



# Introducing a new cast



## from the TCG-1425A Character Generator

### To the station manager:

The TCG-1425A is TeleMation's cost-effective answer to your titling problems. It lets you get more mileage out of fewer people. And, with its colorized and edged characters, it puts you miles ahead of your competition. Your promos get more mileage, too, because the 1425A automatically synchronizes itself to the video source—lets you run promos and credits over remote or network feeds without genlocking.

Worried about how to edge out the competition with your election coverage? Let the 1425A do it for you with its random access, 50,000-character disc memory—backed up by the limitless capacity of our upcoming audio cassette storage device. If you wish, we can even interface with large computers.

We give you more features, more sophistication, more flexibility and more attractive characters than you can get with our chief competitor's equipment—at a

saving of more than \$5000.

Beef up your image—buy a TCG-1425A.

### To the production manager:

The TCG-1425A gives you a perfect program of production values. Two accessory storage systems ensure maximum versatility. The TDM-1425 random access disc memory, for example, offers you an unmatched 2000-line storage capability, 1/60 second access time and the ability to spit out a full-page display in just 1/4 second. More than 142 full "pages" of information can be stored with line-by-line random access. A cassette memory system for archival storage, soon to be available, will let you put statistical information, such as election returns or sports data, on audio cassette for replay through the disc whenever desired. Keyboard control buttons are color coded and grouped for easy operation by untrained personnel.

With its built-in video switcher and automatic color synchronization to the selected source, a single TCG-1425A can

serve both operations and production departments, producing eye-appealing matted, colorized and edged letters to spice up your taped commercials and on-air presentations. Horizontal crawl, vertical wipe, vertical roll and flash are all standard features with the TCG-1425A.

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Beef up your productions—buy a TCG-1425A.

### To the chief engineer:

Our new TCG-1425A character generator and its many options have been engineered as a system. You get complete system integrity and single-source re-



# Winning personalities.



Andy, Barney and Gomer!  
Always a winning combination on network tv  
night and day.

Now "The Andy Griffith Show" is winning  
all over again in syndication.

First in its time period in its first year:  
with a 21% share on KTTV, Los Angeles;  
a 35% share on WGN-TV, Chicago;  
a 28% share on WTIC-TV, Hartford-New Haven;  
a 35% share on WHIO-TV, Dayton;  
a 45% share on WTAR-TV, Norfolk;  
and a 42% share on WFMY-TV, Greensboro.

Put your money on "The Andy Griffith Show."  
To win!

Another  
great situation comedy  
from **Viacom**

Emphasis is shifting to the spin-off as a vehicle for testing new television programs as the three networks develop prime-time programming for the 1972-73 season. Program production costs remain a major obstacle. See . . .

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## Cable-information center born . . . 39

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He came up through the ranks, this quiet professional, and he has seen it all. With an air of competence, he goes about his tasks at Universal Television with quiet style. George Santoro is profiled. See . . .

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### Broadcasting

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**variety of projects  
adds spice to  
WGAL-TV  
community series**



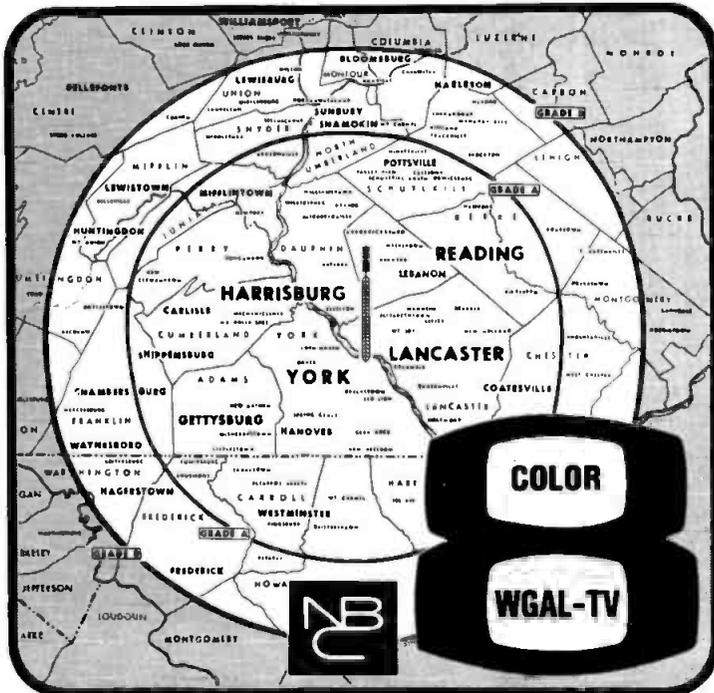
Demonstration by volunteer members of the Manheim Township, Pa., Ambulance Association.



York, Pa., Archers recently returned from competition in York, England.



Bethel No. 8 Drill Team, Job's Daughters, Millersville, Pennsylvania.



The fast-moving daily, half-hour show, "Noonday on Eight," places strong accent on public service. Its resourceful programming and reporting produces features which uniquely match widely varied community needs. This daily presentation is one of the continuing segments of WGAL-TV public affairs telecasting.

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Channel 8 • Lancaster, Pa.**

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

## Mr. Outside, Mr. Inside

Probably biggest news out of board sessions of National Association of Broadcasters in Florida this week will be ratification of restructuring, to be recommended by executive committee, enabling Vincent T. Wasilewski, president, to delegate administrative controls to Grover C. Cobb as newly designated senior executive vice president. Mr. Wasilewski thus will concentrate on outside policy matters in Washington and field.

Along with reassignments will be termination of vice presidencies for television and radio as expired categories. William Carlisle, TV vice president now working on emergency legislative program on licensing, will head all station-service activities. Emerging from radio reorganization will be new Radio Information Office (with budget of \$87,000 equaling that of Television Information Office), to be headed by officer to be selected. Charles Stone, now radio VP, will be reassigned.

## Movement

What could be harbinger of recovery for ailing spot-TV business is reported by station reps. Advertiser-agency requests for availabilities shot up soon after Jan. 1 and could portend business upswing if, say reps, avails calls are sustained and if advertisers are buying, not just shopping. Business over all has much ground to cover: This quarter was slow starter in main, though stations in some markets report strong action.

## Out in open?

Should Howard Hughes, billionaire recluse, return to business scene in person—as he indicated when he broke long public silence in telephone interview Jan. 9—odds are it will be in television, and in grandiose style. Forgotten by most is expressed desire of Mr. Hughes to get into "modern" show business (as distinguished from motion-picture field in which he figured prominently generation ago).

Mr. Hughes quietly purchased Sports Network (now Hughes Sports Network) in 1968 and has expanded it to handle special network presentations tailored for individual advertisers. Moreover, he is TV licensee, having purchased channel-8 KLAS-TV Las Vegas for about \$4 million four years ago. Mr. Hughes earlier had made tender offer for ABC Inc. stock, but this was dropped when

it became evident that FCC wouldn't approve transfer without full-dress hearing. It was well established among Mr. Hughes's associates of that time that although he proposed to remain in hiding, he wanted to become big factor in TV.

## Mr. Clean

Next chairman of National Association of Broadcasters' Television Code Review Board is expected to be Max H. Bice, KTNT-TV Tacoma-Seattle, now serving third consecutive year on panel. He will succeed Robert Ferguson, WTRF-AM-FM-TV Wheeling, W. Va., who completes his tenure April 1 and is therefore ineligible to succeed himself after two terms.

## Place of his own?

Dr. Peter C. Goldmark, who retired at end of 1971 as president of CBS Labs and set up shop for himself (BROADCASTING, Jan. 10), may go back again—as one of labs' owners. Reports circulated last week that he would like to buy labs from CBS, presumably with backing of Kinney Services Inc., majority owners of his new Goldmark Communications Corp. CBS sources say they have not been approached, but presumably would listen if asked to. It's known CBS officials have intermittently questioned place of CBS Labs in context of company's other interests, especially since CBS networks and Columbia Records have technical departments of their own that engage in development work, but thus far decision has been to keep labs or at least not initiate sales effort.

## Import-export

Los Angeles radio-station licensees would find interference from Mexican station—or any other station, for that matter—annoying all by itself. And several promptly notified FCC when they detected what they thought was interference resulting from improper transmitter operation at XEGM Tijuana. But what adds to annoyance, in this case, is that XEGM originates much of its programming in Los Angeles studio and feeds it back across border in competition with southern California stations' fare.

FCC within past month notified Mexican authorities of U.S. broadcasters' complaints. But there is no indication of response. Commission notified Mexico in June 1970 that studies indi-

cated proposed power increase by XEGM, which would otherwise be permitted under new Mexico-U.S. agreement, would result in interference to several stations in southern California. So far no acknowledgment.

## Phase II

FCC Chairman Dean Burch has put in word at Price Commission for broadcasters who feel price guidelines under Phase II of Nixon economic plan are unfair. Government ties broadcast rates to audience size. However, few broadcasters have used so simple a relationship in past to arrive at rate adjustments and hence have no formula on books to match government standard. Mr. Burch now suggests that broadcasters who can point to increase in audience resulting from change in facilities or programming be allowed to raise rates to level of those employed by other stations with audiences of comparable size.

Price questions have imposed new burden on FCC, which took it upon itself to act as go-between with Price Commission. Volume of broadcaster inquiries to FCC on subject is running at 600 telephone calls and 150 letters a month.

## Dusting one off

Cognizant that familiar, syndicated versions of old network shows have been rating well in 7:30-8 p.m. prime-access period this season (story, page 14), Screen Gems is understood to be reviving one of its old network favorites, *Father Knows Best*, for release to stations next fall. Screen Gems is expected to unveil pilot of syndicated version of *Father* at National Association of Broadcasters convention this spring for sale during 1972-73. SG produced no original syndicated series for 7:30-8 p.m. slot this season.

## Staying home

Thinking of administration policy makers on noncommercial broadcasting definitely has hardened in favor of predominantly local rather than national program emphasis on ETV outlets if full-scale funding is to be forthcoming. If this entails move away from nationwide news and commentary ("Closed Circuit," Jan. 3), that's what will be decreed, according to reliable sources. Action is scheduled at Jan. 21 meeting of 15-man board of Corporation for Public Broadcasting, at top of ETV establishment.

## Past record, ownership win ch. 9 Orlando

Mid-Florida Television Corp., which originally won FCC authorization to operate WFTV(TV) Orlando, Fla., channel 9 in 1957, has now received FCC review board's nod in renewed contest for that frequency.

Mid-Florida was declared winner over four other applicants for construction permit, on grounds of integration of management and ownership and "an unusually good past broadcast record."

Joseph Brechner and his wife, Marion, own 62% of Mid-Florida and intend to work full time at station; and significance of integration preference, review board said, is enhanced by Brechners' long-term local residence and extensive participation in city's civic affairs. Preference for past experience is based on Mr. Brechner's record as manager of WGAY(AM) (now WQMR[AM] Silver Spring, Md.), of which he was 30% owner, from 1946 to 1957.

In granting Mid-Florida's application, review board denied competing applications of Central Nine Corp., Florida Heartland Television Inc., Comint Corp., and TV 9 Inc. All five applicants have been operating WFTV(TV) jointly since 1969, after U.S. Court of Appeals in Washington ruled FCC erred in refusing to permit such joint operation while comparative hearing for channel was underway. Mid-Florida had been operating station since 1958.

However, commission's 1957 order granting construction permit was one of several commission actions later found to have been tainted by ex-parte contacts involving FCC commissioners in 1950's. As result, court vacated order, and right to occupy channel 9 has been subject of litigation ever since. Commission in 1964 decided Mid-Florida had not been responsible for ex-parte contact with FCC commissioner, and affirmed award. But court, on appeal, vacated that order also, and directed commission to hold new hearings. Commission in November 1965 invited new applications for grant, but in meantime authorized Mid-Florida to continue operating on channel.

Review board's decision upheld initial decision of Hearing Examiner Herbert Sharfman. But it overturned his ruling admitting evidence of Mid-Florida's operation on channel 9 from 1958 to 1969. Board said it would be "basically unfair" to other applicants to permit

Mid-Florida to rely on past performance on channel "for which it never received a valid license."

However, board said that its differences with examiner on that and some other issues "do not in any way affect our ultimate conclusions that, on a comparative basis . . . grant of Mid-Florida's application" would best serve public interest.

Review board's action does not end case. Decision is subject to appeal to commission and, finally, to courts.

## Another appeal on cigarettes

Broadcast factions last week sought Supreme Court review of U.S. Court of Appeals decision last October upholding congressional ban on cigarette advertising from broadcasting (BROADCASTING, Oct. 25).

Filing separate requests for high-court review were National Association of Broadcasters and six individual licensees headed by Capital Broadcasting Co. (WNAV[AM] Annapolis, Md.). Both briefs argued that ban on cigarette commercials on radio and television was unconstitutional because of "discriminatory" nature of law—fact that it is applicable to broadcast but not other communications media. As expected, arguments pointed to dissenting statement of Court of Appeals Judge J. Skelly

## Preparing for Peking

Extensive TV coverage—including live color coverage via satellite—is in prospect for President Nixon's historic visit to Communist China next month.

White House news secretary disclosed last week that Peoples Republic of China has agreed to pay for use of Western Union International's transportable satellite earth station in Peking.

Station will relay live broadcast as well as film, telephone press and telegraph coverage by way of Pacific satellite that Mr. Ziegler said will be available 24 hours daily. Mr. Nixon will be in China from Feb. 21 to 28.

Networks are making arrangements for heavy coverage and are expected to account for substantial number—reportedly as many as 30—of approximately 80 places that will be available for American newsmen covering trip. Decision on who will be permitted to accompany President is expected in "several weeks," Mr. Ziegler said. Some 2,000 representatives of American media have applied.

