before that, as an officer and director of Collins Radio Inc.—he developed a detailed familiarity with "high technology" communications, had extensive political and regulatory contact, and handled public relations. Datran hired him in 1969 to help secure FCC approval of its data-transmission network, in competition with AT&T, and he is given much of the credit for that eventual victory.

Behind this list of credentials is a 44-year-old Iowan who exudes the kind of polish that transcends slickness. A pipe-smoking, carefully groomed man whose pink face is framed by an almost pre-school haircut, Mr. Foster speaks with the articulate ease of a professional advocate. One Washington source who knows him had this blunt appraisal:

"Foster's a cut above a lot of people in the cable industry. He comes from a different kind of background. It shows."

No man with sense, let alone polish, would offer that public judgment of himself, and Mr. Foster is quick to turn it around. "I don't think of myself as especially sophisticated, and the last thing I want to bring to this industry is a veneer of pseudo-sophistication," he said last week in an interview with BROADCASTING. "A new, growing industry is rough, and it had better stay that way. If it doesn't, if it gets too smooth and satisfied, it's in trouble."

Mr. Foster clearly has the kind of business experience and political contact that is transferable to the cable field, but he admits to having been "quite puzzled" when NCTA's presidential selection committee first contacted him earlier this year, because of his lack of industry background. Only later did he consider that the selection committee might, and with reason, regard his lack of "experience" as an advantage.

Although his selection by the committee (BROADCASTING, March 27)—an event NCTA has still not announced—awaits board approval tomorrow (April 4) in Monterey, Calif. Mr. Foster is expected to overcome whatever questions may arise about his noncable background and win approval. He would take on the job late this month, just two or three weeks before the NCTA convention, at a salary estimated to be in the \$60-70,000 range. (He will remain a member of Datran's board.)

His first task, after studying the present situation, will be to bring in



new blood to fill several key vacancies (which he says can be done "very quickly"). Although it's too early to list specific plans, Mr. Foster gives one clue to the possible tone of his leadership when he criticizes the tendency to be "naively enthusiastic" about technological possibilities, and to use their appeal to "score political points." Although the comments weren't aimed at cable, they suggest that the industry—which is sometimes accused of overstating its own case—may be getting a realistic leader to cope with its very real problems and possibilities.

tional signals cable hopes to bring into large cities. "You are knocking your admission ticket to the top markets when you denigrate UHF," Mr. Lee said.

The commissioner's letter was in response to remarks Mr. Gwin delivered last month at a West Coast conference on cable. Quoting from BROADCASTING's March 6 issue, Mr. Lee noted that the NCTA chairman had attacked the FCC for creating "its own vast wasteland by squandering 50% of our spectrum of UHF. . . . Think of it, nearly 50% of our most valuable natural resources tie up in something that is predestined to failure." Mr. Lee sent copies of his letter to his FCC colleagues, House and Senate Commerce Committees and Communications Subcommittees.

"Loose talk like yours is malicious," Mr. Lee said in his conclusion. "It does psychological damage to the growth of a valuable service. . . . I wonder how you would react if I went forth to pour cold water on the idea of investing in cable in the larger markets. . . . You and the cable industry should desist from propaganda efforts that ill serve the public or your own future."

Cable and sports: no rah-rah response

The FCC's rulemaking proposal on CATV carriage of professional sports events has received a lukewarm response from broadcasters and sports associations, and an even cooler reception from cable interests.

The proposal, which elicited comments from 20 parties, would prohibit cable systems within the grade-B contour of a TV station located in the home city of a professional baseball, football, basketball or hockey team from carrying the TV broadcast of any professional game of the same sport if that event is not made available to the local station. The rule would apply only at times when the local team is playing at home.

The reaction from most broadcasters was that although the commission's intentions in proposing the rule were well-founded, it hasn't gone far enough to insure the preservation of sports coverage on over-the-air TV. The National Association of Broadcasters suggested that the commission adopt the proposed

rule and then institute a new proceeding to consider the effect of distant signals on the ability of local stations to broadcast games of local teams. The Association of Maximum Service Telecasters said the proposal should be dropped in favor of one prohibiting any local cable system from showing any game in the four affected sports if the local TV station doesn't have access to the same game.

In separate filings, the three national networks and several licensees said the rule eventually adopted should insure that cable systems comply with the same blackout provisions to which television is subject.

The National Cable Television Association, on other hand, felt the proposed rule is "too broad." It said cable systems should be prohibited only from carrying the home games of the local team, but should be allowed to carry distant telecasts of the games of other teams. But several cable firms disagreed, claiming the commission should not adopt any rules in this area at the present time and should defer the matter to Congress.

The National Football League, Na-

tional Hockey League, the commissioner of baseball, and the Philadelphia 76'ers and Milwaukee Bucks basketball teams said no CATV should be permitted to carry any live sports telecasts not available to local TV stations without the authorization of the teams and leagues.

In addition, the National Federation of State High School Associations, supporting an argument of the National Collegiate Athletic Association, which filed comments three weeks ago, said the proposed rules should be expanded to also protect local college and high school sports events from cable penetration. NAB and AMST voiced a similar proposal.

Pioneers to honor five

Arthur Godfrey will receive the Broadcast Pioneers' distinguished service award at the organization's 31st annual banquet to be held at the Conrad Hilton hotel in Chicago April 11.

Receiving special citations will be the Rev. Daniel E. Power, S.J., *Georgetown University Forum* moderator; Jack Gould, retired *New York Times* radio-TV critic, and J. E. Brown, senior vice president of engineering and research, Zenith Radio Corp.

Entered in the Broadcast Pioneers' hall of fame will be the name of the late O. B. Hanson, who retired as RCA vice president, engineering services, in 1958.

Keith opts not to run

Representative Hastings Keith (R-Mass.), ranking minority member of House Communications Subcommittee, has announced that he will not be a candidate for re-election. Mr. Keith has served in the House since 1958 and on the Communications Subcommittee for a past year.

\$200 million angel

The annual report of the Ford Foundation, released last Monday, March 27, shows that over the past 20 years the foundation's support of public broadcasting has exceeded \$200 million. The report noted that the foundation continues to be the major single source of private aid to noncommercial broadcasting. During the past year, the foundation approved grants of more than \$16.3 million in the area of public broadcasting.

FCC puts out latchstring

For the first time in many years, the FCC will have a booth at the National Association of Broadcasters Chicago convention manned by commission personnel, who will be available to talk to broadcasters about their regulatory problems.

The booth is in the East Hall lobby of the Conrad Hilton among other government units.

Changing Hands

Announced

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

■ WTNJ(AM) Trenton, N.J.: Sold by Delaware Valley Broadcasting Inc. to Daniel M. Lerner for \$225,000, including a \$50,000 covenant not to compete. Edward L. Crossman is president of Delaware Valley. Mr. Lerner was formerly an account executive with WFIL-TV Philadelphia. WTNJ operates daytime on 1300 khz with 5 kw. Broker: Blackburn & Co.

■ KITT(FM) San Diego: Sold by Frederick and Dorothy Rabell to John Shepard, Gilbert J. Gans and Joseph Mullen for \$325,000. Mr. Shepard is the owner of WLAV-AM-FM Grand Rapids, Mich.; WTTQ(AM) Toledo, Ohio, and WLYV(AM) Fort Wayne, Ind. Messrs. Gans and Mullen have interest in KALO(AM) Little Rock, Ark. KITT is on 105.3 mhz with 120 kw horizontal and 31 kw vertical and an antenna 180 feet above average terrain. Broker: Blackburn & Co.

Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 133).

■ WWOM(FM) New Orleans: Sold by David W. Wagenvoort to Lawrence S. Gutter for \$280,750. Mr. Gutter is president of Chicagoland Broadcasters Inc., a Chicago radio-time brokerage. WWOM is on 98.5 mhz with 54 kw and an antenna 290 feet above average terrain.

■ WVLN(AM)-WSEI(FM) Olney, Ill.: Sold by Illinois Broadcasting Co. to Donald G. Jones and associates for \$265,488. Merrill Lindsay is president of the selling firm, the licensee of WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. Mr. Jones and his associates are the owners of WTIM-AM-FM Taylorville and WZOE(AM) Princeton, both Illinois, and WCTW-AM-FM New Castle, Ind. WVLN is on 740 khz with 250 w day. WSEI operates on 92.9 mhz with 50 kw and an antenna 290 feet above average terrain.

■ WGOE(AM) Richmond, Va.: Sold by Stanley H. Fox, Irvin L. Fox and Seymour L. Dworsky to Fred A. Grewe for \$141,000 plus reimbursement of the station's operating losses since Nov. 1, 1970. Sellers have controlling interest in WIZS(AM) Henderson, WRMT(AM) Rocky Mount and WVEY(AM) Sanford, all North Carolina. Mr. Grewe has majority interest in WEIF(AM) Moundsville and WPAR(AM) Parkersburg, both West Virginia; WQFW(AM) Latrobe, Pa., and WSTL(AM) Eminence, Ky. WGOE is on 1590 khz with 5 kw day.



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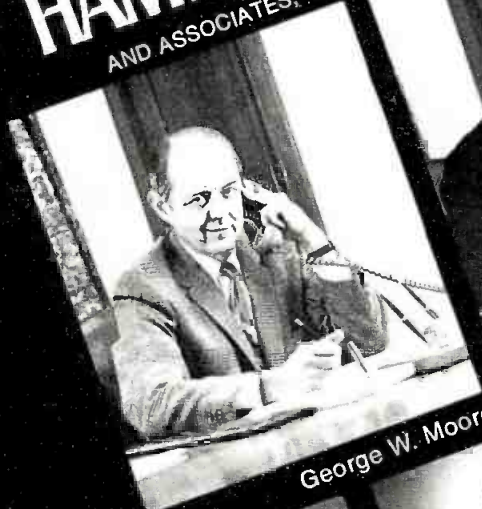


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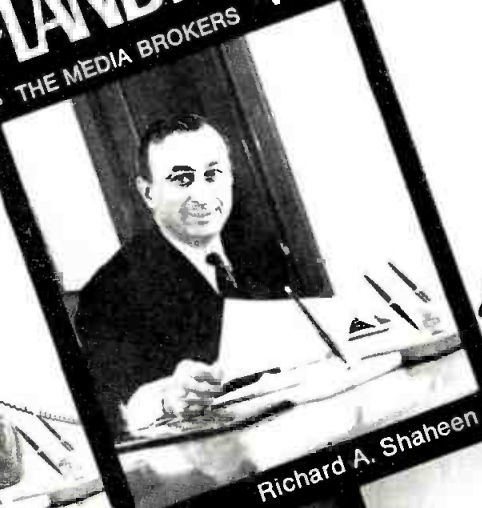
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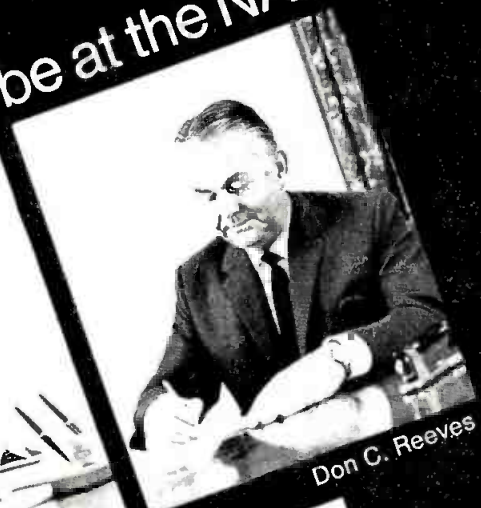
will be at the NAB



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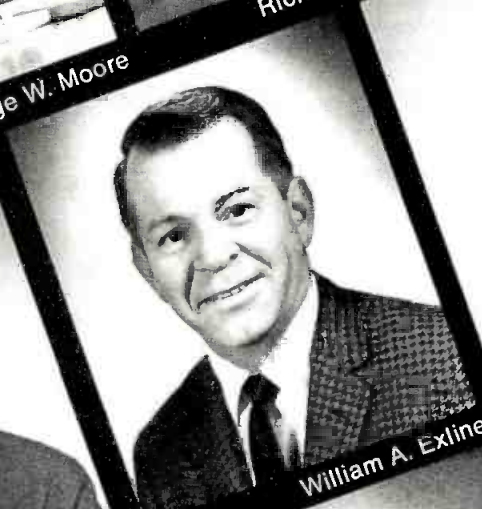
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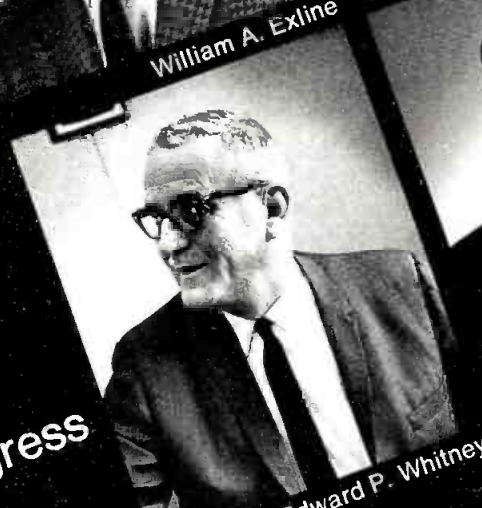
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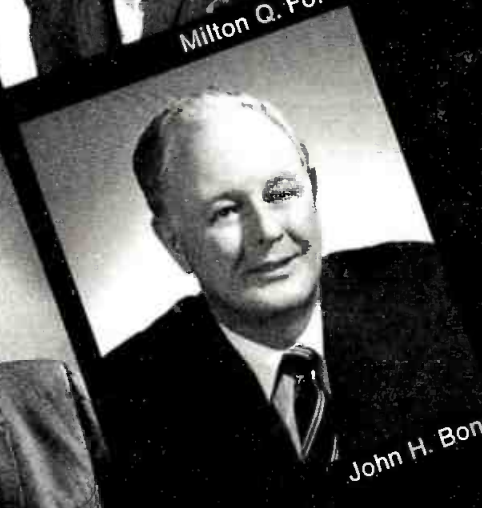
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Milton Q. Ford



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The beleaguered get ready for Chicago

NAB delegates face few light moments at a convention mostly devoted to growing problems besetting radio-TV

The 50th annual convention of the National Association of Broadcasters, opening next week in Chicago, has something for everyone, including God and mammon. Scheduled appearances by the Rev. Billy Graham and Secretary of the Treasury John B. Connally Jr. suggest the range of subject matter.

The convention brings together the nation's broadcasters at a time when some of the very foundations of American broadcasting are being threatened. License renewal is jeopardized, broadcast advertising is under attack, CATV is on the verge of becoming a bigger competitor for audience and, perhaps later, for the advertising dollar. TV violence and its effect on children have moved to the front with the release of the surgeon general's report and the week-long hearings last month before Senator John O. Pastore (D-R.I.) and his Communications Subcommittee.

Beyond these, other problems—each of major concern—have persisted. There is the FCC's prime-time access rule and how it is faring. There is, for this election year, the new political-spending bill and how it affects broadcasters. Perhaps above all are proposals to enormously enlarge the access to the air by advocates of controversial causes.

There are requirements for more hiring of minorities, more job opportunities for women. And there are price-and-wage control, the continuing attacks on TV news. The composition of the FCC is changing, with one commissioner, Richard E. Wiley, still serving under an interim appointment, and a second vacancy coming up—that of FCC Commissioner Robert T. Bartley who retires June 30 after 20 years on the FCC and whose replacement is certain to be a black.

On the main platform during the four-day meeting, in addition to Dr. Graham and Mr. Connally, will be Herbert G. Klein, director of communications for President Nixon, and Clay T. Whitehead, director of the Office of Telecommunications Policy, who has sounded the administration's views on public broadcasting and on the Federal Trade Commission's proposal to require broadcasters to sell, as well as give, time for counteradvertising, and who was the principal mediator in the CATV compromise agreement.

And, in the wind-up role, as he was last year, is FCC Chairman Dean Burch, who presumably will pick up the

children's programing matter, and perhaps the tenor of his thinking on the fairness policy that was the subject of a full week of panel discussions in Washington last week (see page 24).

From the industry, three prominent spokesmen are scheduled: Dr. Frank Stanton, vice chairman of CBS, who fought the battle of the subpoena in Washington for his network's presentation of *The Selling of the Pentagon*; Vincent T. Wasilewski, NAB president, whose contract was extended early this year after an outbreak of dissidence among NAB board members, and Mark Evans, Metromedia vice president who is chairman of the association's task force on license renewal.

A look at television's future will be taken in one of a number of panels and workshops scheduled for the meeting. It is a session entitled: "Quo Vadis, Video."

On that panel will be Burton Benjamin, CBS News, on news; Herbert Schlosser, NBC's West Coast programming vice president, on programming; W. Theodore Pierson Sr., Washington lawyer, on government regulation; David J. Curtin, Xerox vice president, on advertising, and Clifford M. Kirtland Jr., Cox Broadcasting, on CATV. Herb Jacobs of Telcom Associates, will mod-



Fifty years ago, a group of 23 pioneer broadcasters met at the Commodore hotel in New York for the first convention of the year-old National Association of Broadcasters. Principal items on that Oct. 11, 1923, agenda were government relations, the future of broadcasting (radio-only at the time), and, apropos for this presidential election year, discussion of political broadcasting and equal time. Eugene McDonald Jr. president of Zenith Radio Corp. which then owned WJAZ(AM) Chicago, was chosen first president of the fledgling organization. Others elected then: Frank W. Elliott, WOC(AM) Davenport, Iowa, and John Sheppard 3d, WNAC(AM) Boston, vice presidents; J. Elliott Jenkins WDAF(AM) Chicago, secretary and Powell Crosley Jr., WLW(AM) Cincinnati, treasurer. The then managing director of the NAB was Paul B. Klugh.

erate this session.

The move toward de-regulation of radio—or at least a de-emphasis on its regulation—is the subject of a meeting that has FCC Commissioner Wiley as the principal speaker. Mr. Wiley also is due to be the moderator of a panel on the FCC and small-market stations, with senior FCC staff members as members of the panel. Officially, cable TV is on the agenda only twice: first during the small-market TV meeting, and second at the "Quo Vadis" session.

One item on the program that is expected to draw those concerned with the future of the NAB as an organization is the report on the goals and direction of the association by Richard D. Dudley, Forward Stations, who is chairman of a special ad hoc committee studying those subjects, as ordered by the board at its January meeting. This study was one of the compromises that resulted from the complaints about the effectiveness of the NAB, particularly in the government-relations field.

Although no NAB staff members lost their positions at that time, Paul B. Comstock, executive vice president for government relations, last month announced his resignation, effective Sept. 8. Mr. Comstock has been incapacitated since mid-March with a pancreas disorder.

As in past years, the half-century convention will elect six members of the 15-member TV board. This year for the first time in some years, there are only six announced candidates for the six vacancies: Leslie H. Arries Jr., WBBT-TV Buffalo, N.Y.; George Comte, WTMJ-TV Milwaukee, and Dale G. Moore, KGVO-TV Missoula, Mont., all running for re-election; plus Ray Johnson, KMED-TV Medford, Ore.; Walter E. Bartlett, Avco Broadcasting, and Mark Evans, Metromedia.

Peter Storer, Storer Broadcasting, a sitting member of the TV board, has announced his candidacy for the chairmanship; Messrs. Arries and Moore, for the vice chairmanship.

As required by the by-laws, all nominations must be made from the floor. The nominating session is scheduled for Monday afternoon (April 10). Ballot boxes will be open until 6 p.m. that evening and from 9 a.m. to 5 p.m. the next day (April 11).

During the convention there will be the customary outside meetings that in-



wtae-tv's Paul Shannon has helped a decade of kids fight Muscular Dystrophy

Paul Shannon, host of WTAE-TV's "Adventure Time" for 14 years, has grown-up with two generations of young viewers. He has been the most successful host of all children's shows in the Pittsburgh area since he began in 1958. Among his many contributions to youngsters and the community, the most outstanding achievement has been his Backyard Carnivals for Muscular Dystrophy in the Pittsburgh area. On his "Adventure Time" show he asked his kids to hold carnivals at home, with the proceeds to be

donated to the Muscular Dystrophy Association of America. Each year, the fund raising has been a great success. In 1962, the first year, Paul's kids got \$3,540 together. And this past year, they broke all national records, surpassing all other markets, with a fantastic \$103,400! Their ten year total exceeds \$400,000. WTAE-TV is proud to have a concerned personality like Paul Shannon on its staff.

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clude such organizations as the Association of Maximum Service Telecasters, the Association for Professional Broadcasting Education, and the Armed Forces Radio-TV Service.

And just prior to the NAB convention, the National Association of FM Broadcasters meets (see page 70). In addition both ABC Radio and CBS television affiliates are meeting during the week, as are the TV and the radio

committees that are negotiating new music licenses. Also scheduled is a Broadcast Music Inc. board meeting and a "smoker" for Harvard seminar alumni.

We'll be everywhere

BROADCASTING magazine will have 19 representatives at the National Association of Broadcasters convention in Chi-

cago. Headquarters for Broadcasting Publications Inc. will be in Suite 705A-6A of the Conrad Hilton.

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

On tap in Chicago: official agenda for the 50th annual NAB convention

This is the script for the golden anniversary convention of the National Association of Broadcasters, to be held April 9-12 in Chicago. Unofficial and related activities are listed on pages 70-71. Programing exhibits begin on page 72. The engineering conference agenda begins on page 80, and equipment exhibits begin on page 90. Listings for networks, station representatives, brokers and other exhibitors begin on page 110. Unless otherwise noted, all locations are in the Conrad Hilton hotel.

Where, when to sign up

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

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

Sunday, April 9

NAB task force on license renewal 11:30 a.m. Place to be assigned.

Monday, April 10

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

Government Workshop, Bel Air Room.

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

Legal Workshop, Williford B Room.

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

Minorities Workshop, Williford A Room.

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

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

Radio Sports, Boulevard Room.

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

Television News, Waldorf Room.

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

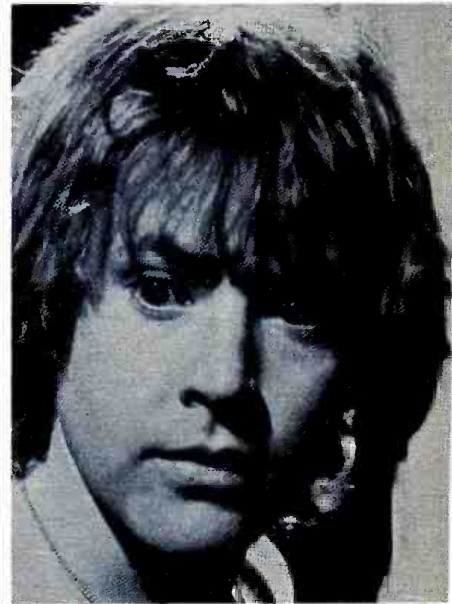
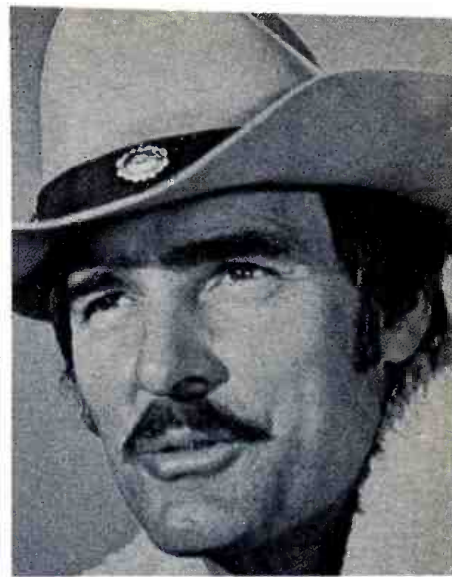
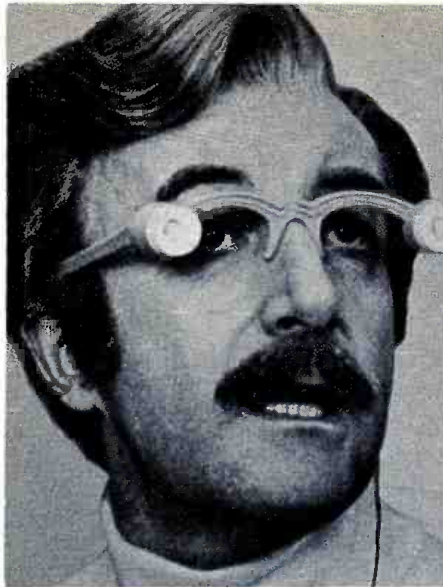
General Assembly, 10:30-noon, Grand Ballroom. Doors open 10 a.m. (joint session with Engineering Conference). *Music by:* WGN orchestra, Robert Trendler, director. *Presiding:* Wendell Mayes, Jr., KNOW(AM) Austin, Tex., convention co-chairman. *Invocation:* the Rev. Kenneth Hildebrand, minister of the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

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

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

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

Television Assembly, 4-4:45 p.m., Grand Ballroom. *Presiding:* A. Louis Read, WDSU-TV, New Orleans, chairman, TV



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XX-TV
Program Log

TIME	LENGTH	PROGRAM	LOCATION	CASSETTE NO.	VIDEO/AU
7:48:00	:30	FOOD COMM.	Bin 12	522	ACR-25/1
7:48:30	:10	MOVIE PROMO	Bin 13	684	ACR-25/1
7:48:40	:60	FLOOR CLEANER COMM.	Bin 14	102	ACR-25
7:49:40	:10	JUICE COMM.	Bin 15	723	ACR-25
7:49:50	:10	COMM. I.D.	Bin 1	468	ACR-25
7:50:00	8:00	LOCAL MORNING SHOW			Studi
7:58:00	:60	AUTO COMM.	Bin 16	890	ACR-
7:59:00	:10	MOVIE PROMO	Bin 24	212	ACR-
7:59:10	:20	COFFEE COMM.	Bin 17	170	ACP
7:59:30	:30	COSMETIC COMM.	Bin 18	650	AC
8:00:00	28:45	NETWORK			N
8:28:45	:15	PUBLIC SERVICE	Bin 19	380	
8:29:00	:60	CEREAL COMM.	Bin 20	140	
8:30:00	:15	LOCAL NEWS OPEN	Bin 22	525	
8:30:15	2:30	LOCAL LIVE NEWS			
8:32:45	:20	MILK COMM.	Bin 3	925	
8:33:05	:10	EVENING NEWS PROMO	Bin 4	365	
8:33:15	:30	WEATHER	Bin 5	720	
8:33:45	:15	LOCAL NEWS CLOSE	Bin 23	374	
8:34:00	:30	DEODORANT COMM.	Bin 6	676	
8:34:10	:10	I.D.	Bin 7	428	
8:35:00	5:00	"THE MANAGER SPEAKS"	Bin 8	970	
8:35:10	:10	EVENING NEWS PROMO	Bin 4	365	
8:35:10	:10	MOVIE PROMO	Bin 24	212	

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board. *Report of All-Industry Music Licensing Committee*, Leslie G. Arries, Jr., WBEN-TV, Buffalo, N.Y., chairman. Nominations for new TV board members (Ballot box will be open from 4:30-6 p.m.)

Tuesday, April 11

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

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

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

Price-Wage Workshop, Beverly Room.

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

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

Research Workshop, Bel Air Room.

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

Radio Management Conference, 9:30-noon, Grand Ballroom. Presiding: Andrew M. Ockershausen, Evening Star Broadcasting, Washington, chairman, radio board.

Meet Your New Directors

Radio Information Office, James H. Hulbert, executive vice president, public relations, NAB.

In Time of Emergency, John M. Torbet, executive director, FCC.

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

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

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

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

The New CATV Rules for Smaller TV Markets. Panel: Jack Rosenthal, discussion leader, KTWO-TV Casper, Wyo., committee member; Sol Schildhouse, chief, CATV Bureau, FCC; Robert W. Coll, McKenna, Wilkinson & Kittner, Washington.

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

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

NAB Annual Business Meeting

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

Wednesday, April 12

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

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

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

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

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

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

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

The FCC and Small Market Matters. Moderator: Richard E. Wiley, FCC commission. FCC participants: Wallace E. Johnson, chief, Broadcast Bureau; John W. Pettit, general counsel; Richard J. Shiben, chief, renewal branch, renewal and transfer division, John Eger, legal assistant to chairman.

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

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

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

Code Authority Report, Stockton Helffrich, director, NAB Code Authority.

TIO Report, Roy Danish, director, Television Information Office.

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

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

Convention adjournment.

The FM broadcasters' convention

(Not a part of the NAB program. All events are to take place in the Palmer House.)

Thursday, April 6

12:30-5:30 p.m.—**National Association of FM Broadcasters registration.**

1 p.m.—**NAFMB board of directors.**

5 p.m.—**NAFMB hospitality room.**

Friday, April 7

8:30 a.m.-5 p.m.—**NAFMB registration.**

9 a.m.—**Opening and keynote remarks:** John L. Richer, WIOQ-FM Philadelphia, president, NAFMB.

Panels:

9:30 a.m.—(A) *Success depends on quality of signal*, Morley Kahn, Dolby Labs; Alfred Anplitz, WFMT(FM) Chicago; Lew Wetzel, Shively Labs; Durward J. Tucker, WRR-FM Dallas. (B) *Successful movement toward goal of FM receiver in every automobile*, Fred Hill, Motorola; H. G. Riggs, Delco; Otto Keil, Philco-Ford.

10:30 a.m.—Coffee break.

11 a.m.—*Goings on in Washington, successful and otherwise*, Edward F. Kenenhan, of Fletcher, Heald, Rowell, Kenenhan & Hildreth, Washington.

11:30 a.m.—(A) *Successful use of research and survey material*, Ellen Hulleberg, McGavren-Guild-PGW; Larry

Roslow, The Pulse Inc.; William McClanaghan, American Research Bureau; Dale Bennett, National Radio Research; William Shaw, WMKC(FM) Oshkosh, Wis. (B) *Successful care and feeding of reps*, Alan Torbert, Torbert Associates; Jerry Schubert, Eastman & Co.; Gordon Hastings, RKO Radio Reps.

12:30 p.m.—**Luncheon, promotion awards.** *Speaker:* Studs Terkel, author, host of radio series.

Panels:

2 p.m.—*Successful promotion*, speakers to be announced.
3 p.m.—Coffee break.

3:30 p.m.—*Successful local programing vs. successful syndicated programing*, Thomas Holter, WLVE(FM) Baraboo, Wis.; John L. Richer, WIOQ-FM Philadelphia; James Gabbert, KIOI(FM) San Francisco; Joseph Cuff, American Independent Radio; Jack L. Siegal, KJOI(FM) Los Angeles; George Kravis, KRAV(FM) Tulsa, Okla.

4:30 p.m.—*Most successful way to sell your station, or buy one, and why*, Joseph M. Sitrick, Blackburn & Co.; Keith Norton, Chapman & Co.; Hugh B. LaRue, LaRue Media Brokers.

5:30 p.m.—**Cocktail reception.**

Saturday, April 8

8:30 a.m.-1 p.m.—**Registration.**

Panels:

9 a.m.—*Successful community service*, Elmo Ellis, WSB-FM Atlanta; C. K. Patrick, WCLV(FM) Cleveland.

9:45 a.m.—*Successful coexistence with cable*, Gunther S. Meisse, WVNO(FM) Mansfield, Ohio; Robert Loos, Teleprompter; Richard Hildreth, of Fletcher, Heald, Rowell, Kenehan & Hildreth; Harry Barfield, WLEX-FM Lexington, Ky.; Richard Brown, FCC.

10:30 a.m.—Coffee break.

11 a.m.—*Successfully harnessing systems and computer hardware for efficiency and profit*, Joseph Coons, Coons Co.; E. Stevens, Compu Net; John L. Richer, WIOQ-FM Philadelphia; Gunter S. Meisse, WVNO(FM) Mansfield, Ohio. (B) *Successful alliance between broadcasters and record industry*, Long John Silver, Mercury; Bob Holliday, Indie Record Promotions; Mike Klenfner, Columbia; Russ Wittberger, WMYQ(FM) Miami Beach; Jerry Stevens, WMMR(FM) Philadelphia; Tom Campbell, KLOK-FM San Jose, Calif.; Claude Hall, *Billboard*.

12:15 p.m.—**Luncheon, Armstrong awards.** *Speaker:* Clay T. Whitehead, director, Office of Telecommunications Policy, Elie Abel, Columbia University School of Journalism.

2 p.m.—*Report from FCC*, Harold L. Kassens, FCC.

Panels:

2:30 p.m.—(A) *Success with separate call letters for FM-AM stations vs. success with same call letters*, Alan Shaw, ABC-FM Network; Elmo Ellis, WSB-FM Atlanta; Durwood Tucker, WRR-FM Dallas, Robert Cole, CBS. (B) *Success with stereo vs. who needs it?* Maurie Webster, CBS.

3 p.m.—Coffee break.

3:30 p.m.—*Successful sales, name of the game, (A) small markets*, Anthony B. Batta, WRFY-FM Reading, Pa.; Thomas Burns, WMCB-FM Michigan City, Ind.; Dennis F. Doelitsch, WDDD(FM) Marion, Ill.; W. K. Hoisington, WKYV-FM Vicksburg, Miss.; (B) *large markets*, John C. Moler, WRFM(FM) New York; James Keating, WCAU-FM Philadelphia; Jack L. Siegal, KJOI(FM) Los Angeles; Edward T. Dolan, WJIB(FM) Boston.

4:30 p.m.—*Quadrasonic sound, shape of things to come*, Emil Torick, CBS; Howard Durbin, Electrovoice; R. Itoh, Sansui; James Gabbert, Dorren system.

5:30 p.m.—**Cocktail reception.**

Sunday, April 9

8:30 a.m.—**Third annual FM Pioneers breakfast.** *Speaker:* FCC Commissioner Robert T. Bartley.

10 a.m.—**Radio Advertising Bureau sales clinic.** Miles David, president, and staff.

11 a.m.—**Membership meeting.**

Noon—**Industry forecast.**

Related convention activities

(Not a part of the official convention program. All events at Conrad Hilton unless otherwise designated)

Friday, April 7

2-6 p.m.—**Association of Professional Broadcasting Education committee meetings and APBE broad of directors meeting**, Pick Congress.

9 a.m.-5 p.m.—**Armed Forces Radio and Television Service programing conference**, Williford C.

Saturday, April 8

8 a.m.—**APBE registration**, Lake Shore Room, Pick Congress.

8:30 a.m.—**APBE workshops**, Pick Congress.

9 a.m.-5 p.m.—**Armed Forces Radio and Television Service programing conference**, Williford C.

10:45 a.m.—**APBE meeting**, Florentine Room, Pick Congress.

12:30 p.m.—**APBE luncheon**, Windsor Room, Pick Congress.

6 p.m.—**ABC Radio affiliates open house**, Suite 1806.

8 p.m.—**APBE workshops**, Pick Congress.

Sunday, April 9

9 a.m.—**Association for Broadcast Engineering Standards, technical committee**, Parlor 412.

9 a.m.—**ABC Radio affiliates, continental breakfast**, French Room, Drake Hotel.

9 a.m.—**APBE committee meetings**, Pick Congress.

9 a.m.—**Broadcast Music Inc., board of directors meeting and luncheon**, Parlors 512 and 513.

9:30 a.m.—**Association of Maximum Service Telecasters technical committee**, Sheraton-Blackstone.

10 a.m.—**APBE meeting**, Florentine Room, Pick Congress.

10 a.m.—**ABC Radio Network, affiliates meeting**, Gold Coast Room, Drake Hotel.

11 a.m.—**Sunday workshop service**, Orchestra Hall, 216 South Michigan Avenue.

11:15 a.m.—**ABC Radio affiliates advisory board meetings**, Mezzanine, Drake hotel.

Noon—**Association for Broadcast Engineering Standards, board of directors luncheon and meeting**, Parlors 413 and 412.

Noon—**APBE luncheon**, Gold Room, Pick Congress.

1:30 p.m.—**CBS-TV network affiliates meeting**, Parlor 419.

2 p.m.—**Society of Broadcast Engineers annual meeting**, Williford C.

2 p.m.—**Association of Maximum Service Telecasters board of directors meeting**, Bel Air Room.

3 p.m.—**ABC Radio affiliates reception**, Gold Coast Room, Drake hotel.

4 p.m.—**Association for Broadcast Engineering Standards, membership meeting**, Parlor 414.

4 p.m.—**All Industry Television Music Licensing Committee meeting**, Parlor 418.

Monday, April 10

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

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

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

Tuesday, April 11

8:30 a.m.—**AMST continental breakfast and membership meeting**, Waldorf Room.

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

2:30 p.m.—**AMST board of directors meeting**, Bel Air Room.

7:30 p.m.—**Broadcast Pioneers dinner**, (cocktails, 6:30 p.m.) Grand Ballroom.

Syndicators more confident this year

They're counting on (1) a season's experience with prime-time rule, and (2) shows that were winners

Now that they've lived with the FCC's prime-time rule for one season and have the commission's assurance that the status quo will continue, TV program syndicators are heading for Chicago with much more optimism. This is in contrast to last year when a sense of uncertainty permeated the programmers.

An examination of listings of television distributors heading for the National Association of Broadcasters convention indicates that new programming will follow the direction of the old—show types that performed well in ratings, sponsorship support and market line-ups. And the winners in 1971-72 were re-makes of syndicated or network series of yore—for example, *Lassie*, *This Is Your Life*, *Lawrence Welk*, *Let's Make A Deal*, *Hee Haw*—and the vaunted off-network series. (For this fall, syndicators may not offer off-networks for prime-time placement, but they expect sizable sales for scheduling these properties in early- or late-night fringe periods.)

There are some venturesome souls who are preparing series that might be termed "original," but these efforts will be largely pilot films, with further production hinging on a good-sized commitment from owned-and-operated stations or a sponsor.

The tried-and-true "familiar" shows of 1971-72 will be back and a few others also keyed to the theme of "familiarity." *I've Got A Secret* is being resurrected (through Firestone Film Syndication), as well as *The Price Is Right* (through Viacom). And a variation of *Price*, titled *Spending Spree*, is slated for release by Al Hamel Corp.-Dick Clark Enterprises. And MGM-TV dug way back to unearthen *Young Dr. Kildare* as a half-hour entry.

The block-buster off-networks will be back but the number released to date has dwindled to four from 16 definitely committed at the time of the NAB convention last year. Among series of this type deposited already in the syndication hopper are NBC Films' *Ponderosa* (260); Metromedia Producers Corp.'s *That Girl* (136); 20th Century-Fox's *Nanny and the Professor* (54) and Viacom's *Gomer Pyle* (150).

Among network series that are likely to be tapped for syndication in the weeks or months ahead are Screen Gems' *The Courtship of Eddie's Father* and *Bewitched*; Filmways' *Beverly Hillsbillies*; Fox's *Arnie* and Don Feddersen's *My Three Sons*.

A boon to feature-film suppliers was the decision of CBS-TV to cancel the late-night *Merv Griffin Show* and play movies in the 11:30 p.m. - 1 a.m. slot.

Among the feature packages released

recently or planned for distribution shortly are those from Metro-Goldwyn-Mayer, Screen Gems, MCA and Fox. The assumption is that each will try for network sale first. That failing, the packages will go into station syndication.

Despite the inclination of many distributors (and of many stations) to rely on the known and familiar genre of programming, there is some attempt to diversify the supply in 1972-73. Winters-Rosen is continuing with new production on *Story Theatre* and *Rollin' On the River* (attributable not to their performances in the U.S. but to W-R's tie-in with CTV in Canada) and is launching *The George Kirby Show* (comedy-variety), a co-production with Group W, whose five TV outlets will carry the half-hour series.

Group W is bringing in a British import, the half-hour *On the Buses*, described as an Anglo-Saxon version of *The Honeymooners*. Tomorrow Syndication, a new company under the aegis of the General Electric Co., is introducing *Family Classics*, an animated rendition of such stories as Tom Sawyer, Snow White and Robin Hood.

Other first-run not in the conventional mould are *Wonder World of Entertainment* from Viacom; *The Evil Touch* (occult) and *U.F.O.* from ITC. Screen Gems is reported to be reconsidering a remake of an old hit, *Father Knows Best*, and Fox reports it has an

option to distribute a Tony Bennett series produced in England.

Gottlieb-Taffner will offer for syndication in the U.S., *The Rivals of Sherlock Holmes* and *Father Dear Father*, both of which are Thames Television productions and have had exposure in Britain.

Many of these first-run projects are pilot undertakings, predicated on a pre-sale to stations or to advertisers before full-scale production is launched. A substantial number of syndicated programs telecast next season will be via the barter route, as was the case during 1971-72. But several station sources cautioned that advertisers will be more selective this year in choosing vehicles, because many of the series underwritten in the past proved to be uneconomical, despite the apparent savings in the trade-out approach.

The best estimate is that domestic syndication sales climbed modestly from \$171.7 million to about \$173 million in 1971. International sales, however, dropped from an estimated \$97 million in 1970 to about \$85 million last year, attributed to stiffening competition within Britain, Canada, Australia and Japan and with these nations in overseas markets. Syndicators are traditionally an optimistic breed and they projected increases in 1972 from 5% to 10%, largely because of an expected improvement in the general economy.

Who, what, where in TV programing

Major television program producers and distributors are listed here; suite locations are in the Conrad Hilton hotel unless otherwise indicated. The programs are listed with the number of episodes available in parenthesis. Radio program distributors follow the TV listings on page 80.

ABC Films

600

Headquarters: 1330 Avenue of the Americas, New York 10019

Programs available: *Anniversary Game* (once-a-week), *Anything You Can Do* (once and five-a-week), *Ben Casey* (153), *Casper* cartoons (178), *Combat* (152), *Dark Shadows* (1,000), *Discovery* (103), *Fabulous Sixties* (10), *Fugitive* (120), *George of the Jungle* (51), *Harvey* cartoons (170), *Invaders* (43), *King Kong* cartoons (78), *Let's Make A Deal* (52), *New Breed* (36), *New Casper* cartoons (26), *New Year's Eve With Guy Lombardo*, N.Y.P.D. (49), *Prime I* features (10), *Prime II* (16), *Prime III* (16).

Personnel: Kevin O'Sullivan, Jerry

Smith, Colin Campbell, Neil Delman, Scott Moger, Bert Cohen, Al Hartigan, Leonard Sherman, Charles Atkins, Howard Lloyd, Ray Russum, John Ryan, Monte Lounsbury and Jim Thomas.

Allied Artists TV. Corp.

Blackstone

Headquarters: 15 Columbus Circle, New York 10023

Programs available: *The Evil Touch* (26), "Golden Sixties, Group VI" (26), "Cavalcade of 60's, Group V" (23), "Cavalcade of 60's, Group IV" (26), "Cavalcade of 60's, Group III" (15), "Cavalcade of 60's, Group II" (29), "Cavalcade of 60's, Group I" (34), "Cavalcade of 50's" (18), "Dial 'AA' for Action" (30), "Science Fiction-Horror" (42), *Bowery Boys* (48), *Bomba* (13), *Charlie Chan* (11), "Special 42" (42), "Camp & Classic" (50), Westerns (135).

Personnel: Andrew P. Jaeger, Leo M. Brody, George Gilbert, Jack Swindell, Ken Weldon, Joe Zaleski, Ralene Levy and Virginia Garrison.

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Television Digest, February 28, 1972



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No Dogs (concluded)

This week's installment concludes our presentation of each and every movie in MGM/8. We think we've proved our point, that there's not a canis familiaris curled up anywhere. But if you'd like a copy of all the rating information available on MGM/8, please call your MGM representative. Or write to Mr. Ed Montanus, MGM Television.



Operation Crossbow

One of the best—a real “movie movie,” crammed with action and suspense from start to finish. George Peppard is completely convincing as the American spy whose mission it is to signal the location of a hidden Nazi rocket base to attacking allied bombers. Sophia Loren, Trevor Howard, and John Mills add their considerable talents to this blockbuster of a film.



Cat On A Hot Tin Roof

When it comes to creating fire-breathing demon-ridden characters—parts that an actor can really sink his teeth into—few writers can surpass Tennessee Williams. So it isn't surprising that in this film Elizabeth Taylor, Paul Newman, and Burl Ives give the performances of their lives. It's a towering achievement, a film to be seen, and seen again.