Wright, who contended that since court had already extended fairness doctrine to cigarette advertising, government is not entitled to monopolize smoking debate.

## Still looking

With at least five candidates still under consideration—only two from cable industry—National Cable Television Association presidential selection committee is trying to wind up its work by end of month, chairman Robert (Hank) Symons of Teleprompter Corp. said Friday (Jan. 14).

Two candidates are openly running for job—Bruce Lovett of American Television & Communications Corp. and NCTA Chairman John Gwin of Cox Cable Communications Inc.—and about three others, some from allied fields but none from industry itself.

Selection committee is working to have something ready for NCTA board meeting in Washington next week, but it appears doubtful they'll make it; Mr. Symons raised possibility of special board meeting shortly thereafter. He also continued to leave open possibility that committee may send up two names, leaving final decision to board.

## Eaton station goes dark

Richard Eaton's WMET(TV) (ch. 24) Baltimore went off air last Friday (Jan. 14). Station is one of five TV outlets owned by Mr. Eaton's United Broadcasting Co., whose licenses were designated for hearing by FCC last November (BROADCASTING, Nov. 8 et seq.).

Station official confirmed WMET went dark following recommendation by FCC's Broadcast Bureau that it be authorized to remain silent for 60 days. Previous United filing requested that WMET be authorized to remain off air until proposed transfer of station to Christian Broadcasting Network Inc. is finalized. United stressed that "staggering losses" in station's operation (it said WMET is losing \$7,000 a month) makes termination necessary. Broadcast Bureau, however, suggested shorter period, expressing fear that Baltimore could be without service on channel 24 for "period of years." Sixty-day authorization, it said, would allow commission to act on United petition for stay of hearing order and permission to sell its stations.

In another development, Carmine Patti, former ABC-TV employe whose consultancy agreement with Mr. Eaton was basis for hearing order, petitioned

commission to allow him to intervene in United proceeding. He argued that proceedings to date in New York civil suit brought against him and Mr. Eaton "tend to establish" that, contrary to "implications" of FCC's designation order, Mr. Patti was in no position to influence compensation arrangements between network and Mr. Eaton in connection with ABC affiliation with United's WMET and WMUR(TV) Manchester, N.H.

### Soon to be reality?

Wayne L. Hays (D-Ohio), House manager of political-spending bill, said Friday (Jan. 14) he expects measure will pass House on Wednesday, despite efforts by National Association of Broadcasters to alter it.

In letters two weeks ago, NAB President Vincent Wasilewski urged House members to remove provisions he said discriminate against broadcasters and asked broadcasters to put pressure on congressmen (BROADCASTING, Jan. 10).

Only way to alter bill, according to Mr. Hays, is to send it back to Senate-House conference. But, he vowed not to let that happen. "I've been through that before," he said. "I'm not going to let it happen again."

Senate passed campaign-spending measure shortly before adjourning last year (BROADCASTING, Dec. 20, 1971).

If House passes bill, it will go to President, who is expected to sign it.

### Something to say

National Association of Educational Broadcasters is preparing "educational" campaign of its own—"for the people, the Congress and the administration"—on public broadcasting.

Beginning this week, concerted effort will be made to tell medium's story—principally through position papers, brochures and other printed material—and to justify course it has followed over past four years.

Plan of action reflects growing feeling among noncommercial broadcasters and their representatives that public broadcasting's current problems stem in part from fact that too many people are unaware of what it's doing and why—and that industry has helped create problem by failing to give coherent, persuasive public account of itself.

Campaign has been talked about in general terms since Clay T. Whitehead, director of Office of Telecommunications Policy, unloaded criticism of "centralization" late last year at NAEB convention (BROADCASTING, Oct. 25, 1971). It was more-or-less officially launched Friday (Jan. 14), when NAEB President William G. Harley referred to plan during dedication speech for new Mississippi ETV Network. "So that there

can be no misunderstanding of what we are about, we plan [during week of Jan. 17] to begin to tell our story in print," he said.

### Cable angel: NSF

National Science Foundation, federally-sponsored agency that hands out funds to aid scientific research, has announced another in series of grants on CATV. This one, for \$50,000, is to Corporation for Public Broadcasting and is for purpose of making film about cable TV, for use by local government officials and interested citizen groups.

CPB grant follows by two weeks major NSF grant of \$247,000 to Rand Corp. to study cable-TV franchise decision-making by local municipalities.

Other NSF grants in CATV area in recent months: Center for Policy Research, New York, \$124,000, to study use of CATV as medium for citizen participation in local affairs; New York Metropolitan Regional Council, consisting of representatives of 17 municipalities in New York area, \$120,000, to study use of cable TV to aid in inter-

communications among localities in metropolitan area.

Under consideration are projects that would study use of CATV for public polling on issues, with specific interest in whether technology influences citizen participation and judgments, and concepts and social implications of "wired city."

NSF is planning to underwrite such cable-TV projects to tune of about \$800,000 this year.

### For the conventions

Independent television and radio stations seeking information on pool coverage of the Republican and Democratic national conventions were advised last Friday (Jan. 14) to submit their requests before April 1 to the appropriate office. For the Democratic convention letters should be directed to TV-Audio Pool, ABC, 36 West 66th Street, New York 10023, attention of Mr. William Seamans; for the Republican convention, to the TV-Audio Pool, NBC, 30 Rockefeller Plaza, New York 10020, attention of Mr. Robert Priaulx.

## Week's Headliners



Mr. Swafford

Mr. Grant

**Thomas J. Swafford**, VP and assistant to president of CBS/Broadcast Group, named VP, program practices, CBS-TV network, effective Jan. 31. He will succeed **William H. Tankersley**, who leaves to become executive VP, Council of Better Business Bureaus (BROADCASTING, Jan. 10).

**Bruce R. Bryant**, VP and general manager of CBS-owned WCAU-TV Philadelphia, named VP and director of affiliate relations of CBS-TV network, reporting to **Carl S. Ward**, affiliate relations VP. He will be succeeded at WCAU-TV by **Gordon French**, VP and general manager of CBS's KMOX-TV St. Louis. **Thomas M. Battista**, CBS Television Stations National Sales Eastern sales manager for WBBM-TV Chicago, will succeed Mr. French at KMOX-TV. Other changes include: **John McKay**,

director of sales for WCBS-TV New York, becomes VP and general manager of CBS Television Stations National Sales, which is rep organization for CBS-owned TV stations. He succeeds **Robert Perez**, who becomes director of national sales, West. Mr. McKay is succeeded as director of WCBS-TV sales by **Gene Jankowski**, WCBS-TV general sales manager.

**B. Donald (Bud) Grant**, national director of daytime programs, NBC-TV, New York, joins CBS-TV there as VP, daytime programs. **Irna Phillips**, veteran writer-producer and former head writer of CBS-TV daytime serial, *As the World Turns*, returns to that position after three-year absence. Both appointments are seen as efforts to shore up declining audiences for CBS-TV daytime fare. Mr. Grant is succeeded at NBC-TV by **Clare L. Simpson**, director of radio and TV department, Young & Rubicam, New York.

**Louis Fisher**, senior VP and media director, Dancer-Fitzgerald-Sample, New York, named to head newly consolidated TV and media departments of D-F-S. **Louis Dorkin**, media VP, named senior VP and director of network programming; **Ave Butensky**, VP and senior associate director, named senior VP and director of media operations.

For other industry developments see "Fates & Fortunes," page 49

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## Datebook © A calendar of important meetings and events in communications

### This week

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

Jan. 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.

Jan. 20-21—Board of directors meeting, *Institute of Broadcasting Financial Management*. Plaza International hotel, Tucson, Ariz.

### Also in January

Jan. 23-26—*National Religious Broadcasters* 29th annual convention. Theme of the meeting is "Communicating Christ to Every Creature." Participating in the program will be FCC Chairman Dean Burch, Commissioner Charlotte Reid, Commissioner Richard Wiley and Vincent Wasilewski, president, National Association of Broadcasters. Washington Hilton hotel, Washington.

Jan. 23-26—Conference for Journalists on China, sponsored by the *Washington Journalism Center*. Conference will examine changes going on in China's relationships with the U.S. and rest of the world and explore internal developments within the country and will place President Nixon's upcoming visit to China in perspective. The Washington Journalism Center, 2401 Virginia Avenue, N.W., Washington 20037.

Jan. 24-25—Management conference, sponsored by *Radio Advertising Bureau*. Hilton Inn-airport, Atlanta.

Jan. 26—Traffic and continuity workshop, sponsored by *New Jersey Broadcasters Association*. Ramada Inn, East Brunswick.

Jan. 25-27—Annual Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Principal speaker will be Clay T. Whitehead, director of the Office of Telecommunications Policy, James T. Broyhill (R-N.C.), and Miles David, president, Radio Advertising Bureau. University of Georgia campus, Athens.

Jan. 27-28—Mid-winter meeting, *California Broadcasters Association*. Gene Aury hotel, Palm Springs.

Jan. 27-28—Annual National Foreign Policy Conference for Editors and Broadcasters, sponsored by *Department of State*. New Department of State building, Washington. For invitation: Director, Office of Media Services, Department of State, Washington 20520.

Jan. 28—Annual Golden Globe Awards, sponsored by *Hollywood Foreign Press Association*. International Ballroom, Beverly Hilton hotel, Beverly Hills.

### February

Feb. 1—Annual stockholders meeting, *Walt Disney Productions Inc.* Dorothy Chandler Pavilion, Music Center, Los Angeles.

Feb. 1—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Speaker, Dr. Peter T. Goldmark, former president, CBS Laboratories. Waldorf-Astoria, New York.

Feb. 1—Deadline for fourth annual *Robert F. Kennedy Journalism Awards*, honoring outstanding reporting on problems of poverty and discrimination in U.S. Contact: Journalism Awards Group, c/o Robert F. Kennedy Memorial, 1954 31st Street, N.W., Washington 20007.

Feb. 1-2—Hearings by *Senate Constitutional Rights Subcommittee* on application of First Amendment to broadcast and print media. Washington.

Feb. 2—Winter conference, *Michigan Association of Broadcasters*. Featured speakers: Mark Evans (VP for public affairs, Metromedia Inc.), chairman, task force on license renewals of the National Association of Broadcasters; Michigan Governor William G. Milliken, and State Senator Harry DeMaso (R-Battle Creek), chairman of state senate taxation committee. Olds Plaza hotel, Lansing.

Feb. 1, 3—*Senate Consumer Subcommittee* hearings on aspects of cigarette regulation. 9:30 a.m.,

Room 5110, New Senate Office building, Washington.

Feb. 3-4—Annual winter meeting, *Virginia Association of Broadcasters*. Featured will be Howard Hayes, WPIK(AM) and WKRA(FM) Alexandria, Va.; John Summers, general counsel of National Association of Broadcasters, and Henry Howell, state lieutenant governor. Marriott Twin Bridges hotel, Arlington.

Feb. 4-5—Annual winter television conference, *Society of Motion Picture and Television Engineers*. Program chairman is Leonard F. Coleman, Eastman Kodak Co., Dallas. Sheraton Dallas hotel, Dallas.

Feb. 4-6—*Retail Advertising Conference*. Agenda covers all phases of advertising including radio and TV sessions on the best commercials of 1971. Further information from RAC, 32 West Randolph Street, Chicago 60601.

Feb. 7-8—Management conference, sponsored by *Radio Advertising Bureau*. Regency Hyatt House-O'Hare, Chicago.

Feb. 8—Deadline for filing comments on FCC's proposed rule amendment concerning inclusion of program identification patterns in visual TV transmissions (Doc. 19314).

Feb. 8, 10—Hearings by *Senate Constitutional Rights Subcommittee* on application of First Amendment to broadcast and print media. Washington.

Feb. 8-10—Winter convention, *South Carolina Broadcasters Association*. Featured speakers will be Herb Klein, White House director of communications, and Walter Johnson, chief, Broadcast Bureau, FCC.

Feb. 10—*Senate Consumer Subcommittee* hearing on aspects of cigarette regulation. 9:30 a.m., Room 5110, New Senate Office building, Washington.

Feb. 10-11—Third annual *Abe Lincoln Awards* honoring broadcasters chosen nationally for outstanding community service. Awards are presented by Southern Baptist Radio and Television Commission. Speaker at awards dinner will be Elmer Lower, president of ABC News. Fort Worth club, Fort Worth.

Feb. 10—Annual meeting of stockholders of Kinney Services Inc. Americana hotel, New York, 2:30 p.m.

Feb. 10-11—Management conference, sponsored by *Radio Advertising Bureau*. Hilton inn-airport, San Francisco.

Feb. 11-12—Annual convention, *New Mexico Broadcasters Association*. Hilton hotel, Albuquerque.

Feb. 14—*International Tape Association* seminar on "What's Happening and What Will Happen in the World of Tape Communications." Sheraton-Universal hotel, North Hollywood.

Feb. 14-15—Management conference, sponsored by *Radio Advertising Bureau*. Hilton inn, Dallas.

Feb. 16-18—Faculty-industry seminar, sponsored by *International Radio and Television Society*. Subject will be "The Business of Broadcasting." Harrison House, Glen Cove, Long Island, N.Y.

### Major meeting dates in 1972

Feb. 9-11—Ninth conference, *National Association of Television Program Executives*, Fairmont hotel, San Francisco.

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.

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.

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

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

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

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

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

Feb. 17-18—Management conference, sponsored by *Radio Advertising Bureau*. Cherry Hill inn, Cherry Hill, N.J.

Feb. 17-19—Winter meeting, *Colorado Broadcasters Association*. Cherry Creek inn, Denver.