To Trap A Spy

A lot of film-makers have tried to imitate the Napoleon Solo-Ilya Kuryakin kind of adventure, with appalling results. So we're offering the genuine article, the full-length feature out of which came the U.N.C.L.E. series. The pluperfect pair are called in to thwart a plot to take over the newly created African nation of Western Natumba. Which is somewhere east of Munchkin Land.



The Secret Of My Success

How does a nice, young, not-too-bright policeman make it with beautiful women? He manages to be around when beautiful lady crooks are looking for a fall guy, that's how. So who needs a logical plot for a comedy, anyway? And this is a comedy. A very funny comedy with Shirley Jones, Stella Stevens, Honor Blackman, and James Booth.



Quentin Durward

Costume dramas have gotten rather a bad name lately, what with all those low-budget quickies played by casts of dubbed-in non-entities. But this is a quality film all the way, with Robert Taylor and Kay Kendall in the leads, and fine supporting actors like Robert Morley and Alec Clunes. There's an intriguing plot, too, taken from a novel by that great adventure writer, Sir Walter Scott.



Seven Women

What happens to seven American missionaries when a ravaging Mongolian bandit horde comes thundering into their compound? Plenty, when the director is John Ford. The sure hand of the master is evident in the fine performances he draws from Anne Bancroft, Dame Flora Robson, Margaret Leighton, Betty Field, Sue Lyon, Mildred Dunnock, and Anna Lee. Not to mention Mike Mazurki and Woody Strode as those menacing Mongols.



Escape From Fort Bravo

Union officer William Holden is in trouble up to his baby-blue eyeballs, what with his own troops hating his steely guts, his Reb prisoners trying to escape, the Mescaleros lurking behind the cacti, and beautiful Eleanor Parker trying to doublecross him every step of the way. Now, that's where the action is. Not to mention the ratings.



The Girl And The General

Rod Steiger could act rings around most actors with one arm tied behind his back. And in this movie he does. Steiger, a one-armed Austrian general, is captured by an Italian peasant girl (Vima Lisi) and a soldier (Umberto Orsini). The film is in turn very comic and very moving.



The Young Lovers

Well the college kids are at it again. Peter Fonda is sensitive, artistic and dedicated. Sharon Huguely is serious, idealistic and pregnant. Aim this one straight at the damp hankie set.



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CORPORATION
710 Tower Bldg.
Seattle, Wash. 98101

Avco Syndication Division

2404

Headquarters: 1600 Providence Tower, Cincinnati.

Programs available: *Phil Donahue Show* (five per week), group of nine specials—*A Christmas Story* (1), *The Thanksgiving That Almost Wasn't* (1), *Orson Welles Tonight* (2), *Appalachian Heritage* (1), *The Last Prom* (1), *Death Driver* (1), *Two Wheels to Eternity* (1), *All The Fun is Getting There* (1), *Where Have All the Mothers Gone* (1).

Personnel: Hal Golden, Don Dahman, Maurice J. Lanken, Gail Donovan and Phil Donahue.

Brut Productions Inc.

Patrick Room, Sheraton Blackstone

Headquarters: 1345 Avenue of the Americas, New York 10019

Programs available: *The Protectors* (26), *Rexford* (26), *Anita in Jumbleland* (26), *Whistling Wizard* (26).

Personnel: Dan Goodman, Roger Moore and Bill Rhodes.

Filmways Syndicated Sales

2105

Headquarters: 359 North Canon Drive, Beverly Hills, Calif. 90210

Programs available: *Green Acres* (170), *The Addams Family* (64).

Personnel: Lee Moselle.

Firestone Film Syndication Ltd.

2314A

Headquarters: 540 Madison Avenue, New York 10022

Programs available: *To Tell The Truth* (260), *I've Got A Secret* (52), *The Honeymooners With Jackie Gleason* (26 hours, color).

Personnel: Len Firestone, Alton Whitehouse and Phil Besser.

Four Star Entertainment

506

Headquarters: 240 East 55th Street, New York 10022

Programs available: *The Hunted* (26), *The Thrill Seekers* (26), *Fastest Man on Earth* (1), *Seven Seas* (1), *Big Valley* (112), *Toward the Year 2000* (26), *Juvenile Jury* (26), *The Rifleman* (168), *Burke's Law* (81), *Detectives Hour* (30), *Theatre One* (59), *The Rogues* (29), *Here Come the Stars* (26), *The Westerner* (270).

Personnel: Richard Colbert, Joe Doyle, Bud Groskopf, John Louis, Bill Cooke and Seymour Berns.

Sandy Frank Program Sales

1501

Headquarters: 790 Madison Avenue, New York 10021

Programs available: *Parent Game* (52), *Lassie* (259), *The Bill Cosby Show* (52), *The Lone Ranger* (26), *High and Wild* (52).

Personnel: Lou Rudd, Sandy Frank, Leo Blank, Jerome Kelley, Dale Parker,

Irene Frydler, Theda Newman, Monroe Schwartz, and Irene Hein.

Group W Productions

Continental Plaza, suite unannounced

Headquarters: 240 West 44th Street, New York 10036

Programs available: *The Mike Douglas Show* (250), *The David Frost Show* (250), *The David Frost Revue* (52), *Doctor in the House* (78), *On the Buses* (26), *Norman Corwin Presents* (26), *The Street People* (26), *Tom Smothers' Organic Prime/Time Space Ride* (13).

Personnel: David E. Henderson, Michael J. Gould, Jack Reilly, George Back, David Sifford, Joe Goldfarb, Roger Adams, Donal Joannes, Ralph Cunningham, Richard M. O'Shea, Owen Simon, Robert F. Blake and Sandra Shutak.

The Alan Hamel Corp./ Dick Clark enterprises

Palmer House, suite unassigned

Headquarters: 9125 Sunset Boulevard, Los Angeles 90069

Programs available: *Spending \$pree* (six per week), *Rainbow Ridge* (five per week).

Personnel: Dick Clark and Alan Hamel

Larry Harmon Pictures Corp.

2319

Headquarters: 649 North Bronson Avenue, Hollywood

Programs available: *Bozo's Place* (130), *Bozo's Big Top* (130), *Bozo cartoons* (56), *Kokomo Jr.* (26), *Bozo's Window on the World* (26).

Personnel: Larry Harmon, Gus Nathan, Vita Stevens, David Grimm and Douglas Lytton.

MCA TV

2400

Headquarters: 445 Park Avenue, New York 10022

Programs available: *The Name of The Game* (76), *The Virginian* (225), *Dragnet* (98), *It Takes a Thief* (65), *Major Adams* (138), *Run For Your Life* (85), *Suspense Theatre* (53), *Universal Star Time* (30), *Wagon Train* (32), *The Munsters* (70), *Universal World Premieres* (35), and various recent feature releases (40), (53) and (50).

Personnel: Lou Friedland, Keith Godfrey, Hal Cranton, Bob Davis, Bert Herbert, De Arv Barton, Bob Greenberg, Carl Runge, Carl Russell, Phil Conway, Layton Bailey, Dick Cool, Dick Cignarelli and Jack Robertson.

Metromedia Producers Corp.

1600

Headquarters: 485 Lexington Avenue, New York 10017

Programs available: *The Merv Griffin Show* (five per week), *That Girl* (136), *National Geographics* (24), *Truth or Consequences* (five per week), *Mayberry R.F.D.* (78), *Rona Barrett* (five



Please feed the zoo.

When the founder and benefactor of the Children's Zoo died, the Fetzer television station of Lincoln, Nebraska recognized the zoo's need for a permanent means of support. An extensive campaign of special programming on morning and evening shows was launched to provide fund-raising memberships in the new zoological society. Goals set by the society were generously exceeded. Now an aware and enthusiastic public makes the zoo a permanent source of enjoyment for young and old. Helping to promote activities that give enduring pleasure to people is all part of Fetzer total community involvement.



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per week), *Rona Barrett Specials* (2 one hours, color tape, *My Favorite Martian* (107), *Untamed World* (104), *Laurel & Hardy* (156), *Crusader Rabbit* (260), *Specials Portfolio II* (16), *Specials Portfolio I* (19), *The March of Time* (8), *Men In Crisis* (32).

Personnel: Frank Reel, Kenneth Joseph, Pierre Weis, Jim Weathers, Jack Garrison, Noah Jacobs, Bob Greenstein, Harry Reinstein, John Davidson, Murray Horowitz, Susan Lack and Jim Monahan.

MGM Television

Executive House, 3812

Headquarters: 10202 West Washington Boulevard, Culver City, Calif. 90230

Programs available: *Young Dr. Kildare* (24), *Please Don't Eat the Daisies* (58), *Flipper* (88), *Daktari* (89), *Then Came Bronson* (26), *Man/Girl From U.N.C.L.E.* (128), *High Speed Living* (26), *Northwest Passage* (26), *MGM/8* (25), *MGM/7* (145), *Lion 70* (70).

Personnel: Paul R. Picard, Edward A. Montanus, A. Lennart Ringquist, George Hankoff, Ben Wickham, Paul Hoffman, Joe Indelli, Virgil Wolff, Jack Thayer, Al Ordovery, Elise Meyer, Les Friends, Barrie Richardson and Enid Moore.

NBC Films

2305-A

Headquarters: 30 Rockefeller Plaza, New York 10020

Programs available: *Ponderosa* (260), *High Chaparral* (96), *Get Smart* (138), *I Spy* (82), *Divorce Court* (260), *T.H.E. Cat* (26), *Laramie* (124), *Laredo* (56), *Real McCoys* (223), *It's Your Bet* (390), *Theater of Stars* (17), *Bob Hope Features* (7).

Personnel: Gerald Adler, Bill Schmitt, Jim Victory, Eugene Moss, Cliff Ogden, Robert Kolb, Henri Profenius, Jim Strain and Chuck Whipple.

Rhodes Productions

2105

Headquarters: 6535 Wilshire Boulevard, Los Angeles 90048

Programs available: *Virginia Graham Show* (five per week), *The Steve Allen Show* (five per week), *Banana Splits and Friends Show* (125), *Bill Russell Show* (one per week), *Green Acres* (170), *It's Your Bet* (five a week), *Hollywood Squares* (once a week).

Personnel: Jack E. Rhodes, Jack Foley, Bill Seiler, Will Tomlinson and Dick Deitsch.

Romper Room Enterprises-Claster Television Productions

1135A

Headquarters: 660 Kenilworth Drive, Towson, Md. 21204

Programs available: *Romper Room* (five a week), *Bowling For Dollars* (five a week).

Personnel: Bert Claster, John Claster, Ken Gelbard, Jim McGarity, Bud Ek-lund and Ron Snyder.

Screen Gems

1105

Headquarters: 711 Fifth Avenue, New York 10022

Programs available: *I Dream of Jeannie* (139), *The Flying Nun* (82), *Here Come The Brides* (52), *Hazel* (154), *Playboy After Dark I & II* (52), *Entertainment Specials I & II* (15), *Top Cat* (30), *The Flintstones* (166), *Dennis The Menace* (146), *Donna Reed* (175), *Gidget* (32), *Father Knows Best* (191), *Farmer's Daughter* (101), *Wackiest Ship In The Army* (29), *All About Faces* (130). Also the following features: Post '48 (210), Post '50 (73), Post '50 II (58), Post '60 I (60), Post '60 II (60), Post '60 III (51), Post '60 IV (33), Post '60 V (39), Post '60 VI (26), *Action* (50), *X Group* (13).

Personnel: William Hart, Paul Weiss, Don Bryan, Matt Pouls and Joe Abruscato.

Time-Life Films

2300

Headquarters: Time & Life Building, New York 10020

Programs available: *Civilisation* (14), *Dr. Who* (50), *Family Classic* serials (25), *Life Adventure* specials (8), *Life Around Us* (26), *Search For the Nile* (6), current affairs-documentary specials (26).

Personnel: Peter Robeck, John Vrba, Wynn Nathan, Jack Donahue, William Finkeldey, John Grogan, Donald Hine and Frank Miller.

Tomorrow Syndication

1205

Headquarters: 777 Third Avenue, New York 10017

Programs available: *Tomorrow's Woman* (five per week), *Wednesday Night Pro Football* (21), *Family Classics* (52).

Personnel: Lawrence P. O'Daly, Brian O'Daly, Michael Klein, James K. Daly and Gary S. Greene.

20th Century-Fox Television

1606A

Headquarters: 444 West 56th Street, New York 10019

Programs available: *Batman* (120), *Beat the Clock* (195), *Circus* (26), *Dobie Gillis* (147), *The Felony Squad* (73), *The Ghost & Mrs. Muir* (50), *The Green Hornet* (26), *My Friend Flicka* (39), *Nanny and the Professor* (54), *Peyton Place* (514), *Adventures in Paradise* (91), *Bracken's World* (41), *Daniel Boone* (165), *Journey to the Unknown* (17), *Judd for the Defense* (50), *Lancer* (51), *Land of the Giants* (51), *Lost in Space* (83), *12 O'Clock High* (78), *Voyage to the Bottom of the Sea* (110), *The Sound & The Scene* (1), *The Special Gentry I* (1), *The Special Gentry II* (1), *Mickie Finn's Happy Time Hour* (1), *Happy Times Are Here Again* (1), *The Tony Bennett Super Special* (1), *Bennett "N" Basie* (1), *Features: "Century 5"* (39), *Golden Century* (50).

Personnel: William Self, Alan Silverbach, William Clark, Richard Harper, Howard Anderson, Joseph F. Greene, Tom Maples, John P. Rohrs, Graham White, Robin Armstrong, Alvaro Mutis, Robert Kline, Warren Lieberfarb, Gerald Feifer, Howard Green and Joseph Fusco, Jr.

United Artists Television

1800

Headquarters: 729 Seventh Avenue, New York 10019

Programs available: Prime-Time Showcase (23), Showcase 6 (30), Showcase 5 (38), Showcase 3 (30), Showcase 2 (29), Showcase 1 (25), Award Group (66), Box Office (56), Premier (65), Warner Bros. features (740), RKO Features (705), Warner and Popeye cartoons (561), *Mothers-In-Law* (56), *Gilligan's Island* (98), *Patty Duke* (104), *Ultra Man* (39), *Rat Patrol* (58), *Outer Limits* (49), *Circus Parade* (140).

Personnel: Erwin H. Ezzes, Martin J. Robinson, Joseph Ceslik, Amos T. Baron, Selwyn Ginsler, Paul C. Kalvin, Frank Kowcencuk, Murray Oken and Fred A. Watkins.

Viacom Enterprises

2306-A

Headquarters: 345 Park Avenue, New York 10022

Programs available: *The Beverly Hillbillies* (216), *The Price is Right* (39), *The Amazing World of Kreskin* (26), *Gomer Pyle—USMC* (150), *Hogan's Heroes* (168), *The Andy Griffith Show* (249), *What's My Line* (260), *Petticoat Junction* (148), *Wild Wild West* (104), *The Dick Van Dyke Show* (158), *I Love Lucy* (179), *Perry Mason* (245).

Personnel: Ralph M. Baruch, Willard Block, Henry A. Gillespie, Elliott Abrams, Charles Tolep, Daniel Robinson, William J. Stynes, Donald Toye, Robert T. Donnelly, J. Warren Tomassene, Edward E. Hewitt, William Andrews, James H. McCormick, Jack Waldrep, Stanley Moldow, Arthur Kane, William C. Aden, Jr. and David B. Williams.

Winters/Rosen Distribution Corp.

Ambassador Hotel

Headquarters: 10 East 49th Street, New York

Programs available: *Rollin' On the River* (26), *George Kirby Show* (26), *George* (26), *Story Theater* (26), *Barbara McNair Show* (52), *Classic Horrors* (13).

Personnel: Brad Marks, J. R. (Tad) Reeves, Marvin M. Levine.

Yongestreet Program Services, Inc.

Headquarters: 357 North Canon Drive, Beverly Hills, Calif. 90210

Programs available: *Hee Haw* (52), *The New Hollywood Palace* (26), *Roy Rogers-Dale Evans specials* (3).

Personnel: Alan Courtney, Nick Van-off, John Aylesworth, Frank Peppiatt, Sam Lovullo and Jerry Franken.



KTLA—GOLDEN WEST BROADCASTERS—
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KTLA	5
KNXT	5
KCET	2
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KCOP	1

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Rocco Urbisci, Producer—Loring d'Usseau, Executive Producer



STEVE ALLEN—

Creator and writer of "Meeting of the Minds"

BEST SPORTS PROGRAMMING—TWO AWARDS:



UCLA BASKETBALL COVERAGE—

Bob Speck, Producer



LAKERS BASKETBALL COVERAGE—

Bob Speck, Producer

BEST SPECIAL EVENTS PROGRAMMING—ONE AWARD:



CALIFORNIA EARTHQUAKE COVERAGE, FEB. 9, 1971—

KTLA News, Producer

The Southern California Community looks to KTLA for Award Winning Local Programming!

Who, what, where in radio programing

Alto Fonic Programing Inc.

1406

Headquarters: 6362 Hollywood Boulevard, Hollywood 90028

Programs available: Various formats from light rock to classical; quad stereo programming for FM.

Personnel: D. Alan Clark, Don W. Clark, Bill Ezell and Bob Mayfield.

American Independent Radio Inc.

1006

Headquarters: 8399 Topanga Canyon Boulevard, Canoga Park, Calif. 91304

Programs available: "Solid Gold" and 24-hour programing service and "Hit-parade."

Personnel: L. E. Chennault, Joseph P. Cuff, Ronald R. Nickell, Lee Bayley and Jerry Moore.

Batach Syndication Inc.

Headquarters: 20054 Pacific Highway South, Seattle 98188.

Programs available: *Toni Holt's Hollywood Headlines* (daily news strip); *World of Travel and Adventure* (26), *Ski Adventures* (26), *Children's Story* (26).

Personnel: Neil Buchanan, Forrest Neuhaus and Jim Erickson.

Boston Symphony Transcription Trust

1635

Headquarters: P.O. Box 288, Boston

Programs available: Broadcasts of Boston Symphony Orchestra, the Boston Pops Orchestra and the Marlboro Festival.

Personnel: Richard L. Kaye, Elizabeth Thompson, Kevin P. Mostyn and Andrea Parets.

Hap Day Industries

922

Headquarters: 45 School Street, Boston 02108

Programs available: *Have a Happy Day, Volume I & II*, radio promotion/programing service; *The Audio Biographies* (2), *The Adventures of Tortoise Man* (65), *Whatever Became of . . . ?* (65), *Bill Stout and Hot Line* (130).

Personnel: Merrill Barr and Harvey M. Palash.

Mark Century Corp.

1222A

Headquarters: 3 East 57th Street, New York 10022

Programs available: commercial program and jingle packages.

Personnel: F. C. Beck, Mike Bogen, Herb Berman.

Charles Michelson Inc.

2357A

Headquarters: 45 West 45th Street, New York 10036

Programs available: *The Shadow* (52), *The Lone Ranger* (52), *Gangbusters* (52), *The Green Hornet* (52), *Sherlock Holmes* (15), *Fibber McGee and Molly* (52).

Personnel: Charles Michelson and Robert Michelson.

Nightingale-Conant Corp.

1622

Headquarters: 6677 N. Lincoln Avenue, Chicago 60645

Programs available: *Our Changing World* (five per week), *Golden Moments in Sports* (312).

Personnel: Don Reaser, Bryant Gillespie, Danny O'Neil, Pat DeWine and Sophia Coston.

Pepper & Tanner, Inc.

700

Headquarters: 2076 Union Avenue, Memphis 38104

Programs available: *Gold Rush* (for

Engineering conference: hardware side of the NAB

Radio de-regulation is expected to be the first-priority topic at the engineering conference held in conjunction with the annual convention of the National Association of Broadcasters next week in Chicago. The subject, part of an FCC/Industry panel scheduled for the afternoon of the first day, will be discussed by Wallace M. Johnson, chief of the FCC's Broadcast Bureau, and Harold Kassens, deputy chief of the bureau.

The engineering conference runs for the entire three days of the NAB meeting, but in several sessions meets jointly with management.

Principal engineering conference speakers are to be Marshall B. Davidson, CBS News, who will talk about the China trip by President Nixon, speaking at luncheon, Monday (April 10), and Dr. James C. Fletcher, administrator of the National Aeronautics and Space Administration, on the planned space shuttle at the luncheon Tuesday (April 11).

Receiving the annual engineering award will be John M. Sherman, director of engineering, Wcco stations in Minneapolis.

A report on the Emergency Broadcasting System by John M. Torbet, executive director of the FCC, presumably will be about the simplified instructions that are soon to go to all broadcasters; a one-hour panel on quadraphonic sound will be led by Edward H. Herlihy, Kaiser Broadcasting, Boston.

Monday, April 3

10:30-noon—Joint session with management. Grand Ballroom, Conrad Hilton.

12:30-2 p.m.—Engineering luncheon, Willford Room, Conrad Hilton.

Presiding: Ernest L. Adams, Cox Broadcasting, Atlanta.

Invocation: Rabbi Carl I. Miller, The

Broadcasting Commission, Chicago Board of Rabbis.

Address: Marshall B. Davidson, vice president, operations, CBS News, N.Y.

2:30-5 p.m.—Engineering assembly, Great Hall, Pick Congress.

Presiding: William B. Honeycutt, KDFW-TV Dallas.

Coordinator: Russell B. Pope, Golden Empire Broadcasting Co., Chico, Calif.



The men who planned the National Association of Broadcasters Engineering Conference, to be held in conjunction with the NAB convention April 9-12 in Chicago: L to r (seated): Andrew M. Jackson, LIN Broadcasting Corp., Louisville, Ky.; William B. Honeycutt, KDFW-TV Dallas; Ralph F. Batt, WGN Continental Broadcasting Co. Chicago (chairman); Russell B. Pope, Golden Empire Broadcasting Co., Chico, Calif.; Eugene A. Chase, WKJG-TV Fort Wayne, Ind.; (standing) William H. Trevarthen, NBC, New York; George W. Bartlett, NAB vice president for engineering; James D. Parker, CBS Television Network, New York; Ernest L. Adams, Cox Broadcasting Corp., Atlanta; Royce LaVerne Pointer, ABC, New York. Leslie S. Learned, MBS, New York, was absent when the picture was taken.

radio stations), radio ID's and libraries for top 40, contemporary, MOR, C/W, Television library, CATV library.

Personnel: Bill Tanner, Henry Tanner, Bill Schiller, Carl Dennis, Tony Armstrong, Zack Hernandez, Howard Peters, William Brown, John Hagerman, Scott Blake, Howard Meagle, Harold Shedd, Garrett Haston, Pete Pederson, Jim Taylor and Wilson Northcross.

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822-23

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Programs available: To be announced.

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906-07

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Personnel: Jim Long, Mike Eisler, James West, James Kerr, Joe Levin, Rusty Gold, Tom Parma and Fred Winton.

2:30-2:40 p.m.

Opening of the Conference: Vincent T. Wasilewski, president, NAB.

2:40-2:50 p.m.

NAB Engineering Advisory Committee Report: Benjamin Wolfe (chairman, EAC), Post-Newsweek Stations, Washington.

Over the past several years, the NAB engineering advisory committee has been confronted with a multitude of technical problems of varying degrees of magnitude. The areas of concern have dealt with such diversified subjects as TV and land mobile allocations; operator licensing, AM/FM/TV transmission characteristics, remote control, the efficient use of the spectrum, and periodic revisions to the FCC's technical rules and regulations. This report, presented by the chairman, will cover the most important aspects of the committee's deliberations during the past year.

2:50-3:05 p.m.

Emergency Broadcast System Review: John M. Torbet, executive director, FCC.

The Emergency Broadcast System is the mainstay of our communications link between the executive branch of government and the general public in time of national emergencies. In the light of recent developments, there has been considerable discussion as to the operational aspects of the system, including simplification of the instruc-

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conference . . .



Mr. Davidson
CBS News



Mr. Wolfe
Post-Newsweek



Mr. Torbet
FCC



Mr. Chismark
Meredith



Mr. Abel
KFMB-TV



Mr. Johnson
FCC



Mr. Kassens
FCC



Mr. Prestholdt
A. D. Ring



Mr. Smith
FCC



Mr. Wright
King



Mr. Learned
Mutual



Mr. Jones
Consultant



Mr. Swanson
Gates



Mr. Ratts
WINS



Mr. Battison
Carl E. Smith



Mr. Dorren
Quadracast



Mr. Itoh
Sansui



Mr. Turnpenny
Rogers

tional material disseminated to the industry. This paper will review the recent modifications which have been made to the system and discuss the role the system will play during national emergencies.

3:05-3:25 p.m.

Status of Pending FCC Dockets: James D. Parker, CBS Television Network, New York.

Amendments to the FCC rules and regulations are accomplished through formal rulemaking proceedings, commonly referred to as "dockets." Over the years, many changes affecting matters of technical significance have been brought about through these docket proceedings. In some cases, final decisions have not yet been reached. This paper will review some of the docket actions still pending, and will stress the importance of individual broadcasters making known to the FCC their views on matters under consideration in FCC docket proceedings.

3:30-5 p.m.

FCC/Industry Technical Panel

Moderator: Albert H. Chismark, Broadcasting Division, Meredith Corp., Syracuse, N.Y.

Panel: Charles F. Abel, KFMB-TV San Diego; Wallace E. Johnson, chief, Broadcast Bureau, FCC; Harold L. Kassens, assistant chief, Broadcast Bureau, FCC; Ogden L. Prestholdt, A. D. Ring & Associates, Washington; Lloyd Smith, supervisory engineer, TV Branch, FCC; Jay W. Wright, King Broadcasting Co., Seattle.

A highlight of the Broadcast Engineering Conference has always been the exchange of ideas and information between the commission's staff and the conferees. To facilitate this exchange of information, a panel session consisting of three commission and three industry representatives has been scheduled for presentation. The panel will attempt to answer all technical questions related to broadcasting and will also engage in a discussion of the fundamental philosophy from which the present FCC technical rules were adopted.

Tuesday, April 4

9 a.m.-noon—Radio technical session. Gold Room, Pick-Congress.

Presiding: Andrew M. Jackson, LIN Broadcasting Co., Louisville, Ky.

Coordinator: Leslie S. Learned, Mutual Broadcasting Co., New York.

9-9:25 a.m.

Modernizing Antenna Facilities at WSAU: Robert A. Jones, consulting engineer, La Grange, Ill.

The paper will contain a discussion of the steps, procedures and results implemented by the WSAU(AM) Wausau, Wis., chief engineer and technical staff in modernizing a 25-year-old directional system. By contrast, the advancements in installation procedures as well as metering will be highlighted. Also to be emphasized are the steps taken to re-

(More pictures of those presenting technical papers on page 84 . . .)



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And there are more good things on the way, like the 13-hour "America"—a personal view of history by Alistair Cooke—starting next November 14th on NBC. Meanwhile, we offer many, many more programs in syndication.

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**We'll see you in Chicago
at the NAB, Conrad Hilton,
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Mr. Torick
CBS Labs



Mr. Hillstrom
KOOL-AM-TV



Mr. Wetzel
Shively Labs



Mr. Pistor
Eastman-Kodak



Mr. Clayton
Bonneville



Mr. Venczel
Telemet



Mr. Busch
Sarkes Tarzian



Mr. Jacob
WWL



Mr. Sherman
WCCO



Mr. Fletcher
NASA



Mr. Jordan
GE



Mr. Gluyas
RCA



Mr. Herlihy
Kaiser



Mr. Hebert
GTE Sylvania



Mr. Post
NBC



Mr. Everett
Consultant

duce maintenance costs and maintenance time. The real benefit came from a restudying of the co-channel allocation and discovering that WSAU could operate with two fewer towers in its directional antenna.

9:25-9:50 a.m.

Gates PDM Transmitters—High-Level Plate Modulators Without Modulation Transformers or Reactors: Hilmer Swanson, Gates Radio Co., Quincy, Ill. A new approach for obtaining the audio power required for high level plate modulation of AM broadcast transmitters will be described. The new modulation system, for which U.S. patents have been issued to Gates, is called Pulse Duration Modulation (PDM) and obtains its improved performance by operating the modulator tube in series with the RF power tube. High over-all efficiency in the order of 60% to 65% in a new 50 kw medium wave transmitter is obtained by operating the modulator tube in a saturated switching mode, or class D. Both the modulation transformer and reactor are eliminated.

The paper will cover advantages of this new modulation system which include lower distortion, broader frequency response, transmitter output adjustable from zero to full output, lower power consumption, fewer amplifier tubes, and lower operating cost.

9:50-10:15 a.m.

Design Features of the Automated WINS Transmitter Plant: Bruce H. Ratts, WINS(AM) New York.

For more than a year the WINS transmitter plant has been operating in an automated mode, supervised by a telemetry remote control system. The automation logic, sampling, and control interface equipment was designed and constructed by the WINS engineering department. The WINS system incorporates simple computer logic design, modular construction, use of standard commercially available components, and facility to over-ride automation control functions. The system will interface with any type of remote control and transmitter control, and functions may be added or deleted without disturbing operation of the remainder of the system. The philosophy and system resulting will be described.

10:15-10:40 a.m.

Controlling the Effects of Parasitic Radiation on Directional Antennas: John H. Battison, Carl E. Smith consulting radio engineers, Cleveland.

Directional AM stations are facing a rapidly growing problem of parasitic radiation from objects in the fields of their antenna systems. This paper presents fundamentals of parasitic radiation and methods of overcoming such problems as water towers, microwave towers (even with non-DA systems), TV towers in the major lobe of a DA system, other AM antennas and power lines. Examples are given of detuned systems illustrated with slides and figures. A water tower only 1,200 feet



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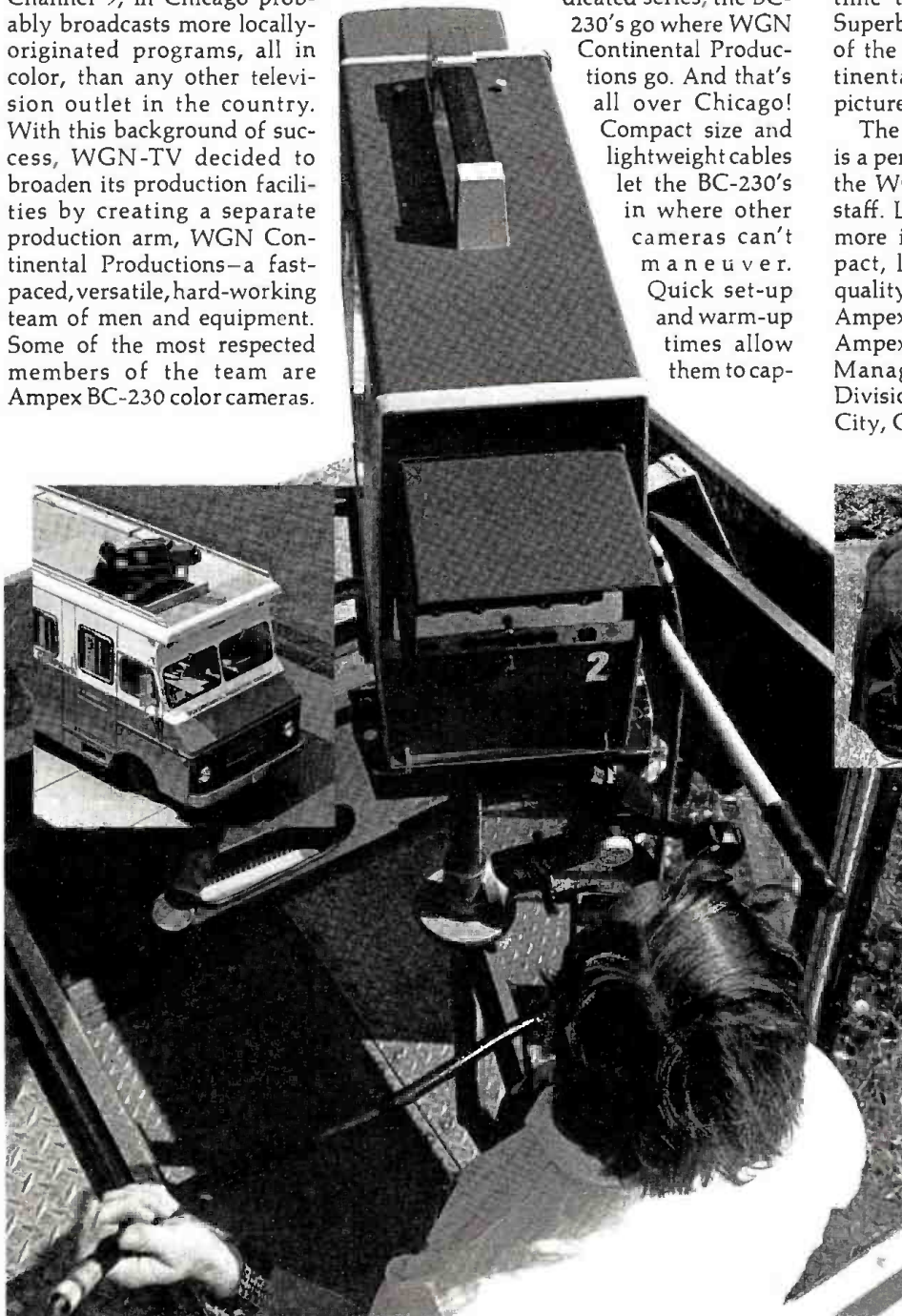
In Chicago, WGN-TV's BC-230 color cameras really move!

As one of the nation's leading independent television stations, WGN, Channel 9, in Chicago probably broadcasts more locally-originated programs, all in color, than any other television outlet in the country. With this background of success, WGN-TV decided to broaden its production facilities by creating a separate production arm, WGN Continental Productions—a fast-paced, versatile, hard-working team of men and equipment. Some of the most respected members of the team are Ampex BC-230 color cameras.

From educational and industrial productions to commercials and syndicated series, the BC-230's go where WGN Continental Productions go. And that's all over Chicago! Compact size and lightweight cables let the BC-230's in where other cameras can't maneuver. Quick set-up and warm-up times allow them to cap-

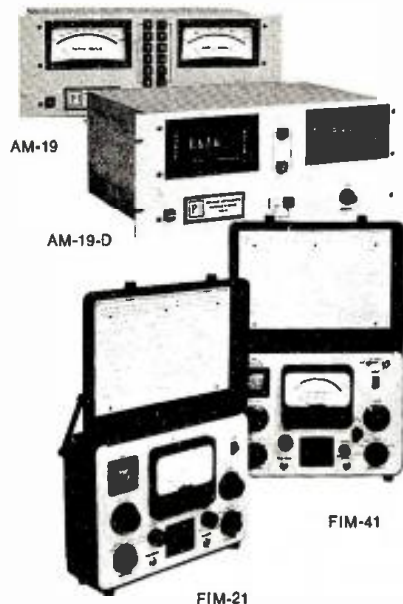
ture "one time only" sequences. Easy operation gives cameramen time to look for the best shots. Superb color and excellent stability of the BC-230's assure WGN Continental Productions unsurpassed picture quality.

The Ampex BC-230 color camera is a performance-proved member of the WGN Continental Productions staff. Let it go to work for you. For more information about this compact, low cost, reliable broadcast quality color camera contact your Ampex Representative. Or, write: Ampex Corporation, National Sales Manager, Audio-Video Systems Division, 401 Broadway, Redwood City, California 94063.



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from a two-tower array is shown being successfully "tuned out" and other examples are given.

10:45 a.m.-12 noon

Quadraphonic Sound Panel:

Moderator: Edward H. Herlihy, Kaiser Broadcasting Corp., Boston.

Panel: Lou Dorren, Quadracast Systems Inc., San Mateo, Calif; James J. Gabbert, KIOI San Francisco; Albin R. Hillstrom, KOOL-AM-TV Phoenix; R. Itoh, Sansui Electric Co. Ltd., Tokyo; Harold L. Kassens, assistant chief, Broadcast Bureau, FCC; Emil L. Torick, CBS Laboratories, Stamford, Conn.; R. H. Turnpenny, Rogers Broadcasting Ltd., Toronto.

Over the past decade, FM broadcasting has developed from a simple monaural service to a very sophisticated method of transmission that provides the listener with stereophonic sound and also includes the capability of accommodating a multiplicity of subcarriers for SCA. With the advent of quadraphonic sound, many questions now face the FM broadcaster as to the possible implementation and impact of utilizing this newly emerging technique. A panel of leading authorities will discuss all the aspects and ramifications of quadraphonic broadcasting.

9 a.m.-noon—Television Technical Session, Great Hall, Pick-Congress.

Presiding: William H. Trevarthen, NBC, New York.

Coordinator: Eugene A. Chase, WKJG-TV Fort Wayne, Ind.

9-9:25 a.m.

Circular Polarization for Television Signals: Lewis D. Wetzel, Shively Laboratories Inc., Raymond, Me.

This paper will deal with the reasons for circular polarization for television; considerations in the design of the circularly polarized radiator for use in TV; computer adjustment of the antenna and pattern measurement of the final array, and will include data obtained by field measurements to support the need for circular polarization in TV broadcasting.

9:30-9:55 a.m.

A Portable Film System for Demonstrating Benefits for Using Film for TV: James A. Pistor, Eastman Kodak Co., Rochester, N.Y.

To help television broadcasters improve film quality and develop program ideas, Eastman Kodak has prepared a mobile van. This van will contain a complete film system, some film cameras, processing machines, TV chain, preview room, projectors and various other methods of displaying films that are prepared on the spot.

The van has been named the Kodak Videofilm Express and through its facilities the latest equipment and software materials will be demonstrated to television stations throughout the U.S. The van will be used to introduce the new products as fast as they are available.

A film especially developed for broad-

cast use will be displayed in the van and used for taking pictures in the exhibit hall. A description of the characteristics of the new film will be given as part of this presentation.

10-10:25 a.m.

Translators, The Broadcaster's Obligation: Vincent F. Clayton, Bonneville International Corp., Salt Lake City.

The television translator has been in existence for some time. But many broadcasters have not fully realized its potential benefits and have thus left the development of improved fringe-area coverage to the community's efforts or have disregarded the whole issue. Managers and owners should be more adequately informed by their engineers on the costs and rewards of station-owned-and-operated translator systems, especially now that FM translators have been approved and other claimants to spectrum space are suggesting the wired nation as a substitute for free broadcasting.

10:30-10:55 a.m.

New Technique for Differential Gain and Phase Calibration of Broadcast Demodulators: John Venczel, Telemet, Amityville, N.Y.

The accuracy of measurements indicating differential gain and phase performance of TV transmitters depends on the accuracy of the test demodulator used. The calibration of the test demodulator requires a distortionless, modulated RF signal. Because modulation is substantially a non-linear process, the test modulator is subject to errors not easily perceptible. This creates another calibration problem and serious areas of doubt even before proceeding to calibrate the demodulator under test. The paper proposes a unique test set-up that would supply a guaranteed distortionless modulated RF signal, as far as differential gain and phase are concerned, at practically any modulation depth, serving as a true calibration signal for paper proposes a unique test set-up that consists of an amplitude modulator, which supplies an RF carrier modulated with staircase signal without superimposed color subcarrier. The color subcarrier is added to the modulated RF carrier after modulation in the form of continuous sine wave of RF carrier plus 3.58 mhz, at the proper level.

11-11:25 a.m.

Cinematte I: A Special Effects Breakthrough: Albert E. Busch, Sarkes Tarzian, Inc., Bloomington, Ind.

Cinematte I is a special-effects waveform generator which uses digital techniques throughout in order to obtain improved stability and linearity and to eliminate set-up and maintenance problems. The computation, comparison, and control circuits used are discussed in detail.

The generation of standard and of unusual wipes is described. Double action, and "exploding" wipes are illustrated.

Cinematte I is capable of expansion

to include computer control and rotary effects. Special patterns such as stars, calls and logos can be generated.

11:30 a.m.-noon

A Broadcaster's Experience with Video Cartridge Tape Recorders: Francis Jacob Jr., WWL-TV New Orleans.

This paper will include problems encountered by the engineering, operations, production and traffic departments of the stations and the steps taken to solve these problems into a workable system.

12:30-2 p.m.—Engineering Luncheon, Willford Room, Conrad Hilton.

Presiding: Ralph F. Batt, WGN Continental Broadcasting Co., Chicago, chairman, conference committee.

Invocation: The Rev. Kenneth Hildebrand, pastor, the Central Church of Chicago.

Presentation of the Engineering Award to: John M. Sherman, director of engineering, WCCO-TV Minneapolis, by: George W. Bartlett, NAB vice president for engineering.

Remarks: Mr. Sherman.

Address: Dr. James C. Fletcher, administrator, National Aeronautics and Space Administration, Washington.

Wednesday, April 5

9 a.m.-noon—Engineering Assembly, Great Hall, Pick-Congress.

Presiding: Royce LaVerne Pointer, ABC, New York.

Coordinator: James D. Parker, CBS Television Network, New York.

9-9:25 a.m.

The Next Step in Television Station Automation: Thomas M. Jordan Jr., General Electric Co., Syracuse.

Using a mini-process computer, the automation of master-control functions of a television station has been completed. Several installations are now running successfully, and phase II is under way. This concerns traffic and sales and their relationship to the master-control functions. Since the mini-computer has much free time between performances of technical duties, it is used to provide such business services as contract-file handling, automatic spot scheduling, automatic maintenance of time-availability file, program-schedule assembly editing and listing and instant verification of requested commercial positions or rotations. System outputs are by CRT display and high-speed printer.

9:30-9:55 a.m.

Influence of RF Output Systems on TV Transmitter Picture Quality: Thomas M. Gluyas, RCA, Camden, N.J.

It is not good enough to design a transmitter plant from published criteria for "good" or "excellent" pictures; but to do better requires careful attention to system details. Small reflections from RF components combine in a random way to produce a Rayleigh probability

distribution of attaining a particular VSWR at the transmitter. The "not-to-exceed" value and the most probable value can be greatly improved by component and subsystem optimization.

Some effects on the signal waveforms of various kinds of reflections are discussed and illustrated.

The great improvement in response by combining two amplifiers or transmitters in parallel is well accepted but the degree of improvement has not been published previously. Some experimental results are included.

10-10:25 a.m.

High-Power UHF Transmission: Edward H. Herlihy, Kaiser Broadcasting Corp., Boston.

In the last year and a half the Kaiser Broadcasting Corp. has been deeply involved in the design and construction of five high-power television facilities. During this construction several new techniques in transmission of high power have been developed. The first was the utilization of freon-gas transmission lines to essentially double the rating of existing coaxial-transmission lines. The other work has been in high-power parallel transmitters and the use of waveguide patch panels.

These three items will be discussed in some detail along with appropriate slides to illustrate the design techniques as actually installed.

10:30-10:55 a.m.

Noise Reduction in Quartz Halogen Lamps: R. Hebert, GTE Sylvania Inc., Danvers, Mass.

Since 1960, S.C.R. dimmer circuits have been extensively adopted by the film studio, theater and television industries. A major difficulty inherent in the use of these circuits has been the hum emitted by high-wattage (1000 and up) incandescent and tungsten halogen lamps. This noise is caused by the output waveform of the S.C.R. circuitry interacting with lamp parts. The lighting industry has expended considerable effort in identifying and eliminating the lamp components that react to the output waveform.

This paper describes a research breakthrough that identifies the causes and eliminates the major source of noise emitted by higher-wattage tungsten halogen lamps used in television studio lighting. The resultant significant reduction in lamp noise has met with favorable user response and represents a step towards higher fidelity of sound reproduction in this industry.

11-11:25 a.m.

A Picture Source Sync Generator: Robert D. Post, NBC, New York.

Recent trends in the distribution of synchronizing pulse signals for TV have been toward the use of a single signal as a timing reference. A very flexible approach is one that uses any standard composite video signal, color or monochrome, including "black," as the timing reference. To fully achieve the potential advantages of such a system, care

must be taken in the choice of the time-reference decoder. A time-reference decoder, used as a picture-source sync generator in a pulse system, is described, with particular emphasis on its timing flexibility and stability. The generator is in essence a low-cost, specialized programmable digital computer with internal high-precision clocking to establish pulse widths and timings.

11:30 a.m.-Noon

Improvement of Color-TV Transmission: Frederic C. Everett, consulting engineer, Fort Lauderdale, Fla.

The originating equipment for color transmission have been steadily improving. Methods are available for making transmission circuits, including the transmitter, more nearly perfect. These corrections are relatively simple and inexpensive. They can be applied whether the distortions originate within or without the television transmitter, including the telephone company long-distance circuits. These techniques include amplitude and phase equalization, envelope-delay correction, quadrature distortion remedies and time-domain procedures.

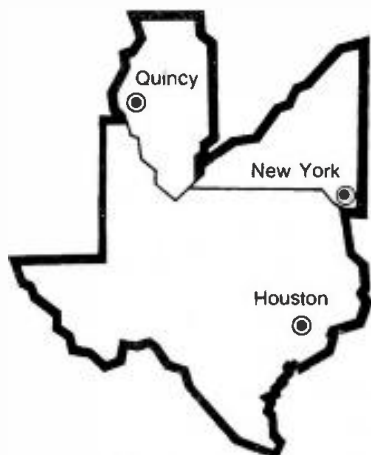
12:30-2 p.m.—Joint Management and Engineering Luncheon, International Ballroom, Conrad Hilton.

Equipment exhibit listings begin on page 90



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Who, what, where in equipment

Broadcast-equipment manufacturers will be displaying and demonstrating their product lines, both new and established, in the Conrad Hilton exhibit halls. For these exhibits, the 100 series of spaces are in the east exhibit hall, the 200 series in the west exhibit hall, the 300 series in the Continental room, the 400 series in the north exhibit hall and the Normandie lounge in that room. Following are descriptions of the principal products to be on display. Station representatives, networks, radio program syndicators, brokers and miscellaneous industry-service firms are listed on subsequent pages, including personnel attending the convention, headquarters and suite numbers. These listings are based on information available as BROADCASTING went to press.

ABTO Inc.

401

Headquarters: 1926 Broadway, New York 10023.

The ABTO system, including 16mm sound and silent cameras, 35mm slide camera, film and slide projectors equipped for Abtography, optical multiplexer and three-tube color film chain cameras will be featured.

Personnel: Frank L. Marx, Thomas P. Einstein, G. Edward Hamilton, Edward Osborne, Francis A. Keating Jr., Warren G. Smith and Glen Osborne.

Acrodyne Industries Inc.

237

Headquarters: 21 Commerce Drive, Montgomeryville, Pa. 18936.

To be shown will be 10-w and 100-w TV translators, 1-w FM translator, low-noise antenna preamplifiers, and power splitters.

Personnel: Nat Ostroff, Joe Nagy, John Parke, Jack Baron, Dan Traynor and Jesse Maxenchs.

Alford Manufacturing Co.

212

Headquarters: 120 Cross Street, Winchester, Mass. 01890.

On display will be TV broadcast antennas, ITFS transmitting antennas, FM broadcast antennas, diplexers, coaxial switchers, vestigial sideband filters and RF measuring instruments.

Personnel: Fred Abel, Andrew Alford and Gerald Cohen.

Amco Engineering Co.

422

Headquarters: 7333 W. Ainslie Street, Chicago 60656.

New styling concepts in modular instrument consoles, cabinets and enclosures, plus styled low-silhouette broadcast consoles will be exhibited.

Personnel: Robert Komarek, Robert Lang, Floyd Johnson and Lee Johnson.

American Data Corp.

418

Headquarters: 4306 Governors Drive,

S.W., Huntsville, Ala. 35805.

Featuring video switching systems, pulse distributing systems, test generators, video distribution equipment and digital clock systems.

Personnel: Richard T. Swan, Charles W. Byrd, Frank Zimmerman, Donald Cadora, Herbert Holzberg and Dwight Wilcox.

American Electronics Inc.

402

Headquarters: Box 458, St. George, S.C. 29477.

Featured will be remote units, digital clocks/timers, AGC amplifiers, FM units and antennas.

Personnel: Clarence Jones, Margaret Jones and J. T. Greene III.

American Electronic Laboratories

242

Headquarters: Box 552, Lansdale, Pa. 19446

To be shown will be new 12 KD FM transmitter, 25 KD FM transmitter, and 25-w FM transmitter.

Personnel: A. Forman, D. Richardson, J. Brown, D. Edwards, J. Montgomery, J. Grimes, R. Markowitz, Dr. L. Rieberman, C. Fowler, B. Bernard, J. Belcher, G. Sudol and W. Warren.

Ampex Corp.

Normandie Lounge

Headquarters: 401 Broadway, Redwood City, Calif. 94063.

To be shown will be Ampex Videotape television recorders for color and monochrome broadcast use; Ampex video cassette recorders for color and mono broadcast, including Ampex high-speed quad tape duplicators and Ampex RA-4000 random access programmers; Videotape television recorders for color and monochrome closed-circuit use, Ampex color cameras for broadcast use, Ampex television disc recorders, professional audio recorders for studio and mastering use and magnetic tape products.

Personnel: Al Sroka, Don Kleffman, Dick Sirinsky, Ron Ballantine, Frank Thompson, C. E. Anderson, Dave Chapman, Charles W. Crum, Bruce McGilway, Bob Robinson, Robert E. Duden, Allen J. Stevens, Al Slater, Don Smith, Frank Benson, Russ Williams, Frank Nault and Ken Herring.

Angenieux Corp. of America

102

Headquarters: 440 Merrick Road, Oceanside, N.Y. 11572.

The Angenieux 15x18E61 high-aperture zoom lens will be exhibited and mounted for demonstration on most of the major television broadcast cameras. The 15x lens has a total range of 675-18mm attainable with three range extenders electrically positioned within one second merely by pushing a button, automatic iris compensation, and close focusing of 12.6 inches. In addition, a

display of all major motion-picture cameras will be assembled at a single booth to permit the showing in their respective mounts of the complete line of Angenieux motion picture lenses. Included are two new short viewfinders—the CVIII, a three-and-one-half-inch viewfinder, and the V30, a one-inch viewfinder which can be fitted to the most popular Angenieux finder type “A” lenses. The 6x9 5A, 9.5 mm-57 mm, f/1.6-2.2 zoom lens with viewfinder will be introduced.

Personnel: John Wallace, Ken Rice, Bern Levy, Walter David, Bob Jagemann, Bernard Angenieux, A. Masson, C. Leroux, G. Corbasson and Jean Moret.

Andrew Corp.

423

Headquarters: 10500 West 153rd Street, Orland Park, Ill. 60462.

On display will be coaxial switches, ITFS antennas, Heliac coaxial cables and waveguides.

Personnel: Bill Moore, Ernie Weber, Ken Snyder, Bill Stansfield, Bob Bickel, Larry Krabe, Ed Andrew, Jim Jesk, Wally Yunker, Carl Rauch, Hank Miller, Jim Speicher and Woody Woodbury.

Arriflex Corp. of America

318

Headquarters: 25-20 Brooklyn Queens Expressway, Woodside, N.Y. 11377.

To be shown are the Arriflex 16BL,

a 16mm motion picture camera, which can be equipped for both single-system and double-system sound recording and which will be displayed with major accessories; the Arriflex 16S/B camera, which will also be shown with accessories; the Sonorex 16/16 Interlock Projector, which allows the simultaneous recording a playback of separate sound tracks on its 16mm full-code tape deck, as well as the transferring and re-recording of sound from single-system to double-system or vice versa; and the Arrivox Tandberg ¼-inch sync-sound recorder, which is designed for the recording of synchronous sound during motion picture productions.

Personnel: Volker Bahnmann and Bruce Harris.

AT&T

247

Headquarters: 195 Broadway, New York 10007.

A multiscreen audio-visual presentation will illustrate Bell System equipment and services for the broadcasting industry. Equipment demonstrations will include a portable conference telephone and voice coupler set-up.

Personnel: Ron Shawhan, Frank Just and Howard Pappert.

Ball Brothers Research Corp. (Miratel Div.)

129

Headquarters: 1633 Terrace Drive, St. Paul 55113.

Exhibited will be fully solid state color monitors in 14-, 19- and 25-inch models; complete line of monochrome monitors for all TV applications; vertical interval video switcher with special effects; video processing and video terminal equipment.

Personnel: W. Sadler, G. Wagner, T. Olson, R. Ryan, R. Lemke, O. Bartoe, D. James, R. Wise, O. Iverson, A. Bennett, A. Wielenberg, R. Holper, S. Mercer and R. Brown.

Belar Electronics Laboratory Inc.

239

Headquarters: Box 83, Upper Darby, Pa. 19084.

To be shown are digital frequency and modulation monitors for AM, FM and TV: digital clocks, and AM and FM limiters.

Personnel: Arno M. Meyer, C. E. Harper, Edward Chien, Manuel Krangel, John Quinn and David Mitchell.

Berkey-Colortran Inc.

123

Headquarters: 1015 Chestnut Street, Burbank, Calif. 91502.

To be shown will be Colortran's dimmer pack system, 10-inch ring-focus fresnel, 12-inch ring-focus fresnel, six-inch compact 1K fresnel, super scoop, super silk and lighting equipment.

Personnel: Joseph N. Tawil, Marion M. Rimmer, Thomas L. Pincu, Jon Clayton, Ed Gallagher, Frank Miley, Gene Murphy and Paul Roscorla.

LOOK AT WHAT'S HAPPENED TO WHATSHISNAME!



He's gone educational!

The New "BOZO'S PLACE" blends fun and education in a fresh NOW look.

The teaching of concepts is combined with the proven attraction of TV's best-loved children's personality.

"BOZO'S PLACE"

130, all-new half-hour color tapes to satisfy your station and community needs without sacrificing SPONSORS or RATINGS.

Don't lock up for fall without seeing the New "BOZO'S PLACE" show at Suite 2319, Conrad Hilton Hotel, during the NAB Convention, April 9-12.

Write or call Mr. Gus Nathan at: Larry Harmon Pictures Corporation, 60 West 57th St., N.Y., N.Y. 10019 (212) 247-6295

Bird Electronic Corp.

323

Headquarters: 30303 Aurora Road, Solon, Ohio 44139.

To be exhibited will be RF directional thru-line watt meters and lab standards; RF absorption watt meters and line terminations; 2-w to 50-kw coaxial loads and attenuators; RF power and VSWR monitors; coaxial filters, couplers and filter-couplers; coax switches; RF power sensors for OEM transmitters; new aircooled loads, and self-contained heat-exchanger loads.

Personnel: Ralph Chakerian, Herbert H. Heller, Hugh O'Neill and Ronald Dahl.

Robert Bosch Corp.

304

Headquarters: 2800 South 25th Avenue, Broadview, Ill. 60153.

Exhibited will be Fernshee broadcast studio color cameras with automatic registration and automatic black and white balance. Also displayed will be a studio mini-color camera and a simple color film chain.

Personnel: R. F. Goodspeed, H. L. Zahn, T. Pignoni, J. Morrison, O. R. Oechsner, K. P. Prieur, H. D. Schneider, G. Roettger, H. Zettl, H. Foerster, H. R. Groll, L. Hueppe and P. McDonnell.

Boston Insulated Wire & Cable Co.

243

Headquarters: 65 Bay Street, Dorchester, Mass. 02125

Featured will be TV camera cables, closed circuit and broadcast; connectors and terminated cable assemblies; adaptors allowing camera operation on color camera cable; miniature TV-81N color camera cable; miniature TV-85C connector; automatic camera cable tester, and information on camera cable repair service. Also exhibited will be power and control cables; portable metal cable reels; precision video coaxial cable, and multi-paired microphone and miniature cable.

Personnel: Robert Fanning, Alden Davis, Edward McCusker, Derek Woodward, Frank Gunther, Thomas Russell, Alfred Garshick, Eli Manchester Jr., Claude Magnani, John Hathaway and Richard Dufresne.

Broadcast Computer Services

329

Headquarters: 3021 North Hancock, Colorado Springs 80907.

Featured will be the Titan mini-computer system for computerized traffic and accounting for both radio and TV stations. System will feature a mini-computer, three-data entry display terminals, 1.5 million character disk storage and 135-line-per-minute printer. Titan features on-line, real-time access for upgrading of logs, availabilities and demographics.

Personnel: Ron Furman, Don Stomberg, Jack Finlayson, Banshi Bharwani, George Beattie, Beverly Trentz, Jim Ferguson, Larry Jones, Rick Bruce and David Rogers.

Broadcast Electronics Inc.

307

Headquarters: 8810 Brookville Road, Silver Spring, Md. 20910.

To be exhibited are the mini-series of multi-channel cartridge playback systems; 10/70 series of tape cartridge units featuring phase-locked precision stereo head bracket; complete line of audio products, including new five-channel mono and stereo audio consoles with associated control-room furniture modules.

Personnel: Jack Neff, Leo Darrigo, Don Herman, Ron Lucas, Victor Schwartz, Cliff Ratliff, Jim Lundquist, Jacques Kellner, Lara Campos, Miguel Reyes, Wilfred Fisher, Bob Wyckoff, Beecher Hayford, Ben Garvin, Bud Durfee, George Riggins, Jose Fernandez, Nelson Phelps, John Dineen, Carroll Cunningham, Clark Overton, A. W. Greeson, P. D. Thompson and Rick Maze.

Broadcast Products Inc.

230

Headquarters: 660 Lofstrand Lane, Rockville, Md. 20850.

Demonstrated will be full line of automation systems designed to effectively implement any AM or FM format. Featured will be new AR-2000 series automation equipment with complete verified English print-out logging and facilities for computer billing and traffic operations.

Personnel: James C. Woodworth, Tom Aye, Gary M. Flynn, D. Holland and Hugh Wilcox.

Canon USA Inc.

305

Headquarters: 10 Nevada Drive, Lake Success, N.Y.

To be shown will be lenses and optical equipment for TV cameras; 16mm movie camera, silent and sound.

Personnel: Dick Turchen, Paul Powers, Art Kramer, H. Odagawa, M. Miyaoka, H. Watanabe and M. Momosawa.

CBS Laboratories

303

Headquarters: 227 High Ridge Road, Stamford, Conn. 06905.

To be displayed are character generators for television titling, color key units, color corrector units, audio control systems, audio distribution amplifiers and vertical interval reference correctors.

Personnel: John Camarada, Harvey Caplan, Robert Cochran, Langdon Cook, Robert Dainers, Michael Davis, Robert Estony, Thomas Hindle, Stephen Kreinik, Marvin Kronenberg, Alan Schoenberg and Ben VanBentham.

CCA Electronics Corp.

235

Headquarters: 716 Jersey Avenue, Gloucester City, N.J. 08030.

Featured will be AM and FM transmitters including 1-kw, 5-kw and 50-kw AM transmitters and 3-kw, 10-kw and 25-kw FM transmitters. Also featured will be a complete line of solid-state remote pickup and STL equipment, transistorized AM monitoring equipment, solid-state remote control, new "Futura" audio consoles, new line of cartridge equipment, number of additions to "mini" and "maxi" automation systems—including automatic loggers, network joiners and electronic clocks—and a presentation of educational, low- and high-power FM antennas and radomes.

Personnel: Bernard Wise, Robert Sidwell, Bruce Emonson, Robert Badger, Joseph Fox, Robert Dunkin, Clarence Beverage, Ridie DiVietro, John Gregorio, Jorge Biccocchi, Arthur Constantine, William Costroff, Bernard Gelman, Leon Jackson, John McClamrock, William Barry, Fred Chassey, Lawrence Behr, Walter Adams, Phil Keener, Edward De La Hunt, Gordon DuVall, Claude Hill, William Moats, John Ring, Alan Roycroft, Howard Dempsey, and Gerald Lainer.

Central Dynamics Corp.

322

Headquarters: Box 116, Northvale, N.J. 07647.

Featured will be TV station computer automation system APC-610/200 with sales/traffic, master control and automatic FCC logging functions; computer video tape editing system PEC-102 with SMPTE time-code generator and CRT mimic display/keyboard terminal; video production switcher, VSP-870, including three mix/effects busses, chroma keyer, background generator, keying and special effects; master control switcher VSP-830 with 17-event preset memory; and Ward-Beck Systems audio console and accessory equipment.

Personnel: E. L. Dalton, Charles Beard, Bob Hueffed, Bob Faulkner, Dave Hill, Jim Landy, Mike Dwyer, Ken Davies, Brian Tee, Howard Shephard, Mike Henning, Steve Scott, Ken Buckingham, John Ross and Graham Pugh.

Century Strand Inc.

120

Headquarters: 3411 W. El Segundo Boulevard, Hawthorne, Calif. 90250.

To be shown will be Featherlite studio lighting and equipment.

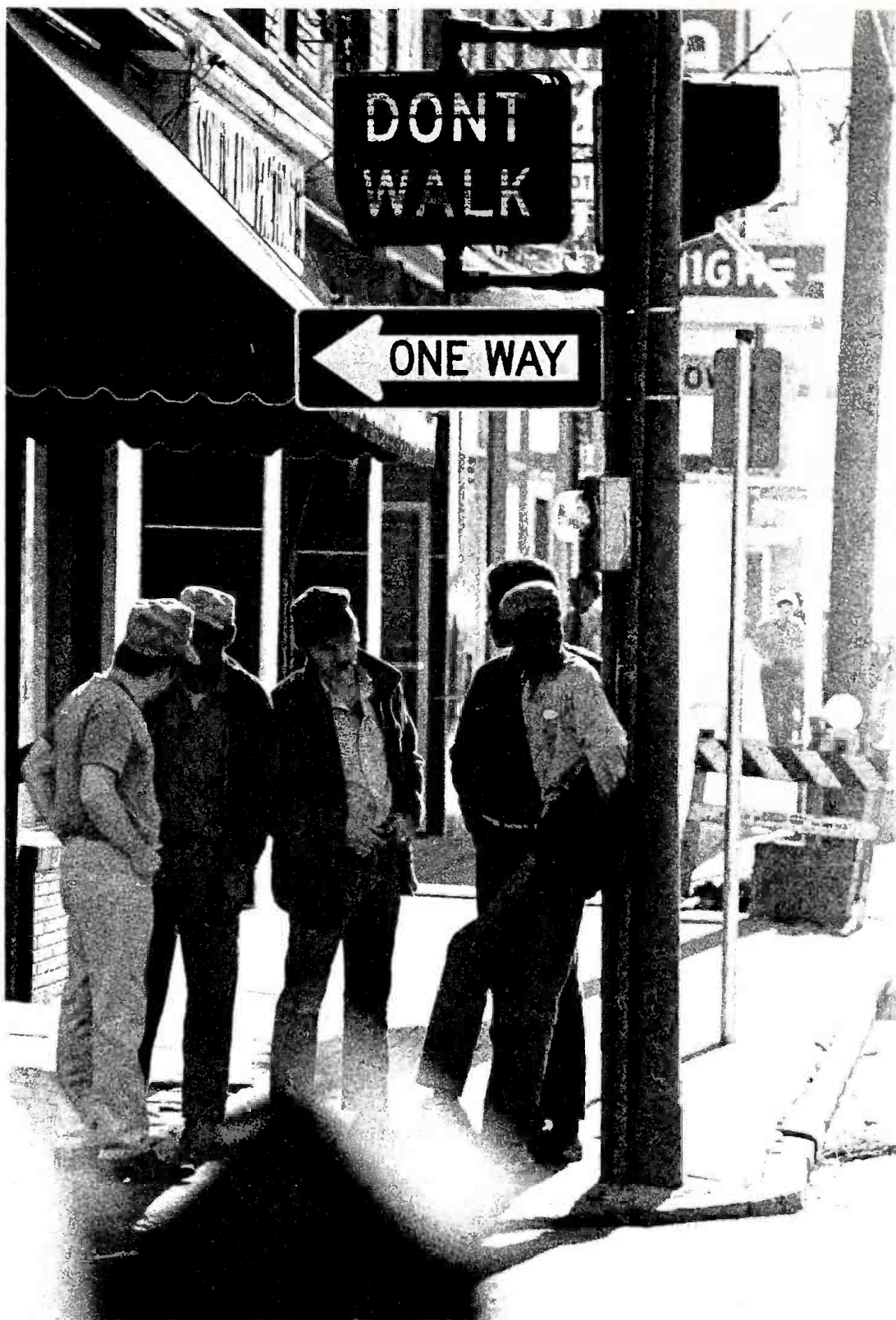
Personnel: Larry Nelson, Walter Brewer, David Allen and John Russel.

Cohu Electronics Inc.

324

Headquarters: Box 623, San Diego 92112.

To be shown are model 1500 broadcast color film camera, model 2830



LET'S SEND THEM BACK WHERE THEY CAME FROM.

All those idle people in our big cities? They didn't come out of the woodwork.

A lot of them came from small towns all over America.

Because the small towns offered no opportunity for meaningful employment.

But a thriving American textile industry can help change all that.

Because more than half

its employment is in non-metropolitan areas. Sixty-one percent. As opposed to just twenty-one percent for all other manufacturing.

So, as our industry grows, we are in a position to offer decent and satisfying employment to more people. And we can help to prevent urban concentration by keeping those people in small

towns where they'd rather be.

Now that you've heard our opinion, we'd like to hear yours. We'd also like to send you our booklet, "A Profile of Textiles".

Drop us a line at the American Textile Manufacturers Institute, Inc., 1501 Johnston Building, Charlotte, North Carolina 28202.

monochrome viewfinder camera and sync generators, video and pulse distributor amplifiers, switchers and other production equipment.

Personnel: R. J. Schlicht, R. L. Curwin, D. H. Cooper, J. R. Dean, J. G. Sanford, J. V. DiMatteo and L. Litchfield.

Collins Radio Co.

214

Headquarters: Dallas 75207.

Featured will be Collins 820E-1 5-kw AM transmitter, 831D-1 2-kw FM transmitter, 831G-1 20-kw/40-kw FM transmitter, 212J remote control console, 212V control console, 212K stereo control console and MS 218A STL microwave relay unit.

Colorado Video Inc.

336

Headquarters: Box 928, Boulder, Colo. 80302.

To be shown will be the 606 color quantizer, 615 test signal generator and 321 video analyzer.

Personnel: Glen Southworth and Clarence Elliott.

**Coltape
(Div. of Columbia Pictures Inc.)**

411

Headquarters: 711 Fifth Avenue, New York 10022.

Demonstrated will be Fuji H-701

broadcast video tape and Fuji H-721 high-energy broadcast video tape on an Ampex AVR-1.

Personnel: John Dale, Chuck Schneider and Bob Jones.

Commercial Electronics Inc.

103

Headquarters: 880 Maude Avenue, Mountain View, Calif. 94040.

On display will be the model 270 color camera, featuring extra sensitivity to low light levels, and model 280, a low-cost version of the 270.

Personnel: Rod Madison, Jim Fadeley, Bill Porter and John Lehotsky.

**Communications Carriers Inc.
(subsidiary of International
Microwave Corp.)**

407

Headquarters: 33 River Road, Greenwich, Conn. 06807.

On display will be microwave transmission systems for remote programing, STL and network distribution.

Personnel: Norman E. Chasek and Gene Secor.

Compu/Net Inc.

309

Headquarters: 747 E. Green Street, Pasadena, Calif. 91101.

To be demonstrated will be Compu/Net management information systems using portable terminals for items in-

cluding contract entry, daily logs and research, Broadcast Audience Research and Frequency Estimator system.

Personnel: Edwin Stevens, Bill Hune-feld Jr., Frank Crane, Gary Dancy and Linda Hartman.

Conrac Corp.

105

Headquarters: 600 North Rimsdale Avenue, Covina, Calif. 91722.

Exhibited will be professional picture monitors for broadcast, closed-circuit, cable and educational television applications.

Personnel: M. Sanders, L. M. Ryan, W. J. Neely, W. A. Fink, D. J. Griffin, J. G. Jones, A. Bedford, C. H. Odom, F. Heyer, J. McClimont, R. De-Beradinis and W. A. Ems.

**Continental Electronics
Manufacturing Co.**

200

Headquarters: Box 17040, Dallas 75217.

Featured will be S/N 50 of Type 317C 50-kw transmitter and Type 316F/315F 10/5-kw transmitter.

Personnel: James O. Weldon, Thomas B. Moseley, Vernon Collins, Joseph B. Sinton, Barry B. Brown, W. D. Mitchell, Everett L. King Jr. and Ray Tucker.

Cooke Engineering Co.

205

Headquarters: 900 Slaters Lane, Alexandria, Va. 22314.

Featured will be timekeeping equipment, event timers, character generator, master clock, program timer, remote time display, impulse clocks, patching equipment, coaxial, twinaxial and multi-circuit cables.

Personnel: Thomas R. Abercrombie, Dwight L. Wilcox, Jesse Lancaster, Mike Dyer, John Bauman and Paul Milazzo.

Cox Data Systems

410

Headquarters: 1601 W. Peachtree Street, N.E., Atlanta 30309.

Demonstrated will be the Cox Broadcasting Information Service, providing instant availabilities with supporting demographics, complete order processing, confirmation preparation, sales analysis, sales projections, daily program schedule preparation, media and media instruction control, billing and accounts receivable. The system also provides accounts payable, profit and loss statements, market analysis, trend analysis, forecasting of audience and programing trends and tie-in of master control automation.

Personnel: C. Dan Clay, Ralph E. Swope, J. Dan Roberson, David A. Young and Sam Crumbley.

Cybrix Corp.

126

Headquarters: 6362 Hollywood Boulevard, Hollywood 90028.

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We're unveiling the most exciting family of new products in Spotmaster history at NAB. Console yourself . . . it won't be long now!

**\$50⁰⁰
OFF**

Ask about special \$50.00 Discount Certificates. They're good for a limited time on all Spotmaster cartridge units and systems.

*'Round and
'round they go . . .*

Don't Miss Spotmaster's TURNTABLE TRIO

- Studio Pro B Turntable
- Stereo BE-402 Tonearm
- TT-22 Turntable Preamp

Announcing the Big
Spotmaster/NAB
Giveaway!

FREE ~~ten~~70 CARTRIDGE TAPE EQUIPMENT

April 9—Ten/70 Stereo Record-Playback

April 10—Ten/70 Mono Record-Playback

April 11—Ten/70 Mono Playback

April 12—TT-22 Turntable Preamp

Come to Booth 307, Continental Room, during NAB and register daily for the big Spotmaster giveaway. It's a great opportunity to win our top line tape cartridge equipment . . . a value of more than \$3,200! Only NAB members are eligible.

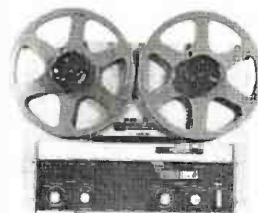
Then see the entire 1972 Spotmaster line, including our new "Mini-Giant" multiple cartridge players that let you mix and match 3, 5, 6, 9, 10 and 15 decks in one expandable package.

Single cartridge machines on display will range from our low-cost 400 series (starting at just \$440) and classic 500C series . . . to the incomparable Ten/70. See them all—mono, stereo, delayed programming, compact and rack-mount models.

SEE YOU AT NAB!

Booth 307, Continental Room

Introducing



The Spotmaster/Revox A77 Mark III-B, a new reel-to-reel stereo tape deck with broadcast quality performance and dependability, all the features you want . . . and a budget-pleasing price!

EARLY BIRD SPECIAL



Limited quantities of special commemorative coin struck for the 50th anniversary of broadcasting—now a collector's item—will be available at the booth on a first-come basis. Ask for yours.

BROADCAST ELECTRONICS, INC.

A Filmways Company

8810 Brookville Road, Silver Spring, Maryland 20910 • (301) 568-4983

Data Communications Corp.

421

Headquarters: 3000 Directors Row, Memphis 38131.

To be featured will be BIAS, computerized on-line system providing broadcasters with completely automated sales and billing operation.

Personnel: Norfleet R. Turner, James E. McKee and Skip Sawyer.

Datatron Inc.

408

Headquarters: Box 11427, 1562 Reynolds Ave., Santa Ana, Calif. 92711.

Video tape editing systems will be featured.

Personnel: John Baumann, Dick Miller, Bill Johnson and Roger A. Moore.

Delta Electronics Inc.

208

Headquarters: 4206 Wheeler Avenue, Alexandria, Va. 22304.

To be exhibited will be OIB-1 operating impedance bridge, TC-1 transport case, CPB-1/1A common point bridge, RG-1 receiver/generator, SFSM-1 solid state field intensity meter and antenna phase monitors.

Personal: W. H. Cottles, J. Novak, C. Wright, S. Kershner and W. Fox.

Victor Duncan Inc.

405

Headquarters: 11043 Gratiot Avenue, Detroit 48213.

To be shown will be sales, service and rental of professional motion picture equipment and accessories, including lighting, sound and editing equipment.

Personnel: Victor Duncan, Norman L. Bleicher, Sam Irwin, Virginia Knight, Frank Marasco, Lee A. Dunan and Bob Burrell.

Dynair Electronics Inc.

217

Headquarters: 6360 Federal Boulevard, San Diego 92114.

To be shown will be the 150 series vertical-interval production switchers and RX4B solid state television demodulator.

Personnel: E. G. Gramman, Max Ellison, George Bates, Dwain Keller, Bill Killion, Gary Beeson, Mike Bingham and Brian Duncan.

Eastman Kodak Co.

108

Headquarters: 343 State Street, Rochester, N.Y. 14650.

The Kodak Videofilm Express van will be used to demonstrate a fully integrated video film system, including motion picture production equipment, an ME-4 processing machine, full chemical mix and control facilities and a broadcast quality color television film camera chain.

Personnel: C. G. Arnold, B. R. Berner, A. E. Florack, R. W. Hardisty,

T. J. Hargrave Jr., R. G. Hufford, W. H. Low Jr., E. R. Myler, L. G. Paulini, J. A. Pistor, F. R. Reinking, R. T. Scott, R. A. Steelnack and R. L. Thomas.

Effective Communication Systems Inc.

316

Headquarters: P.O. Box 98, White Haven, Pa. 18661.

On display will be audio tape cartidge equipment and TV translator equipment.

Personnel: John P. Gallagher, Garr Johnson, Jerry Langdon, William McFadden, Nathan Ostroff and Joseph Nagy.

Electromagnetic Sciences Inc.

237A

Headquarters: Box 80508, Chamblee, Atlanta 30341.

Featured will be microwave solid-state ferrite components, circulators and isolators.

Personnel: J. E. Pippen, William Baker, T. J. Lyon, J. W. Simon and W. D. McDowell.

Electronics, Missiles and Communications Inc.

320

Headquarters: Box 116, White Haven, Pa. 18661.

To be featured will be UHF and VHF television translators, 1 w through 1 kw. Also low-powered transmitting antennas and its 2,500 mhz ITFS system equipment, including new "talk back" equipment, will be shown.

Personnel: Steve Koppelman, Donald R. Heier, Robert M. Unetich, Joseph G. Drushosky, Ross V. Swain and Houston Shoyer.

Emcor/Ingersoll Products (Division of Borg-Warner Corp.)

218

Headquarters: 1000 West 120th Street, Chicago 60643.

To be shown will be Emcor I and II cabinets and modular enclosure systems featuring new low-silhouette and sloped-front units. The new ESQ series of low-cost, contemporary-styled cabinets will be introduced.

Personnel: Don Jones, John Jaworski, Gary Ellis, Jin Reitz, Ed Mekebak and Geoff Eysenbach.

Fairchild Sound Equipment Corp.

315

Headquarters: 15-58 127th Street, Flushing, N.Y. 11356.

To be shown will be two new custom consoles, Reverbertron and new plug-in amplifier series.

Personnel: Herman D. Post, George Alexandrovich, David Bain and Richard Burden.

Fidelipac (Division of TelePro Industries)

409

Headquarters: 3 Olney Avenue, Cherry Hill, N.J. 08034.

To be shown will be Fidelipac automatic tape cartridges models 300, 350, 600 and 1200.

Personnel: Roger W. Cappello, Joseph A. McHugh and Dennis W. Boardman.

Imero Fiorentino Associates Inc.

114

Headquarters: 10 West 66th Street, New York 10023.

To be featured will be systems planning, lighting and rigging systems, project supervision and cost control.

Personnel: Imero Fiorentino, Bill Klages, Ken Palius, Pete Howard, Fred McKinnon, Richard Thompson, George Honchar, William Knight, Vince Cirlurzo, David Clark and George Riesenberger.

Fort Worth Tower Co.

327

Headquarters: Box 8597, 5201 Bridge Street, Fort Worth 76112.

To be shown will be an array of towers, reflectors and equipment buildings.

Personnel: T. W. Moore, T. F. Moore and A. C. Tilton.

Gates Radio Co. (Division of Harris Intertype Corp.)

221

Headquarters: 123 Hampshire Street, Quincy, Ill. 62301

To be displayed are model MW-50 50-kw AM transmitter, with pulse duration modulator. The BC-1H 1-kw AM transmitter will also be shown, plus complete line of AM monitoring equipment. Gates will also feature FM-40H3, 40-kw FM transmitter and FM-2.5H3, 2.5-kw FM transmitter, plus complete line of FM monitoring equipment and 2570 FM antenna heater control. TV equipment featured will include dual BT-25H1 TV transmitters operating in 50 parallel for 50-kw output, complete with RF switching and diplexer and BT-55U 55-kw UHF TV transmitter. Audio equipment will include consoles—among them Gatesway 80, Studioette 80, Yard II, Stereo Statesman, Executive and Producer. Also on display will be Gates's Criterion 80 cartridge system, Compact Criterion and CB-77 turntable with the TA-12 tone arm. Gates will also highlight equipment for automated radio station use.

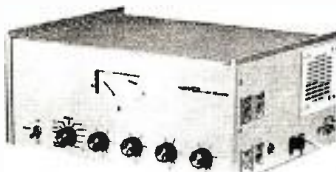
Personnel: L. J. Cervon, E. O. Edwards, N. L. Jochem, E. S. Gagnon, Joe Engle, Curt Kring, G. T. Whicker, Bill Ellis, Rolland Looper, Vern Killion, Lynd Carter, Jim Marwood, John Burtle, Jim Barry, Bob Groome, Nile Hunt, Neil Arveschoug, R. G. Bousman, Joe Cole, London England, Robert Hallenbeck, E. R. Lowder, James D. Miller, David Orienti, Ivey Raulerson, Walt Rice, Dan Roberts, Arthur Silver, Robert Switzer, Paul Timpe, Stanley Whitman, Edward Wilder, Tom O'Hara, Tom Schoonover, Ed Shuey, Joseph R. Guerrero, Carl Fosmark, Arne B. Clapp, Robert J. Gauthier, Vic Hosquet, Ernesto Ruesga and Jose Martinez.



MARTI proudly presents

"The Fourth Generation"

Radio Remote Pickup System 150 AND 450 MHZ



RPT-40 TRANSMITTER



R-30/150 RECEIVER

FEATURES All Solid State ★ Direct FM Modulator ★ 40 Watts RF Output ★ 4 Audio Mixing Inputs ★ Plug-in Modular Construction ★ Sub-carrier Capacity ★ Broadcast Quality — Continuous Duty ★ Completely Self Contained.

MARTI Remote Pickup equipment is in over 2000 Radio Stations throughout the United States and Abroad.

We are pleased to announce this all new line of solid-state equipment for more PROFITABLE BROADCASTING.



and . . . sharing
the spotlight —

"The Second Generation"

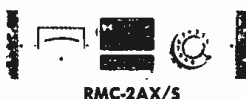
Aural Studio-Transmitter Link, Remote Control & Telemetry System



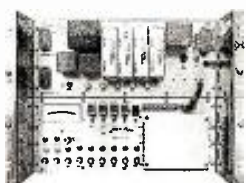
STL-8 TRANSMITTER



R-200/950 RECEIVER



RMC-2AX/S



RMC-2AX/T

FEATURES Direct FM Modulator ★ All Solid-State ★ Field Proven Varactor Final ★ Plug-in Modular Construction ★ Solid-State Ovens and Hi-Accuracy Crystals ★ Automatic Change-over to Standby Transmitter and/or Receiver ★ RF Sensing for "Out of Status" Alarm Indication ★ Current Limiting in Regulated Power Supply.

We will provide the names of over 300 satisfied customers! JUST ASK.



finally . . .

"The First Generation"

Audio Amplifiers



PGM-20
CLA-40/A
MA-10

★ The CLA-40/A—Watch this one—it's a Sleeper! Over 300 units sold in less than 18 months.

★ PLUG-IN MODULAR CONSTRUCTION

★ SOLID-STATE

★ ILLUMINATED TAUT BAND METER

COMPRESSOR/LIMITER AMPLIFIER



PROGRAM/LINE AMPLIFIER



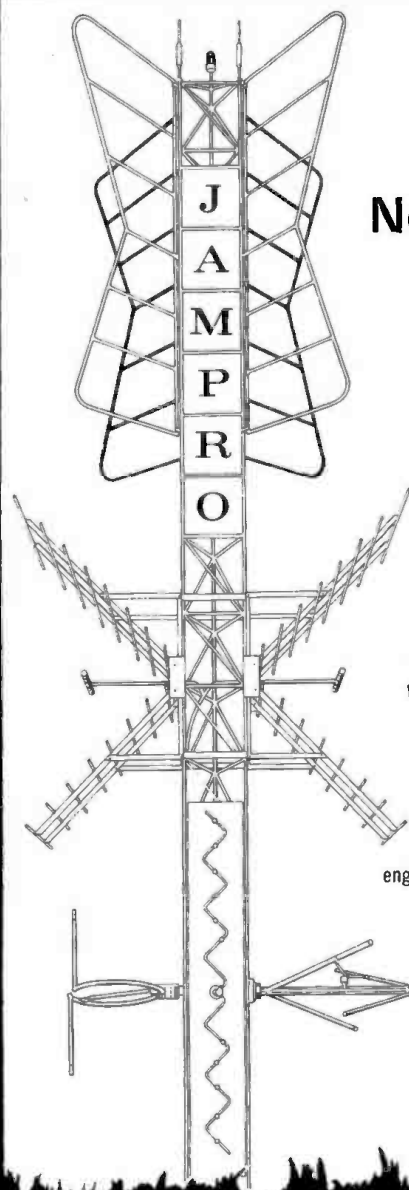
MONITOR AMPLIFIER



MARTI Electronics, Inc.

P.O. Box 661 • 1501 N. Main • Cleburne, Texas 76031 • 817/643-4091

ALL PRODUCTS WILL BE ON DISPLAY IN BOOTH #222, WEST EXHIBIT HALL (at the foot of the Escalator) AT THE NAB CONVENTION. SHOULD YOU MISS US BECAUSE OF TIRED FEET, ACHING BACK, EMPTY STOMACH (or for any other reason), WRITE—WE WILL BE HAPPY TO ANSWER YOUR INQUIRIES.



**Nobody's
needs
are
the
same.**

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Name the terrain, in
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broadcast antennas
for all of them.

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J

A

M

P

R

O

General Electric Co.

101

Headquarters: Electronics Park, Syracuse, N.Y. 13201.

To be shown will be new TT-74-B high-channel VHF television transmitter, new PA-300-A computer-controlled traffic and sales service station automation system, TS-401-B program switcher, live color television cameras, PE-245-A color film television camera, TE-202-A color film television camera system, UHF and VHF television transmitters and transmitting antennas, specialized CCTV cameras for security surveillance and high-resolution applications, Quartzline and incandescent lamps for television lighting applications, television film and slide projectors.

Personnel: C. L. Eaton, R. F. Tufts, R. E. Lauterbach, T. F. Bost Jr., M. R. Duncan, J. T. Tillman Jr., T. E. Bray, W. F. Goetter, A. H. Keith, J. N. Levidy, P. D. Hauler, G. S. Tillman, R. E. Maas, M. E. Arnold, G. C. Berry, J. E. Blake, J. M. Comer, D. L. Conway, C. M. Crowther, J. H. Douglas, F. M. Eames, G. F. Eustis, W. R. Fraser, G. I. Hardy, T. J. Hickman, T. M. Jordan Jr., R. G. Vutras, J. D. Kearney, T. Leschak, R. L. Manahan, T. P. Moore, H. W. Morse, L. G. Ouellette, L. F. Page, J. H. Painter, E. H. Platt, G. H. Rode, E. M. Rubin, V. H. Russell, W. L. Shepard, T. W. Staggs, A. Terzano, W. E. Ticon, H. B. Wallace, J. Y. Seabrook, T. R. Mavrow, A. J. Miller, J. Sardi, P. C. Turner, J. P. Watson, A. E. Wilson, H. M. Schmies, C. S. Bramley, G. N. Clark, I. S. Meckley, and D. Parkinson.

Grass Valley Group Inc.

115

Headquarters: Box 1114, Grass Valley, Calif. 95945.

Television line and terminal equipment, including production and routing switchers, automation systems and machine control systems will be featured.

Personnel: Robert Cobler, Charles Abney, Bill Buford, Bob Lynch, Charles Moore, Gordon Sweeley, William Barnhart, Merv Graham, Stephen Hare, Roger Johnson and William Rorden.

GTE Sylvania Inc. (Lighting Products Division)

335

Headquarters: 100 Endicott Street, Danvers, Mass. 01923.

Is showing light sources for TV production lighting, including lamps and movie lighting equipment for remote TV.

Personnel: Clif Durkee, Jim Davis, Jim O'Keefe, Roger Hebert, Bob Buchanan, Karl LaDue and Bob Griffin.

Innovative Television Equipment

337

Headquarters: Box 681, Woodland Hills, Calif. 91634.

TV camera support pedestals, tripods,

LARSON/WALKER & COMPANY

Brokers, Consultants, and Appraisers

Los Angeles, California 90067
1801 Avenue of the Stars
Century City, Suite 501
213/277-1567

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APRIL 8-12

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Chicago	WGN-TV	Cincinnati	WKRC	Louisville	WVTV
Boston	WNAC	Denver	KWGN	Milwaukee	WNEP-TV
San Francisco	KBHK	Kansas City	KBMA	Wilkes-Barre	WJKS-TV
St. Louis	KDNL	Tampa	WTOG	Jacksonville	KARD-TV
Washington, D.C.	WTTG	Duluth	WDIO	Wichita	WRAU-TV
Detroit	WKBD	Syracuse	WHEN	Peoria	WZZM-TV
Cleveland	WUAB	Fort Wayne	WPTA	Grand Rapids	KZAZ-TV
Atlanta	WQXI	Sacramento	KOVR	Tucson	WRET-TV
Indianapolis	WTTV	Fresno	KFSN	Charlotte	KENS-TV
Nashville	WSIX-TV	Davenport	WOC	San Antonio	WFMY-TV
Philadelphia	WPVI-TV	Green Bay	WBAY-TV	Greensboro	WJBF-TV
		Asheville, N.C.	WLOS-TV	Augusta	

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of your antenna system

1

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Bridge measures "in
circuit" impedance
of networks, transmission lines and
antennas. Accuracy $\pm 5\%$ ± 1 Ohm. 5kW
Power rating-VSWR 3:1.



2

Model CPB-1 Common Point Bridge
measures resistance to $\pm 2\%$ ± 10 hm at
full power.



3

Model RG-1
Receiver/Generator
combines a high
output power signal gener-
ator with a shielded receiver for use with
Model OIB-1 or any other impedance
bridge.



With this "Delta Trio", you can
either "spot check", or continu-
ously and accurately monitor actual
"on-the-air" operating imped-
ance of transmission lines, net-
works and antenna systems to
maintain a "clean signal" at peak
operating efficiency.

If you're operating with a direc-
tional antenna, there's real value in
being able to keep the radiating
system in close adjustment at all
times...continuously verify com-
mon point impedance to insure full
power output...plus locating and
correcting any antenna problems—
fast!

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data are available without obliga-
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DELTA ELECTRONICS

Exporter: DELTA ELECTRONICS, INC.
International Division, 154 E Boston Post RD
Mamaroneck, N. Y. 10543, Telex 1 37327, Art Rocke

dollies and mounting heads will be
shown.

Personnel: Bert I. Rosenberg, Richard
J. Crosby and Harry Winston.