Feb. 18—13th annual Close-Up dinner, dance and show, sponsored by *New York Chapter of The National Academy of Television Arts and Sciences*, honoring ABC-TV host Dick Cavett. Americana hotel, New York.

Feb. 22-23—Annual convention, *Alabama Cable Television Association*. Parliament House motor hotel, Birmingham.

Feb. 24—Joint luncheon meeting of *Federal Communications Bar Association* and *Association of Federal Communications Consulting Engineers*. Speaker: FCC Commissioner Charlotte T. Reid. Army-Navy Club, Washington.

Feb. 29—Annual Mike Award dinner of *Broadcast Pioneers* in behalf of *Broadcasters Foundation*, honoring WDSU(AM) New Orleans as winner of 12th annual award. Hotel Pierre, New York.

Feb. 28-March 3—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.

## March

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

March 3-4—*Georgia Television Association* annual convention. John Gwin, chairman of National Cable Television Association will be banquet speaker (March 3). Also on agenda as speakers: Don Elliott, WSB-TV Atlanta, and Robert W. Coll, associate in McKenna, Wilkinson & Kitter. Washington, Regency Hyatt House, Atlanta.

March 5-10—MICAB 1972 conference on international cable television and VIDCA 1972 international conference on video cassettes. Palais des Festivals, Cannes, France.

March 6-7—Ad hoc hearings by *congressional black caucus* on relationship of mass media and black community, Washington.

March 6-10—Second international study sessions for videocassette and video-disk programs and equipment (VIDCA '72). Besides reviewing industry's brief past the sessions will focus on technical problems, the copyright issue, videocassettes and the public, and videocassettes and their applications to training and to industry. Registration may be arranged by contacting VIDCA, Commissariat General, 42 Avenue Ste. Foy, 9-Neuilly, France. Fees are \$170 for individual participants and \$120 for members of companies reserving an office at the sessions. Palais des Festivals, Cannes, France.

March 7—Annual meeting and legislative dinner, *New York State Broadcasters Association*. Speaker will be Governor Nelson A. Rockefeller. Thruway Hyatt House, Albany.

March 8—Deadline for filing reply comments on FCC's proposed rule amendment concerning inclusion of program identification patterns in visual TV transmissions (Doc. 19314).

March 9—32d Gold Medal Anniversary Banquet, sponsored by *International Radio and Television Society*. Recipient of Gold Medal will be Julian Goodman, president of NBC. Special IRTS citation to Dr. Frank Stanton, vice chairman of CBS. Waldorf-Astoria, New York.

March 9-10—Spring convention, *Arkansas Broadcasters Association*. Sheraton hotel, Little Rock.

March 14—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York.

March 16—27th annual Western Advertising Art Exposition and Awards Presentation Banquet, *Art Directors Club of Los Angeles*. Biltmore hotel, Los Angeles.

March 20-24—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.

March 21—*International Broadcasting Awards*, dinner honoring "best" radio and television commercials. Century Plaza hotel, Los Angeles.

March 22—Annual awards dinner, *Writers Guild of America*, West. Beverly Hilton hotel, Beverly Hills, Calif.

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# Broadcasting

THE BUSINESS OF TELEVISION AND RADIO

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Executive and publication headquarters  
BROADCASTING-TELECASTING building,  
1735 DeSales Street, N.W., Washington,  
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TORONTO: John A. Porteous, *contributing editor*, 3077 Universal Drive, Mississauga, Ontario, Canada. Phone: 416-625-4400.

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# M&H

## SOUL SEARCHING

There's a lot of talk about it. How many of us do it?

Soul searching is what happens when we try to figure out the ratings. Why are we No. 1 in our market, or as the case may be, sometimes No. 3 or 4?

Soul searching is the business of M & H, and we search out the heart, soul, affection and defection of audiences toward stations. *The audience knows why it likes your station and why it doesn't*, person by person, program by program. Since the viewers and listeners spend far more time with the stations than anyone in management, they are amazingly honest and articulate about what they like or dislike. Ratings only tell you how you make out with these audiences, not WHY.

We find out why through the use of the social scientist and in-home, in-person interviewing. But we do a lot more during the course of the year—we work for you. We make specific recommendations for change, monitoring you and your competitors on a regular basis. We make sure that constructive change occurs to get things going in the right direction—and keep it that way. We literally harass you into improving.

There is a lot more to it though, and it doesn't fit in an ad. Give us a call for a presentation, with absolutely no obligation on your part.

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### Moved by music

EDITOR: Your special report on the music business ["It's a family affair," BROADCASTING, Dec. 27-Jan. 3] was one of the most intelligent and informative pieces I've read on the subject. Congratulations on a fine reporting job.—*Joseph Fusco Jr., director of advertising, publicity and promotion, 20th Century-Fox Television, New York.*

EDITOR: The extended article is very well done and you are indeed off to a fine start. We'll all stay very tuned in to your future issues.—*Bruce G. Lundvall, vice president, marketing, CBS Records Division, New York.*

EDITOR: "It's a family affair" certainly was a winner. I felt so strongly about this piece that I sent a special alert memorandum to the total Columbia Records field force, including personnel in England and Canada, to insure no one in our organization would miss it.

I congratulate BROADCASTING on this excellent report and am very pleased know that [you will] pursue this subject in future issues. Today, more than ever, it's imperative that the recording industry and radio communicate and bring our so-called "marriage by proxy" to a more meaningful working relationship. Accolades to Michael Shain and keep up the great work.—*Steve Popovich, director, national promotion, Columbia Records, New York.*

EDITOR: You did a first-rate job and the only places where I would differ would (with one exception) be on points of opinion. The exception is Big Bill [Broonzy], who whatever else he may have been was not an electric guitarist, he having put it all down.

But that's a minor point, really, and for musicologists only. The rest of it is fine. Congratulations.—*Ralph Gleason, senior editor, Rolling Stone, San Francisco.*

EDITOR: I thought your survey article on the record business was quite excellent. I would like to make one correction. It was Elektra which owned WCCM-AM-FM Hartford, Conn. We purchased the station around 1967 and divested in 1970. Personally, I have been in the music business 21 years and am just not old enough to have run a radio station prior to my running a record company.

It's a minor point, but I'm a Virgo.—*Jac Holzman, president, Elektra Corp., Los Angeles.*

EDITOR: [a] fine article on the music business. I wish you good luck and success in 1972.—*Neil Bogart, president, Buddah Records, Los Angeles.*

EDITOR: Congratulations on your fine music article . . . It was a beautiful piece.—*Dick Clark, Dick Clark Productions, Los Angeles.*

EDITOR: I feel I must correct one small error in your special report. Jerry Schoenbaum, president of Polydor Inc., alludes to "Wagner's 'Zarathustra.'" I'm afraid he is referring to the wrong Richard. "Also Sprach Zarathustra" was composed by Richard Strauss.—*William M. Kardelj, WWSH(FM) Philadelphia.*

(Mr. Kardelj is correct, but the error was BROADCASTING's, not Mr. Schoenbaum's.)

EDITOR: Enjoyed your "family affair" report. It signalled a solid beginning for BROADCASTING's coverage of the music scene.—*Bob Levinson, Levinson & Ross, Beverly Hills.*

### Antiwaiver stance

EDITOR: The NCAA takes exception to a statement in your article, "Bid To Lift Blackout Fails" (BROADCASTING, Dec. 13, 1971), which implies that the federal antitrust law protecting high school and college games from pro football telecasts within 75 miles of the game site can be waived.

There is no provision in the statute which permits waiver of its requirements. The NCAA is advised by counsel that any such attempted waiver would be ineffective, as a direct contravention of the legislative policy which this and other antitrust laws were designed to effectuate: The statute protects all high schools and colleges; even if one institution were to say that it waives the protection of the statute, its act would be legally void as an attempt to thwart the rights and benefits flowing to all of the others under the statute.

This law protects high school and college athletic programs which depend on football gate receipts for support. Those who continue to try to bring intolerable pressures to bear upon scheduled high school and college football games to allow telecasting of a conflicting pro game have no basis in law for attempting to induce a so-called waiver of this

or any other antitrust law.—*Thomas C. Hansen, assistant executive director, National Collegiate Athletic Assn., Kansas City, Mo.*

### All-channel advocate

EDITOR: For years a proposed all-channel radio bill has been on the drawing board. Unfortunately, it is still on the drawing board. Our company is prepared to coordinate a new national effort to have an all-channel bill passed by Congress.

We need the help of interested broadcasters in effecting this legislation. Eventually we will want their time and some money; but right now we want their ideas. We ask that they write to us, detailing their interest and giving us some indication why they think an all-channel bill should (or should not) be passed.

This letter is our first step toward realizing this legislation. We hope that there are other broadcasters willing to take this step with us.—*Bruce Jed, president, Lifestyle '72, 299 Madison Avenue, New York.*

### Purist

EDITOR: I cannot hold it in any longer. For several weeks now I have been watching the Norelco Christmas spots—the ones that end by saying "Noelco—even our name says Merry Christmas . . ." Those of us who use products with the Norelco name are fully aware that this spelling is different from the one on our tape recorder and electric razor.

Although the idea may be clever, I can still envision this same spot next year when stricter "truth in advertising" guidelines prevail: "Noelco—even our name, when misspelled, says Merry Christmas. . . ."—*Larry M. Moore, Spencer, N.C.*

### Calling all ex-KILE'ers

EDITOR: KILE(AM) Galveston will be 50 years old in 1972. In commemoration of this anniversary we are attempting to chronicle the past history of this pioneer broadcasting station on Galveston Island. To accomplish this, we are interested in corresponding with anyone who owned or worked at this station prior to 1960. It was formerly KLUF and was most certainly operated under at least one other set of call letters during its existence.—*Dick Fletcher, chief engineer, KILE Galveston.*

## Media planning—the creative way

There can be little doubt in our business that those of us who make decisions or recommendations to clients want to be regarded as creative. Media planners and buyers are no different—and that's the way it should be.

But it seems to me that creativeness in a media plan is rarely evident on the surface or apparent to the casual observer of advertising campaigns. More than likely the most creative of media plans go undetected except (we hope) by their target audience. And that's the way it should be because most of the creativeness in media planning results from hard work—studying all the alternatives and arriving at a strategy that contributes significantly to the product marketing plan.

Without full knowledge of that product's marketing plan there simply is no way to evaluate a media plan. Judgment must be based on answers to such questions as: How does the media plan help to fulfill the marketing plan? And how is it better than the many alternatives available for the same dollars?

First, the answers demand a clearly defined marketing plan and media planners who have the media knowledge and advertising experience to act on the marketing plan with confident media decisions.

In approaching media planning this way, we should ask questions of ourselves in order to challenge some habits we may fall into. Perhaps are we trying to reach too broad a target? Establishing a media target, of course, is a requisite for media planning. And thorough knowledge of the market and of marketing plans must form the basis of this decision.

The media planner is in a good position to decide whether or not the campaign can be effective—within budget—against the target group. If he knows that the budget will not stretch far enough to develop the coverage and frequency levels necessary from a competitive standpoint, he should argue in favor of a redefined target group.

It seems far better to launch a campaign against a smaller group with confidence in the effectiveness of the coverage and frequency levels in a medium or media vehicles with less competition. All it takes is a willingness to admit that, given the same budget, you cannot sell everybody as surely as you can sell somebody.

Another challenge: Could we be

using too many different types of media?

Again the media planner should play a leading role. He must not give in to an urge—of his own or of others—to use several different media for the sake of enjoying the creative challenge or uniqueness of each medium. He first has to ask himself such key questions as: Which medium basically is most efficient to reach the target group when evaluated with time or space units and frequency adequate to compete effectively in that medium alone? How much more efficient is that primary medium over the next best—and the next best to that?

There are other advantages to limiting media use. The frightening increase in the cost of producing commercials and other ads has become a major drain on the amount of media exposure we can buy. A concentration of media normally allows us to spend less on production and more on media, further increasing our potential impact in the primary medium. Also, I think most of my agency associates would agree that concentration of creative time and talent against the challenge of one medium should produce better advertising than efforts directed to the demands of producing effectiveness in several media for a single campaign.

So it is difficult to judge a media plan. But in trying, it is helpful to have a checklist—such as the following 10 points—to judge the plan on the basis of effectiveness and efficiency in meeting total marketing communication goals:

(1) Is the plan based on, and does its supporting rationale reflect, the product marketing plan?

(2) Is the plan based on a defined customer and/or prospect target group selection, and if more than one target is defined does it establish priorities?

(3) Is the plan defining the target

group realistically—are we attempting to do too much?

(4) Does the plan make major use of the medium and vehicles which are most efficient in reaching the target group? If not, why not?

(5) Does the plan provide for enough frequency, or size, to compete successfully with major competition in each medium or media vehicle used? Is the plan using too many different media to accomplish this?

(6) Does the plan consider the editorial environment and physical attributes of the medium or vehicle in terms of its expected ability to enhance or detract from the intended communication.

(7) Does the plan take advantage of any new or unique media techniques which, by themselves, can help call attention to the advertising?

(8) Will the plan, when presented to the sales force, dealers, etc., help create enthusiasm for the client's advertising program?

(9) Is the plan free of decisions based on "tradition" or "bias" which cannot be supported by quantitative analysis or the subjective rationale of the media strategy?

(10) Have media plans been developed and final decisions made with knowledge and understanding of alternative creative executions of the advertising strategy?

The challenge inherent in these questions makes demands on media planners and buyers that are greater than at any other time in advertising's history and these demands will continue to increase. To meet the challenge, future planners will have to be the best-trained ever. They will have to be life-time students of marketing and have the confidence in their recommendations which stem from their knowledge of media creatively applied to marketing problems.