International Good Music Inc.

246

Headquarters: P.O. Box 943, Belling-
ham, Wash. 98225.

Featuring the new model 700 radio
automation system, using sequential
control unit with 1,000-event memory.
Also to be shown are the models 400,
500 and 600 automation systems. And
on display will be the new Aristocart, a
high-quality continuous look cartridge.

Personnel: Rogan Jones Jr., Lee
Facto, Irv Law, Dan Coulthurst, Don
Kipp, Fred Harkness, Dave Hill, Tim
Waide, Bill Vreeke, Joe Coons, Cal
Vandergrift, Duncan Mounsey, Bill
Kane, Larry Pfister, George Pupala,
Dick Lameroux, Bob Popke, Bob Ful-
ler, Kurt Alexander, Ken Draper, Chris
Lane, Jim Hampton and Bo Donovan.

International Tapetronics Corp.

203

Headquarters: 2425 South Main Street,
Bloomington, Ill. 61701.

To be featured are the premium line
of tape cartridge equipment, both mul-
tiple and single deck unit, and the
economy line, and the Encore series. To
be shown for the first time will be a
broadcast quality cassette record/repro-
duce system for broadcast audio appli-
cations. The cassette units will feature
vernier search, dual speed $1\frac{1}{2}$ and $3\frac{3}{4}$
i.p.s. operation, random select and a
direct-drive capstan motor for speed
regulation and low flutter and wow.

Personnel: Andy Rector, Jack Jen-
kins, Bob Hoeglund, Merle Wilson,
Elmo Franklin, Carl Martin, John Bur-
master and Kerry Meyer.

International Video Corp.

238

Headquarters: 675 Almanor Avenue,
Sunnyvale, Calif. 94086.

Featured products will include the
IVC-900 color broadcast and tele-
production recorder, IVC-500A color
TV camera with Plumbicon and silicon
diode tubes and the new IVC-240 film
chain.

Personnel: Michael A. Moscarello,
Ronald H. Fried, Barrett E. Guisinger,
Robert E. Sobraske, L. L. Pourciau,
Charles C. Snider, Carter G. Elliott,
L. O. Quibell, Eugene D. Warren,
David J. Edmonds, Ronald D. DePinto,
Keith Y. Reynolds, Albert Jones, Rush
Hickman, Charles Nowell, William D.
Stickney, Richard Rex, Richard L. Ab-
dalla, Fred J. Haines, Coyle G. Dillon,
William Menefee, James B. Bruce,
Donald E. Diesner, Roger L. Lewis,
Robert N. Henson, David A. Denver,
Donald W. Kilbrith, Carl J. Hayworth,
Dennis G. Christensen, Arie H. Land-
rum, Paul H. Fletcher, John W. White,
Richard J. Reilly, Emil Adamy, Don-
ald J. Schmitt, Jose M. Kohn, Victor
G. Sampson, Ing. Didier Alexander,

W. C. Miller, Robert W. Kuhl and
Charles L. Martin.

Jamieson Film Co.

328

Headquarters: 9171 King Arthur Drive,
Dallas 75247.

On display will be Compac color film
processor.

Personnel: Hugh V. Jamieson Jr.,
Scotty Grizzle and Hugh V. Jamieson,
III.

Jampro Antenna Co. (subsidiary of Computer Equipment Corp.)

225

Headquarters: 6939 Power Inn Road,
Sacramento, Calif. 95828.

A new high-power circularly polar-
ized FM antenna, rated at 80 kw, will
be on display. A two-channel FM sta-
tion combiner and the Jampro line of
FM and TV antennas will also be
shown.

Personnel: Peter Onnigian, Bud Blaks-
ley, Jim Olver, Nick Segina and Phil
Gundy.

Jerrold Electronics Corp.

314

Headquarters: 401 Walnut Street, Phila-
delphia 19105.

The Commander CATV demodula-
tor, Starline 20 two-way CATV distri-
bution equipment, and CATV test
equipment and accessories will be
shown.

Personnel: Dr. John C. Malone, Lee
R. Zemnick, Simon Pomerantz, Michael
Jeffers, William H. Lambert, Joseph D.
Romasco, C. David Batalsky, Jeremiah
Hastings, Frank Martin, William Grant,
James Forgey, Al Micheli, Ray Pastie,
Walter Mcclary, R. Bruce Lane, Bert
Wolf and Al Kushner.

Johnson Electronics Inc.

240

Headquarters: Box 7, Casselberry, Fla.
32707.

On display will be FM/SCA multi-
plex radio receiving equipment, com-
mercial audio amplifiers and related ac-
cessories.

Personnel: Ralph L. Weber, Clyde S.
Redwine, Robert Thomas, Wayne Wain-
wright, Jack Hyde, James M. Flora,
Scott Ormsby, Bill Weller, Jim Forri-
stal, Logan C. Young and Lorne A.
Parker.

Kliegl Bros. (Universal Electric Stage Lighting Co.)

111

Headquarters: 32-32 48th Avenue, Long
Island City, N.Y. 11101.

A complete line of Kliegl quartz fix-
tures will be shown, along with the
Kliegl R-71 SCR dimmer module and
test bench. A portable lighting control
will also be exhibited.

Personnel: John H. Kliegl III, Dr.
Joel Rubin, Herbert R. More, Franc
Dutton, Robert Bullock, Wheeler Baird,
Tom Hays, Pat Byrne, Seth Galbraith,
Ed Vaughn, Ray Imre, Sam Charles-

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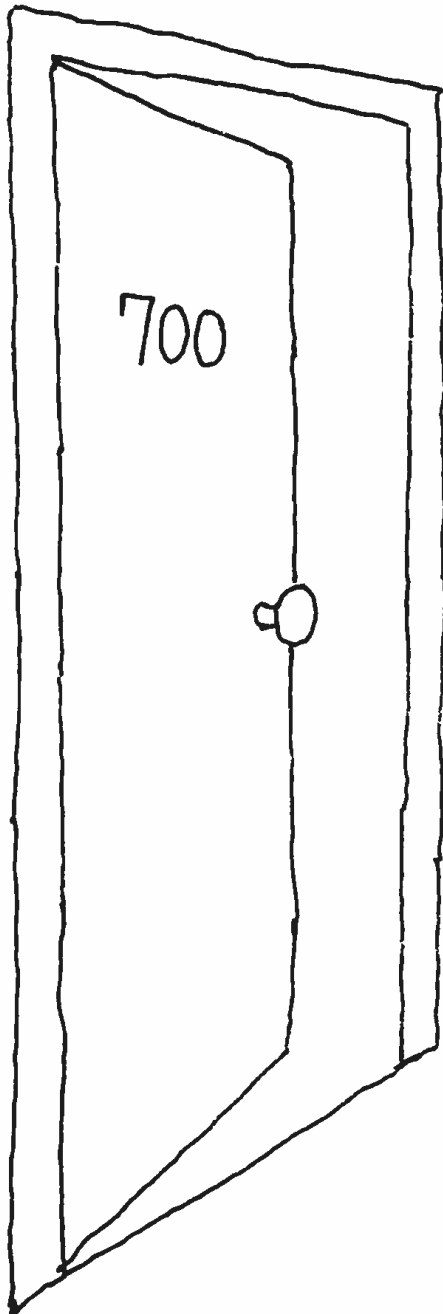
When you come up to see us at the N.A.B. we have a few surprises.

Of course, as always, our staff will be there to greet you and discuss your problems. At the same time you'll also have a chance to meet professional golfing great, Julius Boros.

And while you're here, you may find the

solution to that big 7:30 question mark on your program schedule. Along with the best in sports programming and prime-time specials, we'd like to show you some exciting new half-hour series produced by David L. Wolper—the man with a room full of Emmys.

So don't forget Suite 700 at the Pick-Congress, where the door is always open.



HUGHES
Television Network
Pick-Congress
Suite 700



worth, Dan Silberman, Delmiro Urdaneta and Mike Connell.

Landy Associates

228

Headquarters: 12 Buxton Road, Cherry Hill, N.J. 08034.

To be shown are Leitch sync generators, TV calibration test signal generator, pulse distribution systems and signal processing equipment.

Personnel: James E. Landy, Robert Lehtonen, Bob Irons, James Leitch, John Lee and Jerry Lee.

Listec Television Equipment Corp.

312

Headquarters: 35 Cain Drive, Plainview, N.Y. 11803.

Vinten camera mounting equipment featuring the new Mark V lightweight cam head and remote counter-balanced pedestal will be featured.

Personnel: Jack Littler, Joanne Camarda, Mike Stechly and Gordon Balantyne.

LPB Inc.

412

Headquarters: 520 Lincoln Highway, Frazer, Pa. 19355.

Products on display will be the S-2 audio compressor/limiter, S-6 dual channel turntable preamplifier, S-7 turntable, S-10 five-channel dual capability console, S-9 four-channel mixer/con-

sole, S-11 five-channel stereo console, S-12 eight-channel dual console, S-13 eight-channel stereo console, S-14 five-channel console and S-15 eight-channel console.

Personnel: Richard H. Crompton, Theodore E. Davey, John Gafford and Justin R. Herman.

Magnetic Products Division (of 3M Co).

244

Headquarters: 3M Center, Building 224-61, St. Paul 55101.

Featured will be a complete line of Scotch brand quadruplex video tapes, helical video tapes and audible range tapes for broadcast use.

Personnel: J. L. Leon, D. T. Windahl, J. P. Deasey, N. C. Ritter and H. L. Marks.

Marconi Electronics Inc.

306

Headquarters: 500 Executive Boulevard, Elmsford, N.Y. 10523.

The Marconi Mark VIII fully automatic color camera with computer-controlled alignment and color balance will be shown. Marconi Instruments test equipment and a range of English Electric Valve Co. transmitter tubes and camera pick-up tubes will also be shown.

Personnel: Tom Mayer, Frank Cassidy, John Leeson, Brian Izzard, Barry

Holland, Cyril Teed, Norman Parker-Smith, Keith Elkins and George Morton.

Marti Electronics (division of Marti Inc.)

222

Headquarters: 1501 North Main Street, Box 661, Cleburne, Tex. 76031.

Equipment shown will be 150 and 450-mhz remote pick-up units, 950-mhz aural STL, remote control and telemetry; CLA-40A compressor/limiter amplifier and MA-10 monitor amplifier.

Personnel: George W. Marti, M. E. McClanahan and Robert E. Richards.

McCurdy Radio Industries Inc.

311

Headquarters: 1051 Clinton Street, Buffalo, N.Y. 14206.

Audio consoles, switchers, distribution equipment, amplifiers, power supplies and accessories will be exhibited. Turntables and TV intercom systems will also be shown.

Personnel: G. E. McCurdy, G. Fawcett, J. Visser, S. Maruno, K. Poling, P. Lowath and R. Mitchell.

McMartin Industries Inc.

232

Headquarters: 605 North 13th Street, Omaha 68102.

Display items include broadcast consoles, AM/FM/TV/SCA frequency and

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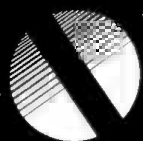


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New York, New York
Toronto, Canada

modulation monitors, SCA multiplex monitors, FM stereo rebroadcast receivers, RF amplifiers, FM multiplex receivers, audio amplifiers, STL receivers, fixed-frequency FM receivers, TV audio receivers, SCA generator and SCA signal analyzer.

Personnel: Ray B. McMartin, Leonard E. Hedlund, John B. Sachen, Thomas R. Humphrey, Tom Creighton, Forest Eckhoff, Gary Heimsoth, Tom Campbell, Laurence Durfee, P. D. Thompson, A. W. Greeson Jr., Joel Joseph, Mort Liebman, Joe Goetz, Bob Amos, Bob Champagne, Jack Carter, Felix Bonvouloir, Warren Hartwell, Wendell Martin, Linley Leggett, F. W. Moulthrop, Del Black, Jack Shalinsky, John Govreau and Harry Lang.

Micro Communications Inc.

344

Headquarters: Grenier Field, RFD No. 3, Manchester, N.H. 03103.

On display will be RF switching combiners, filters, diplexers, switches, loads, directional couplers, and circularly-polarized FM and TV antennas.

Personnel: Thomas J. Vaughan, Samuel M. King and Richard A. Hickey.

Microwave Associates Inc.

117

Headquarters: South Avenue, Burlington, Mass. 01803.

Featured will be single and dual STL microwave portable TV pick-up links, heterodyne inter-city TV relays, CATV CARS band microwave and LDS and distant-signal relay.

Personnel: Les Fisher, Erik Stromsted, Terry Spearen and Mart Knold.

Mohawk Wire & Cable Corp.

403

Headquarters: 9 Mohawk Drive, Leominster, Mass. 01453.

TV camera cable, connectors and assemblies for broadcast and closed circuit will be featured. Included is a slim-line color camera cable assembly.

Personnel: John Resseguie, Bud Lavigne, Dick Van Vleck and Don Benoit.

Moseley Associates Inc.

224

Headquarters: 111 Castilian Drive, Goleta, Calif. 93017.

A digital TV remote control system will be introduced. Other products on exhibit will be aural studio-transmitter links, conventional remote control systems, automatic transmitter logging equipment, status systems, and remote pickup equipment.

Personnel: John A. Moseley, John E. Leonard Jr., Howard M. Ham and K. F. Zimmerman II.

Nagra Magnetic Recorders Inc.

406

Headquarters: 19 West 44th Street, Room 715, New York 10036.

The Nagra SNN mini-recorder and the new Nagra 4.2 synchronous re-

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These stations all investigated, compared, and chose the only proven computerized on-line, real-time total management information system. . . .

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Area Code 213 849-3201

corder and accessories will be shown.

Personnel: Ronald R. Cogswell, Loren L. Ryder and Dom Notto.

North American Philips Corp.

334

Headquarters: 100 East 42d Street, New York 10017.

F.E.T. condenser microphones, professional dynamic microphones, special purpose microphones, stereo dynamic headphones, microphone / headphone combination boom sets, turntables and magnetic pick-up cartridge will be featured.

Personnel: B. Weingartner, A. Brakhan, R. Miller, K. Jacobs, H. Safransky and G. A. Garnes.

Nortronics Co. Inc.

340

Headquarters: 6140 Wayzata Boulevard, Minneapolis 55416.

Exhibited will be a full line of professional tape-recorder accessories including bulk erasers, cartridge and cassette cleaning cartridges, alignment tapes, splicers, spray and liquid magnetic head cleaners, as well as a complete line of replacement magnetic tape heads.

Personnel: Marvin Kronfeld, Roger Czerniak, J. D. Strand, Gary Hoonsbean and Joe Dundovic.

Paillard Inc.

330

Headquarters: 1900 Lower Road, Linden, N.J. 07036.

To be shown are Bolex 16PRO camera, Bolex H-16 camera including bayonet magazine with built-in electric motor, Bolex 16mm sound projector and Bolex super 8 sound projector.

Personnel: Jerry J. Kovanda, Fred Onderka, Larry Oetter and Andrew Rush.

Pams Inc.

124

Headquarters: 4141 Office Parkway, Central Park Plaza, Dallas 75204.

To be shown are new summer and new custom jingles for radio stations, as well as new radio automation equipment.

Personnel: Toby Arnold, Dennis Meks, Ron Perry, Alan Box and Fred Hardy.

Pentagon Industries Inc.

417

Headquarters: 4757 North Olcott, Chicago 60656.

On display will be a new four-channel reel for cassette duplicators with cassette cross-talk rejections equivalent to high-speed open-reel duplicators. The firm will also exhibit a new two-channel reel for cassette duplicators that enables quick dubbing of cassette masters onto reel copies.

Personnel: John Kozin, Bill Brin and Carol Abernathy.

Phelps Dodge Communications Co.

122

Headquarters: P.O. Box 187, North Haven, Conn. 06473.

Exhibited will be coaxial cable, rigid transmission line, coaxial fittings, remote pickup antennas and special broadcast products.

Personnel: David McGalliard, William Meola, Saul Esocoff and Bill Bryson.

Philips Broadcast Equipment Corp.

325

Headquarters: One Philips Parkway, Montvale, N.J. 07645.

Featured will be a demonstration of Norelco color-TV cameras under actual studio working conditions. Cameras on display will include the Norelco PC-100A, PC-72, PC-70S-3, the portable PCB-90B and the economy model LDH-1. Also to be shown will be two color telecine systems, the PCF-701 and LDH-1; a line of audio equipment and the Norelco 17.5-kw VHF transmitter with IF modulation, which is designed for remote control.

Personnel: John S. Auld, Robert Bass, Robert Blair, C. Buzzard, F. B. Bundesmann, Lee Caput, R. Cavanaugh, Al Chan, Warren Charles, James Collins, J. R. Dawson, R. Di Cula, W. G. Eagle, J. Ewansky, George Garnes, A. T. Goldfarb, K. Gustafson, Z. Hamld, Eric Herud, Raymond Johns, Michael Koo, Edward Levine, P. Loughran, J. Lynch, Michael Mackin, John P. Maloney, J. Morrison, Gino Nappo, R. L. Natwick, N. Noubert, D. J. Pounds, Frank Randall, R. C. Rogers, K. Sellman, Joseph Sapinski, H. Schkolnick, E. R. Tingley, E. Trelewicz, Fred van Roessel, J. L. Wilson, L. E. Wolff, W. Wolthers and K. Zeporoshan.

Potomac Instruments Inc.

209

Headquarters: 932 Philadelphia Avenue, Silver Spring, Md. 20910.

Included in the firm's display will be antenna monitoring equipment, field-strength meters, remote control equipment, video and R. F. jacks and plugs, and R. F. equipment.

Personnel: William H. Casson, Robert H. Ellenberger, Clifford C. Hall, David G. Harry III and Lynn D. Catino.

Power-Optics Inc.

424

Headquarters: P.O. Box 266, Fairview Village, Pa. 19409.

On display will be remote control systems for professional TV cameras and color meters.

Personnel: H. A. Challinor, P. Sellers, Thomas N. Streeter, Richard Fordham and N. D. LaFrenais.

QRK Electron Products Rek-O-Kut (subsidiary of CCA Electronics Corp.)

234

Headquarters: 1658 North Sierra Vista, Fresno, Calif.

Exhibited will be complete line of audio console, cartridge equipment, tone arms, studio furniture, turntables and audio preamplifiers. Also displayed will be prewired audio systems and Rek-O-Kut tone arms.

Personnel: Bernard Wise, Richard Raiczky and Byron Mobus.

Q-TV Sales & Distributing Corp.

110

Headquarters: 342 West 40th Street, New York 10018.

Featured will be "Q" prompting equipment, cartridge and standard models, the firm's new Videoprompter system and horizontal and vertical character crawls.

Personnel: George Andros and Al Eisenberg.

Quick-Set Inc.

211

Headquarters: 3650 Woodhead Drive, Northbrook, Ill. 60062.

Exhibited will be a line of tripods, dollies, pedestals, wall and ceiling mounts, pan and tilt heads, cradle heads, cam-link heads, and special-purpose mounts for capacities up to 500 pounds.

Personnel: A. J. Brigalia and A. J. Weber.

Rank Precision Industries Inc.

317

Headquarters: 260 North Route 303, West Nyack, N.Y. 10994.

On display will be the Varotal 30 lens and telecine.

Personnel: John M. Campbell, Michael X. FitzPatrick, Gus Dato, Joseph D. Mangan, John J. Keyes, Irwin N. Ungerleider, Peter Stewart, Pat Tomkins and Arnold Bellis.

Raytheon Data Systems Co.

107

Headquarters: 1415 Boston-Providence Turnpike, Norwood, Mass. 02062.

Featured will be microwave radio equipment including KTR3C model.

Personnel: G. Brody, J. Cheval, J. James, R. Keller, S. Rugg and W. Veerman.

RCA Corp.

100

Headquarters: Front & Cooper Streets, Camden, N.J. 08102.

To be highlighted will be a new, medium-priced TK-630 color camera, improved TK-44B color camera, new TK-28 color TV film camera, factory production models of TCR-100 video tape cartridge system, and TV transmitter control by computer. Also displayed will be a wide variety of other studio and transmitting equipment for TV and radio broadcasters.

Personnel: A. F. Inglis, J. E. Hill, E. C. Tracy, J. P. Ulasewicz, N. Vander Dussen, A. J. Barrett, P. Bergquist, J. H. Cassidy, E. J. Dudley, J. L. Grever, H. R. Henken, H. H. Klerx, A. M.

Miller, M. G. Moon, C. H. Musson, J. A. Gimbel, E. N. Luddy, J. L. Nickels, D. Pratt, J. P. Shipley, W. B. Varnum, O. G. Bjerke, J. Butts, H. Dover, W. G. Eberhart, R. S. Emch, D. Forbes, D. Freeman, E. Frost, C. Gaydos, R. Giles, W. Happel, R. E. Harding, E. H. Hoff, N. Hudak, F. Huffman, C. Koriwchak, L. Laabs, G. M. Lewis, B. Lloyd, G. McClanathan, J. Morse, R. J. Newman, A. Nobo, J. Preson, C. R. Raasch, W. R. Ramsay, J. Smith, C. Traver, F. Timberlake, R. Varda, O. E. Wagner and P. G. Walters.

RCA Electronic Components

119

Headquarters: 415 South Fifth Street, Harrison, N.J. 07029.

On display will be Vistacons, lead-oxide vidicon camera tubes, 1½-inch vidicons for use with RCA's TK-27 film cameras, a full line of one-inch anti-mony trisulphide vidicons (for use with live and film cameras); silicon-target vidicons, Cermolox power tubes for transmitters, UHF television klystrons.

Personnel: R. M. Bowes, L. P. De-Backer, D. M. Branigan, R. K. Joslin, F. S. Keith and W. W. Winters.

Recortec Inc.

342

Headquarters: 160 East Dana Street, Mt. View, Calif. 94040.

Video tape evaluator, conditioner and addressor will be shown.

Personnel: Dr. Lester H. Lee and Eldon A. Corl.

Revox Corp.

420

Headquarters: 155 Michael Drive, Syosset, N.Y. 11791.

Featured will be the Revox A77 tape recorder, A77/Dolby B recorder, full track recorder, Lamb mixer and the Bever dynamic range of headphones, microphones, stands and accessories.

Personnel: Peter Giddings, Tony Hawkins, Tom Mercadante and Brian Tucker.

Reynolds Printasign Co.

332

Headquarters: 9830 San Fernando Road, Pacoima, Calif. 91331.

Exhibited will be the Leteron Tape-signer, a die-cutting mechanism for printing on most surfaces.

Personnel: J. Bechner Anderson.

Richmond Hill Laboratories Inc.

202

Headquarters: 142 Central Avenue, Clark, N.J. 07066.

Featured will be TV studio production switchers, master control switchers, video switching systems, test signal generators, pulse and video distribution equipment, video mixing, clamping and equalizing amplifiers, chroma key units, digital cueing generators, routing systems, synchronizing pulse generators, auto changeover units, video special effect generators.

Personnel: Ian Fleming, George Rollo, Bernie Munzelle, Vincent Lyons, Eugene Sudduth and Brian Mitchell.

Rohde & Schwarz Sales Co.

241

Headquarters: 111 Lexington Avenue, Passaic, N.J. 07055.

On display will be new solid-state VHF and UHF field strength meters, TV demodulator with off-air, front-end receiver, video sweep system, differential phase and gain meter, TV signal generators and group delay test sets.

Personnel: R. Feldt, L. Feldt, R. Goebel, G. Stoeppel, L. F. Green, A. Stevens, S. Drake, J. Ham and W. Kelley.

Rohn Communication Facilities Co.

113

Headquarters: 6718 West Plank Road, P.O. Box 2000, Peoria, Ill. 61601.

Included in the firm's display will be visual and printed materials on designing, fabricating and erecting of tubular and angle towers; also related accessories for broadcast, microwave, CATV and other communications including tower-obstruction lighting, microwave passive reflectors and communication equipment buildings.

Personnel: Dwight Rohn, Donald Rohn, Richard Rohn, R. A. Kleine, Mike Fleissner, Grady Rooker, Gene Francis, Ken Cordrey, C. A. Wright, Al Repsummer, Bob Kennedy, Herb Schulz, Larry Grimes and Ed Woodson.

Rowe International Inc.

223

Headquarters: 75 Troy Hills Road, Whippany, N.J. 07891.

On display will be the Customusic series, a 60-hour cartridge music series, the Programaster tape reproducing unit and a central studio music library service.

Personnel: Robert E. Johnson and Russell Eckel.

Rust Corp.

233

Headquarters: 168 Tremont Street, Everett, Mass. 02149.

Featured will be special digital remote control and automatic systems for TV installations and digital readout remote control systems.

Personnel: S. Fulchino, S. Marino, W. Dean, M. Damle and G. M. Shah.

S. C. Electronics Division (Audiotronics Corp.)

404A

Headquarters: 530 Fifth Avenue, N.W., New Brighton, Minn. 55112.

Featured will be a line of monochrome and color TV monitors, ranging from five-inch to 19-inch, including rackmounted versions; Audiotronics color VTR with electric editing and slow-motion and monochrome Audiotronics video camera.

Personnel: Dar Hyatt, Lee Koval, Paul Johnson, Dick Plowman, Tony Severdia, John Bjorgum and Kenn Morris.

Schafer Electronics Corp.

215

Headquarters: 75 Castillian Drive, Santa Barbara Research Park, Goleta, Calif. 93017.

Featured will be automated broadcast systems and music services.

Personnel: Jim Cunningham, Frank Roide, Earl Bullock, Glenn Shaw, Bob Levinson, Don Borad, Dallas Bernard, Ron Dagenais, Tom Copeland, Allen Collier, Bill Mors and Jack Krebs.

Shibaden Corp. of America

219

Headquarters: 56-25 Brooklyn-Queens Expressway, Woodside, N.Y. 11377.

Featured will be closed-circuit television equipment including videotape recorders, cameras, monitors and accessory equipment.

Personnel: Mort Russin, Y. Hirano, J. Tosaka and K. Ebisawa.

Shively Laboratories Inc.

331

Headquarters: Route 302, Raymond, Me. 04071.

Among featured equipment will be FM and TV antennas, de-icer controls, radomes, transmission lines, masts, filters, filterplexers, multiplexers, coaxial switches, RF loads, reflectometers, power combiners, AM-FM isocouplers, P. A. cavities.

Personnel: Edward H. Shively, Lewis D. Wetzel, Cole Plummer, Walter Spencer and Paul York.

Shure Brothers Inc.

206

Headquarters: 222 Hartrey Avenue, Evanston, Ill. 60204.

Featured will be a line of professional broadcast microphones, microphone mixers, disk reproducers, tone arms and accessories.

Personnel: J. Bermingham, H. I. Blumenthal, T. Ebeling, S. P. Jeffrey, L. Morgan, R. W. Ponto and K. R. Reichel.

Skirpan Lighting Control Corp.

319

Headquarters: 41-43 24th Street, Long Island City, N.Y. 11101.

Featured will be "Autocue," computerized lighting control system, which uses CRT and light pen for controlling all studio lighting with solid-state dimmers.

Personnel: Stephen J. Skirpan, Robert A. Slutske, Frank Weymouth and Adrian B. Ettlinger.

Soll Inc.

343

Headquarters: 311 East 72d Street, New York 10021.

To be shown: a working model of RF control system; slide presentations of installations of transmitters, antennas, studios, etc.

Personnel: Joseph M. Soll, Ann K. Labe and R. S. Soll.

Spantronics Engineering Inc.**333****Headquarters:** P.O. Box 125, Moorestown, N.J. 08057.

Digital remote control systems will be shown.

Personnel: Robert R. Rulifson and Robert F. Herrmann.**Sparta Electronic Corp.****225****Headquarters:** 5851 Florin - Perkins Road, Sacramento, Calif. 95828.

New tape cartridge modular system will be featured along with complete line of audio broadcast equipment, automated broadcast systems. AM-FM transmitters and accessories.

Personnel: William J. Overhauser, Jack J. Lawson, Paul Gregg, David W. Evans, Edward M. Fitzgerald, Gary Anderson, Bob Dreher, L. Jay Cooke, Steve Cisler, Ted Hewson, Dave Veldsma, H. M. Holzberg, Jess Swicegood, Glenn Webster, Bob Halvorson, Joe Roberts Jr., Jose Arturo Fernandez and Alejandro Zendejas.**Spectra Sonics****404****Headquarters:** 770 Wall Avenue, Ogden, Utah 84404.

On display will be audio control consoles. Model 610 Complimenter for AM and stereo FM broadcasting.

Personnel: William G. Dilley, Richard Welch and Charles F. Conaty.**Spindler & Sauppe Inc.****311****Headquarters:** 130334 Saticoy Street, North Hollywood, Calif. 91605.

To be shown is Spectrum 32 film chain slide projector, plus a complete line of sequential and random-access slide projectors for black-and-white and color film chains.

Personnel: Norman Sauppe, Jim Hulfish, Carroll Sager and Don Kader.**Stanton Magnetics Inc.****210****Headquarters:** Terminal Drive, Plainview, N.Y. 11803.

To be shown are professional stereo phonograph cartridges, and dynamic headsets.

Personnel: George P. Petetin, John Bubbers, Paul Torraca and D. P. Collins.**Storeel Corp.****207****Headquarters:** 4993 New Peachtree Road, Atlanta 30341.

A line of storage equipment, designed to save space, will be shown.

Personnel: Ruth E. Schaeffer, Carolyn S. Galvin and Francis X. Galvin.**Systems Marketing Corp.
(subsidiary of Sono-Mag Corp.)****220****Headquarters:** 1013 W. Washington

Street, Bloomington, Ill. 61701.

Featuring DP-1, Digicard 600 and SSP radio automation systems for mono and stereo; CRT encoding devices; cartridge tape players and recorders, 25-cps generators and sensors.

Personnel: William A. Earman, William E. Moulic, Joseph Toher, Peter Charleton, Jerome Bassett, Michael Flood, Richard Anderson, John Haysour and L. E. Striegel.**Systems Resources Corp.****121****Headquarters:** 223 Newtown Road, Plainview, N.Y. 11803.

Shown will be the Chiron line of televisions electronic titling equipment.

Personnel: Eugene Leonard, Newland Smith, Anthony Mattia, James Rosen, John Tweedy Jr., David Worster, Lewis Radford, Herb Holzberg, Paul Tarrodaychik and Francois Bernard.**Taber Manufacturing and Engineering Co.****338****Headquarters:** 2081 Edison Avenue, San Leandro, Calif. 94577.

Featured will be "Taberaser" (a two-inch tape eraser), audio heads, test tapes and consoles.

Personnel: William D. Taber and Ronald W. Golick.**Telemet (division of Geotel Co.)****213****Headquarters:** 185 Dixon Avenue, Amityville, N.Y. 11701.

On display will be broadcast demodulators, V.I.T. remote test signal generators, group delay test sets, vertical-interval production switchers, routing switchers and video test signal generators.

Personnel: S. Hamer, A. Bolletino, R. Trevillian, R. Ekenberg, E. S. King, R. G. Griffiths, D. E. Chapman and R. N. Lawrence.**Tape-Athon Corp.****236****Headquarters:** 502 South Isis Avenue, Inglewood, Calif. 90301.

On display will be professional recorders/reproducers and music systems for multiplexing.

Personnel: David J. Anthony and John O. Culver.**Sarkes Tarzian Inc.****104****Headquarters:** East Hillside Drive, Bloomington, Ind. 47401.

Exhibit will include Selectec digital switching and effects equipment, color cameras and Starcom data processing equipment.

Personnel: Biagio Presti, Ronald B. Adamson, Al Busch, John Guthrie, Joe Phillippi, Bill Tarr, Jim Redding, Harold Rabinowitz, John Kays, Vern Peterson, Gordon Peters, Jack Roden and Joe Ryan.HEAR IT
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BRUNO AND THE ANDREA DORIA • The first color motion picture made of the ill-fated underwater wreck.

STEFANO, THE RED CORAL DIVER • A man who risks his life at depths considered beyond permissible limits.

JACQUES, THE AMPHIBIAN • Jacques Mayol, holder of the world's record for depth in breath-hold diving.

RON AND THE GREAT WHITE SHARK • The first underwater night filming ever made of the Great White Shark.

RAMON AND THE KILLER WHALE • Ramon Bravo and the killer whale filmed undersea for the first time ever.

TAPU, THE TAHITIAN • Story of Jean Tapu and undersea life as untouched as it was 10,000 years ago.

CANNON OF THE CORTEZ • Ray Cannon and the "Sea of Cortez".

STORY IN HOLLYWOOD • *Winner—Best Entertainment Series, Los Angeles Emmy Awards.*

14 first run half hour films, hosted by newsman Ralph Story, who tells in depth some of the legends and current activities of the film capitol of the world. Subjects range from the mothers of stars, the extras at work, the stunt men and women, the ill-fated Hollywood Museum project, and a look at such fabled men and their world as Howard Hughes and Harold Lloyd. A series mixing glamour with reality and brought to the screen in top journalistic style. Appearing in some of the episodes are Groucho Marx, John Forsyth, Doris Day, Bob Hope, Dick Van Dyke, Eva Marie Saint, and many other top film personalities.

• • •

KING FAMILY HOLIDAY SPECIALS

12 hour musical specials featuring the popular King Family in shows themed to every month of the year. Many of the most popular songs of all time are woven throughout the 12 shows, which combine the color, and humor and warmth that appeals to audiences of all ages. These specials have achieved impressive ratings in syndication and are perfect for your holiday programming requirements.

SCENES FROM THESE SHOWS AND ADDITIONAL AVAILABLE PROGRAMMING WILL BE SHOWN AT A SPECIAL PRODUCT SCREENING AT NAB CONVENTION, APRIL 9-12.

WOLPER SALES SUITE, SHERATON BLACKSTONE HOTEL, CHICAGO

THE WOLPER ORGANIZATION • David L. Wolper, President

For sales information: Wolper Television Sales, Richard Dinsmore, Vice-President and Director of Sales; Don Colapinto, National Syndication Manager, 8489 West Third St., Los Angeles, Calif. 90048, (213) 651-5010

Bob Lloyd, Eastern Sales Manager, 502 Park Avenue, New York, New York 10022, (212) 751-2672.

Technology Inc.
(HF Photo Systems division)

116**Headquarters:** 11801 West Olympic Boulevard, Los Angeles 90064.

Featured will be "Little Max" color processors, one for super 8/16mm film and one for 16 and 35mm film.

Personnel: Art Kjonvedt, Derrill J. Macho, Ralph Winkler, Robert N. Stiles and Fred Maloney.

Tektronix Inc.

109**Headquarters:** P.O. Box 500, Beaverton, Ore. 97005.

On display will be picture monitors, generators, vectorscopes, waveform monitors, oscilloscopes, monitoring schemes for remote transmitter control, precision color monitors for use around the world, new noise-measuring techniques.

Personnel: Charles Bouffiou, Ronald Bell, Ronald Marquez, Joseph Gayer, John Horn, Robert McAll, Howard Landsman, Lloyd Bennett, Dale Derby, Marcel Kay, Duncan Doane, Tom Long, William Pyle, Howard Fisher, James Walcutt, David Comstock, Edward Ely, Robert Mahoney, Dean Butts, Ronald Olson, Charles Barrows, David Jurgenson, Stephen Roth, Ralph Show, Don Alvey, Stephen Kerman, Alan Pywell, Charles Rhodes and James Quinn.

Tele-Cine Inc.

118**Headquarters:** 18 Unqua Road, Massapequa, N.Y. 11750.

Featured will be full line of Schneider television camera lenses, magnetic film recorder/reproducer, videotape editing programmer.

Personnel: Donald R. Collins and Franklyn R. Beemish.

Teledyne Camera Systems

229**Headquarters:** 131 N. Fifth Avenue, Arcadia, Calif. 91006.

Shown will be CTR-2 telefilm recorder which transfers color tape to color film.

Personnel: C. G. Holzopf; W. E. Smith and T. H. Truesdell.

Telemation Inc.

127**Headquarters:** P.O. Box 15068, Salt Lake City 84119.

Featured will be broadcast color film cameras, broadcast optical multiplexers, digital sync generators, digital NTSC color encoder, videodisc, color recorder, electronic character generator, election event display system.

Personnel: Lyle O. Keys, Robert C. Bacon, Richard Peterson, Ronald C. Ward, Kenneth B. Schneider, Russ Ide, Ted Anderson, Vicki Moffat, Robert Jones, John Sparkman, Joe Bottali, Marshall Ruehrdanz, Ed Covington, Dick

White, Sam Kichas, Bill Hickey, Stan Patterson, Peggy Kiernan, Bud Mills, Don Lefebvre, Chuck Jennings, Bill Montgomery, George Hefner, Jerry Levy, Vern Bertrams, Gary Olsen, John Cahill, Arlindo Partiti, Tony Rieder, Herb Guzman and Elias Fernandez.

Telestrator Industries Inc.

128**Headquarters:** 166 East Superior Street, Chicago 60611.

Featured will be the "Telestrator" which permits anyone to write, draw, chart or annotate into a televised image so that the composite picture may be viewed: the "Electrocheck," which sends handwritten graphics over existing telephones, and supportive systems.

Personnel: Dr. Leonard Reiffel, Dr. Phillip Lewis, Robert Schwartz, Carl Groom, Henry Kunz and E. Hoy McConnell.

Telesync Corp.

226**Headquarters:** 20 Insley Street, Demarest, N.J. 07627.

Shown will be prompting equipment, horizontal-vertical crawl system, retro-reflective front screen projection system.

Personnel: Bob Swanson, John Maffe, Bob Hadley and Trig Lund.

Television Equipment Associates

E-106**Headquarters:** Box 1391, Bayville, N.Y. 11709.

On display will be video-tape evaluator, one-ounce headsets, video delay lines, color monitor comparator, 16-channel portable stereo audio mixer, production timer, character generator.

Personnel: Bill Pegler, Marilyn Pegler, Bill Endres, Eric Rosenthal, Vince Emmerson, Frank D'Ascenzo, Arthur Glicksman, John Fitzgerald, George Willby, Ian Fraser, John McGuffin, Jerry Kendall, Clive Elcock, Ed Pietor and Jim Ivey.

Television Microline Inc. (subsidiary of Andersen Laboratories Inc.)

339**Headquarters:** 1280 Blue Hill Avenue, Bloomfield, Conn. 06002.

Exhibited will be a time-base-corrector for helical scan VTR, borderline (insert edge) and video delay lines.

Personnel: Francis E. Baker Jr., Richard H. McLean, and Robert Paulson.

Telex Communications Division

308**Headquarters:** 9600 Aldrich Avenue South, Minneapolis 55420.

Featured will be real-to-reel recorders and playback equipment, cassette recorders and playback equipment, cassette copiers, communications headsets and headsets.

Personnel: Sidney T. Kitrell, Richard Turner, Art Bruns and Paul Bunker.

Time and Frequency Technology Inc.

414**Headquarters:** 2950 Scott Boulevard,

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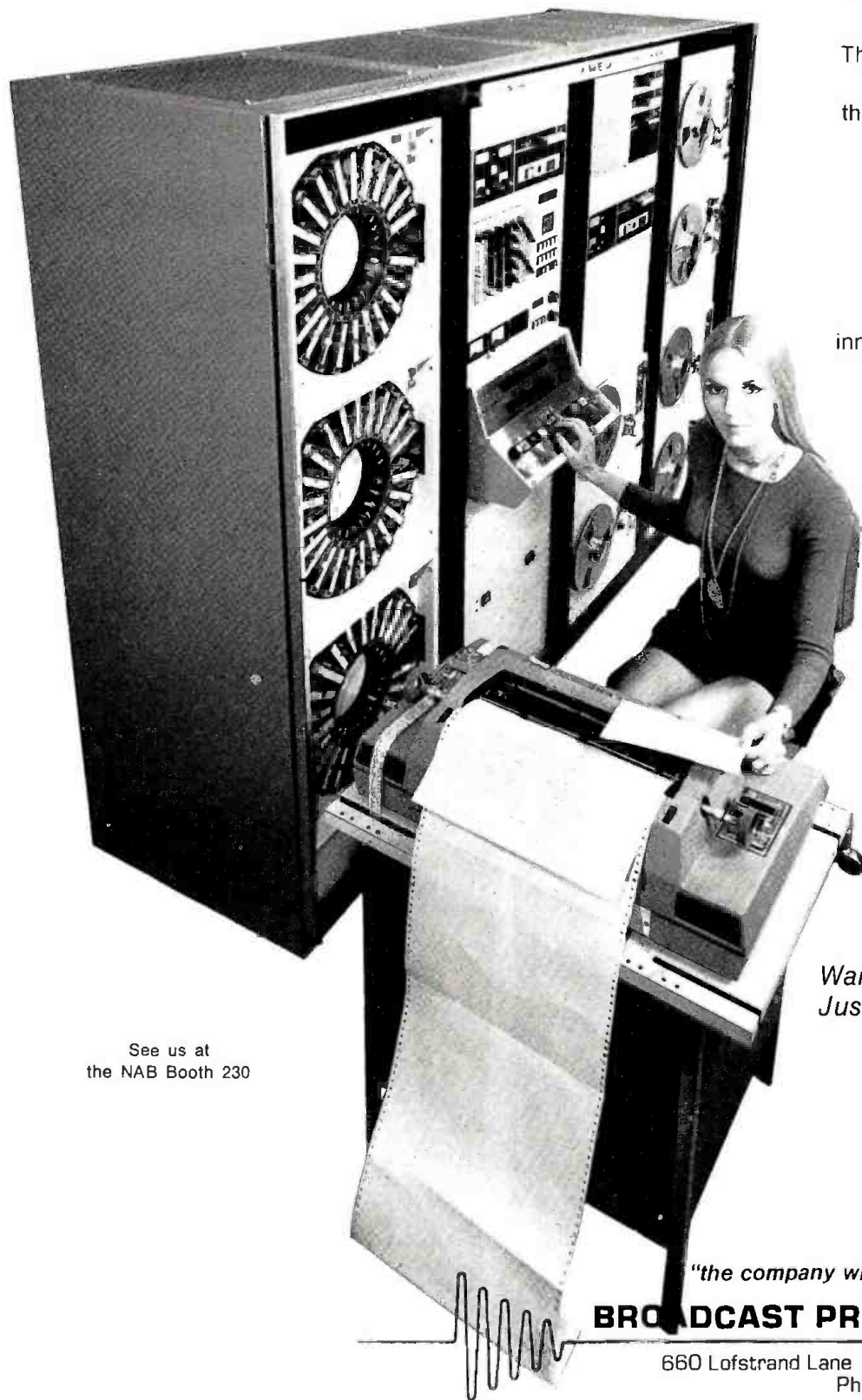
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Santa Clara, Calif. 95050.

Shown will be television frequency and aural modulation monitors for channels 2-69.

Personnel: Joseph Wu, Vern Behlen, John Baumann, Bob Reese, George Shalbot, Herb Didier, James Landy, George Gold, John Zienkosky and Ivor Nixon.

United Research Laboratory Corp.

313

Headquarters: 681 Fifth Avenue, New York 10022.

Featured will be Autotec tape recorders/reproducers, exact duplicate replacement parts for recorders/reproducers and solid-state conversion units.

Personnel: George Adams, John Hawkins and John Burnand.

Utility Tower Co.

231

Headquarters: 3200 N.W. 38th Street, Oklahoma City 73112.

Featured will be AM, FM and TV tower sections.

Personnel: C. E. Nelson, B. G. Duval, R. G. Nelson and M. N. Sholar.

Varian Associates

245

Headquarters: 611 Hansen Way, Palo Alto, Calif. 94303.

On display will be Eimac power grid tubes, megawatt tetrode and zero bias triodes for FM, UHF klystrons.

Personnel: Jack Quinn, George Badger, William Barkley, Harry Rastatter, William Polich and William Cavallo.

Vega Electronics (Div. of Computer Equipment Corp.)

225

Headquarters: 3000 West Warner Avenue, Santa Ana, Calif. 92704.

On display will be wireless microphones.

Personnel: Earney Papenfus, John Beaman and Martin T. O'Malley.

VIF International

112

Headquarters: Box 1555, Mountain View, Calif. 94040.