Gerald N. Moody, vice president and director of media services at D'Arcy-MacManus-Intermarco, Bloomfield Hills, Mich., began his media career in 1954 with MacManus, John & Adams (one of the principals in the 1970 merger forming D'Arcy-MacManus-Intermarco), where he rose to the position of media supervisor. Mr. Moody moved in 1965 to D'Arcy Advertising in St. Louis (also a principal in the merger) as vice president and director of media before returning to MJ&A in 1967 as associate media director. He was named to his current post in 1970.

# The program menu for 1972-73

Seventy series are in the running as producers, networks come down to the wire on TV schedules

The three television networks have some 70 program projects in development for the 1972-73 prime-time season. Virtually all are out of the talking stage and in active development. Most have gone to film or tape, or are awaiting the imminent word to go.

This is one development season in which what's being produced isn't nearly as significant as how. NBC President Julian Goodman said as much in a speech to the Hollywood production community last week (see page 18). Reduce program costs, he urged. The series-within-a-series may be the coming thing, was his supposition.

Mr. Goodman, of course, was whistling a familiar tune. The production economy is grim. The FCC's prime-time access rule has been tried for fit and found pinching. William Self, president of 20th Century-Fox Television, de-

scribes the rule as a matter of "vital concern." It has increased the crash-odds for studios and networks which face high losses from unsold pilots.

The result, this development season, has been a landslide shift to the spinoff as a device for sampling new shows. The trend is taking a bewildering variety of turns. "We Love Annie," to be shown as a segment of ABC-TV's *The Courtship of Eddie's Father* series, is the traditional made-for-a-series pilot showcased in an on-the-air program. The same network's *The Twentieth Century Follies* also follows conventional lines—a special that serves as a pilot.

But then there are the added flexibilities engineered by NBC-TV. The two-hour *World Premiere* TV movies NBC started in 1966 have already given birth to 12 series. NBC currently has more

than 20 other TV movies that are potential series spinoffs. Now, too, NBC is taking what are essentially half-hour pilots—such as *Topper Returns*, *The Bear and I*, and *Going Places*—all out of 20th Century—and showing them as back-to-back-to-back presentations in a two-hour *World Premiere: Triple Play* time period. The network also is taking the option of playing one-hour pilots back-to-back as *World Premiere: Double Play*. The idea behind all such moves is to give pilots attractive showcases while finding means to recoup investments from production development.

In still another variation, some of NBC's *World Premieres* are showcases for potential so-called mini-series, or as Mr. Goodman noted, series within a series. *Savage*, for example, with Martin

*Text continues on page 18*

## Probable programs and pilots now in development for the networks

### ABC-TV

Title	Length
Barbara Eden Show	half-hour
Here We Go Again	half-hour
We Love Annie	half-hour
The Marty Feldman Comedy Machine	half-hour
Help Inc.	half-hour
The Paul Lynde Show	half-hour
Temperatures Rising	half-hour
Class of '55	half-hour
Love and the Private Eye	half-hour
Love and the Old Fashioned Father	half-hour
The 20th Century Follies	hour
Munich Project	hour
Fireball Forward	hour
Nick Carter	hour
The Delphi Bureau	hour
Biography	hour
The Rookies	hour
Murdock and Wheeler	hour
King Fu	hour
The Eyes of Charles Sand	hour
The ABC Magazine	hour

### CBS-TV

Title	Length
My Sister Hank	half-hour
The Singles	half-hour
Keep The Faith	half-hour
Stat	half-hour
The Living End	half-hour
Miss Stewart, Sir	half-hour
The Bob Newhart Show	half-hour
The Councilman	half-hour
Bobby Jo and the Big Apple	half-hour
Goodtime Band	half-hour
Bridget Loves Bernie	half-hour
Anna and the King of Siam	half-hour
M*A*S*H*	half-hour
Oh, Nurse!	half-hour
The Bill Cosby Show	hour
Homecoming	hour
Fitzgerald and Pride	hour
Man on a String	hour
Diamond Head	hour
The Cable Car Murders	hour
Family Practitioner	hour

### NBC-TV

Title	Length
Ozzie's Girls	half-hour
Call Holme	half-hour
Wednesday Night Out	half-hour
Keeping Up with the Joneses	half-hour
The Bear and I	half-hour
Going Places	half-hour
Topper Returns	half-hour
The Little People	half-hour
Father On Trial	half-hour
A New Kind of Love	hour
Ghost Story	hour
Movin' On	hour
Brock	hour
The Snoop Sisters	hour
Lights Out	hour
The Young Prosecutors	hour
Banacek	hour
Cool Million	hour
Cutter	hour
Evil Roy Slade	hour
Heck	hour
The Judge and Jake Wyler	hour
Savage	hour
Three Faces of Love	hour
Banyon	hour
Climb An Angry Mountain	hour
The Dark Side	hour
Amanda Fallon	hour
Baffled	hour
Wow!	hour
Hitched	half-hour or hour
Probe	hour or 90 minutes

## Play-by-play on 1972-73 program development

<i>Production Company</i>	<i>Title &amp; Remarks</i>	<i>Type</i>	<i>Length</i>	<i>Network</i>	<i>Stars</i>	<i>Key creative people</i>
<b>Filmways Television</b>	Ozzie's Girl	situation comedy	half-hour	NBC-TV	Ozzie and Harriet Nelson, Brenda Sykes, Susie Sennett, Parley Baer	Ozzie Nelson, David Nelson
<b>Greg Garrison Productions</b>	The Marty Feldman Comedy Machine <i>(filmed in London)</i>	comedy-variety	half-hour	ABC-TV	Marty Feldman	Greg Garrison
<b>Hanna-Barbera Productions</b>	Love and the Private Eye <i>(spinoff from Love American Style)</i>	animation-comedy	half-hour	ABC-TV		Bill Hanna, Joe Barbera
	Love and the Old-Fashioned Father <i>(spinoff from Love American Style)</i>	animation-comedy	half-hour	ABC-TV		Bill Hanna, Joe Barbera
<b>Iison-Chambers Productions</b>	The Twentieth Century Follies <i>(special serves as pilot)</i>	topical-variety	hour	ABC-TV	host or rotating host to be chosen	Saul Ison, Ernest Chambers
	The Living End <i>(pilot filmed live before audience using three-camera technique)</i>	situation comedy	half-hour	CBS-TV	Lou Gossett, Diana Sand	Saul Ison, Ernest Chambers
<b>Lorimer Productions</b>	Homecoming <i>(based on two-hour movie of same title shown last December; in association with CBS-TV)</i>	family drama	hour	CBS-TV	cast not as yet selected	Earl Hammer, Lee Rich
<b>MGM Television</b>	Munich Project <i>(two-hour feature film serves as pilot)</i>	dramatic intrigue	hour	ABC-TV	Richard Basehart, Roy Schaidler	Eric Bercovici, Jerry Ludwig
	Miss Stewart, Sir	situation comedy	half-hour	CBS-TV	Joanna Pettit	A. J. Carothers, Peter Tewksbury, James Komack
	We Love Annie <i>(spinoff from Courtship of Eddie's Father)</i>	situation comedy	half-hour	ABC-TV	Anne Meara	
	Family Practitioner <i>(spinoff from Medical Center also going under title The Medico)</i>	medical drama	hour	CBS-TV	Monte Markham	Frank Glucksman, Al C. Ward
<b>Metromedia Producers Corp.</b>	Here We Go Again <i>(in association with Bobka Productions)</i>	situation comedy	half-hour	ABC-TV	Larry Hagman, Dianna Baker, Dick Gautier, Nina Talbot	Bob Kaufman
	Fitzgerald and Pride <i>(90-minute motion picture serves as pilot)</i>	legal drama	hour	CBS-TV	Susan Hayward, James Stacey	Dick Berg, Fay Kanin
<b>Mi-Bar Productions</b>	Barbara Eden Show	situation comedy	half-hour	ABC-TV	Barbara Eden	creative staff not as yet selected
<b>MTM Enterprises Inc.</b>	The Bob Newhart Show	situation comedy	half-hour	CBS-TV	Bob Newhart, Susan Pleshette	Grant Tinker, David Davis, Lorenzo Music
	The Councilman <i>(spinoff from Mary Tyler Moore Show)</i>	situation comedy	half-hour	CBS-TV	Bill Daly, Janet MacLachlan, Willy Taylor, Carol Androski	James L. Brooks, Allan Burns, Arnold Margolin, Jim Parker
<b>Paramount Television</b>	A New Kind of Love <i>(World Premiere movie consisting of two separate love stories is pilot)</i>	love-story anthology	hour	NBC-TV	various	Stirling Silliphant, George Schaefer, Joseph Sargent
	Murdock and Wheeler	detective drama	hour	ABC-TV	Jack Warden, Chris Stone	Eric Bercovici, Jerry Ludwig
<b>Screen Gems</b>	Bobby Jo and the Big Apple Goodtime Band <i>(in association with William Castle Productions)</i>	musical-comedy	half-hour	CBS-TV	Forrest Tucker, Season Hubley	Paul Wilt, Bernard Slade
	Bridget Loves Bernie <i>(in association with Douglas S. Cramer Co.)</i>	situation comedy	half-hour	CBS-TV	David Birney, Meredith Baxter	Bernard Slade
	Call Holme <i>(pilot is segment of World Premiere: Triple Play; in association with Douglas S. Cramer Co.)</i>	comedy-mystery	half-hour	NBC-TV	Arte Johnson, Arlene Golonka	Gerald Gardner, Dae Caruso, Gary Nelson, Doug Cramer, W. L. Baumes
	Ghost Story <i>(pilot is segment of World Premiere: Double Play; in association with William Castle Productions)</i>	ghost-story anthology	hour	NBC-TV	Sebastian Cabot	Richard Matheson, John Lwellyn Moxey

continued

Production Company	Title & Remarks	Type	Length	Network	Stars	Key creative people
<b>Screen Gems continued</b>	Help Inc. (In association with Douglas S. Cramer Co.)	situation comedy	half-hour	ABC-TV	Avery Schreiber, Tony Holland, Pam Rogers, Ken Gilman	Doug Cramer
	Man on a String (pilot is 90-minute CBS New Friday Night Movie; in association with Douglas S. Cramer Co.)	action-adventure	hour	CBS-TV	Chris George	Doug Cramer, Ben Maddow, Joseph Sargent
	Movin' On (pilot is segment of World Premiere Double Play; in association with Douglas S. Cramer Co. and Eiding Productions)	contemporary drama	hour	NBC-TV	Geoffrey Deuel, Patrick Wayne	Stirling Silliphant, E. W. Swackhamer
	The Paul Lynde Show	situation comedy	half-hour	ABC-TV	Paul Lynde, Elizabeth Allen, John Calvin, Jane Actman	Harry Ackerman, Bill Asher
	Temperatures Rising	situation comedy	half-hour	ABC-TV	Joan van Ark, Reva Rose, Cleavon Little, David Balley, James Whitmore, Nancy Fox	Harry Ackerman, Bill Asher
	Wednesday Night Out (using three-camera film technique; with Gary Marshall and Douglas S. Cramer)	contemporary comedy	half-hour	NBC-TV	Jim Hutton, Pat Harrington, Marsha Strasman, Brenda Benet	Garry Marshall, Jerry Paris
	Diamond Head (with Douglas S. Cramer Co.)	family drama in serial form	hour	CBS-TV	cast not as yet selected	Rita LakIn
	Keeping Up with the Joneses	situation comedy	half-hour	NBC-TV	John Amos, Teresa Graves, Warren Berlinger, Pat Finlay	not selected as yet
<b>Talent Associates/Norton Simon Inc.</b>	Brock (World Premiere to serve as pilot; with Universal TV and Ogden Productions)	murder mystery	hour	NBC-TV	Richard Widmark	Leonard Stern, Roland Kibbee, Don Mankiewicz, Gordon Cotler
	The Snoop Sisters (World Premiere to serve as pilot; with Universal TV)	comedy-mystery	hour	NBC-TV	Helen Hayes, Mildred Natwick	Leonard Stern, Hugh Wheeler
<b>20th Century-Fox Television</b>	Anna and the King of Siam (based on the theatrical dramatic version of same title and musical stage's The King and I)	drama-comedy	half-hour	CBS-TV	Yul Brynner, Samantha Eggar	Gene Reynolds, Bill Idelson, Harvey Miller
	The Bear and I (pilot part of three- segment World Premiere; with Apjac TV and Blye Beard Productions)	situation comedy	half-hour	NBC-TV	Soupy Sales, Joe Flynn	Bruce Bilson, A. J. Carothers, Alan Blye, Chris Beard, Arthur Jacobs
	Class of '55	social comedy anthology	half-hour	ABC-TV	various	James L. Brooks, David Seltzer
	Fireball Forward (two-hour movie will serve as pilot)	war drama	hour	ABC-TV	Ben Gazzara (in feature-pilot but studio has no hold on him for series)	Frank McCarthy, Edmund North
	Going Places (pilot part of three- segment World Premiere)	situation comedy	half-hour	NBC-TV	Todd Sussman, Jill Clayburg, Jed Allan, Norman Fell	Grant Tinker, Arnold Margolin, James L. Brooks, Michael Zagor, Jim Parker
	Lights Out (reprise of one-time radio and TV series scheduled for sneak preview Jan. 15; with Titus Productions)	suspense-mystery anthology	hour	NBC-TV	various	Herb Brodtkin, Robert Berger, Alvin Boretz, Red Kotcheff
	M*A*S*H* (based on novel and theatrical feature of same title)	comedy-drama	half-hour	CBS-TV	Alan Alda, Wayne Rogers, Meclean Stevenson	Gene Reynolds, Larry Gelbart
	Oh, Nurse!	situation comedy	half-hour	CBS-TV	Susan Foster, Judy Pace, Heather Young, Lori Saunders, Pat Carroll	David Gerber, Charles B. Flitzsimmons, Stan Hart, Larry Siegel, Treva Silverman
	Topper Returns (based on novels, motion pictures and TV series of similar title; pilot part of three-segment World Premiere; with Apjac TV)	situation comedy	half-hour	NBC-TV	Roddy McDowall, Stefanie Powers John Fink	A. J. Carothers, Hy Averback, Walter Bien, Arthur Jacobs

Production Company	Title & Remarks	Type	Length	Network	Stars	Key creative people
	The Young Prosecutors (World Premiere will serve as pilot; with title being changed)	legal drama	hour	NBC-TV	David Canary, Robert Pine, James Olson	Buzz Kullik, E. Jack Neuman, David Gerber
<b>Universal Television</b>	Banacek (World Premiere serves as pilot)	contemporary action-drama	hour	NBC-TV	George Peppard	Tony Wilson, Jack Smight, George Eckstein
	Cool Million (World Premiere serves as pilot)	investigative drama	hour	NBC-TV	James Farrentino, Christine Belford	David O'Connell
	Cutter (90-minute feature for NBC Mystery Movie serves as pilot)	black private investigator	hour	NBC-TV	Peter de Anda	Dean Hargrove, Richard Irving
	Evil Roy Slade (World Premiere serves as pilot)	comedy-western	hour	NBC-TV	John Astin	Jerry Belson, Garry Marshall, Jerry Paris
	Heck (World Premiere serves as pilot)	western criminologist lawman	hour	NBC-TV	Richard Boone, Rick Lenz	Jack Webb, Harold Jack Bloom, William Finnegan, Dan Petrie
	Hitched (90-minute movie shown as part of World Premiere: Double Feature serves as pilot)	comedy-western	hour or half-hour	NBC-TV	Sally Field, Tim Matheson	Richard Alan Simmons, Boris Segal
	The Judge and Jake Wyler (World Premiere serves as pilot)	investigative crime comedy	hour	NBC-TV	Bette Davis, Doug McClure	Richard Levinson, William Link
	Nick Carter (90-minute movie serves as pilot)	private detective	hour	ABC-TV	Robert Conrad	Stan Kallls, Ken Pettus, Paul Krasny
	Savage (90-minute movie shown as part of World Premiere: Double Feature serves as pilot)	contemporary drama	hour	NBC-TV	Barbara Bain, Martin Landau	Richard Levinson, William Link, Paul Mason
	Three Faces of Love (three-part, two-hour movie serves as pilot)	short-story anthology	hour	NBC-TV	various	Herbert Hirschman, William Sackheim
	Amanda Fallon (spin-off from The Bold Ones)	medical drama	hour	NBC-TV	Jane Wyman	Roy Huggins
	Biography	factual anthology	hour	ABC-TV	historic figures	David Victor, David O'Connell
<b>Warner Bros. Television</b>	Banyon (committee for next season based on two-hour movie shown last season; with Quinn Martin Productions)	1930's-style private eye	hour	NBC-TV	Robert Forster	Quinn Martin, Ed Adamson
	The Cable Car Murders (under consideration with new casting based on 90-minute movie shown under same title)	black detective	hour	CBS-TV	new lead being chosen for Robert Hooks	to be selected
	The Delphi Bureau (two-hour movie serves as pilot)	action-adventure	hour	ABC-TV	Laurence Luckinbill, Celeste Holme	Sam Rolfe
	Climb an Angry Mountain (two-hour movie serves as pilot)	contemporary western	hour	NBC-TV	Fess Parker, Arthur Hunnicut	Herb Solow, Leonard Horn, Joseph Calveill, Sam Rolfe
	Father on Trial (network prefers title, Here Comes the Judge)	situation comedy	half-hour	NBC-TV	Darren McGavin, Barbara Feldon	Mel Shavelson
	The Little People (filmed in Hawaii)	situation comedy	half-hour	NBC-TV	Brian Keith	Garry Marshall
	Probe (two-hour movie serves as pilot; with Leslie Stevens Productions)	action-adventure	90-minute or hour	NBC-TV	Hugh O'Brian, Burgess Meredith	Leslie Stevens
	King Fu (pilot is 90-minute Movie of the Week)	western-adventure	hour	ABC-TV	David Carridine	Jerry Thorpe, Herman Miller
	The Eyes of Charles Sand (pilot is 90-minute Movie of the Weekend)	suspense-drama	hour	ABC-TV	Peter Haskell, Barbara Rush	Hugh Benson, Stanford Whitmore, Henry Farrell

continued

Production Company	Title & Remarks	Type	Length	Network	Stars	Key creative people
Bob Markell	The Dark Side (taped in New York; with NBC-TV)	dramatic anthology	hour	NBC-TV	Wendell Burton	Bob Markell
Norman Felton and ATV	Baffled (filmed in London; pilot to be shown as World Premiere; with NBC-TV)	occult drama	hour	NBC-TV	Leonard Nimoy, Susan Hampshire	Lew Grade, Norman Felton
Byle/Beard Productions	Wow! (video tape)	comedy-variety	hour	NBC-TV	Ken Berry	Alan Blye, Chris Beard
Aaron Spelling Productions	The Rookies (spinoff out of Movie of the Week; with ABC-TV)	police drama	hour	ABC-TV	Michael Ontkean, Jeff Pomerantz, Georg Sanford Brown, Sam Melville	Aaron Spelling
Spectrum Productions	The ABC Magazine (taped in New York; with ABC-TV)	topical entertainment	hour	ABC-TV	various	Al Perlmuter
Normen Tokar	Sister Hank (with CBS-TV)	situation comedy	half-hour	CBS-TV	Pippa Scott, Jack Ging, Edgar Bergan, Judy Foster	Norman Tokar, Ben Starr
Sheldon Leonard	The Singles (with CBS-TV)	situation comedy	half-hour	CBS-TV	Michelle Lee, Ruth Buzzi	Sheldon Leonard
Ed Simmons	Keep the Faith (with CBS-TV)	situation comedy	half-hour	CBS-TV	Howard de Silva, Burt Convy	Ed Simmons
E. Jack Neuman	Stat (with CBS-TV)	medical drama	half-hour	CBS-TV	Frank Converse, Mike Delano	E. Jack Neuman

Text continues from page 14

Landau as a crusading Edward R. Murrow-type broadcast journalist, could wind up as an element of the existing *The Bold Ones* series. It seems apparent that this potential for mini-series is why NBC has 30 projects in development, while CBS and ABC have 20 each.

Still, ABC and CBS both have embraced the spinoff technique, if not as ardently as NBC. ABC is using its *Movie of the Week* as a spinoff vehicle. CBS has spinoffs of possible new series out of *Medical Center* and *The Mary Tyler Moore Show* as well as from its Friday-night movie anthology.

Anthologies themselves are certainly in this development season. NBC is doing three: a ghost anthology, a romance anthology and a short-story anthology. (The last follows another pronounced format trend at NBC-TV, spurred by the success of the *Night Gallery* series. Young, bright, well-heeled audiences seem to dig the occult, the supernatural, so NBC is coming in with *Ghost Story*, *Lights Out*, *The Dark Side* and *Baffled*.) ABC is preparing a nonfiction anthology about famous people.

So, too, does blackness remain an in commodity for programming. *Cutter* is a black private investigator out of Universal for NBC. The San Francisco detective lieutenant in *The Cable Car Murders* out of Warner Bros. could be CBS's black law-enforcement officer for next season.

Law-enforcement programming itself is a subject of controversy in Hollywood production circles these days. There are some who concede that the swing to law and order has gone overboard. But Herbert S. Schlosser, NBC-TV's vice

president, programs, West Coast, feels that only programs portraying the work of law-enforcement officers in realistic terms are true to the game. He would agree that *Adam 12*, *The FBI* and *Hawaii Five-O* fall in this category. But he doesn't think the industry needs to feel self-conscious about developing shows that are essentially escape detective fiction, such as *McMillan and Wife* or *Colombo*.

Still, whether to counterbalance past emphasis on law enforcement-type programming or not, there now seems to be renewed interest in the half-hour comedy program. Of the 70-odd programs in development, almost half are in the short form, most of them situation comedies. The swing seems most apparent at CBS, which has 13 half-hours in development. "We have very few police shows and very few private eyes," confirms Alan Wagner, vice president, program development, CBS-TV Hollywood, adding that "there were a mess of them around last year." Mr. Wagner says that his network has consciously steered away from any kind of enforcement program and turned back to comedy.

"We were never an action-oriented network," he explains. "When we got rid of all our hillbilly shows in a rush, it worked in terms of helping our O&O's and our urban and young market. But now we'd like to get some more comedy back in and create more balance."

Evaluating his network's development objectives, William Brademan, vice president, programming, ABC-TV West Coast, said: "We're not going to more half-hours. We're not going to law and order. We're going to upgrade, upgrade, upgrade—little by little."

## Hold that (bottom) line, says Goodman

Make them good but make them cheap, NBC president tells Hollywood producers

Julian Goodman, seemingly troubled and weary, went to sunny Hollywood last week with anything but a sunny message for the production and programming community: Hold down program production costs. Exercise "self-restraint, discipline and efficiency," he said; the need is "imperative."

NBC's president told a luncheon meeting of the Hollywood Radio and Television Society that network-TV program costs have been far outpacing network billings or audience growth (there being a one-third increase in production costs during his some six years in office). "Simple arithmetic says that this negative balance cannot be maintained," Mr. Goodman said. "Common sense says that any business facing such a condition must take the most energetic steps to overcome it."

The problem is basic, Mr. Goodman said, and those who rise to the challenge will survive and flourish, while those who cannot will fail. The challenge, as he sees it, is to develop wide-appeal programs on a cost basis that can be afforded.

"We must have a balance between program costs and sales that lets us take the huge risks built into program development and innovation, and the risks of large expenditures for news and sports coverage that responsible broad-

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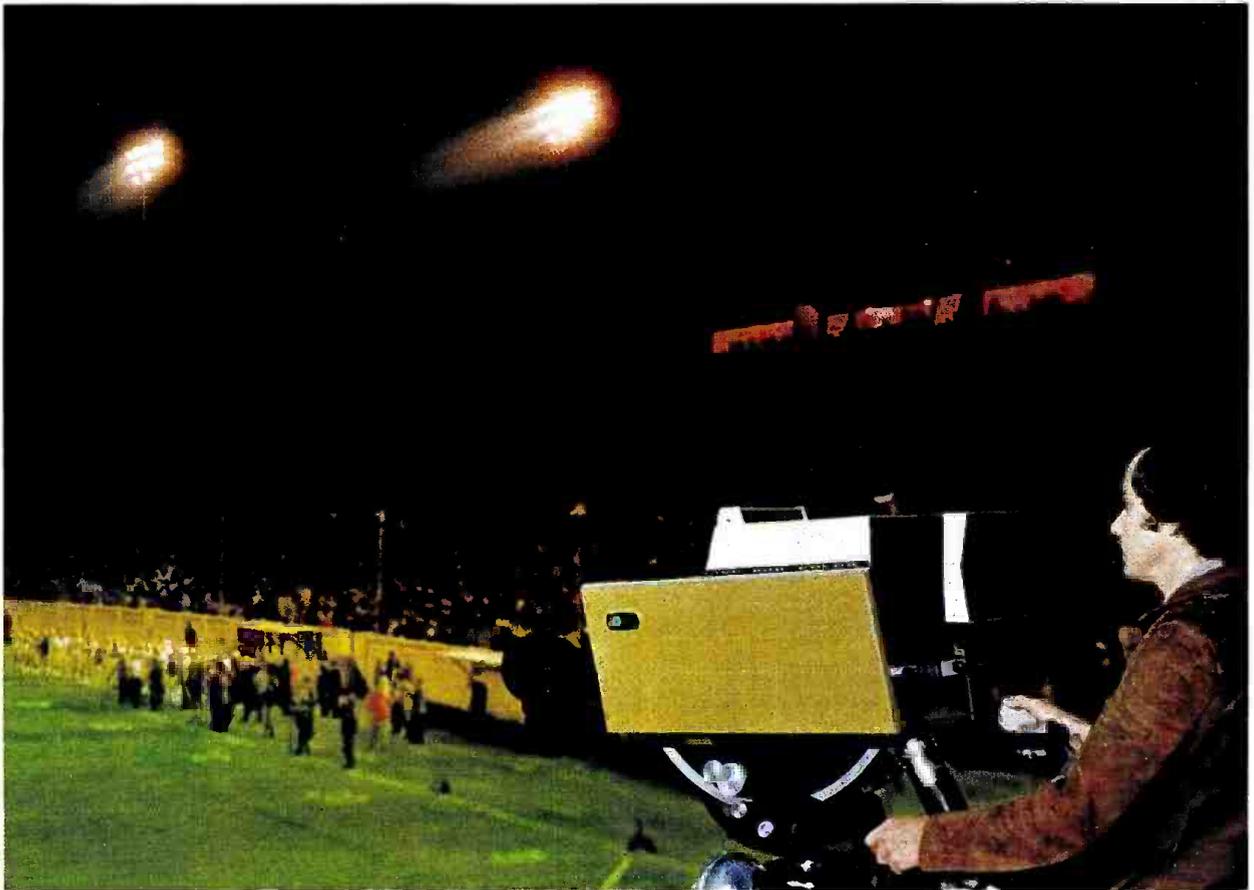
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casters want and which the public—and the public interest—demand,” Mr. Goodman said.

Still, Mr. Goodman wanted it to be understood he wasn't calling for “cheap shows.” Instead, he asked for “more quality, more diversity and more innovation on the screen at lower costs.” Development of new production technology, he indicated, was the way to achieve this aim.