Featured will be background music tape reproducers, recorded music tape service, audio automation equipment, audio tape recorders and reproducers, accessories for audio tape recorders, video test generators and digital timers for video applications.

Personnel: Gordon MacKechnie, Eric Breeze, George Wade, Alden G. Thompson, Carroll Abernathy, Emil Sauler, Vic Blacketer, Walter Marston, F.T.C. Brewer and Robert Mefford.

Visual Electronics Corp.

301-302

Headquarters: 356 West 40th Street, New York 10018.

Featured will be video switching and terminal equipment, electronic titling

systems, custom audio consoles, pre-wired jackfields, audio distribution amps, intercom systems, Rapid-Q audio cartridge units and single coax digital sync distribution system.

Personnel: James B. Tharpe, Charles E. Spicer, Ed Clammer, Norm Farr, Len Morreale, A. W. Greeson, Felix Bonvouloir, Jack Burge, Peter Magg, Ron De Bryx, P. D. Thompson, Lin Hargraves and Bruce Blair.

Wilkinson Electronics Inc.

201

Headquarters: 1937 West MacDade Boulevard, Woodlyn, Pa. 19094.

Full line of AM and FM equipment.

Personnel: G. P. Wilkinson, C. Wilkinson, W. H. Johnson, D. Stewart, W. Voelker, A. MacIntyre, V. Foschini, A. Costigan, M. Slingluff, A. Mozerx, J. Mack, R. Lynch and G. Meier.

World Video Inc.

321

Headquarters: Box 117, Boyertown, Pa.

Featured will be new 6210 series 12-inch one-gun broadcast color monitor, and 17-inch one-gun color monitor.

Personnel: Robert Webb, Jack Taylor, Philip Steyaert, Carl Rosekrans, Ed Youskites, Paul Milazzo and Herb Didier.

Networks

ABC Inc., ABC-TV, ABC Radio, ABC News, ABC-Owned-Television Stations, and ABC Films Inc.

Continental Plaza, suite unassigned; Conrad Hilton, 1806; 600.

Personnel: Simon B. Siegel, Elton H. Rule, I. Martin Pompadur, Robert T. Goldman, Alfred R. Schneider, Robert Kaufman, Ellis O. Moore, Charles Smith, Mark Roth, Milt Carney, James E. Duffy, Frederick S. Pierce, Marvin Antonowsky, Richard L. Beesmyer, Mark Cohen, Don Foley, Leonard Maskin, James T. Shaw, Martin Starger, Michael D. Eisner, Joseph Giaguinto, Edwin T. Vane, Jack Ansell, Warren Denker, Bob Einhorn, Len Feldman, Mark Greenberg, Dick Hasbrook, Robert Hingel, Timothy Kearney, Richard Kozak, Arnold Marfaglia, Joseph Niedzgiecki, Murry Resnick, Peter Zoben, Walter A. Schwartz, Ted Brew, Robert O. Mahlman, Leo Collins, Al Pariser, Alex Smallens, William MacCallum, Steven Lindberg, Frank Atkinson, Sam Patterson, George Davies, Michael Weinstock, Joseph Kelly, Mike Penzell, Elmer W. Lower, William Sheehan, Thomas A. O'Brien, Thomas Wolf, Martin Rubenstein, Joseph F. Keating, Nicholas George, Dick Dressell, George Phillips, Peter Katz, Mark Richards, Meyer Proctor, William Gilmore, Kent Coughlin, Harry Curtis, David Cole, Richard O'Leary, Lou Erlicht, Walter Flynn, Mark Mandala, Steve Mathis, Ben Okulski, Jon Ruby, John Staverino, Kevin O'Sullivan, Jerry Smith, Colin Campbell, Neil Delman, Howard Lloyd,

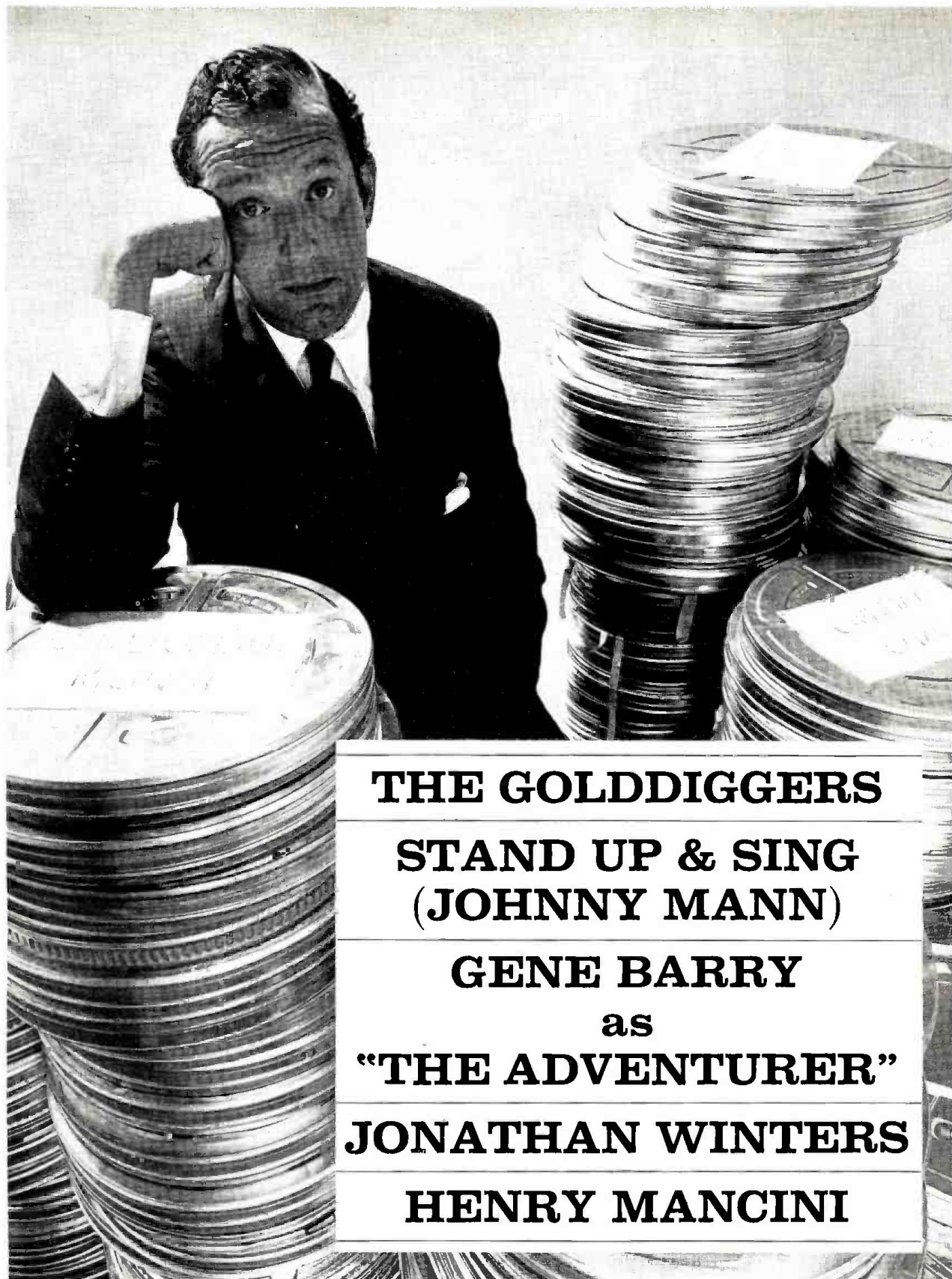


Giff Cummings is a nice guy...

...but so are a lot of other guys who'll be at the N.A.B. Convention. So why stop by at the NET TELEVISION Hospitality Suite in the Pick Congress Hotel? Because Giff can make a lot of sense to you if you're involved with videotape program syndication, editing and duplication. Giff thinks that the facilities he offers are the best around, with a realistic price structure. See if he's right! Make sure you talk with Giff during the Convention.

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- "roll" or "crawl" modes
- different speeds
- custom fonts
- symbols, logos, etc.
- line art and more.

For a graphic demonstration of this claim, you must see NAB '72 Booth 121/East Hall



Systems Resources Corporation
223 Newtown Road, Plainview, N. Y. 11803

Charles Atkins, Jim Thomson, John Ryan, John Randall, Ray Russum, Monte Lounsbury, Al Hartigan and Scott Moger.

CBS Inc., CBS/Broadcast Group, CBS-TV, CBS News
2325

Personnel: Frank Stanton, John A. Schneider, Richard W. Jencks, Robert D. Wood, Frank M. Smith Jr., Carl Tillmanns, William Materne, Carl Ward, Bruce Bryant, David White, Thomas Swafford, Sarge Carleton, Robert Wood, Gordon Hayes, Donald Clancy, Harry Feeney, Robert Hammer, David Williams, Stanley Greene, James Hesen, Richard O'Brien, Joseph Flaherty and Charles Chester. *CBS Television Stations Division:* D. Thomas Miller, Ray Beindorf, Thomas Leahy, William O'Donnell, Leon Drew, Thomas Battista and Jerry Stahler.

CBS Radio

Skyway suite

Personnel: Sam Cook Digges, George J. Arkedis, W. Russell Barry, Robert Cole, J. William Grimes, Sherril W. Taylor, Maurie Webster, Eric H. Saline, Cornelius V. S. Knox Jr., Briggs Baugh, Harfield Weedon, Arthur Peck, Norman S. Ginsburg and Ralph Green.

Hughes Sports Network

Pick-Congress, 700

Personnel: Richard E. Bailey Sr., Richard E. Bailey Jr., Roy Sharp, Ralph MacFarland, Robert Martin, Gordon Bridge, Thomas Calhoun, William Hyland, John Koushouris, Charles Shellenberger, Phillip Valastro, John Tobin, John Lydon, Jay Moran, James MacArthur and Julius Boros.

Keystone Broadcasting System

805

Personnel: Sidney Wolfe, Harry Albrecht, Kathy Gaines, George Caccipio, Anita Laire and Jane McFaden.

Mutual Broadcasting System

1806-A

Personnel: C. Edward Little, Charles W. Godwin, Stephen McCormick, Leslie S. Learned, Charles A. King and William Styles.

Market 1 Network

Essex Inn, 1201

Personnel: Sidney K. Halpern and Jack W. Isaac.

NBC Inc., NBC-TV, NBC Radio

Sheraton-Blackstone, Presidential suite

Personnel: David C. Adams, Julian Goodman, Thomas E. Ervin, Peter B. Kenney, Robert Hynes, Donald J. Mercer, Raymond T. O'Connell, Joseph J. Berhalter, Anthony A. Cervini, Raymond Diaz, William M. Kelley, Malcolm B. Laing, Pierson Mapes, Paul

Rittenhouse, Thomas J. White, Don Durgin, Mort Werner, William Trevarthen, Stephen A. Flynn, Arthur Johnson, Mort Dillon, Eric Bennorth, Don Fulton, John Kennedy, John Frischetti, Robert Butler, Frank Flemming, Fred Himelfarb, Oden Paganuzzi, Thomas Phelan, Robert Post, Reginald Thomas, Robert Barnaby, Richard Koplitz, Robert L. Stone, Marion Stephenson, Ludwig Simmel, Herminio Traviesas, Michael Laurence, Josh Kane, Gerald Adler, William Schmitt, James Victory, Joseph Kolb, Cliff Ogden, Henry Proffenius, Charles Whipple, James Strain and Eugene Moss.

Station Reps

ABC-TV Spot Sales

Continental Plaza, Governor's suite

Personnel: Dick Savage, Tom Belviso, Kent Fredericks, Darrell Anderson, Art DeCostor and Stuart Mackie.

ABC-FM Spot Sales Inc.

1522

Personnel: Martin Percival, George Beudet, Stan Cohen, Karen Layland and Bob Mendelsohn.

Avco Radio-TV Sales

Continental Plaza, Crown suite

Personnel: H. Peter Lasker, T. M. Comerford, T. R. Gaulocher, R. F. Glazer and Phyllis Seifer.

Avery-Knodel Inc.

Sheraton - Blackstone, Early American suite.

Personnel: J. W. Knodel, F. Robert Kalthoff, Robert Kizer, William F. Abbott, Marvin W. Harms Jr., Joseph N. Poulin, Vernon Heeren, Charles J. Harley, Godfrey W. Herweg, Bill Weed and John Geary.

Mort Bassett & Co.

Essex inn, suite unassigned

Personnel: Mort Bassett

Charles Bernard Co.

(Country Music Network)

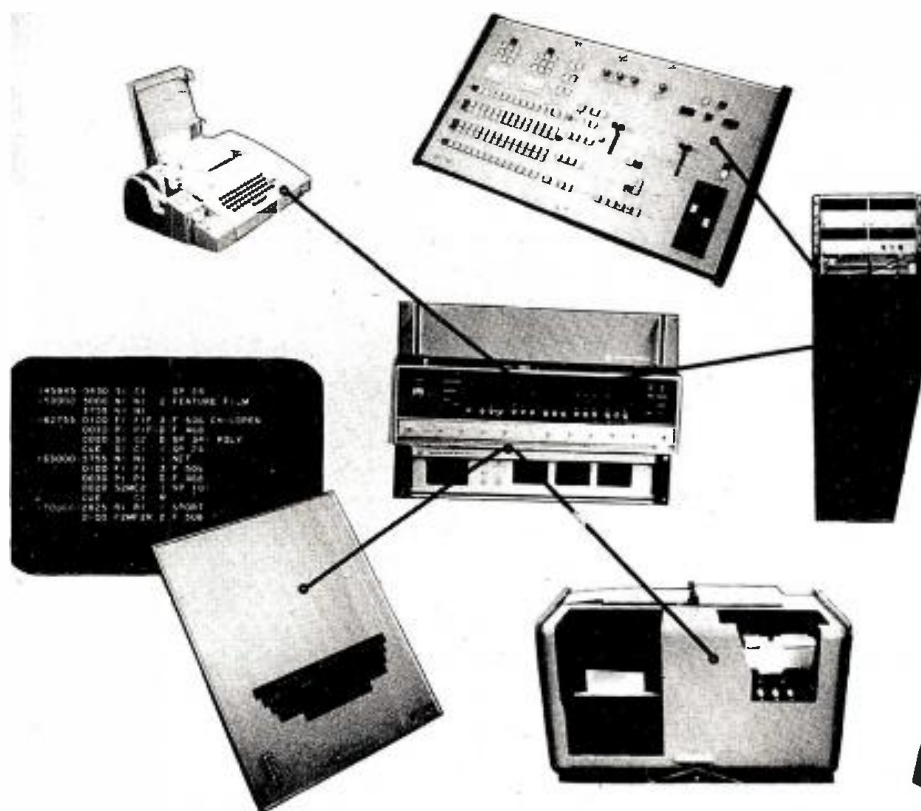
Sheraton-Chicago, suite unassigned

Personnel: Charles Bernard

John Blair & Co.

Sheraton-Blackstone, suite unassigned

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Personnel: J. William Grimes, John Lack and Robert Sherman.

CBS-TV National Sales**Astor Tower, Bagatelle suite**

Personnel: John McKay, Red Ennis and Stu Stringfellow.

Henry I. Christal Co.**Drake hotel, 824-825**

Personnel: Philipin S. Flanagan, John M. Fouts, Pierre Megroz, Walter B. Archer and Howard Stasen.

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Personnel: Edward J. Devney and Hy Farbman.

Robert E. Eastman Inc.**Playboy Towers hotel, 1200**

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Bernard Howard & Co.**Conrad Hilton, suite unassigned**

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Personnel: Ed Shurick, Harry Wise, Phil Corper, Al Ritter, Dwight Reed and Roy Edwards.

The Katz Agency**Ambassador West, Oriental suite**

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dingham, Chuck Standard, Marc Nagel, Powell Ensign, Audrey Tanzer, Hugh McTernan, Bill Decker, Carl Jewett, Gene Gray, Lanny Finch and Ralph Widman.

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Metro TV Sales**Sheraton-Chicago, 3703**

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Personnel: Wilt Gunzendorfer.

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Hogan Feldmann Inc.
Conrad Hilton, suite unassigned

Personnel: Art Hogan and Jack Feldmann.

LaRue Media Brokers Inc.
Sherman House, suite unassigned
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Personnel: Howard E. Stark.

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Personnel: Bruce Stoll.

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Second broadcast group joins regional list

An organization of broadcasters that isn't even established yet has already taken its first action: it called on all prospective members to generate a minimum of at least 15 filings to the FCC objecting to the counteradvertising proposals suggested earlier this year by the Federal Trade Commission (BROADCASTING, Jan. 10).

The organization, due to begin operating July 1, is the Mid-America Broadcasters Association, representing broadcaster associations in seven states (Arkansas, Colorado, Iowa, Kansas, Missouri, Nebraska and Oklahoma).

Each state association is voting on whether to join. First president, to be selected on an alphabetical-rotating basis, will be Jack Freeze, KFPW-AM-TV Fort Smith, current president of the Arkansas association.

The Mid-America association is the second regional broadcasters association in the country. The first was the Rocky Mountain Broadcasters Association, organized two years ago. It comprises broadcast groups from Idaho, Montana, Utah and Wyoming.

Meanwhile, formation of a third regional group is under consideration by state associations in the mid-Atlantic area (Maryland-District of Columbia-Delaware, New Jersey, Virginia, West Virginia and Pennsylvania). Proposed initially last February by the Maryland-D.C.-Delaware group, that association has invited representatives of the other state groups to its annual convention June 27-29 in Williamsburg, Va. to study the question further.

The regional organizations are designed to improve broadcasters' position in Washington.

Torbet to see that first things come first

FCC Executive Director John A. Torbet has been given the added responsibility of setting priorities on matters to be considered by the commission.

Under a new system ordered into

effect March 23, the office of the executive director is now working with the FCC's executive advisory council in establishing an order for programs to be handled.

The commission has also expanded its advisory council to include all major bureau chiefs and office heads. Previously it had been limited to program and operating chiefs.

Mr. Torbet will periodically present the results of his consultations with the council to the commission and will recommend the scheduling of proceedings and utilization of resources.

The initial function of the new system will be in connection with phase two of the AT&T rate inquiry.

In the same March 23 action, Chairman Dean Burch was given the authority to act as contracting officer, in charge of all procurements for the commission. He can name additional contracting officers as needed.

FCC 'checklist' aired on Hill

More about the secret "checklist" maintained by the FCC came out in a hearing last week conducted by the House Subcommittee on Foreign Operations and Government Information.

The hearing last Tuesday (March 28) was part of an inquiry the subcommittee began March 6 into the effectiveness of the Freedom of Information Act, which provides guidelines for the executive branch in disseminating information to the public.

The commission's checklist came under attack two weeks ago from R. Peter Straus, president of WMCA(AM) New York and publisher of *Straus Editor's Report* (BROADCASTING, March 20).

But at the subcommittee hearing last week, John W. Pettit, FCC general counsel, said that "checklists in one form or another have been used by the commission as an administrative convenience for many years."

The checklist is a roster of organizations and individuals whose qualifications are apt to be questioned by the FCC if they apply for licenses.

Mr. Pettit told the subcommittee that the list contains about 12,000 names,

most of which are supplied by the Justice Department, with additions made by "certain key personnel" at the FCC.

"Reasons for listing . . . include repeated violations of the Communications Act or commission rules, unlicensed operation, license suspension, the issuance of a bad check to the commission, or the stopping of payment on a fee check after failing a commission examination," Mr. Pettit said.

Mr. Pettit emphasized that the checklist is not a blacklist. "It is used primarily in those offices where licenses are issued automatically by computer without staff review or approval," he said. "When a match is found, the application is flagged and a check is made with the appropriate office before a legal determination is made as to whether issuance of the license would be in the public interest."

MediaNotes

Good response ■ WNET(TV) New York's mid-March drive for funds may reach up to \$135,000, with projected 9,000 new subscribers. Spokesmen for public-TV station said that this figure marks a 50% increase over any other previous membership-drive effort.

Disclosure ■ Citizens' Research Foundation has published "Contributions of National-Level Political Committees to Incumbents and Candidates for Public Office, 1970." Book lists contributions to senatorial, congressional and gubernatorial candidates and costs \$25. Another book, "Political Contributors of \$500 or more in 1970," costs \$50. *CRF, 245 Nassau Street, Princeton, N.J. 08540.*

Klein's new venture ■ Malcolm C. Klein, formerly president of National General Television Corp., Los Angeles, has formed Malcolm C. Klein & Associates, Encino, Calif., management consultant firm. Company will offer services to clients in broadcasting entertainment, leisure time activities and general marketing. Mr. Klein also formerly was vice president and general manager of WNTA-TV Newark, N.J.-New York (now WNET(TV)) and KHTV Los Angeles. 4840 Andasol Avenue, Encino, Calif., 91316.

New to CBS ■ WLMS(AM) Leominster, Mass., has become affiliate of CBS Radio. Station, owned by Nashua Valley Broadcast. Station is 10 kw daytimer on 1000 khz.

Report aid ■ Washington data processing firm is offering service to companies that must submit equal-employment reports to federal agencies. Applied Urbanetic Inc. says that through its computers, employment plans can be analyzed, compared with national census, and be diagnosed for weak spots. Company said service can be used by broadcasters in filing reports with FCC. Company's address: 1101 17th Street, N.W., Washington 20036.

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Flat ban on reimbursements vetoed

Court reverses FCC in KTAL-TV settlement case; says challengers can collect some repayments

When minority groups challenge a station's license renewal and the case is settled outside the FCC, may the station provide voluntary reimbursement for legal fees and other charges? The FCC has a general answer: No. But, as is so frequently the case, the U.S. Court of Appeals for the District of Columbia has another mandate: Try again, FCC.

A three-judge panel of the Washington court offered that judgment last week in reversing the commission's rejection of an agreement between KTAL-TV Texarkana, Tex., and the Office of Communication of the United Church of Christ. The church group had provided legal advice and other assistance to a coalition of minority groups that had challenged the Texarkana station's license renewal.

Chief Judge David L. Bazelon, writing for the majority, told the commission that it cannot lay down a "principle of general application" that such reimbursements are not in the public interest. His ruling directed the commission to determine whether this specific case might warrant some kind of reimbursement.

In a decision supported by Judge

Spottswood W. Robinson and Senior Circuit Judge John Danaher, Judge Bazelon acknowledged the "potential for abuse" in such agreements through "buy-offs of superior competitors or pay-offs to those filing frivolous applications..." But he said the Communications Act recognizes these dangers by providing for case-by-case commission scrutiny of reimbursement agreements. "Congress," he said, "did not mandate an absolute bar against reimbursement."

As Judge Bazelon noted, the commission itself recognized that there may be public-interest benefits in "settlement of the issues between the station and the petitioning group." Late in 1970, by the narrowest of possible margins (4-to-3), the commission denied approval of an agreement under which KTAL-TV would have paid the church group slightly more than \$15,000, as reimbursement for aid to a number of black groups that had petitioned to deny the station's renewal application. The application was to be withdrawn in light of KTAL-TV's agreement to follow a number of programing and hiring agreements the groups had recommended.

The commission, asserting there is

"no statutory guide" for passing on the request for reimbursement, said that payment of expenses to the church is not necessary to effectuate either of two public-interest goals involved—facilitating the filing of petitions to deny and settlement of disputes between stations and petitioning groups.

However, the court had a different perspective. "Precisely because the appellant church represented public organizations," Judge Bazelon wrote, "was it able to achieve a settlement with KTAL-TV which served the public interest in Texarkana." Any "voluntary" payment that encourages the participation of groups such as the church is "entirely consonant with the public interest," he said.

Judge Bazelon noted that the commission has previously sanctioned payments in cases where private groups agreed to settle their differences through means other than litigation.

In the special case of KTAL-TV, Judge Bazelon said, "the majority revealed no reasons why the potential for abuse of reimbursement is sufficiently greater in a petition-to-deny situation to justify such a prohibition, and we can conceive of none."

The court remanded the case to the commission for the specific purpose of determining whether the church's submitted expenses were "legitimate and prudent."

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NBC goes for action, long forms

It dumps one movie night in new schedule, moves 'Bonanza,' 'Bold Ones' to shore up Tuesdays

NBC-TV became the first network to outline its 1972-73 prime-time schedule last week, releasing tentative plans for five new programs, mostly in the crime-solving/adventure/mystery form, to replace five hours of current programming including *Friday Night at the Movies*.

The new programs and realignments among the 14 returning series produce new line-ups on four nights. Mondays,

Thursdays and Saturdays are unchanged. NBC spokesmen called it a "long-form schedule," with 12 one-hour shows, two 90-minute shows, two two-hour movies and only four half-hour series. It calls for 8-11 p.m. NYT programming all nights except Sunday, when it runs 7:30-10:30 to keep *Disney* in its early-evening spot.

Except for Friday movies, whose fu-

ture had been considered questionable ("Closed Circuit," March 27), there were no surprises in the shows being dropped — *James Garner as Nichols* (Tuesday, 9:30-10:30) and *Jimmy Stewart Show* (Sunday, 8:30-9) plus one hour of Tuesday-night specials. In addition, *Night Gallery* is being cut to a half-hour and will usually feature one story instead of this year's usual two.

The new shows:

■ *NBC Wednesday Mystery* (8:30-10 p.m.): rotational series of three or four detective/mystery programs to be chosen from "Banacek" (with George Peppard), "Cool Million" (James Farentino), "Madigan" (Richard Widmark), "Heck" (Richard Boone) and "The Judge and Jake Wyler" (Bette Davis and Doug McClure). All five are from Universal and most are spinoffs from NBC *World Premiere* movies.

■ *Probe* (Wednesday, 10-11): Hugh O'Brian as a globetrotting detective. Warner Brothers Television and Leslie Stevens Productions.

■ *The Little People* (Friday, 8:30-9): a situation comedy starring Brian Keith as a pediatrician in Hawaii. Warner Brothers Television.

■ *Ghost Story* (Friday, 9-10): Sebastian Cabot as host introduces stories about people who encounter bizarre events. Screen Gems.

■ *Banyon* (Friday, 10-11): private-eye series set in 1930's, stars Robert Forster, with Joan Blondell as a regular in the cast. Warner Brothers Television and Quinn Martin Productions.

The Wednesday-night *NBC Mystery Movie* becomes *NBC Sunday Mystery* (8:30-10), and may add "The Snoopy Sisters," starring Helen Hayes and Mildred Natwick, to its present trilogy of "Columbo," "McCloud" and "McMillan & Wife." *Night Gallery* moves from Wednesday to 10-10:30 on Sunday.

Bonanza, long-running Sunday-night attraction, moves to Tuesday at 8-9 to help combat ABC's highly successful Tuesday-night line-up. *Bold Ones* moves from Sunday to Tuesday at 9-10 in a doctors-only format, its lawyers episodes being deleted. At 10-11 on Tuesdays will be the previously announced *NBC Reports*, which from Nov. 14 to May 8, 1973, will alternate with the *America* series.

Adam 12 remains at 8-8:30 Wednesday, and *Sanford and Son* at 8-8:30 Friday.

Officials said specials will be a significant part of the schedule. They also disclosed plans to open the 1972-73 season on Monday, Sept. 25, two weeks later than the current season opened, to provide more production lead-in time in view of delays in getting the schedule set. But they said this was subject to review if any other network opened earlier.



NBC-TV's 1972-73 schedule relies extensively on programs developed from single entries shown earlier. "Banacek" with George Peppard, shown upper left in program when it played as *World Premiere* movie March 20, is one of five productions from which three or four will be chosen to rotate in NBC Wednesday Mystery. So is "Madigan," starring Richard Widmark, shown upper right with late Inger Stevens in theatrical version first shown on NBC Monday movies Nov. 17, 1969. *Banyon*, set for Friday nights, stars Robert Forster, shown bottom left when show was *World Premiere* March 15, 1971. *Probe*, going into Wednesday nights, stars Hugh O'Brian, shown bottom right with Elke Sommer in *World Premiere* last Feb. 21.



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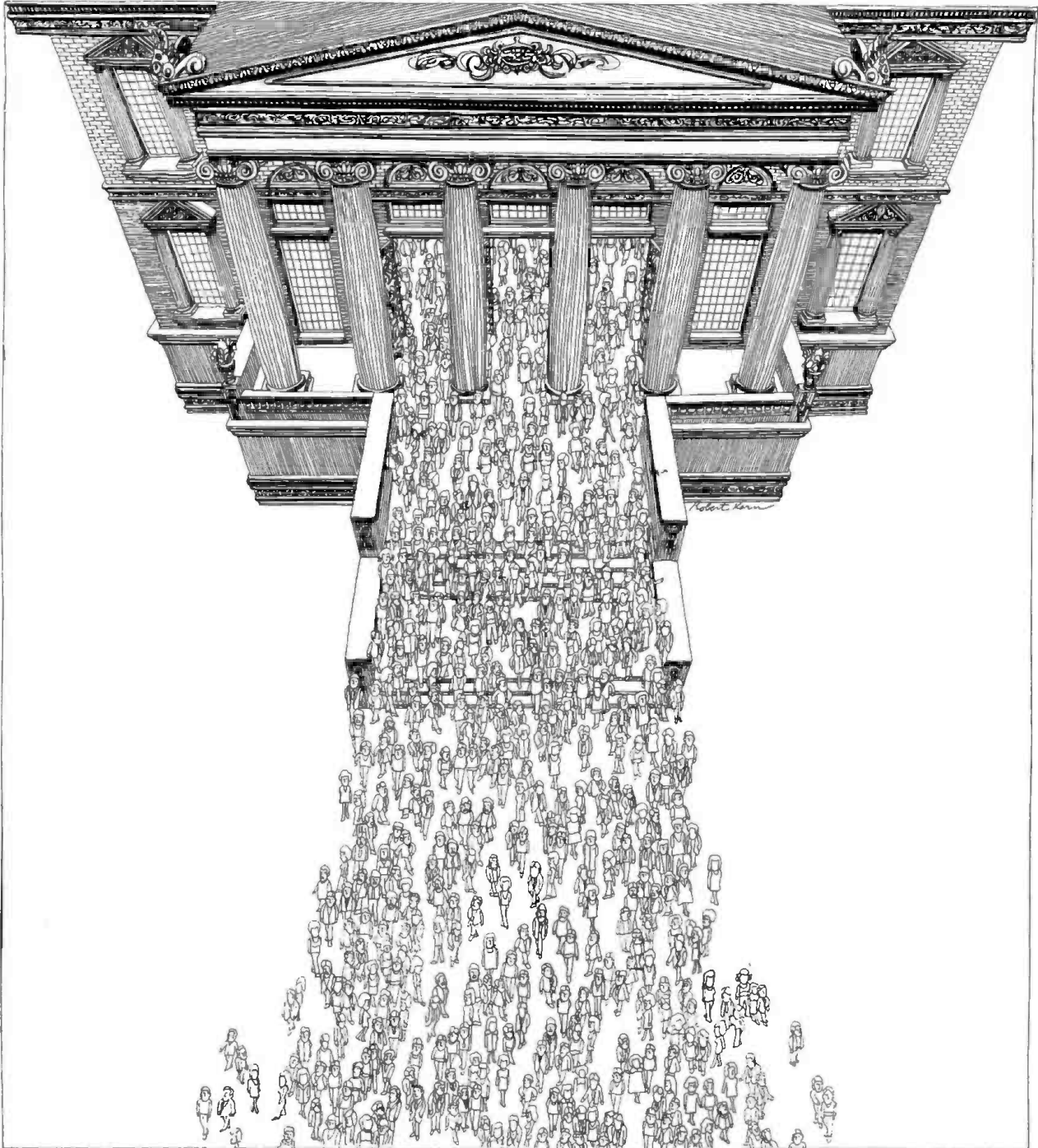
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Set for fall (and beyond): 4 football agreements

New broadcasting rights contracts involving four professional football teams have been announced.

The Dallas Cowboys and KRDL(AM) Dallas have signed a three-year pact for the station to be the sole Dallas-Fort Worth outlet for the world champions. In addition, KRDL will set up an eight-state Cowboys network and special Spanish language network service for selected Texas stations. Texas State Network and its KFJZ(AM) Fort Worth handled rights last season with KLIF(AM) as the Dallas outlet.

The Miami Dolphins and WIOD(AM) Miami have signed a new contract to run through the 1975 season. The American Conference champions have been covered by WIOD since 1965.

The Kansas City Chiefs and KCMO(AM) Kansas City have extended their contract to run through the coming three seasons. The station has carried the Chiefs since that franchise was switched to Kansas City in 1963.

Empire Sports Production, Montreal, also announced that it has been granted exclusive radio rights for Chiefs football outside the Kansas City area. Empire proposes a network of more than 40 stations in a five-state area.

WWL(AM) New Orleans and that city's Saints earlier had announced renewal of their contract that dates back to the Saints' entry into New Orleans in 1967. WWL-TV New Orleans will carry exclusive coverage of the six preseason games.

WGLN(FM) challenged on format change

Another episode of public dissent over a planned format change at a newly acquired radio station has erupted at the FCC.

In a pleading filed last week, the Citizens Committee to Keep Progressive Rock urged the commission to stay, reconsider and permanently rescind a Feb. 22 staff action granting the sale of WGLN(FM) Sylvania, Ohio. At issue is an apparent decision by the buyer, Mid-



Herb and Marge Show ■ Herbert G. Klein, White House director of communications, has substituted for regular conductors of talk shows on a number of radio stations, beginning with KGO(AM) San Francisco (BROADCASTING, Aug. 30, 1971). Usually he has answered questions from listeners and, by prearrangement, interviewed Nixon-administration figures by telephone. On Sunday, March 26, he expanded his exposure to television (WKBD-TV) Detroit and enlarged his in-studio cast to include his wife, Marge (see photo); Clark MacGregor, the President's counsel on congressional relations; Edward Morgan, who drafted the President's new busing legislation, and Ronald Walker, advance man for the President's recent trip to China and forthcoming trip to Russia. This time the questions were collected by the station in advance.

western Broadcasting Corp., to alter the station's programming from its present progressive-rock format to middle of the road.

According to the group's petition, Midwestern, which also is the licensee of WOHO(AM) in neighboring Toledo, Ohio, willfully misrepresented itself in informing the FCC that it planned to program an MOR format on WGLN while at the same time maintaining locally that no alteration in the station's present programming would take place.

WGLN was taken off the air on March 15 to permit the transfer of its facilities to the studios of WOHO. Midwestern has received permission from the FCC to keep the station silent for 90 days.

The petitioners last week charged that Midwestern, which purchased WGLN from Twin States Broadcasting Inc. for \$125,000, would deprive Toledo-area residents of the region's only progressive-rock format without notifying the community or conducting a survey of

the area's programming needs and preferences.

The petitioners also charged that the WGLN sale violated the commission's three-year holding requirement (Twin States, the station's original licensee, operated WGLN for about two-and-one-half years before contracting to sell to Midwestern), and that Midwestern's proposal to duplicate WOHO's programming up to 48% would breed both an anticompetitive situation and cause inequitable programming distribution.

This pleading resembles one last year involving the sale of KFMG(FM) Des Moines, Iowa (BROADCASTING, Aug. 2, 1971, et seq.). In both instances, a citizen group sought to block a sale in which the buyer planned to eliminate a progressive-rock format and partially duplicate a commonly owned AM programming top-40 music. (Both WOHO and KSO(AM) Des Moines, which is owned by Stoner Broadcasting Systems, the buyer of KFMG, are top-40 operations.) Tracy Westen, of the Stern Community Law Firm, represented the petitioners in both cases.

The KFMG issue was resolved when Stoner elected to retain the station's progressive format.

To the moon again

The television networks have scheduled extensive coverage of the Apollo 16 moon mission, beginning April 16 and concluding April 28. The networks each plan approximately 10 hours of live coverage including the lunar landing, the three-day stay on the moon by two of the three astronauts and the "space taxi" rides outside the lunar module. The radio networks plan to cover the mission through special programs and periodic progress reports throughout the 12 days.

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St. Louis civic group gets time for series

Three St. Louis television stations have agreed to a local community coalition's request for program time to present a regular series of public-service programs.

The St. Louis County Municipal League, a civic organization representing the governments of 68 municipalities in the St. Louis metropolitan area, said last week that KTVI-TV, KSD-TV and KPLR-TV, all St. Louis, have accepted its proposal. A fourth station, KMOX-TV, declined the request but offered to consult with the group in its present public-affairs efforts.

Although specific time schedules had not been finalized last week, the league said it hoped that the three stations would dedicate at least one half-hour per month to the series. The series will be scheduled on each of the three stations on a rotating basis. Spokesmen from the stations have indicated that some of the programs would be aired in prime time, depending on the subject matter of the particular show.

John Brawley, mayor of Ferguson, Mo., and president of the municipal league, said that the series will deal with issues of concern to all citizens of St. Louis county, and in many cases to those residing in the city as well. Plans call for federal, state and local government officials to appear on the programs and discuss current issues and controversial legislation affecting urban areas.

First program of the series is tentatively scheduled for April 11 on KSD-TV and will reportedly feature the governors of Missouri and Illinois in a discussion of the two states' common problems.

Star-crossed: FCC, astrologer

The FCC has taken a dim view of an astrology expert's interpretation of her right of access to broadcast facilities.

In rejecting a complaint by Alexandra Mark that cited, among other things, NBC-TV's refusal to present coverage of her book, "Astrology for the Aquarian Age," the commission last week stated that, except under certain circumstances, "no person has any right under the Constitution . . . to the use of any particular broadcast microphone or camera for the presentation of any kind of program material."

Mrs. Mark had named WTIC(AM) Hartford, Conn., and NBC-owned WNBC-TV New York as parties in her complaint. She claimed that WTIC had "censored" in part her appearance on the station to conform to guidelines of the National Association of Broadcasters code banning from the air material which tends to foster a belief in astrology.

Mrs. Mark's complaint asked the commission to rule that the sections of the NAB codes dealing with astrology may not be adopted by licensees as their

own policy, and that the WTIC and NBC actions were violations of her First Amendment rights and the Communications Act.

The commission said there was no evidence that either licensee had acted unreasonably, noting that it is "the licensee, not the NAB or any other person or entity, who is responsible for what is presented over his facilities."

Monday-night sports grows

NBC-TV has been awarded exclusive rights to the 1973 and 1974 National Collegiate Athletic Association basketball tournaments, the network announced last week. This is the third two-year contract for NBC, the first of which went into effect in 1969.

For the first time in the history of the event's coverage the 1973 championship final from St. Louis (Monday, March 26) will be presented in prime time and both games of the semi-final round, also from St. Louis (Saturday, March 24) will be telecast nationally ("Closed Circuit," March 27). In the past, the semi-final round was telecast on a regional basis. Four rounds of the tournament (Saturdays March 10, 17, 24 and Monday 26) are also on the schedule.

TV's Appalachian trail

Four television stations in the Appalachian region have joined with the Appalachia Educational Laboratory,

Charleston, W. Va., to offer TV instruction to preschoolers in the area. The project is being funded by the U.S. Office of Education.

Around the Bend programs, assembled by AEL, are being carried by WDTV-TV Weston, W. Va., WSVB-TV Harrisonburg, Va., WHTN-TV Huntington, W. Va., and noncommercial WSKV-TV Sneedville (Knoxville), Tenn. The TV instruction in basic skills is augmented by follow-up home visits by paraprofessionals who provide the children with learning materials and answer questions.

The 30-minute monochrome video tapes are telecast daily. It is estimated that more than 30 families and nearly 100 preschool children are participating in the service.

Pass over 'Passover'

The Jewish Conference on Communications Media, New York, has asked broadcasters not to carry the program, *The Passover Story*, distributed by Beth Star Shalom Hebrew-Christian Fellowship.

In a letter to the National Association of Broadcasters, which NAB carried in its March 24 *Holline*, Rabbi I. Fred Hollander of the conference said the film, represented as an authentic representation of the festival, "bears no resemblance to orthodox, conservative or reform Jewish interpretations of the Seder."

Last year, broadcasters found them-

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selves in the middle of a controversy about a Passover program sponsored by the American Board of Missions to the Jews, with six out of 12 TV stations canceling (BROADCASTING, April 5, 1971).

CTV allowed 50% U.S. programing

The Canadian Radio-Television Commission has relented in its previous directive to the CTV to limit prime-time programing to 30% American product. The commission has announced that it will allow the privately owned network to program 50% U.S. provided Canadian content reached 60% over the entire broadcast day.

The decision was greeted with obvious relief by CTV President Murray Chermack, who pledged extension of CTV service to additional Canadian cities over the next two years in order to provide alternate programing to the Canadian Broadcasting Corp.'s TV network in all parts of Canada. In addition, the 14-station network will establish a new class of small-market affiliates which will receive network service without financial obligation.

Canadian critics of private broadcasting are calling the move a CRTC surrender to private enterprise. They fear it will weaken the CBC's fiscal position, resulting in heavier tax subsidies for the state network.

ProgramNotes

Leo's latest ■ MGM Television has released 25 feature films to syndication, and has sold package to WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WXYZ-TV Detroit, KGO-TV San Francisco and WKRC-TV Cincinnati. Titles include "The Americanization of Emily," "Butterfield 8," "Cat on a Hot Tin Roof," "Cincinnati Kid," and "Libel."

Prime III offering ■ ABC Films has placed into domestic distribution Prime III package of 16 feature films, produced for initial presentation on ABC-TV, including "The Forgotten Man" with Dennis Weaver and Anne Francis; "A Taste of Evil" with Barbara Stanwyck and Arthur O'Connell; "If Tomorrow Comes" with Patty Duke and James Whitmore, and "In Broad Daylight" with Richard Boone and Suzanne Pleshette.

Getting around ■ Warner Bros. Television announced last week that its "Volume 17" package of 30 feature films has been sold in 42 markets, including eight of top-10 and 15 of top-25 for over-all U.S. TV homes coverage of 52%. Package includes three two-part titles: "Battle of the Bulge," "The Great Race" and "The Young Lions." Latest sales include KGO-TV San Francisco, WXYZ-TV Detroit, WMAL-TV Washington, KTVT-TV Fort Worth-Dallas, KTVI-TV St. Louis, KING-TV Seattle, KTRK-TV Houston, WTTV-TV Indianapolis, WKRC-TV Cincinnati and KCMO-TV Kansas City, Mo.

30 in 30 ■ Independent Television Corp. reports it has sold U.F.O. hour series in 30 markets in 30 days. Among station buyers were WCBs-TV New York, WCAU-

TV Philadelphia, KNXT-TV Los Angeles, WTOP-TV Washington and WGN-TV Chicago.

Sunny sales ■ ABC Films reports sale of *Dark Shadows*, half-hour dramatic series, in 27 countries. Among purchasers were stations in Australia, Mexico, Puerto Rico, Thailand, Trinidad, Venezuela and Jamaica.

Triple threat ■ Gottlieb-Taffner Programs Inc., New York, has placed third series produced by Thames Television Ltd., of Britain into syndication. New series is one-hour *Callan*, which recounts adventures of secret agent. Two weeks ago Gottlieb-Taffner released *Rivals of Sherlock Holmes* and *Father, Dear Father*.

Liz and Richard—again ■ Elizabeth Taylor and Richard Burton will do a three-hour movie for ABC to be shown next season in two separate installments, one on *Movie of the Week*, other on *Movie of the Weekend*. The movie deals with divorce and its effect on the couple.

Psychic TV ■ New half-hour pilot, *Haunted*, is being co-produced by 20th Century-Fox Television and SMS Associates, Chicago, in mid-Victorian manor house in upstate New York. Syndicated series features Han Holzer, parapsychologist and author, in format that blends documentation and recreation of psychic phenomena.

Introduction to reading ■ Corinthian's five television stations are showing weekly half-hour science series for children, "*How Do You Know?*". Show, geared to first, second and third graders, originates at Corinthian's KHOU-TV Houston, and is based on the "Let's Read and Find Out" books published by Thomas Y. Crowell Co. (Both Corinthian and Crowell are members of Dun & Bradstreet Group.)