Fielding questions from the audience after his prepared remarks, Mr. Goodman noted that he personally would like to see the prime-time access rule abolished, but that this was an impossibility for the 1972-73 season. Maybe, he said, an aggressive effort could overturn the rule by the 1973-74 season. Yet he sees no solid evidence that this could be accomplished by 1973 and his experience tells him that it is difficult to get the workings of bureaucracy turned around.

Asked his opinion of Clay T. Whitehead, director of the Office of Telecommunications Policy, Mr. Goodman described him as “a young man eager to get things accomplished quickly.” And Mr. Goodman quickly decided that Mr. Whitehead “will get done what he says he'll get done.”

But for the most part, even in the question-and-answer session, Mr. Goodman stuck closely to the message he brought to Hollywood: Each TV program must be done for less than it costs now. Advertisers can't keep pace with rising production costs.

## CPB picks recipients of programing awards

The Corporation for Public Broadcasting has named WGBH-TV Boston and WETA-FM Washington as winners of its first local programing awards.

The television award went to WGBH-TV for a half-hour “film essay” entitled *The Double Reed*. It explored communication between the oboe and bassoon in a symphony orchestra.

The radio award to WETA-FM was given for an hour-long program on voluntary sterilization. Its execution was presumably more original than its title—*Everything You've Always Wanted to Know About Voluntary Sterilization (But Were Afraid to Ask)*.

Individual awards went to William Cosel, producer and director, and Boyd Estus, cameraman, for *The Double Reed*, and to Fred Flaxman, producer-writer, David Allen, associate producer, and Tony Riggs, producer, for the WETA-FM entry.

The competition was established by CPB last year to honor creativity and superior execution in local programing by public broadcasting stations. A total

of up to six television and three radio awards may be given each year. Judging takes place approximately every two months.

## CBS sees sunshine in late-night movies

### Cites numerous clearances for 'Griffin' successor; releases list of films

CBS-TV executives report impressive station clearances one month in advance of the network's move late-night talk show to motion pictures.

Metro-Goldwyn-Mayer's “Patch of Blue” replaces *Merv Griffin Show* on Feb. 14 in the 11:30 p.m. EST spot, launching CBS's drive to obtain a bigger share of the late-night audience (BROADCASTING, Dec. 13, 1971).

To buttress its efforts on clearances and sales, the network last week released titles of MGM and Warner Bros. features, covering the first week of programing, and a sampling of other films that will follow.

Fred Silverman, CBS-TV vice president in charge of programs, said that current clearances prompt the network to anticipate that potentially CBS could double the share of audience now obtained by *Griffin*. *Griffin* now averages between 15% and 16% of the audience, half that accorded NBC's *The Tonight Show Starring Johnny Carson*.

As of mid-week, clearances for *The CBS Late Movie* were at 145, exceeding *Griffin* average clearance by about 10 outlets. (At one point, CBS put *Griffin* coverage at approximately 84%). Officials look to clearances building additionally to a 90% coverage level, or better, by air time.

Mr. Silverman noted that 15 CBS affiliates in the top-50 markets that had failed to clear *Griffin* live will clear movies. He said CBS would have programed feature films three years ago had the “conditions been right” and clearances then would have exceeded those for *Griffin*, but that the availability of films, price structure and other factors militated against such a move (cost to CBS now of running a movie in late-night will be about \$30,000 a run, about what it costs for the 90-minute *Griffin* show).

The network's sales executives meanwhile said that 60% of time available to network advertisers in the late-night movies for the remainder of the first quarter has been sold, but that the release of titles and harder numbers on clearances have stirred a new “flurry of interest.”

CBS has purchased about 100 MGM

features and also a package from Warner Bros. to start its late-night switch-over, and is now negotiating with other major studios for additional buys. The network has mixed “first-runs” with off-network features, “first-runs,” identified as “world television premieres” and shown “new” in the following list:

After the showing of “Patch of Blue,” Warner's “Anniversary” (new) will be run on Feb. 15; MGM's “Twilight of Honor” (new) on Feb. 16; MGM's “The Glass Bottom Boat” on Feb. 17, and MGM's “The Fearless Vampire Killers” (new) on Feb. 18.

In succeeding weeks, other world TV premieres, or new-to-TV, features include “Strawberry Statement,” “The Hill,” “Children of the Damned,” “Five Man Army,” “Signpost to Murder,” “Sol Madrid,” “Kenner,” and “In the Cool of the Day,” all MGM titles; “Trog,” “Crooks and Coronets,” “The Curse of Frankenstein,” “The Damned” and “The Priest's Wife,” all Warner Bros.

Other off-network MGM features include “An American in Paris,” “Girl Happy,” “Boys Night Out,” “The Night of the Iguana,” “The Last Challenge,” “The Sandpiper” and “Penelope.”

## NBC tops Fast Niensens during holiday week

NBC-TV for the second time this season has led the Fast Nielsen Report. It took the lead in prime-time averages for the holiday week ended Jan. 2 (NBC 22.5, CBS 19.3 and ABC 16.9).

Of interest in that week: NBC's *Ironside*, in a new time period (it moved earlier in the season from Tuesday, 7:30-8:30 to Thursday, 9-10) was second in the rankings, close behind first-place *All in the Family* (CBS) and out-pointing third-place *Flip Wilson* (NBC); college football—the Orange Bowl game on NBC—was fifth in the Niensens, and a replacement show, *Sonny and Cher* on CBS, was 12th. That week's *Marcus Welby* on ABC was dislodged from the top-10 to 19th position.

## Sampling stations

Timebuyers will be able to sample the format, personality appeal and general sound of a radio station by using a new service, Dialasound. The service is to be started March 1 by Bottom Line Associates, Brookline, Mass. Media buyers, by calling a national toll-free phone number, may listen to a five-minute example of a “typical day” on subscribing stations. Cost to stations will be based on their rate cards similar in structure to the fee system used by the National Association of Broadcasters. Bottom Line Associates Inc. is at 229 Freeman Street in Brookline (02146).

# Violence on air and in life: no clear link

## Million-dollar study, at last complete, identifies stronger influences behind hostile acts of the young

A blue-ribbon committee of social scientists has concluded that there is no causal relationship between television programs that depict violence and aggressive behavior by the majority of children.

However, the committee said, TV violence can trigger aggression in children who are predisposed to it.

The report to be issued today (Jan. 17) by Surgeon General Jesse L. Steinfeld, is the result of a two-year, \$1-million study initiated at the prodding of Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.).

The study was conducted under the direction of a 12-member Scientific Committee on Television and Social Behavior, appointed by the surgeon general in early 1969. Many others participated in the numerous projects involved in the work. In a 19-page summary of its findings, which in total occupy 279 pages of a book to be made available by the Government Printing Office at \$2.25 a copy, the committee says that however pervasive the television medium, there are other elements of larger influence in a child's environment; parents, siblings, playmates, school associations and the general mores of the community.

Even before the report had officially been released, a New York Democrat, Representative John M. Murphy, fired what sounded like a first gun in efforts to discredit the study.

Mr. Murphy, who is a member of the House Commerce Committee and was at one time a member of its Communications Subcommittee, revived charges that broadcasting had been permitted to exercise a veto on prospective candidates for the 12-man advisory committee.

Charges that the TV networks were given the opportunity to challenge members of a panel of 40 scientists under consideration for appointment to the advisory committee were publicized in mid-1970. At one point, one member of the advisory committee threatened to resign, but did not do so. He was Dr. Anthony F. C. Wallace of the University of Pennsylvania. He and the other 11 members wound up by rendering a unanimous endorsement of the report due out today.

Dr. Steinfeld, in a letter dated June 18, 1970, to the late Senator Thomas J. Dodd (D-Conn.), who was then chairman of a Senate Committee on Juvenile Delinquency, stressed that in no way

did broadcasters assist in the selection of the advisory committee members.

A 12-man advisory committee of psychiatrists, sociologists, psychologists, and other professionals was named to supervise the violence study and to determine results. Members of that committee are:

Ira H. Cisin, George Washington University; Thomas H. Coffin, NBC; Irving L. Janis, Yale University; Joseph T. Klapper, CBS; Harold Mendelsohn, University of Denver; Eveline Omwake, University of Connecticut; Charles A. Pinderhughes, Tufts University; Ithiel de Sola Pool, Massachusetts Institute of Technology; Alberta E. Siegel, Stanford University; Andrew S. Watson, University of Michigan; Gerhart D. Wiebe, Boston University, and Dr. Wallace.

Directing the study was Dr. Eli A. Rubenstein, at that time assistant director for extramural programs and behavioral sciences, National Institute of Mental Health, who retired Dec. 31, 1971, and is now with the medical school of the University of the State of New York at Stony Brook, N.Y.

Richard A. Moore, former president and general manager of KTTV (TV) Los Angeles, also was a member of the committee as special consultant to the secretary of health, education and welfare.

Mr. Moore is now a special counsel to the President. He did not participate in the decisions of the committee.

The committee authorized 23 research projects, and its conclusions are based on the results of this research.

In its summary to be released today the committee addressed itself to what it said was the "real issue"—how much contribution to "the violence of our society" is made by the extensive viewing of violent television by the young.

Said the committee: "The evidence (or, more accurately, the difficulty of finding evidence) suggests that the effect is small compared with many other possible causes, such as parental attitudes or knowledge of and experience with the real violence in our society.

"The sheer amount of television violence may be unimportant compared with such subtle matters as what the medium says about it: Is it approved or disapproved, committed by sympathetic or unsympathetic characters, shown to be effective or not, punished or unpunished?"

"Social science today cannot say which aspects of the portrayal of violence make a major difference or in what way. It is entirely possible that some types of extensive portrayals of violence could reduce the propensity to violence in society and that some types might increase it. In our present state of knowledge, we are not able to specify what kinds of violence portrayal will have what net result on society."

Nor, said the committee, can it be proved whether a toning down of television programming would be beneficial. "If broadcasters simply changed the quantitative balance between violence and other kinds of shows, it is not clear what the net effect would be," the committee said. "People hunt and choose the kinds of stimulus material they want. Violent material is popular. If our society changed in no other way than changing the balance of television offerings, people, to some degree, would still seek out violent material. How much effect a modest quantitative change in television schedules would have is now quite unanswerable. More drastic changes, such as general censorship,



Dr. Rubenstein



Senator Pastore

would have wide effects, but of many kinds, and some of them distinctly undesirable."

As part of its extensive work the committee commissioned research intended to "provide more precise and extensive evidence [than earlier laboratory experiments had adduced] on the capacity of televised violence to instigate aggressive behavior in children," the report said. "The studies variously involve whole television programs, rather than brief excerpts; the possibility of making constructive or helping, as well as aggressive, responses after viewing; and the measurement of effects in the real-life environment of a nursery school. Taken as a group, they represent an effort to take into account more of the circumstances that pertain in real life, and for that reason they have considerable cogency.

"In sum," said the committee, "the experimental studies bearing on the effects of aggressive television entertainment content on children support certain conclusions. First, violence depicted on television can immediately or shortly thereafter induce mimicking or copying by children. Second, under certain circumstances television violence can instigate an increase in aggressive acts. The accumulated evidence, however, does not warrant the conclusion that televised violence has a uniformly adverse effect nor the conclusion that it has an adverse effect on the majority of children. It cannot even be said that the majority of the children in the various studies we have reviewed showed an increase in aggressive behavior in response to the violent fare to which they were exposed.

"The evidence does indicate that televised violence may lead to increased aggressive behavior in certain subgroups of children, who might constitute a small portion or a substantial proportion of the total population of young television viewers. We cannot estimate the size of the fraction, however, since the available evidence does not come from cross-section samples of the entire American population of children.

"The experimental studies we have reviewed tell us something about the characteristics of those children who are most likely to display an increase in aggressive behavior after exposure to televised violence. There is evidence that among young children (ages 4 to 6) those most responsive to television violence are those who are highly aggressive to start with—who are prone to engage in spontaneous aggressive actions against their playmates and, in the case of boys, who display pleasure in viewing violence being inflicted upon others.

"The very young have difficulty comprehending the contextual setting in which violent acts are depicted and do

not grasp the meaning of cues or labels concerning the make-believe characters of violence episodes in fictional programs. For older children, one study has found that labeling violence on a television program as make-believe rather than as real reduces the incidence of induced aggressive behavior. Contextual cues to the motivation of the aggressor and to the consequences of acts of violence might also modify the impact of televised violence, but evidence on this topic is inconsistent.

"Since a considerable number of experimental studies on the effects of televised violence have now been carried out, it seems improbable that the next generation of studies will bring many great surprises, particularly with regard to broad generalizations not supported by the evidence currently at hand. It does not seem worthwhile to continue to carry out studies designed primarily to test the broad generalization that most or all children react to televised violence in a uniform way. The lack of uniformity in the extensive data now at hand is much too impressive to warrant the expectation that better measures of aggression or other methodological refinements will suddenly allow us to see a uniform effect."

In its summary the committee made a quantitative measurement of the incidence of violence in the air.

"Studies of media content show that violence is and has been a prominent component of all mass media in the United States," the report said. "Television is no exception, and there can be no doubt that violence figures prominently in television entertainment . . . In regard to dramatic entertainment on television, and with violence defined as 'the overt expression of physical force against others or self, or the compelling of action against one's will on pain of being hurt or killed,' an extensive analysis of content found that the general prevalence of violence did not change markedly between 1967 and 1969. The rate of violent episodes remained constant at about eight per hour.

"The nature of violence did change. Fatalities declined, and the proportion of leading characters engaged in violence or killing declined. The former dropped from 73% to 64%; the latter, from 19% to 5%. The consequence is that as many violent incidents occurred in 1969 as in 1967, but a smaller proportion of characters were involved, and the violence was far less lethal.

"Violence increased from 1967 to 1969 in cartoons and in comedies, a category that included cartoons. Cartoons were the most violent type of program in these years.

"Another study concluded that in 1971 Saturday-morning programming, which includes both cartoons and ma-

terial prepared for adults approximately three out of 10 dramatic segments were "saturated" with violence and that 71% involved at least one instance of human violence with or without the use of weapons.

"There is also evidence that years high in violence also tend to be years high in over-all ratings, and that the frequency of violent programs in a year is related to the popularity of this type of program the previous year. This suggests that television violence fluctuates partly as a function of the efforts of commercial broadcasters to present what will be maximally popular."

## Murphy remarks spark flap from Klapper

Politicians are the ones who usually claim that they have been misquoted, but the shoe was on the other foot last week. The politician was Representative John M. Murphy (D-N.Y.), and the angry respondent was Dr. Joseph T. Klapper, director of social research for CBS.

In his statement on the forthcoming surgeon general's TV and violence report (see opposite page), Representative Murphy said that years ago, before Dr. Klapper joined CBS, he wrote that if only one percent of the children watching violent TV shows were adversely influenced by these shows, that was enough reason to ban them. He also impugned Dr. Klapper's integrity by commenting that the CBS official had "prostituted himself to the profit motive [by joining CBS]," and added: ". . . could we really expect him to do anything on that committee except whitewash the industry?"

Dr. Klapper replied: "Mr. Murphy misquotes me as well as insults me. What I actually said in a book published in 1960, 'The Effects of Mass Communications,' was: 'If depictions of crime and violence have an unhealthy effect upon even one percent of the nation's children, it becomes socially important to inquire whether and how the situation can be rectified.

"That question will not be discussed in this volume, which is essentially a report of research findings. The findings themselves indicate, however, that the mass media are by no means the sole nor the basic cause of the problem, and that therefore, although their cooperation may legitimately be sought in any campaign designed to ameliorate the situation, the problem as a whole must be attacked on more basic levels. Remedies, if they can be defined at all, seem likely to involve the family, the school, and virtually all institutions and forces that are active in the socialization of the American child.'"

# Comic book series slated for radio

## Lemburg organization to market Marvel strips; 'Thor' set for starter

Although comic books still deal with fantasy and adventure, there has been a noticeable trend in the last few years toward relevancy and social comment in a medium previously considered just "kid's stuff." Archie now worries about pollution and his relationships with black schoolmates; Sgt. Rock, of the war comics, has had to deal with civilian massacres; there have even been intimations that Superman is responsible for Wonder Woman's recent pregnancy.

Most of the credit for this development is generally given to Stan Lee, chief editor of Marvel comics. It is estimated that almost half of all Marvel comics sold—the line includes Spiderman, Captain America, The Fantastic Four, Hulk, Thor and Conan the Barbarian—are sold to people over the age of 21. Among college students and disk jockeys "Marveldom" has become a synonym for the most sophisticated humor and fantasy going in comic books today. That Marveldom will soon be available to radio in a new series pro-

duced by Steve Lemberg, whose National Copacetic Ltd., New York, owns the performance rights to all Marvel titles to date.

"I think the time is coming when radio has to concern itself with more than just music. This [type of programming] can give a station a real identity, above and beyond its playlist," Mr. Lemberg says, adding that "I have tried to produce each episode as if it were a single. That way the stories can be easily worked into all types of music formats without much disruption."

The first series is based on the adventures of "The Mighty Thor," with 65 five-minute episodes in all. The dramatizations utilize actors and music to translate the printed art and dialogue into sound. Production cost is \$1,500 to \$2,000 an episode.

Mr. Lemberg hopes to have the series on 120 to 150 AM and FM stations, and about 250 college stations, by mid-March. Because of the cost for each series—Thor alone will cost more than \$100,000—Mr. Lemberg is attempting to sell the entire package to a single sponsor, which will get a one-minute spot in the middle and its name in the logo at lead and tail, and then provide the series to stations free of charge.

"I choose Thor for the first series for a couple of reasons," Mr. Lemberg says. "First of all, Thor is probably the prettiest of all the Marvel characters.

And there is a lot of love interest that runs through the comic [Thor has a beautiful, raven-haired girl friend named Sif]. The language in the strip also lends itself well to dramatization [all the characters speak in a pseudo-Elizabethan, poetic prose]. And because it all takes place in space [Asgard is the planet that Thor and his people inhabit], that lends itself to the use of electronic music and the like for backgrounds."

Mr. Lemberg plans to use "T'Challa, the Black Panther" for the next radio series. "Because T'Challa is black and lives in Harlem, that will give me a chance to use some R&B for the music," he says. And beyond that, he also plans to produce a feature film with Marvel characters using video animation, as well as an arena show where "Spiderman will really climb buildings and Thor will really fly." But he adds, "I still have to figure out how to do that."

## Youngsters shun educational shows

### Bay Area children say they'd rather watch 'Flintstones'

The favorite television programs of children in the San Francisco Bay area are not those that their parents and teachers believe they should be watching.

This dichotomy was revealed by an independent survey commissioned by KTVU(TV) Oakland-San Francisco to "ascertain the needs and interests of children in grades one through six."

Children in the five-county San Francisco metropolitan area view television primarily as an entertainment medium. They do not watch educational and informational programming to any significant degree, according to the study.

Of the 15 programs directed at children over Bay Area television stations, the favorites were *The Flintstones*, *I Dream of Jeannie* and *Gilligan's Island*. Five educational/informational programs received the lowest votes from the children—*Captain Kangaroo*, *Romper Room*, *National Geographic*, *Sesame Street* and *Misterogers's Neighborhood*.

Parental and teacher preference for children's viewing was just the reverse, with educational/informational receiving the top votes and the cartoon and situation comedy shows least valued.

The children, when asked what kind of TV programming they would like to see more, indicated that there are not enough cartoons and situation comedies on TV. Parents and teachers would like to see more of their favorites for children's viewing, too—that is, more educational/informational shows.

A high awareness of community prob-

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lems was indicated by the children's responses. Air pollution, drugs and water pollution were seen by more than 80% of the children as serious problems facing their communities. More than 65% of the children said their information about serious community problems came from watching television, as opposed to school instruction or parents.

Some 60% of parents and 64% of teachers agreed that the children's chief source of information about community problems was television, which was just about the only area of agreement between the children and the adults in their lives.

KTVU said the information obtained in the study would be used when formulating future children's programming. But, one finding in the study casts doubt on the validity of the results. Parents, teachers and children all listed the problem of least concern as the generation gap.

## KCIM will play only to a prison audience

The California Institution for Men at Chino in Southern California is establishing a broadcasting school and a radio station for inmates. The station is to operate within prison walls as KCIM and the school as KCIM Broadcast Workshop. Harvey Miller, former disk jockey for KHJ(AM) Los Angeles, where he was known to the station's audience as "Humble Harv," and currently an inmate of the prison at Chino, is organizing both the workshop and station as program director.

The workshop will train inmates in various broadcasting skills, in hopes of turning out qualified announcers, newsmen, salesmen and engineers. Ultimate objective of the project is for graduates of the workshop to obtain jobs in the outside commercial broadcast industry when released from prison. The station is to provide diversion and entertainment for the inmate population through in-prison broadcasts, likely to start at 4 p.m. when the institution's normal work day ends.

Mr. Miller has turned to former outside associates and contacts for record albums and all types of broadcast equipment, including console, microphones, tape recorders, cartridge machines, turntables, speakers and ear phones. Among those supporting Mr. Miller are the Columbia School of Broadcasting, Southern California Broadcasters Association, and Reb Foster Associates, Beverly Hills, a personal-management firm.

Mr. Miller is serving a five-years-to-life sentence for the shooting of his wife (BROADCASTING, Aug. 30, 1971).

## Not exactly off to a roaring start

### Two analyses of prime-time rule show decreases in viewing in freed periods and little innovative programming

Two separate progress reports issued last week on the effects of the FCC prime-time access rule reach virtually the same conclusions: The regulation resulted in a decrease in viewers in the local prime-time half-hour (7:30-8 p.m.), and it led to rating superiority by long-running, familiar programs and to reduced viewing of newly created series.

An analysis by Telecom Associates Inc., New York, was based on American Research Bureau surveys in 33 top markets in both October and November, 1971 versus 1970, for the 7:30-8 p.m. period on Monday and on Wednesday through Saturday. A second evaluation, by Foote, Cone & Belding, was based on the October ARB surveys only and restricted itself to the 7:30-8 p.m., Monday, Wednesday, Thursday and Friday segments. (On Tuesday all three networks program the 7:30-8 p.m. period.)

Both Telecom, a buying-marketing-consultancy firm in New York for more than 100 stations, and FC&B departed from their basic reliance on ARB figures to cite that nationwide viewing of the 7:30-8 p.m. period in October and November 1971 dropped by about 5%, as reflected by Nielsen national figures.

Telecom classified the programming carried in the 7:30-8 p.m. slot in seven categories. It emphasized that the ARB figures for both October and November were significantly similar.

Telecom's analysis shows that the programs fitting into four classifications it labels as "familiar" were in first place in most of the time periods, while shows that were entirely new were in first place in a minority of time periods.

The categories that were considered "winners" were re-makes of first-run or network shows, such as *Circus*, *Let's Make a Deal*, *Truth or Consequences* and *What's My Line?*; first-run traded-out imitative shows, such as *Lassie*, *Hee-Haw* and *Lawrence Welk*; off-network re-runs, such as *I Dream of Jeannie* and *Hogan's Heroes*, and delayed broadcasts of network programs.

The classifications regarded as "losers" by Telecom were new first-run syndicated programs, such as *Primus*, *Story Theater*, *Street People* and *Norman Corwin Presents*; new first-run traded-out programs, such as *Rollin' on the River*, *Dr. Simon Locke* and *Sports Illustrated* and locally originated shows.

Tabbed as "marginal" by Telecom were the *David Frost Revue*, *Johnny Mann* and *This is Your Life*.

"This shows that competitively the

known quantities are succeeding while the new programs tend to finish third or worse in the early returned time," observed Herb Jacobs, president of Telecom.

Foote, Cone & Belding came to the same general conclusion when it said: "The only shows to come close to being legitimate hits are *Lawrence Welk*, *Hee Haw*, *Let's Make a Deal*, *Lassie* and *National Geographic* specials. None of them can be termed new or innovative. What are the hits? The old familiar faces of network TV, consisting of new editions of quiz shows like *What's My Line?*, *To Tell the Truth* and re-runs of past network hits like *Jeannie*, *Hogan's Heroes*, *Dragnet* and *Dick Van Dyke*."

FC&B noted that stations attempting to "follow the spirit of the FCC ruling took the worst beating." It cited Westinghouse Broadcasting Co., an advocate of the prime-access rule, which produced the *David Frost Revue*, *Norman Corwin*, *Electric Impressions* and *Street People* and said all of the shows "took a beating" with the exception of the Frost program.

Foote, Cone & Belding said that its analysis of ARB figures showed that the average independent station increased its share of audience in the 7:30-8 p.m. period by 149% in October 1971 over October 1970 ("Closed Circuit," Jan. 10). The agency said the average CBS affiliate's share of audience was down 5% and the average NBC affiliate was off 24%. There was no change for the average ABC affiliate, according to FC&B.

The agency commented that for the most part the producers failed to supply "fresh, new, innovative" programs but stressed that stations did not follow the spirit of the FCC rule.

Based on the 33 markets studied, FC&B said that only 36% of the programs selected by stations were new and different, while 14% were new episodes of former network series; 30% were stripping of network re-runs; 9% were single usage of network re-runs; 7% were local news and 4% were local movies.

"Beyond the top-15 markets," Foote, Cone & Belding concluded, "the time vacated by the networks by the FCC edict is much more likely to be programmed with some form of network re-run. Conversely, network stations in the top markets have been much more inclined to experiment with new programming."

## An FCC caution on fairness replies

It warns licensees not to place too many 'conditions' on respondents

A broadcaster who offers time for the presentation of contrasting views on a controversial issue of public importance is not meeting his fairness-doctrine obligations if he so circumscribes the spokesman's presentation as to inhibit the presentation of the opposing views.

The FCC made that point last week in disposing of a complaint alleging that Metromedia Inc.'s KMBCTV Kansas City, Mo., violated the fairness doctrine and the personal-attack rules in connection with a 17-part series on *Criminals and the Court*.

The complaint was filed by two Kansas City attorneys, who said the series contained attacks on the honesty, character, integrity and personal quali-

ties of certain judges. They also said the station violated the fairness doctrine in imposing conditions on an offer of response time that prevented a reasonable opportunity for the presentation of contrasting views.

Metromedia denied any violations. And the commission, noting that the parties who presented a response to the series have not complained, said no further action was warranted.

At the same time, however, the FCC indicated concern over conditions placed on the responses, despite Metromedia's contention that they were offered as suggestions "in the interest of accuracy," not as "inflexible demands."

The commission said that a licensee condition that a response not include defamatory, scandalous or obscene material contrary to law was not unreasonable. However, in granting time for a response on condition that it does not subject the station or any individual to ridicule or public censure: does not contain any "personal attack" as defined by the FCC, and does not contain ma-

terial that would invoke a subsequent fairness obligation by the station, the Commission said, the licensee "unduly" restricts the presentation of contrasting views.

The reason for offering responsible spokesmen time to respond to previously expressed views on controversial issues, the commission said, "is to give the public an opportunity to hear the other side of the issue." The public's interest in "robust, uninhibited debate," it added, "is clearly hindered by the advance imposition of conditions which steer discussion away from relevant responsive material."