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KABC(AM) Los Angeles, which started an "ombudsman" service in 1967 at the station via telephone and mail complaints and requests, has extended the service to the field with a \$15,000 mobile unit. A Dodge Chinook camper converted into an office on wheels has been on the road since January, visiting shopping centers and high-school and college campuses, collecting citizens' complaints. On most days the mobile unit is manned by three people from KABC's community-relations staff of seven. The station's two-way talk format is built around the ombudsman concept. Last year the station claims it received 30,000 written and 20,000 telephone requests to act as a mediator between listeners and government and business. The ombudsman service and mobile unit is under direction of Michael H. Sommer, a veteran newsman who also is the station's editorial director.

Court won't dismiss suits by BMI

Actions against networks warrant full treatment, ABC, NBC are told

A federal district court judge has denied NBC and ABC motions for summary dismissal of antitrust and breach-of-contract charges filed against them and CBS by Broadcast Music Inc. The judge also refused to drop fraud charges brought by BMI against NBC and CBS only.

In his ruling, which became available last week, Judge Morris E. Lasker of the U.S. Southern District Court in New York did grant an alternative motion by ABC that the antitrust charge be tried separately and first, and that "discovery"—pre-trial examinations of books and documents—be limited to the antitrust phase until the antitrust issue is decided.

CBS had not moved for summary dismissal of the charges.

BMI's suit, filed more than two years ago (BROADCASTING, Feb. 9, 1970), named CBS, NBC and the American Society of Composers, Authors and Publishers, accusing them of working together to destroy BMI and seeking treble damages totaling \$59.9 million. ABC was added as a defendant later.

BMI's suit was based in part on separate CBS and NBC agreements to make additional payments to ASCAP for their TV networks' use of its music in years prior to 1969 and to pay ASCAP \$5.68 million each for 1969 (BROADCASTING, May 12, 1969). BMI put the back payments at \$19.8 million and charged that the money was being used to finance ASCAP raids on BMI members. It also contended that if the

networks had underpaid ASCAP in past years, they had underpaid BMI, too, since both BMI and ASCAP contracts provide for payments based on network time sales, but that CBS and NBC had refused to negotiate in good faith regarding additional back payments for BMI.

The suit was subsequently expanded to include ABC as a defendant after ABC made a back-payment settlement with ASCAP (BROADCASTING, May 11, 1970).

To the NBC and ABC contentions that the payments to ASCAP were prompted by innocent business considerations, Judge Lasker replied in his ruling: "Without indicating any view—and we hold none—as to what the evidence will ultimately establish, we disagree that it will be impossible as a matter of law for BMI to prove that the payments were made as part of a conspiracy in violation of law . . .

"Although the explanations that NBC and ABC offer for the payments may constitute valid defenses, it is impossible on the basis of the record before us to determine that all possibility of illegal motive is disproved. NBC's and ABC's proof may establish that there were legitimate motives for their payments to ASCAP; but such proof will not necessarily foreclose BMI's establishing that there was illegal motive as well."

Judge Lasker said "the validity of BMI's antitrust claim depends exclusively on the motives for the network's payments to ASCAP." The Supreme Court, he said, "has stated with utmost clarity on several occasions" that it is improper for a trial court to grant summary dismissal in such cases.

ABC and NBC had contended their contracts with BMI were materially different from their ASCAP contracts and that therefore inferences of illegality or of unpaid obligations to BMI could not be drawn from the payments they made to ASCAP. Judge Lasker ruled, how-

ever, referring specifically to NBC's argument, that "in any event, NBC has presented no evidence on this motion that under any construction of the NBC-BMI contract the sums paid by it to BMI have been properly computed. Of course, it may well be that they have been. But on a motion for summary judgment the factual issue must be foreclosed by adequate proof."

"Here—putting aside the question of what the NBC-BMI contract means, or how it compares with the NBC-ASCAP agreement—there is absolutely no showing that the fees which have been paid BMI are correct."

Judge Lasker agreed, however, that the antitrust issue should be tried before the contract and fraud claims and that discovery should be limited to the antitrust question. Since it is possible that ABC and NBC will win the antitrust trial, he said, "it would be unfair at this point to permit BMI to gain access to ABC's and NBC's books and documents [regarding the other issues] and thereby perhaps allow BMI to achieve a competitive advantage."

There was no indication when the trial might get under way. Judge Lasker's decision, dated March 23, said "all discovery as to the antitrust cause of action shall proceed forthwith and continue on a reasonable basis until concluded."

BMI looks after itself in cable comments

Broadcast Music Inc. has informed the FCC that it is "firmly opposed" to the importation of distant radio signals by cable television systems.

In comments submitted to the commission, BMI President Edward M. Cramer said the FCC regulation that would permit CATV operators to import distant signals of radio stations into the local market would work to the disadvantage of all facets of the communications industry other than cable itself. Mr. Cramer complained that radio-signal importation would enable the cable operator to avoid paying music-licensing fees, while the radio stations carried on his system must pay those fees.

"Quite clearly," Mr. Cramer said, "the business of cable systems is television, not radio." He argued that CATV operators could easily originate their own music programming if they felt that such a service is necessary to attract subscribers. But to afford cable operators "unlimited access" to copyrighted music through radio-signal importation, Mr. Cramer said, would be to discourage such local origination. Not only would this conflict with the FCC's policy of encouraging local

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origination on cable systems, he contended, it would also harm the local radio licensee by fragmenting his audience.

Mr. Cramer said "special treatment" is necessary in conceiving regulations governing CATV transmissions of copyrighted recorded music. He said BMI is prepared to negotiate an equitable licensing arrangement for such transmissions with cable interests.

FM rock listeners: 'Joe Consumers'

A market study of listeners of rock FM radio, released last week by ABC-FM Spot Sales Inc., shows that this predominantly 18-to-34-year-old group buys pretty much what other consumers buy—from autos to wine, from hardware to music lessons. The extent to which it buys them, and in many cases its preferences and buying plans, are reported in some 35 pages of tables. The survey, executed by The Pulse Inc., also included information on the media habits of the rock radio audience and showed that, on the whole, they listened to radio almost twice as much as they watched television (average of 22 hours per week for radio, compared to 12 hours per week for TV).

The survey was conducted in the seven markets where ABC owns FM outlets: Chicago, Detroit, Houston, Los Angeles, San Francisco, Pittsburgh and New York. A total of 959 people were



Harold L. Neal Jr. (r), president of ABC's owned radio stations, discusses the new ABC-FM stereo rock market study with Joep M. J. de Konig, assistant advertising manager, Hoechst Fibers Inc.

included in the sample in the seven cities. Of those surveyed 57% were men and 43% women, 28% were employed full time, 61.5% were students, and 64% were between the ages of 18 and 24. The largest segment of those surveyed had an annual family income between \$10,000 and \$15,000.

The study was based on results covering 29 product categories including cars, beer, wine, records, movies, clothing, cosmetics, banks, and credit cards. Clothing was the most often bought

consumer item of the sampling, and a majority of the audience preferred small cars to large ones. (They split evenly between a preference for foreign cars and domestic.)

Figures on the media habits of the sampling showed that group is very much involved in media, especially electronic. Some 72% of the sampling owned stereo FM receivers, 55% saw at least two movies per month (twice the national average), 58% bought two or more books a month, 70% at least pick up a newspaper every day, and 73% read magazines regularly (*Time* and *Life* the most preferred with about 10.5% each).

Getting young adults into the radio surveys

The GOALS committee, backed by the Radio Advertising Bureau, last week stated that one of its priority actions is to find better ways to persuade 18-to-24-year-olds to cooperate with audience-measurement surveys.

GOALS (Goals for Operation, Administration, Logistics and Stability of the radio rating services) has two task forces, one working with the American Research Bureau, the other with Pulse Inc. Membership of the committees is made up of station representative executives.

According to a joint statement of the task forces' co-chairmen:

"One of the major areas we are addressing ourselves is to improvement of measurement among 18-to-24-year-old listeners. Separate projects are underway . . . which should throw light on what has to be done to improve the cooperation rate among 18 to 24's."

McGovern copyright tack would exempt stations

Senator George McGovern (D-S.D.) has proposed copyright-law revisions that would exempt the majority of broadcasters from music royalty payments. The senator urged quick action on the copyright bill now in Senator John McClellan's (D-Ark.) Copyright Subcommittee. And, he proposed that radio stations with less than 50 kw and TV stations not in the top-50 markets be exempt from payments.

He also called for an increase in royalty payments, exemption for non-profit institutions and extension of the copyright period from two 28-year terms to the life of the composer plus 50 years.

A spokesman said that the senator is considering embodying the proposals in legislation.

Togetherness at ASCAP

American Society of Composers, Authors and Publishers will consolidate all its New York offices in ASCAP Building, One Lincoln Plaza 10023, on April 7-8. Telephone: (212) 595-3050.

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Paley, Stanton head CBS payroll

Chairman William S. Paley and Vice Chairman Frank Stanton are CBS Inc.'s two highest paid officers, according to a proxy statement released last week. The statement accompanied CBS's 1971 annual report (BROADCASTING, March 27). In 1971, Mr. Paley received \$200,000 in salary, \$183,612 in additional compensation and \$14,888 deferred, while Dr. Stanton's remuneration was \$200,000 in salary, \$198,500 in additional compensation and nothing deferred.

Charles T. Ireland Jr., CBS president, was paid \$41,058 in salary and \$35,000 in additional compensation for the period he worked in 1971 (Oct. 1 on.)

Other top-paid officers included John A. Schneider, president, CBS/Broadcast Group, who received \$150,000 in salary and \$101,750 in additional compensation; Richard W. Jencks, vice president, Washington, \$110,000 in salary, \$32,500 in additional compensation and \$17,500 in deferred pay, and Ralph O. Briscoe, president, CBS/COMTEC Group, \$80,000 in salary, \$26,500 in

additional compensation and \$8,750 deferred.

The proxy statement showed that Clive J. Davis, president, CBS/Records Group, has an employment contract as senior executive from April 15, 1970, to April 14, 1975, with payment to him of \$135,000 salary per year. The contract also made allowance for additional compensation voted to him by the CBS board, and incentive compensation, payable in four installments: \$100,000 in March 1972, and \$50,000 on each Dec. 15 of 1972, 1973 and 1974.

Athena goes public, names Cooperman

The election of Alvin Cooperman as chairman and chief executive officer of Athena Communications Corp., New York, Gulf & Western cable-TV subsidiary, was announced last week.

Mr. Cooperman will resign as vice president and director of Madison Square Garden Corp., executive vice president of Madison Square Garden Center and president of Madison Square Garden Productions to accept the new post, effective May 1. (Athena owns

and operates 13 CATV systems serving about 44,000 subscribers in 24 communities in six states.) Before joining Madison Square Garden Mr. Cooperman was vice president in charge of special programs, NBC-TV.

James T. Ragan, who has been president of Athena since shortly after its formation in 1969, remains in that post as chief operating officer.

Gulf & Western declared a dividend in early March of one share of Athena common stock for each 10 shares of G&W common, subject to various approvals including the filing of an effective registration statement. Record and payment dates will be established later. When the shares are distributed, Athena will become a publicly owned company, with G&W retaining about 20% of the common stock.

Gable registration

Gable Industries, Atlanta, has requested registration from Securities and Exchange Commission of 261,900 outstanding shares of common stock to be offered for public sale by individual shareholders. Price of stock was estimated at \$28.75 per share.

BroadcastingStockIndex

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

	Stock symbol	Exch.	Closing March 28	Closing March 22	Net change In week	% change In week	1972 High	1972 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	72	66	+ 6	+ 9.09	72	51 1/4	7,095	510,840
ASI COMMUNICATIONS	ASIC	O	2 5/8	2 1/2	+ 1/8	+ 5.00	5	2 1/8	1,815	4,764
CAPITAL CITIES	CCB	N	58 3/4	58 1/2	+ 1/4	+ .42	64 1/4	48	6,236	366,365
CBS	CBS	N	54	53	+ 1	+ 1.88	55 7/8	45 1/2	27,829	1,502,766
COX	COX	N	48	45	+ 3	+ 6.66	48	36 1/4	5,805	278,640
GROSS TELECASTING	GGG	A	18 3/4	19 1/4	- 1/2	- 2.59	20 5/8	12 1/4	800	15,000
LIN	LINB	O	19 7/8	20 3/8	- 1/2	- 2.45	22 3/8	15 1/2	2,294	45,593
MOONEY	MOON	O	10 1/4	9 3/4	+ 1/2	+ 5.12	10 1/4	4	250	2,562
PACIFIC & SOUTHERN	PSOU	O	18 1/4	15 3/4	+ 2 1/2	+ 15.87	18 1/4	10 3/8	1,930	35,222
RAHALL COMMUNICATIONS	RAHL	O	12	11	+ 1	+ 9.09	29	8	1,037	12,444
SCRIPPS-HOWARD	SCRH	O	22	23 1/2	- 1 1/2	- 6.38	27	18	2,589	56,958
SONDERLING	SDB	A	25 7/8	26 1/4	- 3/8	- 1.42	30 3/4	23 1/8	997	25,797
STARR	SBG	M	25 3/8	24 1/2	+ 7/8	+ 3.57	26	15 1/2	732	18,574
TAFT	TFB	N	54 3/4	52 1/4	+ 2 1/2	+ 4.78	57 1/4	41 3/4	3,707	202,958
TOTAL									63,116	3,078,483
Broadcasting with other major interests										
AVCO	AV	N	18 1/8	18 5/8	- 1/2	- 2.68	20 7/8	15 7/8	11,479	208,056
BARTLETT MEDIA	BMC	A	5 1/4	5 3/8	- 1/8	- 2.32	7 1/8	4 1/2	2,254	11,833
BOSTON HERALD-TRAVELER	BHLD	O	11	11			30	11	589	6,479
CHRIS-CRAFT	CCN	N	5 7/8	6	- 1/8	- 2.08	7 1/4	5 5/8	3,980	23,382
COMBINED COMMUNICATIONS	CCA	A	38 1/2	37 3/4	+ 3/4	+ 1.98	42 1/2	30 1/8	2,528	97,328
COWLES COMMUNICATIONS	CWL	N	11 1/4	11 1/2	- 1/4	- 2.17	12 1/2	10	3,969	44,651
DUN & BROADSTREET	DNB	N	72 3/4	71	+ 1 3/4	+ 2.46	76 1/2	63	12,867	936,074
FUQUA	FOA	N	24 3/4	24 1/8	+ 5/8	+ 2.59	25 1/4	20 7/8	8,377	207,330
GABLE INDUSTRIES	GBI	N	30 1/4	27 5/8	+ 2 5/8	+ 9.50	32 1/4	24	1,872	56,628
GENERAL TIRE & RUBBER	GY	N	31 1/8	30 1/8	+ 1	+ 3.31	31 1/8	24 5/8	19,092	594,238
ISC INDUSTRIES	ISC	A	7 1/4	7 1/4			9 1/8	6	1,646	11,933
KANSAS STATE NETWORK	KSN	O		6 1/2			7 1/2	6 1/2	1,621	10,536
LAMB COMMUNICATIONS		O	4 1/4	4 5/8	- 3/8	- 8.10	4 7/8	2	475	2,018
LEE ENTERPRISES	LNT	A	23 3/8	22 3/4	+ 5/8	+ 2.74	25 3/8	17 1/2	3,289	76,880
LIBERTY CORP.	LC	N	17 3/4	19	- 1 1/4	- 6.57	20 1/2	17 3/4	6,744	119,706
MEREDITH CORP.	MDP	N	29 3/8	29 1/2	- 1/8	- .42	30 3/4	23 1/4	2,772	81,427
METROMEDIA	MET	N	35 1/2	35 5/8	- 1/8	- .35	38 7/8	27 1/4	5,995	212,822
MULTIMEDIA INC.		O	43	43			43	14	2,408	103,544
OUTLET CO.	OTU	N	16 3/4	16 1/2	+ 1/4	+ 1.51	19 1/4	14 3/4	1,334	22,344
POST CORP.	POST	O	25 1/2	26 1/4	- 3/4	- 2.85	28 3/4	9	909	23,179
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 5/8	2 3/4	- 1/8	- 4.54	4 7/8	1 5/8	919	2,412
REEVES TELECOM	RBT	A	3 1/8	3 1/4	- 1/8	- 3.84	3 5/8	2 3/8	2,292	7,162

	Stock symbol	Exch.	Closing March 28	Closing March 22	Net change In week	% change In week	High	1972 Low	Approx. shares out (000)	Total market capitali- zation (000)
ROLLINS	ROL	N	49 1/4	51 1/2	- 2 1/4	- 4.36	53 1/2	44 3/4	8,087	398,284
RUST CRAFT	RUS	A	29 1/2	29	+ 1/2	+ 1.72	30 5/8	24	2,318	68,381
SCHERING-PLOUGH	SGP	N	96 1/4	94 1/2	+ 1 3/4	+ 1.85	98	82 5/8	25,174	2,422,997
STORER	SBK	N	42	39 1/2	+ 2 1/2	+ 6.32	42	31	4,223	177,366
TIME INC.	TL	N	60 3/4	62 1/2	- 1 3/4	- 2.80	64 3/4	55 3/8	7,258	440,923
TURNER COMMUNICATIONS	O	O	4 7/8	4	+ 7/8	+ 21.87	4 7/8	2	1,328	6,474
WASHINGTON POST CO.	WPO	A	33 3/4	33 1/2	+ 1/4	+ .74	34 1/2	23 1/2	4,753	160,413
WOMETCO	WOM	N	23 1/8	23 1/2	- 3/8	- 1.59	24 7/8	18 1/2	5,815	134,471
TOTAL									156,367	6,669,271
CATV										
AMECO	ACO	O	5 1/4	5 1/4			12 3/4	1 1/2	1,200	6,300
AMERICAN ELECTRONIC LABS	AELBA	O	8	7 1/2	+ 1/2	+ 6.66	9 3/4	3	1,668	13,344
AMERICAN TV & COMMUNICATIONS	AMTV	O	36 1/8	39 3/8	- 3 1/4	- 8.25	43 1/2	17 1/4	2,434	87,928
BURNUP & SIMS	BSIM	O	37 1/2	37 3/8	+ 1/8	+ .33	38 3/4	11 1/2	3,061	114,787
CABLECOM-GENERAL	CCG	A	14 3/8	14 3/4	- 3/8	- 2.54	18 1/4	14	2,485	35,721
CABLE INFORMATION SYSTEMS	O	O	4 1/4	4 1/4			4 3/4	1 3/4	955	4,058
CITIZENS FINANCIAL CORP.	CPN	A	12 3/8	18 1/2	- 6 1/8	- 33.10	22 7/8	12 3/8	1,590	19,676
COLUMBIA CABLE	CCAB	O	27 1/4	25	+ 2 1/4	+ 9.00	27 1/2	10 1/8	900	24,525
COMMUNICATIONS PROPERTIES	COMU	O	26 7/8	15	+ 11 7/8	+ 79.16	26 7/8	11 1/8	1,906	51,223
COX CABLE COMMUNICATIONS	CXC	A	27 7/8	27 3/4	+ 1/8	+ .45	33 7/8	23 1/4	3,552	99,012
CYPRESS COMMUNICATIONS	CYPR	O	13 5/8	15	- 1 3/8	- 9.16	17 3/4	7	2,707	36,882
ENTRON	ENT	A	7 3/4	7 1/4	+ 1/2	+ 6.89	9 1/4	3 3/4	1,320	10,230
GENERAL INSTRUMENT CORP.	GRI	N	26 1/2	24 5/8	+ 1 7/8	+ 7.61	29 1/4	20 3/4	6,371	168,831
LVO CABLE INC.	LVOC	O	14	14 1/4	- 1/4	- 1.75	16 1/2	6 3/4	1,466	20,524
STERLING COMMUNICATIONS	STER	O	6 1/4	6 1/2	- 1/4	- 3.84	7 3/4	3 1/2	2,162	13,512
TELE-COMMUNICATIONS	TCOM	O	15 1/2	28	- 12 1/2	- 44.64	30 1/8	15 1/2	2,856	44,268
TELEPROMPTER	TP	A	30 5/8	28 5/8	+ 2	+ 6.98	35 3/4	28 1/8	13,236	405,352
VIACOM	VIA	N	23 5/8	23 5/8			26 3/8	15 1/2	3,791	89,562
VIKOA	VIK	A	15 3/8	14 3/4	+ 5/8	+ 4.23	19 3/4	8	2,344	36,039
TOTAL									56,004	1,281,774
Programming										
COLUMBIA PICTURES	CPS	N	13 1/8	13 3/8	- 1/4	- 1.86	14 7/8	9 1/8	6,342	83,238
DISNEY	DIS	N	160 1/2	151	+ 9 1/2	+ 6.29	171 1/2	132 3/4	13,223	2,122,291
FILMWAYS	FWY	A	6 1/2	6 3/4	- 1/4	- 3.70	8	5 3/4	1,832	11,908
GULF & WESTERN	GW	N	38 1/4	36 3/4	+ 1 1/2	+ 4.08	39 3/8	28	15,816	604,962
MCA	MCA	N	33	34	- 1	- 2.94	35 1/4	25 5/8	8,165	269,445
MGM	MGM	N	17 7/8	17 1/2	+ 3/8	+ 2.14	21 1/2	17 1/4	5,895	105,373
MUSIC MAKERS	MUSC	O	3 1/2	3 1/2		.00	3 1/2	1 1/8	534	1,869
TELE-TAPE PRODUCTIONS	O	O	1 1/8	1 1/8		.00	2 7/8	1	2,190	2,463
TRANSAMERICA	TA	N	21 3/4	22 1/4	- 1/2	- 2.24	23 1/2	18 1/8	64,418	1,401,091
20TH CENTURY-FOX	TF	N	14 3/8	14 1/2	- 1/8	- .86	17	11 3/8	8,562	123,078
WALTER READE ORGANIZATION	WALT	O	2 1/4	2 1/8	+ 1/8	+ 5.88	4 1/8	1 3/8	2,414	5,431
WARNER COMMUNICATIONS INC.	WCI	N	42 7/8	42 1/8	+ 3/4	+ 1.78	47 5/8	31 3/4	16,221	695,475
WRATHER CORP.	WCO	A	13 7/8	13 5/8	+ 1/4	+ 1.83	17 7/8	9 7/8	2,164	30,025
TOTAL									147,776	5,456,649
Service										
JOHN BLAIR	BJ	N	20	20			20 3/4	16 3/4	2,597	51,940
COMSAT	CQ	N	62 1/4	60 3/8	+ 1 7/8	+ 3.10	75 3/8	56 5/8	10,000	622,500
CREATIVE MANAGEMENT	CMA	A	13 3/4	11 1/4	+ 2 1/2	+ 22.22	13 7/8	9 3/8	969	13,323
DOYLE DANE BERNBACH	DOYL	O	27 3/8	27 1/2	- 1/8	- .45	28 1/2	24	1,872	51,246
ELKINS INSTITUTE	ELKN	O	3 1/2	3 3/8	+ 1/8	+ 3.70	16 3/8	3	1,664	5,824
FOOTE, CONE & BELDING	FCB	N	12	11 1/4	+ 3/4	+ 6.66	12 1/8	10 5/8	2,196	26,352
GREY ADVERTISING	GREY	O	16 3/8	16 3/8			18	9 1/4	1,209	19,797
INTERPUBLIC GROUP	IPG	N	25 3/8	24 3/4	+ 5/8	+ 2.52	28 3/4	24	1,673	42,452
MARVIN JOSEPHSON ASSOCS.	MRVN	O	13 5/8	13 1/8	+ 1/2	+ 3.80	13 5/8	5 7/8	825	11,240
MCCAFFREY & MCCALL	O	O	9 7/8	9 3/4	+ 1/8	+ 1.28	16 1/2	7	585	5,776
MOVIELAB	MOV	A	2	2 1/4	- 1/4	- 11.11	3 1/8	1 5/8	1,407	2,814
MPO VIDEOELECTRONICS	MPO	A	5 5/8	5	+ 5/8	+ 12.50	7 1/8	4	547	3,076
A. C. NIELSEN	NIELB	O	46 5/8	45 1/2	+ 1 1/8	+ 2.47	50	37 5/8	5,299	247,065
OGILVY & MATHER	OGIL	O	48	47 1/8	+ 7/8	+ 1.85	48	24	1,096	52,608
PKL CO.	PKL	A	7 7/8	7 1/2	+ 3/8	+ 5.00	9 1/2	6 3/8	778	6,126
J. WALTER THOMPSON	JWT	N	45 1/4	44 1/2	+ 3/4	+ 1.68	46	40 1/4	2,873	130,003
WELLS, RICH, GREENE	WRG	N	20 1/2	21 1/8	- 5/8	- 2.95	27 7/8	20 1/2	1,579	32,369
TOTAL									37,169	1,324,511
Manufacturing										
ADMIRAL	AOL	N	22 1/2	22	+ 1/2	+ 2.27	27	17 1/8	5,163	116,167
AMPEX	APX	N	7 5/8	8	- 3/8	- 4.68	15 1/8	7	10,873	82,906
CARTRIDGE TELEVISION INC.	O	O	33 3/4	34	- 1/4	- .73	43 1/2	16 1/2	2,083	70,301
CCA ELECTRONICS	CCAE	O	4 5/8	4 3/4	- 1/8	- 2.63	5 1/8	2 1/4	881	4,074
COLLINS RADIO	CRI	N	16	15 7/8	+ 1/8	+ .78	18 3/8	13 3/8	2,968	47,488
COMPUTER EQUIPMENT	CEC	A	3 3/4	3 3/4			4 5/8	3	2,404	9,015
CONRAC	CAX	N	35 1/8	35 1/2	- 3/8	- 1.05	37 5/8	27 1/8	1,259	44,222
GENERAL ELECTRIC	GE	N	64 1/2	63 3/4	+ 3/4	+ 1.17	65	58 1/4	181,607	1,713,651
HARRIS-INTERTYPE	HI	N	52 5/8	53 3/8	- 3/4	- 1.40	59	50 3/8	6,344	333,853
MAGNAVOX	MAG	N	42 1/4	41 7/8	+ 3/8	+ .89	52 1/4	41 7/8	17,283	730,206
3M	MMM	N	148 1/2	147 1/4	+ 1 1/4	+ .84	149 5/8	129 1/4	56,251	8,353,273
MOTOROLA	MDT	N	93 1/4	92 1/2	+ 3/4	+ .81	98 3/8	80	13,411	1,250,575
RCA	RCA	N	37 5/8	40 1/4	- 2 5/8	- 6.52	45	36 3/4	74,437	2,800,692
RSC INDUSTRIES	RSC	A	3 3/4	3 5/8	+ 1/8	+ 3.44	4 3/8	2 7/8	3,458	12,967
TELEMATON	TIMT	O		9 1/4			13 3/4	6	1,050	9,712
WESTINGHOUSE	WX	N	47 5/8	46 3/8	+ 1 1/4	+ 2.69	48 1/4	43	86,927	4,139,898
ZENITH	ZE	N	46 7/8	45 1/2	+ 1 3/8	+ 3.02	50 1/2	41 3/8	19,025	891,796
TOTAL									485,424	610,796
GRAND TOTAL									945,856	18,421,484

Teleprompter prices for March 28
and March 22 reflect 4-for-1 split.

Standard & Poor Industrial Average

119.24

118.72

+52

A-American Stock Exchange
M-Midwest Stock Exchange

N-New York Stock Exchange
O-Over the counter (bid price shown)

A blank in closing price columns
indicates no trading in stock.

Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

NEWS RELEASE FROM THE FCC

Read this Excerpt! it's Important!

Report No. 10469

BROADCAST ACTION

February 17, 1972—B

10469
BARTER DEALS FOR SPOTS EXEMPTED FROM TIME BROKERAGE FILING EQUIPMENT

Barter and tradeout arrangements have been exempted by the FCC from rules requiring broadcast licensees to file time brokerage agreements with the Commission. The action is effective March 31, 1972.

(Under Section 1.613(c) of the rules licensees are required to file time brokerage agreements with the Commission within 30 days of their execution.)

The full text of the amendment to Section 1.613(c) reads: "Contracts relating to the sale of broadcast time to 'time brokers' for resale. This paragraph shall not apply to or require the filing of agreements, including 'barter' or 'trade-out' agreements, under which the party furnishing the consideration acquires only the right to re-sell time for spot announcements."

★ ★

In July 1971, Atwood Richards retained the services of a highly respected Washington, D.C. law firm to assist us in seeking a differentiation between "time-brokerage" and "trade-out arrangements," with particular regard to the filing requirements mentioned above.

On September 17, 1971, a detailed letter "on behalf of Atwood Richards Inc.," with full documentation was sent to the FCC. It meticulously explained our objectives and the reasons why they should be favorably considered.

This FCC report once again establishes that trade-outs are completely legitimate and are not time-brokerage. We like to think that our efforts and expense were beneficial in aiding the FCC to reach the above decision.



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The battle over quadraphonic sound

There's no denying its advantages—
but what's the best way to capture it?

"The whole problem boils down to how to put 10 pounds of garbage into a five-pound bag." That's the irreverent way one engineer explains the current tumult in the recording and broadcast industries over quadraphonic (four-channel) sound. The 10 pounds of "garbage" are the two extra channels of sound. The five-pound bag is the groove on a record. An industry-wide battle is now being waged over the way to shoehorn in those two extra channels.

Whatever the outcome, broadcasters are deeply interested. They are to hear about it at the Chicago conventions next week (see page 64).

Why all the bother? This is the general explanation.

Imagine yourself in a large concert hall with a full orchestra playing on stage. The sound you hear does not travel directly from instrument to ear. Some does, of course, but a much greater part travels around the concert hall, bouncing off walls, ceiling and even people before it gets to the ear. The part that travels directly to the ear is called "directional" sound. The part that travels around the hall is called "ambient." What you eventually hear is the total of these two types of sound—on a ratio some scientists put at 80-20 in favor of ambient.

(Recording engineers discovered the importance of ambient sound only recently. For years it was thought that the best studio was one that was completely "dead"—i.e., entirely without echo or ambience. In such an atmosphere, the only sound picked up by microphones is directional from the performer. The current trend is to introduce more ambience into studio design.)

The advantage of a quadraphonic recording-playback system over stereo is that it can capture and recreate this ambient sound and, in the process, make possible a fuller, richer aural experience. That's what the engineers have been commissioned to do.

Their work has led, thus far, to the development of two four-channel systems. The "discrete" system, simply stated, is the transmission of four separate, isolated channels to four different speakers. The "matrix" system involves the reduction and encoding of four channels into two and the decoding of those two channels back into four at the record player or receiver.

It is important to note that the battle going on now has only to do with quad disks. Four-channel tape and playback

equipment have been available for almost two years. But records remain the major mode of recording, and manufacturers are aware that in order for a new system to proliferate (1) it must be adapted for use on disks and (2) it must be compatible with stereo players.

There now are three principal manufacturers of matrix equipment and recordings: CBS (with its SQ system), Sansui Inc. (the SS system), and Electro-Video (Stereo 4 system). The discrete manufacturers are the Japanese Victor Corp. and Panasonic Inc. No record manufacturer had been licensed to make discrete disks until two weeks ago (March 22), when RCA announced it would release its first discrete quad disks in May and planned to go all-quad

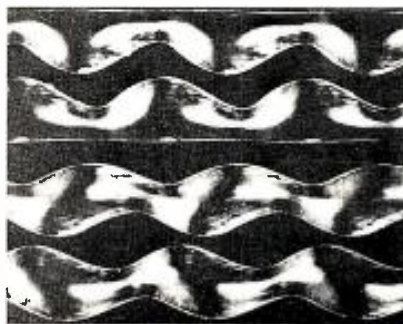
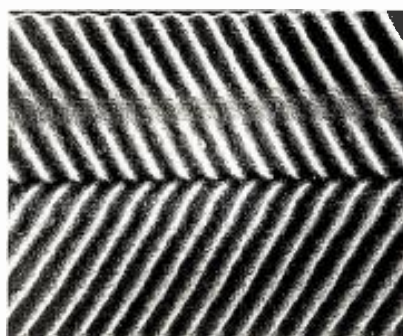
by next year. RCA says its discrete disks are fully compatible with stereo players.

To date, CBS has licensed its SQ system in the equipment field to Lafayette, Sony, Radio Electronics, Sherwood Electronics Laboratories and Instruteck. Record companies licensed to SQ include Columbia, Ampex, CBS/Sony, EMI (owners of Capitol) and Vanguard. The Sansui system has been adopted by Ode, Project 3 and ABC Dunhill, Electro-Voice signed Stereo 4 to Golden Crest and Ovation labels.

There are two quadraphonic broadcasting systems in contention as well. Broadcasting in matrixed quad is relatively simple. All that is needed is an encoded matrix disk or tape and standard stereo broadcast facilities. The signal must pass through a decoder at the receiving end, but no modifications of transmitters or band-widths are needed.

More elaborate measures are necessary in discrete, including a clearance from the FCC. Because discrete quad involves the transmission of four separate signals, modifications must be made at the generator and transmitter, and the use of an extra side-band is required. FCC rules currently state that the last 25 kc of the 100 kc allotted to each station be left clear of signals as a guard band. Experiments with the discrete broadcast system developed by Dorren Quadrplex for KIOI-FM San Francisco and submitted to the commission have proved, they feel, that even though there is a subcarrier at 76 kc, the signal is down 42 db at 100 kc (the commission rules require it signal down only 35 db at 100 kc) and therefore there is no interference. Jim Gabbert, president of KIOI, estimates the cost of converting a station to quadruplex at about \$1,000, minus the cost of the studio equipment. A problem with discrete broadcasting is the elimination of the subsidiary communications authorization (SCA) or storecast band sold by many broadcasters for use of Muzak and similar services. Mr. Gabbert feels the SCA band can be moved farther out if necessary, but at this juncture it remains inside the Quadruplex area.

Just how the disks, both discrete and matrix, carry the information for quad sound is the crux of this battle. All the information on any record is carried in its groove. The walls of the grooves are at a 90-degree angle to each other, the left wall carrying information for the left channel and the right wall in-



These are microscopic enlargements of the grooves on two of the competing quadraphonic systems. In RCA's discrete system (top) the outer lines are extremities of the stereo signals and the rib-like grooves are FM carriers for activating the third and fourth sound channels. In CBS's matrix system, the top half carries signals for the left front and right front channels, the bottom half signals for the left back and right back channels.

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formation meant for the right channel.

A discrete disk has an FM subcarrier at 40 kc that tells the playback cartridge which speaker the sound should go to. The fluctuation of this modulating FM subcarrier allows for the carriage of four separate channels. Many of the problems Japanese Victor had with developing the discrete disk involved 40-kc signal—repeated playing destroyed the carrier. To combat the problem a more flexible yet harder vinyl was developed for the discrete disk and RCA now claims to have the problem licked.

In the case of the matrix disk, four channels of sound are compressed into two channels with the information for the rear speakers encoded in out-of-phase shifts, negating the need for a carrier signal. At the playback end, the decoder separates the right total information and the left total information into four separate channels. The difference in the three-matrix system is in the degree the rear speaker information is out of phase and the method it is encoded. The SQ and Sansui system use a helical groove and encode the phase information mechanically (in the grooves, that is) while the Stereo 4 system encodes electronically.

The problem with the matrix system is that there is no way to completely separate the four channels in decoding, causing a certain amount of sound leakage between the speakers. The SQ and Stereo 4 decoders contain a logic system, a gain riding device, to add more speaker separation. The logic device, simply put, either turns down or up the separate speakers so that a sound programmed to come out of a certain speaker will be more noticeable. Sansui has not put this logic system into its decoder because it feels there is too much time lag in it, and finds the resultant side effects unsatisfactory.

Discrete advocates say that matrix systems, because they only simulate the experience of four channels, can function only as an intermediate between stereo and the discrete concept. Kior's Mr. Gabbert has even filed with the Federal Trade Commission to keep matrix manufacturers from calling their system "quad."

Matrix advocates say they have based their system on psychoacoustics (that is, the acoustics of the way people hear, not just the physics of sound alone) and have created a system that is indistinguishable from discrete. Not only that, but it is cheaper, they say, and will not render present equipment or records obsolete. "We have no aesthetic arguments with discrete," says Stan Kavan of CBS, "but economically, we think matrix is the only alternative."

As was the case in earlier contests between LP's and 45's, and compatible vs. noncompatible color TV—and the present competition in videocassettes—there will be corporate bloodshed before this one is resolved. As always in such combat, the stakes are high. The question this time is whether the game is worth winning. Only the public can answer that.

Cable networks, big and small

That's the future flexibility Comsat sees with satellite-linked grids of all sizes

Tomorrow's communications satellites "will have many small beams, spotted whenever they are needed, capable of being switched wherever and whenever they are needed, concentrating their power where needed, providing interconnection among an unlimited number of points, thereby offering economies of scale to users and a national communications flexibility unavailable by any other means, all at an investment of only a few dollars per unit of communications capability."

That, admittedly, is a partisan prognosis; it was prepared for a spokesman for the Communications Satellite Corp. But if Comsat gets the freedom it wants when the FCC issues its domestic-satellite rules—a decision expected within the next month or two—that is the vision it foresees, not only for satellites but also for cable television.

The Comsat version of the cable future was prepared for delivery by Joseph V. Charyk, president, in a panel discussion during the Institute of Electrical and Electronics Engineers convention in New York. Dr. Charyk missed the date because of illness.

According to the draft, satellites will permit "switching of connections between any two or hundreds of local CATV systems," regardless of whether the individual systems are technically elaborate or relatively primitive. "For, fundamentally," the Comsat paper said, "cables connect people within a community or a metropolitan area, while the satellite system connects either communities or selected audiences within communities, regionally, nationally and even internationally."

Given these possibilities, it said, "we must cease to compartmentalize our management, operating, marketing, and even regulatory thinking in communications along the lines of voice, video, data or facsimile. Instead, we must

think in terms of national communications system planning." Cable operators were urged to think of themselves as "national broadband multipurpose" communicators, in line with the application Comsat has presented to the FCC. As the draft noted, "Comsat believes that a multipurpose, domestic-satellite system would best meet the needs of the public, immediately and in the long term."

Moreover, Comsat is pushing for a single "mechanism for determining who wants to be interconnected with what, when at what cost."

On the panel where Mr. Charyk was to have appeared, Wilbur Pritchard—director of Comsat laboratories—substituted with off-the-cuff remarks. The session was held in New York on March 20.

Technical Topics

New TV plant ■ International Video Corp., Sunnyvale, Calif., has opened 47,000-square-foot plant for production of color-TV cameras and video-tape recorders. New facility is adjacent to company's headquarters building in Sunnyvale.

Tube prices up ■ RCA has increased prices from 7% to 8% on 200 types of industrial tubes, including those used in radio and television broadcast equipment.

All that's needed ■ Dage Television Michigan City, Ind., announced new Plumbicon version of Dage 800 studio production center. Studio provides full-processing control units for two Dage 800 cameras with Plumbicon image tubes and incorporates cable compensation for 1000 feet of cable runs. It is fully color compatible.

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Broadcast Advertising

John D. Upton, 62, vice chairman, N. W. Ayer & Son, New York, retires after 35 years with agency. **Tyler Macdonald**, president of Ayer/Jorgensen/Macdonald, Los Angeles, elected executive VP and board member of N. W. Ayer & Son and general manager of Ayer/Pacific operations. He continues as president and chief executive officer of A/J/M, wholly owned Ayer subsidiary.

Richard Waller, VP and group sales manager, Red Group, Metro TV Sales, New York, named VP, director of marketing and research. **Kris Gangadean**, account executive, appointed group sales manager of White Group.

Gerald Germain, manager, financial planning and analysis, Benton & Bowles, New York, named VP.

Ted Bird, director of broadcast services, and **Walter King**, director of office services, Doyle Dane Bernbach, New York, elected VP's.

Charles Verell, with sales staff, Peters, Griffin, Woodward, Chicago, joins WRGB(TV) Schenectady, N.Y., as national sales manager.

John Tocco, general manager, Food Advertisers Service, New York, subsidiary of Kenyon & Eckhardt, named VP and member of FAS board of directors.

George A. Scott, creative director, MacManus, John & Adams division, D'Arcy-MacManus, Bloomfield Hills, Mich., named VP.

Richard B. Eckman, formerly with Metromail division of Metromedia, New York, joins Foote, Cone & Belding there as VP and director of its newly formed FCB Response Marketing Systems group.

Thomas F. Fucigna, **Michael I. M. Graham** and **William J. Manley**, account supervisors, Warwick & Legler, New York, elected VP's. **Joseph Judack**, broadcast supervisor, W&L, also elected VP.

George R. Eckels, with business development division, Cohen-Kelley Associates, Manchester, N.H., named to newly created position of VP for broadcast and business development.

William Wendt, VP of advertising, Bamberger's, New York department store, joins Jack Byrne Advertising there as VP and account supervisor.

James S. Williams, VP and management supervisor, Richard K. Manoff, New York, joins Chester Gore Co., agency there, as VP and director of client services. **Richard A. Weber**, group production manager, Grey Advertising, same city, joins Gore in similar capacity.

Gregory T. Lincoln, director of mar-

keting, consumer products division, Chock Full O'Nuts, New York, joins CBS Television Stations National Sales there as director for client and sales development.

Richard L. Benson, associate media director, Gilman & Lewis, Philadelphia, appointed senior associate media director.

Mary Meahan, media supervisor, Ketchum, MacLeod & Grove, Pittsburgh office, appointed manager of broadcast media.

John M. Farris, planner-buyer, Benton & Bowles, New York, joins Cargill, Wilson & Acree, Atlanta, as media supervisor. **Peggy Ferguson**, formerly with Otis Elevator, New York, joins agency as media estimator.

Robert Linderman, VP and creative director, Kenyon & Eckhardt, New York, joins Needham, Harper & Steers there as creative director.

Garrett Haston, assistant sales manager, station ID division, Pepper & Tanner, Memphis, appointed assistant to president.

Kent Bosworth, VP, Hoefer, Dietrich & Brown, San Francisco, appointed group account supervisor.

Dave Allen, executive producer, KMOX-TV St. Louis, appointed creative director, The Savan Co., newly formed agency there.

DePaul R. Trunk, product manager, E. R. Squibb & Sons, New York, joins Sudler & Hennessey, agency there, as account supervisor.

John C. Thomas, former producer-director, Alderman Studios, High Point, N.C., joins Byer & Bowman Advertising, Columbus, Ohio, as supervisor of broadcast services.

Dr. Donald L. Kanter, professor of marketing and chairman of department of marketing and communications, Uni-

versity of Southern California, Los Angeles, elected board member, Tinker, Dodge & Delano, New York-based agency.

James A. Skelly, account executive, WKBF-TV Cleveland, appointed sales manager.

Allan Chlowitz, account executive for CBS Radio Spot Sales, New York, appointed sales manager of KNX-FM Los Angeles. CBS-owned station.

Victor Zurbel, group head, Tinker, Dodge & Delano, New York, joins Kenyon & Eckhardt there as co-group head.

Joseph L. Davis, account executive, Young & Rubicam, New York, joins Needham, Harper & Steers there as account supervisor.

Jean Rosenthal, VP and associate media director, Lennen & Newell, New York, joins Needham, Harper & Steers there as director for market planning and information. **Paul S. Carter**, account executive, Marschalk, New York, joins NH&S in similar capacity.

Winifred C. Heavey, daytime sales coordinator and supervisor of computer sales records, CBS, named manager of sales inventory and systems.

Gerry Puccio, group sales manager, Tele-Rep Inc., New York, "lions" station group, appointed sales manager, "tigers" station group. He is succeeded by **Bill Carney**, account executive.

Donn Harman, supervisor of radio-TV billing department, The Katz Agency, New York-based station representative, appointed manager of station-agency accounting.

The Media

Herman Sitrick, VP and general manager, WGRT(AM) Chicago, joins WCUI-TV there in similar capacity.

John Saeman, with West Coast division,

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KFDA Amarillo	WGNV Newburg	WIRK W. Palm Beach	WSMB New Orleans
KOMA Okla. City	WHAL Shelbyville	WJCW Johnson City	WTIX New Orleans
WDAK Columbus, Ga.	KLCN Blytheville	WJLS Beckley	WWST Wooster
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Daniels Properties, Los Angeles, named president of wholly owned subsidiary, Daniels and Associates, brokerage and consulting firm, Denver.

David Hepburn, director of community relations for WNEW-TV New York, named VP.

William Hott, station manager, WSOC-AM-FM Charlotte, S.C., joins WAVA-AM-FM Washington as general manager.

Richard J. Roberts, program manager, WKYC-AM-FM Cleveland, appointed general manager.

Joseph C. Hazen Jr., deputy administrator of Time Inc.'s broadcasting, book publishing, films and recording divisions, retires.

Programming

Warren N. Lieberfarb, executive VP, Genesis Films Ltd., motion-picture distributor, New York, appointed to newly created position of director of market development for 20th Century-Fox there. Mr. Lieberfarb will be responsible for exploration and development of firm's product, particularly in fields of cable TV, pay TV and video cassettes.



Philip Howort, VP, TV program department, Grey Advertising, New York, appointed to newly created post of director of national sales, Viacom Enterprises, division of Viacom International, New York.

Broadcast Journalism

William D. Stiles, director of corporate development, Spanish International Network, New York, named VP of Mutual Reports, subsidiary of Mutual Broadcasting System. Mr. Stiles will direct new Mutual service to supply news to Spanish-language radio stations.

Theresa Brown, consumer reporter, KYW(AM) Philadelphia, moves to KYW-TV there in similar capacity.

Jolene Stevens, reporter, KMEG(TV) Sioux City, Iowa, joins KCAU-TV there in similar capacity.

Donald Urban, executive news director, WKRC-TV Cincinnati, appointed editorial director, WKRC-AM-FM-TV.

Roy Allred, formerly with KOOL-TV Phoenix, joins KOA-TV Denver as meteorologist.

Bobbie Craddock, weekend anchorman, WLWT(TV) Cincinnati, joins NBC News bureau, Cleveland, as general assignment reporter.

Robert R. Siegrist, public affairs assistant to Representative Hastings Keith (R-Mass.) joins WMBR(AM) Jacksonville, Fla., as director of news, sports and public affairs.

Music

Roy Silver, president and founder of now defunct Campbell, Silver, Cosby Corp., joins Creative Management Associates, Beverly Hills, Calif., as VP and head of talent agency's music division.

Robert E. Brockway, former president of CBS Electronic Video Recording (EVR), named chief executive and director of new company, Polygram Corp., New York, being set up by European-based Polygram, international entertainment complex. Mr. Brockway will coordinate operations of three Polygram-owned U.S. companies—Phonogram (Mercury Records), Polydor (Polydor Records) and Chappel, music publisher—and of fourth, MGM Records, upon consummation of Polygram agreement in principle to acquire that company. Polygram's New York office: 609 Fifth Avenue.

Larry Douglas, assistant national promotion manager, Epic/Columbia Custom Records, New York, joins RCA Records, Hollywood office, as national singles promotion manager.

John Pudwell, manager of product assurance and manufacturing coordination, RCA Records, New York, appointed director for new product development, to spearhead firm's entry into compatible four-channel record field.

Equipment & Engineering

Dr. Peter C. Goldmark, president and research director of Goldmark Communications Corp., division of Warner Communications, Stamford, Conn., appointed visiting professor of communications technology at Fairfield (Conn.) University's Graduate School of Corporate and Political Communication. Also he has been elected to board of Academy for Educational Development, nonprofit organization that assists schools, colleges and government agencies in developing improved operations and future plans.

Alvin H. Andrus, Washington consulting engineer, elected president, Association of Federal Consulting Engineers. He succeeds **John A. Moffet**. Other officers elected: **Elizabeth L. Dahlberg**, VP; **Paul L. Wimmer**, secretary; **Ogden L. Prestholdt**, treasurer. Following were elected to executive committee: **Carl E. Smith**, **Julius Cohen**, **Edward F. Lorentz** and **Thomas I. Vaughan**. All except Mr. Smith, whose business is in Cleveland, work in Washington.

Jerry L. Preston, product specialist for radio broadcast equipment, RCA Broadcast Systems, Camden, N.J., appointed radio sales representative for Pennsylvania, Delaware, Maryland, New Jersey and New York, excluding New York City and Long Island.

Raymond Kibitlewski, formerly with Philips Broadcast Equipment Corp., Montvale, N.J., appointed chief engineer, WSLT-AM-FM Ocean City, N.J.

Rupert F. Goodspeed, general sales manager and director of product management, Philips Norelco, New York, joins Fernseh division, Robert Bosch Corp., equipment manufacturer, Chicago, as national manager.

Allied Fields

Robert P. Hill, VP-marketing, CBS Electronic Video Recording Division (EVR), New York, joins Videorecord Corporation of America, Westport, Conn., as VP-sales.

Joseph A. Marino, acting associate general counsel in charge of litigation division, FCC, Washington, appointed to permanent post ("Closed Circuit," Feb. 14). He succeeds **John Conlin**, who left commission last October to join U.S. Postal Service.

Douglas Anello, former general counsel, National Association of Broadcasters, Washington, presently in private practice, joins FCC as an attorney in its Common Carrier Bureau. He has been retained in connection with commission's AT&T rate inquiry.

John A. Fawcett, regional manager, San Francisco office, American Research Bureau, appointed Eastern division manager for broadcaster services, with headquarters in New York. **Ronald H. Laufer**, regional manager, Chicago office, ARB, succeeds Mr. Fawcett in San Francisco. **James E. Mocarski**, New York ARB division manager, succeeds Mr. Laufer in Chicago.

Deaths

Charles H. Singer, 69, pioneer in radio and electronic communications, died March 26 at Sibley Memorial hospital, Washington, of cancer. He had retired last year as VP, U.S. Cable Corp. Mr. Singer was responsible for design and construction of early radio stations in greater New York area and had served as chief engineer for WOR-AM-FM New York until 1955. At that time he moved to Washington as VP and director of operations for Page Communications Engineers, where he helped develop global defense communications. He is survived by his wife, Betty, one daughter and one son.

Frank Russell Baker, 60, producer, KGO-TV San Francisco, died at Franklin hospital there of complications following stroke. Mr. Baker began his career in 1932 at wow(AM) Omaha, later becoming program director at its associated wow-TV. He is survived by his wife, Dorothy.

Richard A. Hubbard, 37, former official with KSTP-AM-FM-TV Minneapolis-St. Paul, died March 28 of injuries sustained in Feb. 27 auto accident in San Antonio, Tex. He was son of Stanley E. Hubbard, of Bal Harbour, Fla., founder of Hubbard Broadcasting (KSTP-AM-FM-TV), and brother of Stanley S. Hubbard, president of Hubbard. Late Mr. Hubbard was with stations from 1956 to 1969, when he left to join in closed-circuit TV venture in San Antonio.

As compiled by BROADCASTING, March 21 through March 27, and based on filings, authorizations and other FCC actions.

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

New TV stations

Action on motion

■ Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communication Corp.), TV proceeding, granted petition by Carmine Patti to extent that Mr. Patti may participate in such issues relating to him as have been introduced by prior testimony; and by separate action ordered Broadcast Bureau to make available to counsel for Dubuque Communications Corp. entire transcript of testimony given by Thomas Sullivan in Doc. 18811; if Bureau should not do so, no alternative would remain except to strike testimony of witness as also provided by rule, which would obviously frustrate purposes of investigation (Doc. 19339).

Existing TV stations

Final actions

■ FCC extended, in response to request by NAB, effective date of certain rules governing operation of TV's by remote control to Oct. 1. Action March 23.

■ FCC dismissed request by Anthony R. Martin-Trigona asking that commission deny or set for hearing renewal applications of licensees of WTEV-TV New Bedford and WBZ-TV and WNAC-TV, both Boston, all Massachusetts; WHNB-TV New Britain, WTNH-TV New Haven and WTIC-TV Hartford, all Connecticut; WJAR-TV and WPRI-TV, both Providence, R.I. Action March 23.

■ WTLV-TV Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to change name to Television 12 of Jacksonville Inc. Action March 22.

■ WXLTV-TV Sarasota, Fla.—Broadcast Bureau granted license covering new station. Action March 20.

■ WGAU-TV Atlanta—Broadcast Bureau granted CP to install alt.-main trans. Action March 22.

■ WGN-TV Chicago—Broadcast Bureau granted request for authority to operate remote control from 2501 Bradley Place, Chicago. Action March 22.

■ WTVO-TV Rockford, Ill.—Broadcast Bureau granted CP to make changes in trans. equipment. Action March 20.

■ WUHO-TV Battle Creek, Mich.—Broadcast Bureau granted license covering new commercial TV. Action March 22.

■ WCBI-TV Columbus, Miss.—Broadcast Bureau granted license covering utilization of former main trans. as aux. trans. at main trans. and ant. location. Action March 21.

■ WNBC-TV New York and WTIC-TV Hartford, Conn.—FCC stated in letter to Mrs. Alexandra Mark of Brookline, Mass., that WNBC-TV New York and WTIC-TV Hartford, Conn., did not act unreasonably in handling of astrology material. Mrs. Mark is author of "Astrology for the Aquarian Age." In complaint to FCC, Mrs. Mark said that although she appeared on national talk shows to discuss her book and astrology, she was unable to get national coverage because of NAB radio and television codes which ban material that tends to foster belief in astrology. She said that her appearance over WTIC was "censored" in part to comply with guidelines of the code. Action March 23.

■ *WOLN-TV Erie, Pa.—Broadcast Bureau granted mod. of license covering change in name to Public Broadcasting of Northwest Pennsylv-

vania Inc. Action March 22.

■ Harrisburg, Pa.—FCC dismissed petitions by WGAL Television Inc. (WGAL-TV Lancaster, Pa.) and Newhouse Broadcasting Corp. (WTPA-TV Harrisburg) asking for reconsideration of FCC action permitting Adel Ltd. to conduct market research project on cable TV systems in Harrisburg. Action March 23.

■ KDCD-TV Midland, Tex.—Broadcast Bureau granted CP to change ERP to vis. 813 w; aur. 162 w; change studio location to 3201 West Wall Street, Midland; change type of trans.; change type of ant.; ant. height 370 ft. Action March 16.

■ KUTV-TV Salt Lake City—FCC authorized KUTV to present up to three and one-half hours of network programming during prime time on Thursday, March 23. Action March 23.

Actions on motions

■ Chief, Office of Opinions and Review, in matter of revocation of license of United Television Co. of New Hampshire for WMUR-TV Manchester, N.H., et al., granted request of Broadcast Bureau and extended through April 12, time to file response to supplement to petition for reconsideration filed by United Television Co. of New Hampshire Inc., United Television Co. of Eastern Maryland Inc., KECC Television Corp., United Television Co. Inc. and United Broadcasting Co. Inc. on March 10 (Docs. 19336-8). Action March 20.

■ Chief, Office of Opinions and Review in New York (WPXI Inc. [WPXI-TV] and Forum Communications Inc.), TV proceeding, granted request by Broadcast Bureau and extended to March 24 time to file responsive pleadings to petition for reconsideration or clarification of commission's designation order released Feb. 24, filed by Forum (Docs. 18711-2). Action March 17.

■ Chief, Broadcast Bureau, Wallace E. Johnson in response to request by NBC has extended to April 7 time in which NBC has to respond to commission's interim memorandum opinion and order on remand released Feb. 22. FCC had requested NBC to submit its current plans for making available reasonable opportunity for presentation of opposing viewpoint to certain advertisements for large-engine automobiles and leaded gasoline presently carried on WNBC-TV New York. Commission action was in response to complaint against advertisements filed by Friends of the Earth, environmental protection group. Action March 22.

■ Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV] and George T. Herneich [KAIT-TV]), TV proceeding, granted motion by Broadcast Bureau to extent that hearing is continued to May 31; and by separate action denied request for leave to appeal by George Herneich (Docs. 19291-2). Action March 21.

Other actions

■ Review board in Fort Smith and Jonesboro, both Arkansas, TV proceeding, granted George T. Herneich extension of time through March 23 to file responsive pleadings to comments on appeal from hearing examiner's adverse ruling, in proceeding involving Mr. Herneich's applications for license to cover CP for KFPW-TV Fort Smith, and for renewal of license for KAIT-TV Jonesboro (Docs. 19291-2). Action March 22.

■ Review board in High Point, N.C., TV proceeding, enlarged hearing issues in proceeding involving mutually exclusive applications of Southern Broadcasting Co. (WGHP-TV), and Furniture City Television Co. for renewal of license and CP respectively for TV in High Point, N.C., to include determination whether Furniture City has complied with provisions of rules by keeping FCC advised of substantial changes in its application and, if not, effect of such non-compliance on basic or comparative qualifications of Furniture City to be broadcast licensee (Docs. 18906-7). Action March 20.

Rulemaking action

■ FCC amended rules to provide that sports events which have been presented on conventional television may not be presented on subscription television (STV) unless they have been off air for period of five years under terms of amendment to rules adopted by FCC (Doc. 18893). Restriction had previously been limited to two years. It applies to sports events that are regularly televised on conventional TV, either live or on same-day delayed basis. FCC also extended prohibition against STV showing of regularly recurring sports events. New sports events which result from restructuring of existing sport may not be shown on STV until five years after the events have been introduced. New sports events arising from situations other than restructuring will not automatically come under five-year protected period, but will be dealt with as they develop. Rule becomes effective May 9. Action March 23.

New AM stations

Final action

■ Review board in Charlottesville, Va., granted application of WELK Inc. for change in facilities of WELK Charlottesville, from 1010 khz, 1 kw-D, to 1400 khz, 250 w, 1 kw-LS, U. In same action board granted WELK's petition for leave to amend, joint request for approval of agreement to dismiss and amend filed by WELK and Charles W. Hurt and WUVA (competing applicants for facilities) and dismissed Mr. Hurt's and WUVA's applications with prejudice (Docs. 18585-7). Action March 22.

Actions on motions

■ Chief, Office of Opinions and Review, in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, granted request of Harry D. and Robert E. Stephenson and extended through March 29 time to file application requesting review of review board's decision in proceeding (Docs. 18385-6). Action March 20.

■ Hearing Examiner Lenore G. Ehrig in Salem and West Derry, both New Hampshire (Salem Broadcasting Co. Inc., et al.), AM proceeding, on request of Broadcast Bureau, rescheduled pre-hearing conference for March 27 (Docs. 19434-6). Action March 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Bay St. Louis, Gulfport and McComb, all

**NAB
1972**



**EDWIN TORNBURG
& COMPANY, INC.**

**Hospitality Suite
PICK-CONGRESS HOTEL**

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Summary of broadcasting

Compiled by FCC March 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,341	3	14	4,358	59	4,417 ¹
Commercial FM	2,275	1	47	2,323 ²	109	2,432
Commercial TV-VHF	503	2	6	511 ³	15	526 ²
Commercial TV-UHF	178	0	10	188 ³	65	253 ³
Total commercial TV	681	2	16	699	80	792
Educational FM	477	1	16	494	74	568
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	114	0	8	122	10	132
Total educational TV	200	3	10	211	12	223

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

Mississippi (Michael D. Haas, Robert Barber Jr., George Sloman and F. M. Smith dba Gulf Broadcasting Co. and HWH Corp.), AM proceeding, designated Hearing Examiner Jay A. Kyle to serve as presiding officer and scheduled prehearing conference for May 2 and hearing for June 1 (Docs. 19465-7). Action March 13.

■ Hearing Examiner Isadore Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, granted request of Harvest Radio and extended to April 10 time to file proposed findings of fact and conclusions and to April 24 time to file replies (Doc. 18852). Action March 22.

■ Hearing Examiner Forest L. McClenning in Denver (Action Radio Inc.), AM proceeding, denied motion to temporarily set aside memorandum opinion and order and request for hearing conference by Action Radio; ordered that request for extension of time by Action Radio be construed as request for permission to file appeal; granted said appeal (Doc. 19274). Action March 21.

Existing AM stations

Final actions

■ KPOF Denver—Broadcast Bureau permitted remote control. Action March 17.

■ KICD Spencer, Iowa—Broadcast Bureau granted license covering use of main trans. with aux. ant. and aux. trans. with main ant. Action March 21.

■ WSAC Fort Knox, Ky.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 8. Action March 17.

■ WGMS Bethesda, Md.—FCC granted request by RKO General Inc. (WGMS Bethesda, Md., and WGMS-FM Washington), asking for waiver of 50-percent AM-FM non-duplication rule on condition that WGMS continue all classical music programming. Action March 23.

■ WRKL New City, N.Y.—Broadcast Bureau granted mod. of standard and remote licenses covering change in name of licensee to Betty Ramey dba Rockland Broadcasters. Action March 22.

■ WMCA New York—Broadcast Bureau granted mod. of license covering addition of second remote control point at 888 Seventh Avenue, Control Room B, New York. Action March 20.

■ WGNI Wilmington, N.C.—Broadcast Bureau granted license covering new alt.-main aux. trans. Action March 23.

■ WRC-AM-FM-TV Washington—FCC informed WRC Women's Rights Committee and Washington chapter of National Organization for Women, that ruling on complaint that WRC has discriminated in employment practices on basis of sex, would not be appropriate at this time. Action March 23.

■ WEZW(FM) Wauwatosa, Wis.—Broadcast Bureau granted mod. of license covering change in studio location and remote control to 204 East Capitol Drive, Glendale, Wis. Action March 17.

■ WCUB and WKUB(FM), both Manitowoc, Wis.—Broadcast Bureau granted mod. of licenses covering change in corporate name to Cub Radio Inc. Action March 20.

Initial decision

■ Hearing Examiner Isadore A. Honig proposed in initial decision denial of application of Olympian Broadcasting Corp. for change in daytime operation of WKIP Poughkeepsie, N.Y., from directional to nondirectional (Doc. 19171). Action March 23.

Presunrise service authority

■ Broadcast Bureau granted following AM's PSA from 6 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and power as shown: KGOE(AM) Thousand Oaks, Calif., 500 w. Action Dec. 20. KOWO(AM) Waseca, Minn., 500 w. Action Dec. 20. WAMG(AM) Gallatin, Tenn., 5.4 w. Action Feb. 9. KGM(AM) Cape Girardeau, Mo., 129 w. Action Feb. 25. KCAN(AM) Canyon, Tex., 500 w. Action Feb. 29.

■ Broadcast Bureau granted following stations PSA for operation between 6 a.m. and sunrise times specified in basic instrument of authorization, with daytime ant. system and power as shown: WOBL(AM) Oberlin, Ohio, 250 w. Action Dec. 23. WHLP(AM) Centerville, Tenn., 320 w. Action Dec. 29. WTOW(AM) Towson, Md., 500 w. Action Dec. 29. WPKO(AM) Waverly, Ohio, 84 w (reduction in power). Action Jan. 21. KRRR(AM) Ruidoso, N.M., 250 w. Action Feb. 9. KCCT(AM) Corpus Christi, Tex., 230 w. Action Feb. 17. KDAZ(AM) Albuquerque, N.M., 58 w. Action March 6.

New FM stations

Applications

■ Athens, Ga.—University of Georgia. Seeks 90.5 mhz, 2.5 kw, HAAT 145 ft. P.O. address Student Activities Office, Memorial Hall, Athens 30601. Estimated construction cost \$24,129.99; first-year operating cost \$10,790; revenue none. Principals: Fred C. Davison, et al. Mr. Davison is president of university. Ann. March 14.

■ Claxton, Ga.—The Evans County Broadcasting Co. Seeks 107.1 mhz, 3 kw, HAAT 194 ft. P.O. address Box 316 North River Street, Claxton 30417. Estimated construction cost \$13,960; first-year operating cost \$21,460; revenue \$12,500. Principal: W. Don Sports (100%). Mr. Sports is general manager of WCLA(AM) Claxton. Ann. March 20.

■ Sioux City, Iowa—John L. Breece. Seeks 95.5 mhz, 100 kw, HAAT 232.4 ft. P.O. address KXRB, 100 North Phillips Avenue, Sioux Falls, S.D. 57102. Estimated construction cost \$5,167; first-year operating cost \$59,794; revenue \$45,000. Principal: John L. Breece (100%). Mr. Breece owns KXRB(AM) Sioux Falls. Ann. March 16.

■ Billings, Montana—Eastern Montana College. Seeks 91.7 mhz, 10 w. HAAT 130 ft. P.O. address 1500 North 30th, Billings 59101. Estimated construction cost \$5,090; first-year operating cost \$6,010; revenue none. Principals: John D. French, Fred H. Mielke, et al. Messrs. French and Mielke are members of board of regents. Ann. March 20.

■ Reno—KIDD Communications Inc. Seeks 106.9 mhz, 281 kw, HAAT minus 408 ft. P.O. address Box 170, Reno 89504. Estimated construction cost \$51,141.80; first-year operating cost \$35,000; revenue \$50,000. Principals: Chris Warren Kidd (99.3%) and Michael Jenkins (.07%). Mr. Kidd is employed by KBET(AM) Reno. Mr. Jenkins is salesman for North Shore Real Estate, Kings Beach, Calif. Ann. March 20.

■ Yankton, S.D.—Oyate Inc. Seeks 104.1 mhz, 100 kw, HAAT 1,781 ft. P.O. address Box 412, Broadway and Airport Road, Yankton 57078. Estimated construction cost \$101,200; first-year operating cost \$53,000; revenue \$105,000. Principals: Willis F. Stanage (33⅓%), Ron L. Heuer (33⅓%) and Bruce Krause (33⅓%). Mr. Stanage is treasurer and 20% owner of Yankton Clinic, Yankton. He is also president and 49% owner of Willow Corp., restaurant and motel firm in Yankton. Mr. Heuer is treasurer and 49% owner of Willow Corp. Mr. Krause is director of KUSD(AM) Vermillion, S.D. Ann. March 20.

Other action

■ Review board in Troy, Ala., FM proceeding, granted Pike Broadcasting Inc. extension of time through March 24 to file opposition to petition by Troy Radio Inc. to enlarge issues in proceeding involving applications of Pike and Troy for CP's for new FM at Troy (Docs. 19407-8). Action March 20.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Waseca, Minn. (Melvin Pulley and The Waseca-Owatonna Broadcasting Co.), FM proceeding, granted petition by Waseca-Owatonna for leave to amend its application to KOWO Inc. and in other respects which flow from change from partnership to corporate applicant (Docs. 19420-1). Action March 21.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvest Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, granted petition by Three States for leave to amend its application to reflect information regarding its organization (Docs. 18456-7). Action March 18.

■ Hearing Examiner Isadore A. Honig in Laurel and Ellisville, both Mississippi (New Laurel Radio Station Inc., et al.), FM proceeding, granted request by Southland Inc. and waived rules and accepted proof of publication of notice of designation for hearing submitted with request (Action March 15); by separate action granted petition by New Laurel Radio Station Inc. insofar as it seeks dismissal of petitioner's application and dismissed application of New Laurel Radio Station Inc. (Action March 16) (Docs. 19414-16); and by separate action set certain procedural dates and postponed hearing to June 13 (Action March 3) (Docs. 19415-6).

■ Hearing Examiner James F. Tierney in Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Co. of Searcy Inc.), FM proceeding, granted motion of Tellum to amend its application for CP to include loan commitment; accepted amendment therewith (Docs. 18989-90). Action March 22.

■ Hearing Examiner James F. Tierney in Sun City, Ariz. and Albuquerque, N.M. (Alvin L. Korngold, et al.), FM proceeding, granted petition by Sun City for leave to amend application to reflect changes in matters concerned with financial qualifications (Docs. 19087-88, 19178-9). Action March 17.

Rulemaking petition

■ Soddy-Daisy, Tenn.—FCC proposed notice of rulemaking for assignment of ch. 272A at Soddy-Daisy. Ann. March 23.

Rulemaking actions

■ FCC amended FM table of assignments by assignment of FM channels to three Georgia communities and substitution of another channel at Waynesboro, Ga. (Doc. 19262). Changes are as follows: 228A Sparta, 265A Waynesboro, 221A Elberton, 261A Forsyth, all Georgia. Action March 23.

■ Canandaigua and Geneva, both New York—FCC amended FM table of assignments by assignment of ch. 272A at Canandaigua, and substitution of ch. 269A for ch. 272A at Geneva (Doc. 19244). Action March 23.

Existing FM stations

Final actions

■ Broadcast Bureau granted licenses covering changes in following stations: WANA Anniston, Ala.; WPOR-FM Portland, Me.; WEEC(FM) Springfield, Ohio; WLBG-FM Laurens, S.C.; WKDA-FM Nashville. Action March 21.

■ *KBPK(FM) Buena Park, Calif.—Broadcast Bureau permitted remote control from Fullerton Junior College, Chapman Avenue at Lemon Street, Fullerton, Calif. Action March 21.

■ KVOD(FM) Denver—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw; ant. height 280 ft.; remote control permitted. Action March 20.

■ WDJF-FM Westport, Conn.—FCC waived provisions of rules prohibiting applications creating new short-spacing and application of Westport Broadcasting Co. to change trans. location of WDJF-FM has been accepted by FCC. Action March 23.

■ WSHE(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted CP to change trans. location to Pembroke Road at 33rd Avenue, Pembroke, Fla.; operate remote control from studio site at 1580 Davie Road, one mile north of Bright Road, Fort Lauderdale; install new ant.; ERP 100 kw; ant. height 570 ft. Action March 21.

■ WSDM(FM) Chicago—Broadcast Bureau grant-

(Continued on page 142)

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Radio Help Wanted Management

General manager for Pennsylvania AM/FM, top billings, ratings in market. Rare opportunity for experienced manager. Box B-217, BROADCASTING.

Management opportunity, northwest AM. Successful stations under present ownership for over 10 years. Can you follow policies and bring in fresh ideas? The name of the game is sales. Are you ready for your final move? May we please have complete information in your first letter? It will be answered promptly. Box C-293, BROADCASTING.

Asst. manager-sales manager wanted! Ambitious? Energetic? Producer? We offer a real future not just a job. Expanding organization. Get in on the ground floor. Phone today, 712-246-2890, Mr. Wills, Box 10, Shenandoah, Iowa.

Sales

Sell for the largest and most successful stereo station in the southeast. Must be energetic with sales-development background. Spare no details in first letter. Box C-273, BROADCASTING.

Major Boston radio station needs strong, knowledgeable broadcast salesman with ability, desire and drive to earn over thirty thousand annually. If you're a proven producer with solid experience ready to move ahead, write and tell us what you can do for us. Send resume and references. Box D-42, BROADCASTING.

National sales manager for east coast Black oriented radio station. Experience mandatory. Station currently holds a 2 to 3 position in entire market. Equal opportunity employment. Send resume to: Mr. Benjamin O. Bolden, Box D-64, BROADCASTING.

KTAC AM/FM calling. Expanding sales crew on AM/FM top rated rock stations, Tacoma, 420,000 population. Experienced men with at least two years on the street selling rock format. Ages 22-32. Aggressive go-getters. Start immediately. Phone Jim Nelly, 206-475-7737.

Experienced salesman, single man preferred, excellent growth opportunity. WLIS Radio, Box 457, Old Saybrook, Conn. 06475.

Opening for salesman who wants to move up. Will teach inexperienced with ability and desire to move into sales. Need news director. WJUM, Cordele, Ga.

Experienced salesman for thriving, exciting market. AM-country—FM-contemporary—progressive. Fine opportunity for go-getter. WNRN/WNRZ-FM, P.O. Box 5, Ann Arbor, Michigan, 313-663-0569.

Need at once a hard working professional salesman. If you are young, aggressive and eager to make money. Send resume immediately to Jack B. Ludescher, General Manager, WWOL Radio, Lafayette Hotel, Buffalo, N.Y. 14203.

Wanted young aggressive salesman for progressive rock FM station in Mass. The opportunity is here—where are you? Call 314-737-1414 or write 101 West Street, Springfield, Mass. 01104.

If you're an experienced salesman and can fill in as an announcer, have 1st license and would like to become no. 2 man at very good small mkt. station earn very good money and a possibility of no. 1 man soon . . . at one of our stations . . . call 314-586-8577. No collect.

Announcers

Mature announcer/salesman to take week-end air shifts and sell 3 days per week at growing northern New Hampshire station. Good salary plus account list. Send tapes and resume to Box C-170, BROADCASTING.

Southern New England, good music station within commuting distance of Hartford or New Haven. Growing organization, license for second station pending. Must be mature announcer with first phone. Send tape and resume to Box D-19, BROADCASTING.

First phone announcer, eastern Massachusetts, opening soon. Medium market. Send references, resume, air check and salary expected to Box D-33, BROADCASTING. Equal opportunity employer.

Announcers continued

Wanted soul jock that understands the new Black programming sound. Permanent position, fringe benefits. Beginners need not apply. Send tape, resume, photograph and salary requirements. Box D-43, BROADCASTING.

Afternoon drive time DJ. Must be exciting and strong on production. Top 17 markets. Rush tape, resume, picture and references to Box D-73, BROADCASTING.

All night jock. First ticket necessary. First 20 markets. Appeal to age groups teens-35. Good chance for advancement. Send tape, with picture, references and resume to Box D-74, BROADCASTING.

Early evening jock. Large market. Must be able to move a show and reach the audience in a good rock format. Need immediately. Air mail tape, reference and resume with picture to Box D-75, BROADCASTING.

Experienced, bright, innovative, dynamic voice and personality, first ticket contemporary jocks who love radio. We want to hear from you. For a central Indiana station. Send tape, resume and picture to Box D-77, BROADCASTING.

P.D. newsmen with two years experience. Send tape, resume including earnings. Opening April 24. WCSS, Amsterdam, N.Y.

Radio announcer air personality with production ability for leading MOR station in Walt Disney World area. Great opportunity in dynamic area. Send air check, including production spots and resume to: Bill Taylor, Program Director, WDBO, P.O. Box 1833, Orlando, Florida 32802.

Experienced staff announcer/operator with news and production training. Provide full details of experience, personal resume, photo and recording of news and commercial delivery to George DeForest, WDEA-AM-FM, 68 State Street, Ellsworth, Maine 04605.

Maine contemporary needs production/sales/morning man combination. Tape to WGHM, Skowhegan 04976. \$200.00 range.

Need top 40 DJ with minimum of two years experience for summer replacement work. Send tape and resume to: R. Charest, Program Director, WHYN Radio, 1300 Liberty Street, Springfield, Mass. 01101.

Wanted—contemporary disc jockey for #1 Oklahoma City contemporary station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

Immediate opening for announcer of modern country music station in Madison, Wisconsin. Growth opportunity and advancement for person interested in permanency. Call Tom Uttormark at WMAD, (608) 271-6611, to arrange for audition and interview.

Country power house in number four market needs morning man with something different. Small and medium market. Men on the way up welcome now! Rush Call 215-LO 4-2300.

Minority female wanted for S.E.N.C. adult top 40. Must be stable and willing to settle down. Night shift. Good benefits for right person. Send tape, resume and recent photo to Mike Fenley, 211 N. 2nd Street, Wilmington, North Carolina 28401.

Technical

Chief engineer. AM directional. East Coast suburban market. Must be hard worker and able to direct men. Minority group applicants welcomed and given full and equal consideration. Send resume, references, up-to-date picture and salary requirements to Box B-214, BROADCASTING.

Chief engineer for Virginia station. Experience required. Pleasant station staff to work with. Salary open. Send photo and resume. Immediate opening. Box C-192, BROADCASTING.

Transmitter engineer. First phone. Some non-voice production work but no announcing. Opportunity for advancement. Job available now. Send resume, references, picture and salary requirements to Box D-76, BROADCASTING.

Technical continued

First ticket engineer announcer. Basic responsibility announcing and maintenance of AM and new FM facility. New studios. Pleasant part of the country to raise a family. Wally Stangland, Mgr. KIWA, Sheldon, Iowa 51201. Phone 712-324-2597.

Are you a young, eager, really interested technical type with a first class ticket? Like to work in a pleasant, sympathetic environment under a savvy boss? Lots of test equipment. Good spacious lab. Maintenance only—no announcing—no dull routines. Expanding 5KW AM station and CATV system. Contact WCOJ, Coatesville, Pa. 19320. (215) 384-2100.

St. Louis area AM/FM combination needs competent young technical man. Announcing ability helpful but not necessary. Would accept a minimum of experience if aptitude is high. Write C. Norman, WGNU, P.O. Box 178, St. Louis, Mo. 63166.

News

Newsman. AM rock station. Large market. Send tape, resume, references, latest picture to Box B-216, BROADCASTING.

Major market seeks top flight contemporary heavy morning newsmen. No beginners, please. Box C-184, BROADCASTING.

Fulltime suburban New York station. Good voice. Good reader—most important—creative writer. Minimum 1 year experience or journalism background. Write Box C-255, BROADCASTING.

Experienced newsmen to round out news staff at New England medium market radio station. Starting salary \$7,000. Liberal benefits. Box C-274, BROADCASTING.

Heavy news station in N.J. needs reporter with minimum 2 years exp. Must be adept at gathering, writing and reading. Minority applicants welcome. Send resume and tape to Box D-20, BROADCASTING.

Wanted—a weatherman who knows about weather but who cares about people and shows it. Box D-31, BROADCASTING.

News director—public radio station in Oklahoma. Must be able to personally gather, write and deliver news and supervise large news department. Five years experience and masters degree preferred. An equal opportunity employer. Box D-54, BROADCASTING.

Opening for a qualified newsmen. Great opportunity for a young man. Contact Bob Knutson, WJMS Ironwood, Mich. 906-932-2411. If you can read and write like a pro, this may be what you're looking for.

WOKJ, a 50,000 watt soul station in Jackson, Miss. has opening for experienced newsmen, must be able to gather, edit and report local news. Send resume and tape to Bruce Payne, PD. WOKJ Radio, Jackson, Miss. Salary open.

Programing, Production, Others

P.D. Rock, AM. \$25,000. Top 50 market experience only. Resume, references, picture. Box C-306, BROADCASTING.

PD wanted Florida medium market. Send photo tape, resume & salary. Box D-10, BROADCASTING.

Production director for leading MOR stations in dynamic Central Florida area. Must have mature voice, imagination and production ability. Send tape of production spots, air check, and complete first letter to: Bill Taylor, Program Director, WDBO, Post Office Box 1833, Orlando, Florida 32802.

Experienced producer, director, writer for educational documentary films. Format requires a creative conceptual approach rather than a strictly academic presentation. Department presently producing environmental series. Will soon be in production of Humanities and Social Science series. Salary range \$10,400-13,500. Free tuition for employees and dependents. Liberal fringe benefits. Send resume to Personnel Department, Miami-Dade Junior College, 11380 N.W. 27th Avenue, Miami, Florida 33167. An equal opportunity employer.

Programing, Production,

Others continued

Genius needed for copy, production and talk program. WHMI, Howell, Michigan, thirty minutes from Detroit, Lansing, Ann Arbor.

Situations Wanted

Management

Took last station from zero to half million in ten years. But I couldn't fire man seriously ill in hospital. So I'm available. Family man. Mature. Stable. Strong on ideas and promos. Image must be one of excitement. Prefer S.E. but will consider others. C&W or MOR ideal but could live with moderate contemp. AM and/or FM. Not concerned with large guarantee. Just incentive. If you make it, I make it. And we will! Box C-248, BROADCASTING.

Exceptional availability. Group, single station creative selling manager. Competitive markets. MOR, contemporary, TV. Excellent references. Will invest. Box D-14, BROADCASTING.

Experienced manager. Extensive regional/local sales background. Now!!! Box D-38, BROADCASTING.

Assistant manager seeks growth opportunity. Heavy on programing, audience promotion, sales promotion, FCC rules & regulations, civic involvement, day-to-day operations and management. No beginner—in ability or salary requirements. Box D-51, BROADCASTING.

Young aggressive general manager. Heavy in sales. Can make substantial investment. Currently employed. Prefer east or south east. Box D-56, BROADCASTING.

Experienced small market manager. Learned from one of nation's most successful small operations. Strong on sales. Proven track record including multi-station markets. 12 years experience. 1st phone, play-by-play. 32. Phone 417-667-5644.

Sales

Southeast—salesman-sportscaster. Prefer small-medium market part ownership opportunity. Box C-244, BROADCASTING.

Success sales. Other industry. Wants back in radio! pro announcer! Production! News 3rd! M&A! Desires versatile, challenging opportunity southeast. Box D-57, BROADCASTING.

Wanted place to settle . . . 20 years experience, all phases radio . . . announcer dj, proficient at all play-by-play, past 10 years sales manager, with management potential . . . Phone 504-775-0830 or write 912 Johnson Street, Baker, Louisiana 70714.

Announcers

Working medium market top 40. Seek progressive gig. Extensive musical knowledge. Box C-108, BROADCASTING.

Young top 40 announcer, 5 years experience, 1st phone. Also production and music programing. Available mid-June. Prefer midwest. Box C-178, BROADCASTING.

MOR announcer: 26, married, 6 years small market experience, 3rd, seeking position in South. \$130 weekly. Box C-185, BROADCASTING.

First phone announcer seeking relocation. Currently on-air in 8th market AM. B.A. radio-TV, working on masters. Three years experience news, production, DJ, play-by-play. 25. Married. Box C-252, BROADCASTING.

Announcer producer-DJ. Three years experience, married, third. Will relocate. Seeking position with MOR, country, or S. gospel. Tight board. Dependable. Prefer western states. Box C-279, BROADCASTING.

First ticket, experienced pd, available now, good references, good voice, hard worker. Will go anywhere for PD position, announcer, dj, news, music director, combinations of above. Also excellent at writing copy and production. Only interested in definite opening; no "possibilities." Let's get together today. Box D-1, BROADCASTING.

Small market DJ/production ready for medium market May/June. 2 1/2 years experience, B.A. and professional training. Power and quality. Any format considered. Box D-4, BROADCASTING.

Dynamic dj newsmen, tight board, third phone, aggressive salesman. Creative, responsible. Heavy tape available. Box D-8, BROADCASTING.

Disc jockey—newscaster—dependable, experienced, creative, tight board. Third endorsed, aggressive salesman, authoritative news. Box D-9, BROADCASTING.

Announcers continued

Heavy production man—eight years experience—all formats, seeking production and airshift in mod, MOR or rock, southeast preferred . . . married, third, excellent references. Box D-15, BROADCASTING.

Disc-jockey, news, tight board, experienced, dependable. 3rd class. Married. Box D-21, BROADCASTING.

Experienced young professional family, personality voiced, rocker. Box D-22, BROADCASTING.

They laughed when I sat before a microphone and they've been laughing ever since. Latest ARB shows me tops with total adults. Now doing MOR for major chain. Do ya wanna hear a good one? Write Box D-23, BROADCASTING.

D.J., informative, personable, AFRTS and commercial experience, mostly top 40. 3rd phone, tight. Can take orders. Box D-24, BROADCASTING.

I'm not asking for my first job because you always want experience. I want a chance to use 11 years of it. Journalist, commercial spokesman, actor, film narrator, ETV production/announcing, educational radio. That's all. Box D-28, BROADCASTING.

Frustrated pro, 5 years experience, needs place to expand. Box D-29, BROADCASTING.

N.Y. experienced 1st phone combo man, reliable, will work anywhere in U.S. Draft exempt, available now. Box D-30, BROADCASTING.

Looking for beginning, Eastern broadcast school graduate. You have opening, I'll travel. Box D-37, BROADCASTING.

Experienced N.Y. school graduate—authoritative—mature—dependable—versatile—third endorsed. College graduate (B.A.-M.B.A.) relocate. Box D-40, BROADCASTING.

First phone, 6 yrs. experience with good production. I want medium market, 200,000 plus, rock or MOR. Give me a listen. Box D-53, BROADCASTING.

N.Y.C. vicinity—DJ, newscaster, major market experience, dependable, creative production, copywriting, tight board, 3rd endorsed. Box D-60, BROADCASTING.

Experienced personality—plus rock jock, versatile—tight board, strong news delivery, top production. The job is first, location second. Quality and dedication guaranteed. Box D-61, BROADCASTING.

Resonant voice, pro—1st phone, chance to grow, prefer west. . . . Box D-68, BROADCASTING.

First phone, MOR & rock, announcer/newscaster; innovative, imaginative adult; available now. Box D-72, BROADCASTING.

First phone modern country personality from 50,000 watt KRAK, Sacramento. Seeking immediate employment. All opportunities considered. 916-885-3832, 916-885-9533.

West coast please. Top 40 morning man. One year experience in 100,000 plus market. Ten months as music director. First phone. 206-827-1484, ask for Phil.

Will trade 1 yr. of professional dedication for experience. Prefer western half of U.S. Recent grad Bill Wade—radio & T.V.—in Hollywood. 250 hrs. board exp., 3rd phone w/endorsement, sales background. For tape—write or call Jerry Hedlund, 7214 Milton, #16, Whittier, Calif. 90602. Ph. (213) 693-1726.

Want a multi-talented top 40/MOR jock? I deliver. Have first phone, four years experience—will travel. For tape and resume contact: Alan Bianco, 3094 Lynnwood, Streamwood, Illinois. (312) 289-5151.

Progressive music DJ, 4 years experience, first phone, college grad. Will relocate. Available now. Phillip Flotow, 2953 Park Ave., Sioux City, Iowa (712) 277-4106.

Have 3rd phone and need experience. Willing to work. Prefer N.Y., N.J., Ohio, Pa., but will consider others. Call Greg Buggy (412) 465-4340.

Experienced first phone announcer. Professional sound. Some sales. Conscientious, dependable. Bill Hannen, Prior Lake, Minnesota 55372, 612-447-2835.

Save your production room for urgencies! I'll cart your tapes. Plus great commercial announcing. Details: Conner, 1717 Dutchess, Dayton 45420, 1-513-254-3019.

Midnight till dawn, something new and refreshing in all night talk, (80) Free man hours for the chance to prove if 3 yrs. on the air experience. 29. Art Murphy, 9 Hillsdale Rd., Holbrook, Mass. 02343. 617-963-8531.

Announcers continued

Steve Iker has a 1st. He has experience and he has a 1st. You can reach Steve and his 1st at 5904 North Cahuenga Blvd., North Hollywood, California 91601 or call first. (213) 985-3103.

Disc jockey—salesman—experienced—dependable—versatile—creative. Tight board. Authoritative newscaster. Will go anywhere. Carl Trimboli, 2028 East 177 Street, Bronx, N.Y. 10473, 822-0170.

Investigate! 3rd, all aspects; will relocate, ready to settle. Tim O'Krongly, 149 Kentucky Cr., Jacksonville, Ark. 72076. 1-501-988-4833.

Career minded rookie announcer, some board experience, third working for first, name salary, J. R. Mackey, 1574 Thurston, #301, Honolulu, HI. 96822.

Country disc jockey. First phone. Experience. 701-572-5981.

Seeking opportunity as DJ & salesman in midwest. Prefer Oklahoma. Broadcasting school graduate. Now working radio weekends, sales daily. Larry Solomon, 2828 N. Bristol #133, Santa Ana, Calif. 92706. 714-836-7015.

Technical

First phone chief for 22 years AM-FM. 2 yrs TV. Seeking chief or assistant chief position in California. Box D-17, BROADCASTING.

Engineering manager. Experienced, available. Box D-25, BROADCASTING.

Top notch engineer looking for good position in NYC area (100 mile radius). Have first class license and experience. Greg Crossman, 1320 Odel Street, Bronx, N.Y. 10462.

Need a good engineer? Sharp technician? Mature self starter? Studio/transmitter/directional experience. First phone. Prefer east/southeast. Available June. Bob Owen 714-271-4962. 1520 Mator Dr., Miramar, Calif. 92145.

News

Beef up your news staff for this election year. Top-notch political reporter/anchorman available immediately. Five years experience, including major market. Box C-183, BROADCASTING.

Chicago metro or suburban—part time or weekend newscaster-reporter. Now working at area biggie. Looking for extra opportunity. Box D-3, BROADCASTING.

Creative and challenging job for young broadcasters. One personality, newsmen. Combined experience—15 years. Enthusiastic and dedicated. Both with 3 years college. Employed. Stable. Rock or mid-road, medium market, Florida. Box D-11, BROADCASTING.

2 yrs. experience in news . . . digging, writing, actualities, reporting and talk shows. College degree Radio/TV production. First. Home: Penna., will relocate to medium city. Box D-34, BROADCASTING or call 813-689-9171.

Seasoned news director . . . 13 years radio-TV seeks opportunity in operation that puts News First. Available for interview at NAB in Chicago. Write or wire Box D-41, BROADCASTING.

First phone newsmen. Strong delivery. Major market experience as newsmen jock. Box D-65, BROADCASTING.

Newsmen. Top reporting, writing. College grad. Northeast. Southeast. Box D-70, BROADCASTING.

Dedicated, hard working family man with overseas experience in large newsroom. Broadcast school, BS, MS journalism. 3rd phone. Available now. Relocate anywhere in U.S., Canada. Prefer all-news station or one heavy on news. All offers considered. Barry Maughan, 16 Walker Avenue, Kittery, Maine 03904 (207) 439-3810.

Young midwest newsmen with medium market radio/TV on-air experience seeks to relocate and expand opportunities. Can dig, write, film and edit. Jim Gibbons, 319-322-1957.

Programing, Production, Others

Black PD, dj, salesman. 1st, soul or contemporary. Box C-241, BROADCASTING.

Program/operations manager seeking home with medium market station or group offering future. Successful background all phases of programing. Box C-289, BROADCASTING.

Versatile, stable P.D. with excellent record of creating successful sound, building solid staff. All adult formats. Prefer northeast. Box D-13, BROADCASTING.

Situations Wanted

Programing, Production, Others

continued

Public affairs director. Winner of 60 awards and citations including Peabody award for distinguished broadcast news journalism and community involvement. During 1971 in Philadelphia, recipient of five major national journalism awards for creating, writing, narrating and producing the best Radio public affairs programing in the United States. Box D-16, BROADCASTING.

10 year pro, experienced in all phases. Contemporary MOR personality with ratings plus programming and sales background. First phone. Looking for PD-operations management with or without airshift. Family man, prefer Rockies, but will consider all five-figure offers. Box D-55, BROADCASTING.

I am your new program/production manager! Will take on all your production headaches to make you number 1. (MOR, classical or any format.) No air shift but not afraid of production responsibility. I'm a solid citizen. 34. Black. Family. Will start at \$225.00 a week. 3 solid years engineering, production know-how, 1st phone, and TV school make a dynamic manager! Box D-59, BROADCASTING.

PD/jock with first. Rock. 8 years experience, first, good references. (913) 635-9315.

Clay Eager, TV-radio country and gospel personality. Network, WLW, WCKY, XERF, Renfro Valley successes. MC-talent-dj-audience host. Past seven years as PD-DJ-farm director-account executive. Real pro in setting up, administering, building winners. 46, Christian, masonic, married. Solid track record, citizen. Box 7, Rushville, Ohio 43150. Phone 614-536-7733.

Television Help Wanted

TV packager to sell program of outstanding Irish, Scottish documentaries as singles or series first-run United States. Write Sherman Films, Inc., P.O. Box 6, Cathedral Station, New York City, 10025.

Management

Group operation AM/TV looking for television general manager. Salary and options \$25,000 minimum starting salary. All replies confidential. Box D-7, BROADCASTING.

VHF network affiliate in top 100 markets seeks general manager capable of leading sales, controlling expenses and budgeting his goals boldly and accurately. Part of group operation with wide opportunities. Please get your track record and objectives to us as soon as possible. Write Box D-18, BROADCASTING.

Sales

Seasoned "pro" for new Dallas TV. Send resume immediately. No collect calls. KBFI-TV, P.O. Box 7106, Dallas, Tex. 75209.

One of the nation's leading UHF's needs talented local salesman. Experience necessary. Ideal position for young man who wants to move up. Company car provided. Send resume to the attention of: Michael Hennessy, WKEF, Dayton, Ohio. An equal opportunity employer.

Technical

First phone superior broadcast production engineer, locale anywhere. Box C-270, BROADCASTING.

First phone engineer with transmitter experience for southwestern VHF. Salary plus allowance, annual increases, paid holidays, vacation and other benefits. Send brief resume outlining experience and past earnings history along with present salary requirements to: Chief Engineer, KOAT-TV, Box 4156 Albuquerque, N.M. 87106.

Wanted: Aggressive engineer with ambition and knowledge for AM-TV operation in southwest. Individual probably a second man wanting an opportunity to prove self. This is your chance to be chief, if you have what it takes. Wire or call General Manager, KRGV-TV, Westlake, Texas, 512-968-3131.

TV technician with first class license for operation of transmitter and studio equipment. Equal opportunity employer. Send resume Assistant Chief Engineer, WJKS-TV, P.O. Box 17000, Jacksonville, Florida 32216.

News

Anchorman-top 20 market, mid-western area. Must be top journalist, attractive, aggressive. Box D-48, BROADCASTING.

Programing, Production, Others

Farm service director and broadcaster. Prefer graduate in one of agricultural fields. News and public service oriented, NBC affiliate in excellent four station, southwest market. Good pay and benefits. Send complete resume, recent photo in confidence to Box D-44, BROADCASTING.

We need suitable television and radio programing for national syndication. BATACH Syndications, Drawer 98810, Seattle, Washington 98188. 206-878-8900.

Artist—need man thoroughly versed in TV art. Top salary for highly qualified man several years experience. . . . Send pictures or slides of representative work with resume and salary requirements. All work will be returned. M. D. Smith, Mgr. WAAY-TV, 1000 Monte Sano Blvd., Huntsville, Ala. 35801, or call 205-539-1783.

TELEVISION

Situations Wanted

Management

Available immediately. National regional sales manager—16 years successful background, constant increase—1971 averaged 32 percent increase on one station and 48 percent on another. Contact: Pete McNee, P.O. Box 683, Tyler, Texas 75701. Call (214) 592-6280.

Sales

Experienced salesman. Top 75 markets only. Currently employed. Excellent references. Box C-299, BROADCASTING.

Announcers

Four year experienced broadcaster seeking warm weather mkt. Experienced in TV, currently at more music contemporary . . . tape on request . . . wants security . . . family man soon. Box C-268, BROADCASTING.

Young TV-radio announcer/producer now working as host of TV talk show and weather. Producer of two syndicated programs. Nine years commercial experience. Looking for larger market to expand ideas. Box D-47, BROADCASTING.

Technical

Overseas—chief engineer, 20 yrs. experience all phases including overseas, desires foreign chief or supervisory position. Box C-245, BROADCASTING.

First phone, married—operations and production oriented—four years. Box C-290, BROADCASTING.

CATV-CCTV, young aggressive engineer with heavy experience in color CCTV production would like to set up or operate a studio. Box D-27, BROADCASTING.

TV chief at station up for sale desires job with well equipped station with good future. Experienced TV-AM-FM. Box D-32, BROADCASTING.

First phone production engineer, 4 years of experience in N.Y.C. commercial production, mixing editing, 35 mag transfer, voice over dubbing, light maintenance, salary open. Box D-49, BROADCASTING.

Situations Wanted News

Experienced broadcaster, author, world traveler, lecturer, catalytic interviewer, profound, dignified commentator. Box C-147, BROADCASTING.

Enthusiastic, young newfilm cameraman has journalism-broadcasting BSJ, three years newspaper experience. Wants TV news. Box C-304, BROADCASTING.

Experienced radio and TV sportscaster. Extensive college basketball play-by-play. Strong on writing and delivery of catchy commentary. Degree in broadcasting from major university. VTR available. Box D-2, BROADCASTING.

Reporter. Radio experience. College grad. Northeast. Southeast. Box D-36, BROADCASTING.

10 years radio and television. News director, reporter, sportscaster, weatherman, announcer. 34, married, college. Box D-45, BROADCASTING.

Aggressive, young government correspondent for California group seeks challenge as field reporter or news director. Master's degree. Box D-52, BROADCASTING.

Anchorman. Pro with all credentials. Box D-63, BROADCASTING.

News continued

Perceptive, articulate, charismatic anchorman/reporter. B.A.-t, award winner. Top references, including present employer's. Six years very major market radio. Box D-71, BROADCASTING.

Programing, Production, Others

Broadcast pro, airwork, production, writing, programming. Hardworking, stable. Presently national P.D. small radio chain. Would like to get back in television in creative capacity on and/or off the air. Prefer east. All considered. Box D-12, BROADCASTING.

Let this young photographer with 7 years of experience show you what film should be—Write Now. Box D-35, BROADCASTING.

Have pen, will travel. Experienced writer/editor/reporter. 30. Family man. Box D-39, BROADCASTING.

Film graphics, young filmmaker with advanced animation experience will boost your advertising and graphics department, references. Box D-46, BROADCASTING.

Producer/director—23 B.S. in communications, 4 years experience—all phases studio operations. Dedicated and ready to work. Resume, VTR, and references on request. Box D-62, BROADCASTING.

Training wanted: experienced artist-announcer with first phone seeks opportunity to learn TV art. Box D-66, BROADCASTING.

P.D. for CATV origination, graduate, over 5 years in radio, TV, film production. My wife and I want to move southwest. Will consider any offer. Box D-67, Broadcasting.

Wanted To Buy Equipment

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Have immediate need for: plate transformer for RCA BTA-5H AM transmitter, or will buy entire transmitter in any condition; parts for Raytheon RA-1000 or RA-5000, or buy entire transmitter; 1 KW AM transmitter in repairable condition. Bill Goodson, WJMJ, Cordele, Georgia.

Wanted: Old or damaged AM and FM transmitters. 404-882-7441 after 6:00.

Non-profit, listener supported FM needs late model 10 KW stereo transmitter, 6 bay circular antenna, stereo monitor, stereo console, mono carousel. 94.7 mhz. KNIS, Carson City, Nevada. 702-882-0888.

Need eight pot audio console, prefer Gate "yard," contact Ron Baker, WKNT Radio, Kent, Ohio, (216) 673-2323.

For Sale Equipment

Helix-styroflex. Large stock—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. Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06603, or call evenings 203-378-9242.

Iso-coupler 10 KW in mint condition. Will tune to your frequency and pressure test. Reasonably priced at \$650.00. Contact James Mitchell, Chief Engineer, Communications Fund, Inc., 314-961-1320.

3 Marconi Mark VII color cameras. Color painters with each chain. 1200 feet camera cable. Includes pan and tilt head. For info call (305) 822-8783. Gary Goodrich.

795 contemporary Gold Hits, 1958 to 1970: on individual cartridges. Great selection. Make Offer. KQIN (206) 243-8803.

For sale IGM automation, includes two TEAC decks, Magcarta carousel, brain and sensor. Contact Ron Baker, WKNT Radio, Kent, Ohio (216) 673-2323.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International. Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer, Box 8057, Pensacola, Florida 32505.

Broadcast Crystals: New or repairs for Gates, RCA, Bliley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

FOR SALE Equipment

continued

RCA BTA-SF 5KW AM transmitter excellent condition. Hy-Power Electronics, Dallas, Texas (214) 272-5567.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"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.

Notice! Anyone knowing the whereabouts of Richard S. Harrington—also known as "Rick Harrington"—please notify the following. Box B-92, BROADCAST-ING.

"Programming techniques and how to use them."—New 8 chapter book on Radio Programming—a must for every broadcaster. Reserve your copy today. Send \$6.95 cash, check or money order. Morgan Publishing, P.O. Box 2575, Mesa, Arizona 85204. Money back guarantee.

Want to buy disc, recordings or transcriptions of any radio programs 1929 through 1951. Arnold, 2234 South Blvd., Houston, Texas 77006.

Audition tapes—the nation's greatest jocks—reasonable!! Send 10¢ for catalogue to: Cooper Services, P.O. Box 612, Shawnee Mission, Kansas 66201.

Major league baseball interviews . . . over fifty interviews, three to five minutes in length. Entire package reasonable. Call 714-344-6385.

Automation Broadcasters! Need some specialized tapes for automation like "Sunday Music," "Big Band Syndrome," "Bossa Mod Nova Beat"? "A Honey of a Sound," VIF International NAB, Chicago.

Continental—If you would like to trade air time for ———? ——— but don't want word to get out that you traded, reply in confidence. International Promotional Consultants, Inc., 915 W. Sunrise Boulevard, Ft. Lauderdale, Florida, Phone (305) 764-6424.

Resumes prepared by Ph.D. Free information. Career development institute, Box 163, Fanwood, N.J. 07023.

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.

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.

Instructions continued

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 April 12, June 26. 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 April 17, May 22 and June 26. 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. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or 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 phone in 6 weeks. Money back guarantee. Cost \$370. Announcer/disc-jockey training classes start every month. Graduates Nationwide. National Institute of Communications, 11516 Oxnard St., North Hollywood, Calif. 91606. (213) 980-5212.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three month training on two commercial radio stations . . . KSVP-AM and KSVP-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Education. Classes begin June 1st and Sept. 4, 1972. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

Think about it. We cost less, but take longer to prepare you for a first phone. 10 weeks \$355. It's the best way. State approved. Omega Services, Box 11500, Chicago, Illinois 60611. 469-0927.

Radio Help Wanted Sales

MUTUAL BROADCASTING SYSTEM AND MUTUAL REPORTS, INC.

offer a lucrative opportunity for two great network radio salesmen to take over excellent New York lists. They must have at least six years of competitive selling as well as the ability to earn top commissions against a five figure guarantee. They must be able to put together a solid presentation. Send resume, references and photo to Vice President-Sales, Mutual Broadcasting System, 135 W. 50th St., N.Y.C., N.Y. 10020.

Equal Opportunity Employer

Telemation Inc., National Broadcast sales operation, Eastern division, has an immediate opening requiring experience in broadcast sales. Applicant must have good background in selling sophisticated equipment to independent and network broadcasters and be thoroughly familiar with the Eastern broadcast market. Interview appointments may be made at NAB Booth 127 or Suite 1400, Conrad Hilton Hotel, Chicago, April 9 thru 12 or contact:

Russ Ide, Director Broadcast Operations
Telemation Inc., P.O. Box 15068
Salt Lake City, Utah 84115
(801) 487-5399

Help Wanted

Sales continued

SALES MANAGER — \$40,000

Excellent opportunity. Must have minimum last 3 years as radio sales manager. Be dynamic. A teacher, leader. Minority group applicants welcomed. Resume, references, current picture to

BOX C-237, BROADCASTING

Announcers

Searching for experienced Pro Personality or newsmen for major market MOR. Must be member of ethnic minority. Send air check, resume, photo to:

BOX D-69, BROADCASTING

Radio Help Wanted

Programing, Production, Others

MUSIC PROGRAMERS!

Do you know contemporary and MOR music? Can you assume increasing responsibility for programming for several stations? A successful group operation has an opening for you—a unique opportunity. An advanced music background is desired, but it's not mandatory. If you can meet this challenge, send complete resume to

BOX D-50, BROADCASTING

CONTEMPORARY PROGRAM DIRECTOR

Become 4th PD in 17 years at one of nation's finest stations. Solid pro with management leadership, air talent and creativity. Send confidential resume to:

James M. Watt, Vice President
KSTT, P.O. Box 3789, Davenport, Iowa 52808

TELEVISION—Help Wanted

News

NEWS DIRECTOR

Network owned TV station group seeks number one news director with outstanding record and reputation in news programming who will supervise large news room staff and oversee presentation of more than ten hours of news each week. Will join progressive broadcasting division with reputation for strong innovative and highly popular news programming. Winning candidate should now be well regarded news director, or talented and mature assistant, whose news strip is number one or number 2 in an important competitive market. Must be eager for challenge and rewards of accomplishments at station on threshold of dramatic advance in market. We have looked at many candidates but feel we have not heard from the number one man for a number one position. Our news employees are aware of this ad. Write Box D-80, BROADCASTING, telling us of your interest and we'll contact you.

Situations Wanted

TOP TALENT AVAILABLE

DJ's All Formats
TV Newsmen-Anchormen

Sales Managers
Managers

BROADCAST SERVICES DIVISION

Media Management Corporation

710 Tower Bldg., Seattle, Wash. 98101 (206) 682-8897

TRANS AMERICAN SCHOOL OF BROADCASTING

Wausau, Wisconsin. Station personnel available. (715) 359-5776.

FOR BEST RESULTS YOU CAN'T TOP
A CLASSIFIED AD IN

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TV NEWS ANALYST

Presently employed at network-owned station in major market. Seeking expanded opportunity.

BOX C-194, BROADCASTING

Situation Wanted, Management

Convention Bound?

Let's discuss needs for aware GM in your top market station or group exec. Under 45 with 23 years day to day local AM and FM sales and programming savvy. Know FCC requirements. Sensitive local problems. Abound in ideas and follow through. Can also listen. Meet NAB, if desired.

BOX C-292, BROADCASTING

Programing, Production, Others

BROADCAST EXECUTIVE

Will be available 60-90 days. I'm an experienced general manager with a sales background. Additionally, I know broadcast engineering (FCC 1st phone). Will consider all offers.

BOX D-78, BROADCASTING

Television Help Wanted

Programing, Production, Others

PROMOTION ASSISTANT

If you're a good copywriter with some knowledge of on-air production, who's willing to cope with the logs and yet become proficient in other aspects of audience and sales promotion, this top-ten network VHF needs you! Six person department. Excellent opportunity for advancement. Rush more than a resume.

BOX D-26, BROADCASTING
Equal Opportunity Employer

Television Help Wanted Technical

SENIOR SYSTEMS ENGINEER TV BROADCAST PRODUCTS

TIP OF SYNC opportunity for practicing Senior EE with TV broadcast background. Initially you will help develop product plans and carry them through to manufacturing release.

Your rise time to peak white engineering manager slot, will be timed by your band width of knowledge of market needs and your skills in circuit and product design. Ideally you should have TV station engineering experience and up to date skills in broadcasting and testing OEM circuit modules, and stand alone studio products. Recent experience with quad and heliscan VTR's will filter you out of the competitive noise level.

Attractive starting salary and benefits package. Stimulating suburban Hartford, Connecticut location, plus full opportunity for professional recognition.

LOCAL INTERVIEWS WILL BE CONDUCTED AT

N.A.B. IN CHICAGO
APRIL 9 THROUGH 12, 1972

For Immediate Consideration And Interview
Call Collect Or Send Resume To:

MR. DAVE WILKINSON

(203) 242-0761

TELEVISION MICROTOME, INC.

A Subsidiary of Andersen Laboratories, Inc.

1280 Blue Hills Ave., Bloomfield, Conn. 06002

An Equal Opportunity Employer

Television Situations Wanted News continued

Clip & save this ad

YOU DON'T KNOW ME BUT YOU KNOW MY JOB

It was advertised here a year ago as one of the top TV-radio-college sports play-by-play jobs in the country. It is, or was. I was selected from over 120 applicants. Now, the radio part has undergone an ownership change and wants to use their new morning dj on play-by-play for image, which dissolves my job. This happens as soon as I re-settle (or by next year). I have references, experience and top play-by-play (major college and pro). If you have an opening in TV and/or radio sports that might prove attractive, please contact:

BOX D-5, BROADCASTING

Programing, Production, Others

WRITER-PRODUCER—TV

Major market background, national award winning production work, now available for public affairs/documentary position. Available for interview at NAB. For confirmation, (312) 668-0260, or write:

BOX D-6, BROADCASTING

Instructions

SALES REPORT TO . . .

. . . those broadcasters still able to learn better concepts in sales and those who believe radio sales careers should begin with solid training in the basics before hitting the street!

It is about our findings from the first 18 classes of the Basic Radio Advertising Sales School (BRASS). They produced some pleasant surprises for us and maybe for you.

Attending have been 137 men and women from 77 stations in 32 states and one Canadian province. One third of those stations already have two or more graduates on staff. Four out of ten are FM only stations. One in five students have been owners/managers/salesmanagers . . . nearly half of all attending had over a year of selling experience . . . one in ten were female and a few programmers have come to better serve their stations with sales understanding. The average age is at the 30 mark. Nine out of ten are from small market radio.

Seven out of ten are reported as having done well upon return. One in three earns a superior rating at the station back home. Some have gotten excited enough to try to sell their EBS tests!

A new advance class for graduates who want more with the addition of sales management has been announced.

BRASS remains what the name says. A one week "bootcamp" using fifteen hour days and no nonsense. The complete cost of all materials, meals, a private room and tuition . . . effective April 10, 1972 . . . \$595.00. Class meets in Tulsa on the second Sunday of every month.

Formal training in the basics is still a "new" idea to radio sales. If it is a good idea for you get in touch. We are licensed by The Oklahoma Board of Private Schools and we are bonded. We also refuse to squander good money on coupons.

A Ω

THE ALPHA OMEGA COMPANY
Post Office Box 18
Sapulpa, Oklahoma 74066
918-224-7455

Miscellaneous

DUE BILLS FOR YOUR MEDIA

BARTER AND TRADE ARRANGEMENTS
CLEARING HOUSE, INC.
SEATTLE, WA. 98188
(206) 248-0082

Miscellaneous continued

DICTIONARIES WEBSTER

Library size, 1971 edition, brand new; still in box. Cost new: \$45.00

WILL SELL for \$15

Deduct 10% on orders of 6 or more.

Mail to NORTH AMERICAN LIQUIDATORS

1450 Niagara Falls Blvd.

Dept. MM-73

Tonawanda, New York 14150

C.O.D. orders enclose \$1.00 good will deposit. Pay balance plus C.O.D. shipping on delivery. Be satisfied on inspection or return within 10 days for full refund. No dealers, each volume specifically stamped not for resale. Please add \$1.25 postage and handling. New York State residents add applicable sales tax.

Business Opportunity

FRANCHISE DISTRIBUTORSHIPS FOR SEEBURG BACKGROUND MUSIC

We are expanding our distributor territories, and offer to those who qualify franchises for background music, with phone lines, FM Multiplex, or on-premise systems.

For complete details visit the Seeburg Hospitality Suite 822-823 at the Conrad Hilton Hotel, Chicago during the N.A.B. Convention, or contact

Joseph F. Hards, Vice Pres.
SEEBURG MUSIC LIBRARY, INC.
1500 North Dayton Street
Chicago, Illinois 60622

Business Opportunities continued

Customize, contemporize your format for more meaningful, saleable demographics! Update your operation appropriately for your market . . . The way it should be . . . The way you want it! We have the know-how . . . The people with unlimited experience, savvy, seasoning, and conspicuous credentials in programming and station operations. Write now to this new, upstate New York based firm . . . "Custom Consultants," c/o Box 93, Driskany, New York 13424.

Unique Business Opportunity

A rapidly growing and patented prestige service business serving the radio industry. Widely acclaimed. Ideal man/wife operation. Can be operated from office in home, anywhere. Operates on cash basis—no month-to-month receivables. Grossed \$40,000 in 1971. With diligent work and promotional effort, this outstanding and unique business absolutely shows unlimited earnings potential. Personal reasons forces sale. Priced at \$25,000. Owner will be at NAB convention in Chicago with full details. All replies treated in confidence.

BOX D-81, BROADCASTING

\$10,000.00 to \$1,000,000.00 CASH AVAILABLE

Money available to radio or TV station owners. We purchase transmitter sites for cash and lease back site to you. If you desire cash for any reason, we have up to \$1,000,000.00 available now. You pay no interest for the money nor give up any equity in your company. If interested:

Contact—
Ralph J. Baron
Allied Communications, Inc.
Suite 302
1515 Reisterstown Road
Baltimore, Md. 21208
(301) 484-9595

For Sale Stations continued

The measure of a man is not the number of his servants but the number of people he serves.

May we serve you in our suite at the Pick Congress during the NAB convention?

SOVRAN
INCORPORATED
BROKERS & CONSULTANTS
PARK CITIES BANK BLDG.
DALLAS, TEXAS 75205 (214) 526-8427

FOR SALE Stations

E	Small	FM	\$ 160M	29%	Fla.	Small	Fulltime	\$ 150M	29%
MW	Small	AM/FM	275M	29%	E	Medium	Fulltime	240M	Cash
Tenn.	Metro	Fulltime	1,000M	Cash	Iowa	Metro	Day	415M	Sold
W	Metro	FM	65M	Cash	MW	Major	Fulltime	2,500M	Cash
MW	Major	Fulltime	630M	Cash	S	Major	Fulltime	2,200M	Cash



CHAPMAN ASSOCIATES®

business brokerage service

NAB: Ascot House, Suite 701-704
Telephone: (312) 939-3048

Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

For Sale Stations continued

FOR SALE

A one thousand (1,000) watt, day-time AM station with PSA Authority and a Class A—FM station, licensed in Cheyenne, Wyoming, to be sold at public auction on June 1, 1972. For information, contact

John R. Smyth, Attorney
Suite 604, Cheyenne National Bank Tower
Cheyenne, Wyoming 82001

STATIONS FOR SALE

1. **NORTHEAST.** Major market. AM-FM. \$315,000. Terms.
2. **MIDWEST.** AM-FM. Profitable. Exclusive to market. \$437,500. Terms.
3. **SOUTHEAST.** AM-FM. Includes valuable real estate. \$435,000.
4. **ARIZONA.** AM-FM. Excellent cash flow. \$325,000. Terms.

Jack L. Stoll
and ASSOCIATES

6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213—464-7279

LaBue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.

EAST COAST WEST COAST
(212) 265-3430 (213) 677-0055

LOUISIANA AM

Excellent market; fulltime non-directional potential unlimited, acreage. Information to qualified buyers only.

BOX D-58, BROADCASTING

Full time AM station network affiliation Atlantic Coast. Qualified principles only.

BOX D-79, BROADCASTING

FOR SALE Equipment

EQUIPMENT SALE
BROADCAST & CCTV EQUIPMENT
30% to 50% OFF
Write or phone for list
MULTI MEDIA ENGINEERING, INC.
2383 Lewis Avenue
Rockville, Md. 20851
(301) 770-3500

NEED HELP?

gives you nationwide display.

For Rates Contact:

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 134)

ed CP to install new alt. main trans. Action March 20.

■ **WSTO(FM)** Owensboro, Ky.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location to be operated on ch. 241 (96.1 mhz) for aux. purposes only; ERP 6.4 kw; ant. height 340 ft. Action March 20.

■ **WRNO(FM)** New Orleans—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action March 20.

■ **WJTO-FM** Bath, Me.—Broadcast Bureau permitted remote control. Action March 20.

■ ***WAIC(FM)** Springfield, Mass.—Broadcast Bureau granted CP to change ant.-trans. location to corner of College Street and Wilberham Avenue, Springfield; change trans.; make changes in ant. system; ERP 230 w; ant. height 66 ft.; remote control permitted. Action March 21.

■ **WDTH(FM)** Duluth, Minn.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action March 20.

■ **WGGR(FM)** Duluth, Minn.—FCC granted application by The Titanic Corp. for renewal of license of WGGR(FM) for remainder of license period ending April 1, 1974. Action March 23.

■ **WCTS-FM** Minneapolis—Broadcast Bureau granted CP to change trans. location; install new trans.; ERP 80 kw. Action March 20.

■ **WHLB-FM** Virginia, Minn.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action March 20.

■ **WDAR-FM** Darlington, S.C.—Broadcast Bureau granted CP to change trans. location to Asbury Avenue, Darlington; ERP 3 kw; ant. height 180 ft.; remote control permitted. Action March 17.

■ **KNIS(FM)** Carson City, Nev.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; change ant. height to 2,150 ft.; ERP 29 kw; remote control permitted. Action March 16.

■ **WBLI(FM)** Patchogue, N.Y.—Broadcast Bureau granted mod. of SCA to make changes in equipment and programming. Action March 20.

■ **WDRK(FM)** Greenville, Ohio—Broadcast Bureau granted CP to change TPO; change ERP to 12 kw. Action March 16.

■ **WCED-FM** DuBois, Pa.—Broadcast Bureau granted CP to install new ant. and make change in transmission line; ERP 11.5 kw; ant. height 640 ft.; remote control permitted. Action March 20.

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Indianapolis (Calojay Enterprises Inc. (WTLG(FM)) and Community Communications Corp.), FM proceeding, on motion of applicants extended to March 28 date for filing supplementary materials and continued prehearing conference to April 21 (Docs. 19373-4). Action March 17.

Translator actions

■ **K11H1** Covelo, Calif.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 11 (198-204 mhz) to ch. 4 (66-72 mhz); change primary station to KHSL-TV ch. 12 Chico, Calif.; change call letters to K04GX. Action March 21.

■ **W10AO** Bowling Green, Ky.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Sept. 21. Action March 21.

■ **K75CJ** Redwood Falls, Minn.—Broadcast Bureau granted CP to change frequency of UHF translator from ch. 75 (836-842 mhz) to ch. 62 (758-764 mhz); change call letters to K62AA. Action March 21.

■ **K12AI** Sisseton, S.D.—Broadcast Bureau granted license covering operation of VHF translator on present facilities. Action March 17.

Modification of CP's, all stations

■ **KISA(AM)** Honolulu—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 9. Action March 20.

■ **WGNO-TV** New Orleans—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 20. Action March 20.

■ **WKNX-TV** Saginaw, Mich.—Broadcast Bureau granted mod. of CP to change type trans. and type ant.; ant. height 1,320 ft. Action March 20.

■ **WKAQ-TV** San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to change type trans. and make changes in ant. structure; ERP 53.7 kw (vis.) and 10.5 kw (aur.); ant. height 2,830 ft.; granted CP to install aux. ant.; ERP 100 kw (vis.), 15.1 (aur.); ant. height 1,860 ft. Action March 20.

Ownership changes

Action

■ **KRBT(FM)** Woodland, Calif.—Broadcast Bureau granted assignment of license from Tiger Broadcasting Inc. to KULA Broadcasting Corp. for \$94,000. Sellers: William B. Elliott, president, et al. Buyers: A. J. Krisk (51.05%), Theodore J. Wolf (29.02%), et al. Mr. Krisk is president and 40.5% owner of KAGO(AM) Klamath Falls, Ore. He is also 25.125% owner of KFXA(AM) San Francisco and sole owner of Marconi Business Arts Center in Sacramento, Calif. Action March 15.

CATV

Final actions

■ Sedona and Oak Creek Canyon, both Arizona—FCC directed Sedona-Oak Creek TV & Cable Co., operator of 12-channel CATV systems at Sedona and Oak Creek Canyon, to comply with program exclusivity requirements of rules with respect to signal of KOAI-TV (NBC), Flagstaff, Ariz.; in same action dismissed petition by Grand Canyon Television Co., licensee of KOAI-TV for issuance of show cause order against cable. Action March 23.

■ Concord, Calif.—FCC granted Microwave Engineering, equipment supplier, Concord, Calif., STA in CARS in order to test transmission path, prior to filing of regular application by customer. Authorization is for March 23 through April 23. Temporary call sign WKM-47 has been assigned. Action March 23.

■ Redding, Calif.—FCC granted request by TeleVue Systems Inc. for STA to continue operation of CARS WHW-61 for 90-day period beginning April 2. Action March 23.

■ Micro-TV Inc., Miles City, Mont.—CATV Bureau dismissed as moot petition for reconsideration directed against Micro-TV Inc., operator of CATV at Miles City, on behalf of KYUS-TV Miles City. Action March 16.

■ Muskogee, Okla.—CATV Bureau dismissed upon request of Cablevision of Muskogee for waiver of non-duplication requirements directed against KTEW(TV) Tulsa, Okla. Action March 22.

■ Harrisburg, Pa.—FCC denied motion by Perfect TV Inc., CATV operator in Harrisburg, for stay of grant of applications of Tele-Visual Corp. to make minor changes in facilities of three UHF translators. Action March 23.

Action on motion

■ **KVVU(TV)** Henderson, Nev.—FCC denied motion by Nevada Independent Broadcasting Corp. (KVVU Henderson), for stay pending appeal of new cable television rules, adopted Feb. 2 (Docs. 18397, 18397-A, 18373, 18416, 18892, 18894). Action March 23.

Rulemaking action

■ FCC adopted rules requiring all operators of cable television systems and CARS to afford equal opportunity in employment to all qualified persons, and prohibiting discrimination in employment because of race, color, religion, national origin or sex (Doc. 19246). Action March 23.

Designated for hearing

■ Meadville, Pa.—FCC designated for hearing request by Meadville Master Antenna Inc., Meadville, for waiver of program exclusivity provision of rules. Action March 23.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through March 27. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ San Leandro, Calif.—LVO Cable of San Leandro (owned by Multiple-CATV owner LVO Cable Inc.) has applied to city council for franchise.

■ Port Richey, Fla.—TM Communications Inc. has been awarded 15-year franchise by city council.

■ Venice, Fla.—Bay Indies Trailer Park has been granted franchise by city council.

■ Andrews, N.C.—The Murphy Cable Television Co. has applied to town council for franchise.

■ Proctorville, Ohio—James T. Smith has been awarded 21-year franchise by village council.

■ Willoughby and Painesville township, both Ohio—Lake Citizens Cablevision has applied to city councils for franchises.

Archa O. Knowlton, General Foods's Mr. Media, sold farm implements in the early forties, was a crack Naval fighter pilot in World War II and in a "hell of a hurry" to get on with making a living after his discharge.

His father had a medical practice in Holyoke, Mass., and for years Archa Knowlton was known simply as "Doc," after his dad. In 1946, he met *Parade* Publisher Red Motley. Media sales appeared a likely path to three square meals. And Mr. Knowlton was hired within 24 hours of that meeting. His career as a media salesman had begun.

For years he had in mind a job switch that would establish him with a major corporation. When General Foods beckoned in 1958, he accepted. Ed Ebel, GF's advertising chief (since retired), tapped Archa Knowlton for advertising services.

At that time the company had no media department and Mr. Knowlton was assigned the task of setting one up on a "full-fledged scale."

Today, Mr. Knowlton, director of media services for corporate marketing services, has 13 people in responsible media posts at General Foods: media there makes use of a computer system which he says can grind out any "sophisticated media plan and alternatives"; take a media schedule and "play it back telling you how good it is, what it can deliver in impressions and its qualitative value."

General Foods, biggest foods advertiser in measured media in the U.S., invested nearly \$87,492,000 in TV last year—\$46.79 million in spot and \$40.69 million in network. Another \$3.7 million was placed in radio—\$2.92 million in spot, \$781,000 in network.

General Foods' sales in fiscal year ended April 1, 1971, amounted to almost \$2 billion, its earnings to more than \$110.5 million.

"We started building a media department of our own in 1958," Mr. Knowlton recalls. "By 1964 we had a pretty good operation."

For one of the more important executives in broadcast advertising, Arch Knowlton is deceptively disarming. He takes to people easily, has a relaxed, affable manner, though he talks straight to the point. Said one executive who is with one of GF's four advertising agencies (all are majors—Young & Rubicam, Benton & Bowles, Grey Advertising and Ogilvy & Mather):

"Arch is a nuts and bolts man. He did an amazing thing: He made the transition—and successfully—from print to all media, particularly broadcast."

"He has a tight hand on media at General Foods. He is a pragmatist, and with Arch you know exactly what the score is; he doesn't play games."

"Arch Knowlton, in my opinion, brought General Foods into the current TV world. TV to him is not just programs. He is deeply involved with the lively and changing medium; General Foods as a consequence buys as efficiently and as flexibly as any one else."

Archa Knowlton: making it with media mix

Though TV may not be "just programs" to Mr. Knowlton and the huge corporation he represents, it matter-of-factly blends into the decor of his office, which overlooks suburban White Plains, N.Y. (about 25 miles north of New York City). Hung on one wall is the familiar chart of small boxes depicting the nighttime schedule of the three TV networks and showing GF's prime positions.

As of last Washington's Birthday weekend, Mr. Knowlton could gaze out at the cold gray winter day—far in advance of the fall season and its advertising rigors—and say: "We are a tight team—General Foods and its agencies. As of now, we have completed strategy for the 1972-73 television season."

Week's Profile



Archa Osborne Knowlton—director of media services, corporate marketing services, General Foods Corp., White Plains, N.Y.; b. Aug. 14, 1917, Holyoke, Mass.; graduated from Williams College, Williamstown, Mass., BA in economics, 1940; advertising staff, Deere & Co., Kansas City, Mo., 1940-41; deck officer and fighter pilot, aircraft carrier USS Guadalcanal, World War II, 1941-46 (discharged lieutenant commander); various sales and marketing posts, American Magazine, New York, 1946-48; American Home, Chicago, 1948-49; Cleveland, 1949-52; Western manager, Chicago, 1952-55; VP, 1955; VP for marketing, 1957-58; General Foods, White Plains, N.Y., in advertising services as director of media coordination, 1958 to present post, July 1964; m. Aline Mahnken, April 13, 1948; children—Nancy, 22; Sally, 19; Susan, 15 and Joanne, 9; hobbies—tennis and boating.

Arch Knowlton is an active man. Aside from maintaining close liaison with GF's four agencies, with its brand managers and various marketing decisions, he is the Media Policy Committee chairman of the Association of National Advertisers. A key ANA unit, the media policy group right now has Washington, and its recent activities which affect advertising, in view, including Federal Trade Commission policies and such potentially loaded proposals as the fairness doctrine as applied to advertising.

Just this past winter Mr. Knowlton served as national media chairman for the United Fund and United Way, taking a busman's holiday, negotiating with the three TV networks to air a public plea on behalf of the fund by First Lady Pat Nixon.

Mr. Knowlton's style may have changed over the years. But he still projects the earthy quality of that young man who existed on "beans and hot dogs" while he traveled the Midwest for Deere & Co. showing 16mm movies to farmers while promoting the company's tractor and plow line.

"In those years," Mr. Knowlton says, "I drove a panel truck with a loud-speaker mounted on the roof, the truck packed with cans of films. It was a road-show."

In recent years, Mr. Knowlton's "industry" activity has been something of a goad or spur to others. Under his tutelage, General Foods has been in the forefront of those advocating media mixes and formal research into the problem of TV commercial clutter and backing public-affairs program sponsorship on the local level.

Mr. Knowlton, who had attracted industry attention—along with much praise and some criticism—for testing (along with *Life*, *Look* and *Reader's Digest*) the relative effectiveness of television and magazine media mixes, says: "In broadcasting, we can make better use more often of a combination of radio with television. So many people just think of television alone. We pioneered in media mixes, such as TV and magazines in our recent studies. It is a viable approach. We will see more of this and General Foods will do more of this."

Arch Knowlton notes that "as a big spender in television, we also are aware of our responsibility to be a good citizen." General Foods as of November 1971 was underwriting, at a cost of \$1 million, local public-affairs programming at the year rate of 140 in about 30 markets.

As Mr. Knowlton sums up his—and General Foods's—philosophy: "We can be a do-good and from the advertising viewpoint, it can pay off." But Mr. Knowlton envisions the TV-advertiser pact as a symbiotic relationship, benefiting both.

"We are a grocery business, but we can use show business to help the grocery business. At the same time, by improving programming, we can help improve show business."

Lift-off

Corporate annual reports are usually designed to inform, reassure or encourage stockholders, sometimes to bedazzle them and in extreme cases to mollify them. CBS's for 1971 goes beyond any of those purposes and offers assessments that should cheer the entire broadcasting business, CBS's competitors as well as its shareholders.

The report, described in these pages a week ago, anticipates a 50% rise in total television revenues over the next five years, with network sales gaining about 8% a year, spot 10% a year, local more than 10%. As for radio—whose growth, incidentally, did not stop when the economy did—CBS expects network advances to be modest but looks for nonnetwork gains on the order of 7% to 8% annually.

"Broadcasting dramatically demonstrated its inherent strength in 1971, absorbing the loss of cigarette advertising in the midst of a soft economy," wrote Chairman William S. Paley and Vice Chairman Frank Stanton. "Beyond that, however, we believe without reservation that broadcasting's outlook for the year ahead is extraordinarily promising."

Heady words and figures? They may seem so to broadcasters inured to unattained goals and squiggly bottom lines the last couple of years. But would they have sounded heady a few years ago? Not at all. Thus they perform a timely service, because they put the 1970-71 slowdown into perspective, saying in effect that the growth rates that broadcasting enjoyed in the 1960's were only interrupted, not terminated. The old growth rates are attainable again, and all present evidence says the upturn has already started.

Where the buck should stop

Once again there are cries for reform in television programming. The asserted aim now is to protect the young against a contagion of hostilities. There is talk of creating a permanent system to rate the incidence of violence on the screen and of strengthening the code of the National Association of Broadcasters to enforce the standards developed from the rating system.

It is a variation on a theme as old as television, and no more relevant to real evils than it was 20 years ago when the United States Senate got into a terrible fit over the depth of Faye Emerson's neckline. It was seriously proposed at the time that permissible décolletage be codified for television.

That may seem quaint today, but the yearning for an apparatus of national control over television content endures. Three years ago, it may be recalled, Senator John O. Pastore (D-R.I.) demanded that television networks clear their programs with an expanded Code Authority of the NAB. At that time the chairman of the Senate Communications Subcommittee was worried about both sex and violence on television. His professed interest in sex has since declined.

It is the same Senator Pastore—rebuffed before—who is now instructing the Department of Health, Education and Welfare to devise a way to keep track of violence and is exhorting broadcasters to unite in a rigid system of self-discipline. Never mind that a million-dollar study by the surgeon general, undertaken at the senator's command, was largely inconclusive. Senator Pastore badgered witnesses into agreeing that "something must be done." Obviously he wants that million dollars to buy some action.

The trouble is that the action the senator wants would in the end lead only to the enfeeblement of television. A mechanism of centralized self-regulation must inevitably become a mechanism of government regulation, if it is ap-

plied within an enterprise that is already subject to government controls. To be more precise, it would become a mechanism for manipulation of broadcasting by individual officials in the government.

It would be only a matter of time before this FCC commissioner or that influential congressman began pressuring the Code Authority to sanitize this program or sanction that one. If the authority passed the word, as it almost certainly would, the broadcaster would ignore it at his peril; defiance could earn a demerit at license-renewal time. Eventually the Code Authority would degenerate into a mere transmitter of political orders.

In none of these observations is there an intention to excuse broadcasters for any insensitivity to the effects of their programming—all of it—on audiences of all ages. Nor does it take a scientific study to recognize a special obligation in the supervision of programs that are directed toward the impressionable young.

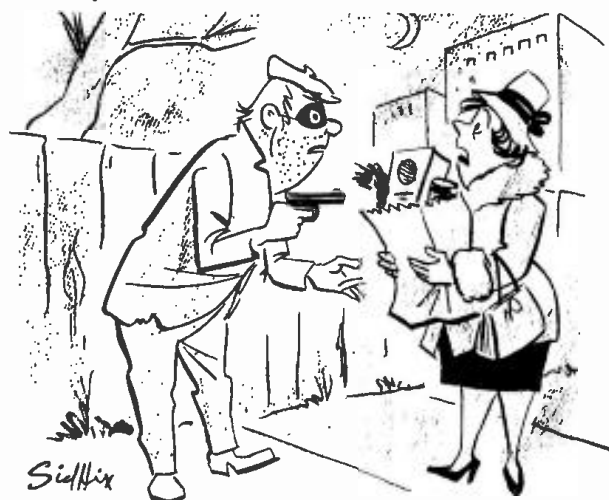
But the broadcaster's sense of responsibility would only deteriorate if he ceded editorial oversight to a central authority. The evolution of television will be arrested rather than advanced if the broadcaster is relieved of the basic obligation to program for his audience his way.

Incentive pay

The legal niceties of the KTAL-TV case that the court of appeals threw back at the FCC last week were subject to dispute from the beginning. It is one of the few cases in which Chairman Dean Burch and Commissioner Nicholas Johnson took the same side, this time a dissent.

The court disagreed with a four-member FCC majority that attempted to establish a precedent by disqualifying KTAL-TV's reimbursement of the United Church of Christ for legal expenses incurred in representing black groups that attacked the station's license renewal. The court's action will encourage the filing of petitions to deny, which are already arriving at the FCC in profusion.

The present course will, however, be continued until remedial legislation is passed. A restoration of reasonable balance to licensee and challenger in the license-renewal procedure must be obtained from Congress, if not at this session—when politics are dominant in a campaign year—at the very outset of the next.



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Source: Among all NTL rated syndicated programs.

*NTL Fast Evening Weeklies. Average audience estimate, subject to qualifications available on request.