The commission expressed its views in a letter to Metromedia that was adopted unanimously by the four commissioners participating—Chairman Dean Burch and Commissioners Robert T. Bartley and Robert E. Lee, with Commissioner Nicholas Johnson concurring in the result. Commissioner Richard E. Wiley did not participate, and Commissioners Charlotte Reid and H. Rex Lee were absent.

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## SpecialReport

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# Two big ones make a record year

Recap of '71 puts station sales near \$400 million as trend toward shifting ownership gains strength

In broadcast-station trading, 1971 was an anomalous year. The FCC cleared the biggest dollar volume of station transfers in its history while both (1) considering new regulations that would have outlawed much of what it approved and (2) according institutional recognition to third-party obstruction as a device to effect changes in programming or operations.

The total dollar volume of transactions receiving FCC approval in 1971, according to calculations based on BROADCASTING news accounts, was \$393,547,924—nearly twice the total of the year before (\$203,785,442). The number of station units authorized to change hands also rose, but not as sharply—from 268 in 1970 to last year's 298.

Two extraordinary packages of transfers contributed heavily to the conspicuous rise in monetary volume in the 1971 period: without them trading for the year would have fallen below the 1970 level. Those were the \$147-million Triangle Publications-Capital Cities Broadcasting transaction, including associated spin-offs, and the \$137-million

Corinthian-Dun & Bradstreet merger.

Through its authorization of the Capcities and Corinthian deals, the commission indicated that it is not averse to large, multimarket transfers—under the proper conditions. Defining those conditions, however, was a job to cloud any Washington lawyer's crystal ball.

In effect or pending before the FCC were a number of radical changes in its rules governing multimedia ownerships. One action already taken was a mandate for the breakup of crossownerships of co-located television stations and cable systems by Aug. 10, 1973. Another action proposed was the breakup of newspaper-broadcast crossownerships in the same market.

Media brokers look upon those developments as bullish signs for their specialty. They see multimedia owners jumping the gun on divestitures, already ordered or merely feared, in order to sell out before the market is glutted. And there has been some movement that lends status to that speculation.

Time-Life Broadcast filed an application in early 1971 for the \$69.3-million sale of its five television stations to

McGraw-Hill Inc., the publishing company. (The application is still pending and has been challenged by citizen groups.) Time-Life is also selling off its radio stations to other buyers. It is retaining and expanding its ownerships in cable television.

CBS took the opposite route. Responding to an FCC order divesting networks of cable ownerships, CBS in 1971 effected the spinoff of its cable holdings to a new company, Viacom International Inc., in which all CBS stockholders were given proportional holdings.

The role of third parties in transfer cases was given new standing in February 1971 when the FCC approved the Capcities acquisition of the Triangle stations—nine months after the application had been filed and only days before the sales contract was to expire. As a condition of the transfer Capcities had made a settlement with Albert H. Kramer of the Citizens Communications Center, Washington, and a group of law students who had objected to the transfer on the grounds of inadequate promise of programming for minorities.

## An 18-year record of station trading

Dollar volume of transactions approved by FCC

	Total	Radio only	Combined Radio-TV	TV only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,560	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,573	59,670,053	32,086,297	80,316,223
1968	152,455,412	71,310,709	47,556,634	33,588,069
1969	231,697,570	108,866,538	35,037,000	87,794,032
1970	203,785,442	86,292,899	1,038,465	87,454,078
1971	393,547,924	125,501,514	750,000	267,296,410
Total	\$2,699,900,288	\$1,067,411,935	\$637,407,439	\$942,380,914

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-TV." All sales have been approved by the FCC.

Number of stations changing hands

	Radio only*	Combined Radio TV†	TV only
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	13	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
1969	343	5	32
1970	268	3	19
1971	270	1	27
Total	5,882	231	463

\* Note: In computing the number of stations traded, an AM-FM facility, or an AM-only or FM-only was counted as one radio unit.

† Includes single properties consisting of radio and TV stations.

Capcities committed a million dollars for development of minority-oriented shows. The deal cleared the FCC.

The Capcities transaction broke down as follows:

Triangle sold to Capcities WFIL-AM-FM-TV Philadelphia; WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-FM-TV Fresno, Calif., and the Triangle syndication business for \$110 million.

Capcities then spun off the Triangle radio properties: WFIL(AM) went to LIN Broadcasting for \$11.5 million; WNHC(AM) was sold to Westerly Broadcasting Co. for \$850,000; WNHC-FM went to its manager, Robert Herpe, for \$125,000; WFIL-FM was sold for \$1-million to its manager, John L. Richer; KFRE-FM went to Stereo Broadcasting Corp. for \$105,000; KFRE(AM) went to Walter Lake of McGovern-Guild-PGW for \$875,000.

Capcities sold three of its previously owned television stations: WSAZ-TV Huntington, W. Va., to Lee Enterprises for \$18 million; WTEN(TV) Albany, N.Y., and satellite, WDCD(TV) Adams, Mass., to Poole Broadcasting for \$19-million.

The FCC grant, in April 1971, of the Corinthian-Dun & Bradstreet merger was another cliff hanger. The commission considered the case, filed in December 1969, for a year without action, forcing the principals to extend their sale contract to May 1, 1971. The commission finally voted its approval, by a margin of 4-to-3, with the then new member, Thomas Houser (who later left), casting the decisive vote, only two weeks before the contract extension was due to expire.

The Corinthian string absorbed by

Dun & Bradstreet, a diversified publishing and data-services firm, included KOTV(TV) Tulsa, Okla.; KXTV(TV) Sacramento, Calif.; KHOU-TV Houston; WISH-TV Indianapolis, and WANE-TV Fort Wayne, Ind.

Thus the commission in 1971 cleared its record of two of the three largest sales pending before it. The remaining transaction—the Time-Life television sale to McGraw-Hill—is having its problems. As was the case with the Capcities transaction, the Time deal has run into stiff opposition from citizen groups who contend McGraw-Hill has failed to take adequate notice of their problems in planning its operation of the Time television properties.

That objection was one of two main types that took clear form in oppositions to transfers filed with the FCC in 1971. The other type was the widespread protest against significant changes proposed in station formats by proposed buyers.

Some of the transfer challenges yet to be resolved are:

▪ The San Diego chapter of the National Business League has petitioned to deny the transfer of KOGO-FM San Diego from Time-Life to Kelly Broadcasting. The petitioner objected to Kelly's plan to abandon the station's classical format.

▪ The licensee of KLAQ(AM) Lakewood, Colo., and a Denver minority coalition are seeking to block Mullins Broadcasting Co.'s sale of KBTR(AM) Denver to Mission Broadcasting Co., on account of Mission's planned reduction of the station's "all news" programming.

▪ The Democratic party of Arizona

has challenged the Dairyland Managers' acquisition of KPHO(AM) Phoenix from Meredith Corp. The party is concerned about a proposed abandonment of a news format.

▪ A challenge to the sale of WONO(FM) Syracuse, N.Y., by area classical-music fans over Houston Broadcasting Co.'s plan to eliminate a classical format, subsequently thrown out by the FCC, was remanded to the commission by the U.S. Court of Appeals—an action raising doubts that the FCC is entirely free to reject protests over format changes.

▪ And in one of the longest transfer disputes now pending before the commission, Starr Broadcasting's purchase of WCAM(AM) Camden, N.J., a city-owned station, is being contested by a local priest and his followers. The protest is based on the assertion that programming under commercial ownership will be inferior to that under municipal control.

While 1971 saw the departure—accomplished or intended—of some major interests, Triangle and Time-Life, from broadcasting, it also heralded the arrival of several entries. McGraw-Hill was one. Another was Fairchild Industries, a respected factor in aerospace and satellite communications, which purchased the McLendon Corp.'s KLIF(AM) Dallas for \$10.5 million and is said to have more acquisitions on the way.

The FCC in 1971 authorized the transfer of 270 radio properties (AM-FM combinations count as one unit in this total) and 27 television stations. As was the case in 1970, the sale of radio-television combinations was practically eliminated due to the commis-

sion's rule barring such transfers. (Significantly, the commission last year also abandoned the portion of its one-to-a-market rule that would have prohibited the acquisition of AM-FM combinations.)

The agency has made it clear that applications for the transfer of a radio-television combination will be granted only under waiver, and in such instances on a case-by-case basis. Only one such sale was granted last year—the \$750,000 transfer of WARD-AM-TV Johnstown, Pa., from commonly owned Rivoli Realty Co. and Central Broadcasting Co. to the Ben Werk Group of Canton, Ohio. The sellers emphasized severe economic hardship as the basic reason for their requesting the waiver. The commission last year also affirmed several previous grants of combination sales that had been conditioned on the outcome of the one-to-a-market proceeding.

Following is a listing, in chronological order, of some of the largest transfers authorized by the commission during 1971:

- Pacific and Southern Broadcasting Co. was much in the news at the inception of 1971. In the first week of January, FCC authorizations cleared the way for the company's acquisitions of four radio properties. P&S picked up KIMO(AM) Denver and KYXI(AM) Oregon City, Ore., from a group including Kenneth E. Palmer, John C. Hunter, Robert Donner Jr. and others for \$6,493,500. In a \$6.1-million transaction, it purchased WJRZ(AM) Hackensack, N.J., from Lazar Emanuel and associates. And KHRM(FM) Los Angeles came into its fold from Robert E. Smith and Francis E. Ryan for \$850,000.

- The Booth newspaper group purchased WTWO-TV Terre Haute, Ind., from J. R. Livesay and others for \$5 million.

- Al Lapin Jr. and his associates sold WAJA-TV Miami (ch. 23) to Spanish In-

ternational Communications Corp. for \$1,440,000.

- KFDX-TV Wichita Falls, Tex., was acquired by Clay Broadcasting Corp. of Texas from D. A. Cannon Sr. and Jr. and Howard Fry for \$5,050,000.

- Susquehanna Broadcasting Co. bought WKIS(AM) Orlando, Fla., from Kis Inc. for \$1.475 million. It also picked up WSPD-FM Toledo, Ohio, for \$275,000 from Storer Broadcasting Co.

- John W. Boler and others sold KXMB-TV Bismark, N.D., to Chester Reiten, Lloyd Amoo and William Harley for a total of \$1.2 million.

- Storer Broadcasting's FM holdings decreased to only one property (KGBS-FM Los Angeles) as Bartell Media acquired its WJHR(FM) Miami and WDEE-FM Detroit for \$1,225,000, and San Juan Racing Association bought WCJW(FM) Cleveland and WPNA(FM) Philadelphia for \$1.4 million.

- WKJG-TV Fort Wayne, Ind., was sold by John F. Dille, Walter R. Beardsley and others to Television Communications Corp. for stock valued at \$6.1 million.

- Connie B. Gay exited from the broadcasting business through his sale of WTCR(AM) Ashland, Ky.; WVQM(FM) Huntington, W.Va.; WQMR(AM) Silver Spring, Md., and WGAY(FM) Washington to Greater New York Media Inc. Price was \$3,165,000.

- Burnell Small sold WIRL-TV Peoria, Ill., to Forward Communications for \$2,750,000.

- Doubleday Broadcasting, in a \$1-million deal, picked up KRIZ(AM) Phoenix from John S. Wheeler and James Manning.

- WABR(AM) Winter Park, Fla., was bought by Robert W. Rounsaville from Louis and John Petersen for \$1,075,000.

- The New York Times Co. acquired several of Cowles Communications' properties, including WREC-TV Memphis and various publishing interests, for

562,380 shares of Times stock valued at \$10,966,410.

- Globetrotter Communications Inc., the broadcast arm of the Harlem Globetrotters exhibition basketball team enterprise, bought WIKY(AM)-WDOK(FM) Cleveland from Westchester Corp. for \$14.5-million worth of Globetrotter stock.

- Group broadcaster Media General Inc. sold its WRNL-AM-FM Richmond, Va., to William F. Rust Jr. and others for \$1 million.

- KIXI-AM-FM Seattle were sold by Marion O. McCaw, Leroy Backup, Rose M. Morici and others to Wally Nelskog, Marc Petersen and Bjorn Lih for \$1.8 million.

- WEBR(AM) Buffalo, N.Y., was sold by the Buffalo *Courier-Express* to Queen City Radio Corp., a new company with 27 local principals, for \$1.75 million.

- Gannett Co., once a major station group owner, reduced its broadcast holdings to WHEC-TV Rochester, N.Y., when it sold WHEC(AM) there. John L. Nichols, Paul R. Dean, John T. Sayre and Peter N. Paris bought the station for \$1.5 million.

- KOGO(AM) San Diego became the first of the spun-off radio properties connected with the Time/McGraw-Hill deal to clear the FCC, as Retlaw Enterprises picked up the Time station for \$2.9 million. Retlaw Enterprises is composed of members of the Walt Disney family.

- Control of Connecticut Radio Foundation, licensee of WELI(AM) New Haven, Conn., changed hands from a group consisting of Richard Davies, Grace Chapman, Edwin Schweitzer and others to a group consisting of Richard L. Geismar, Fred E. Walker and William M. Bauce. Consideration was \$2.9 million.

How do things shape up for station trading in 1972? Brokers canvassed by BROADCASTING offered a variety of opinions. Some expect a lively year; others see basically no change from 1971. There seemed to be a general consensus that the availability of financing, and a corresponding fall in interest rates, will continue and possibly improve this year.

Some also emphasized that the volume of stations traded will depend largely on the attitude of multimedia owners toward divestiture.

Ed Wetter, of Edwin Tornberg Co., New York, expects things to pick up again in 1972, following a relatively "quiet" year. He looks for an increase in the number of FM's sold, particularly in larger markets. He also sees an increase in FM prices, although he thinks AM prices will remain basically stable. Mr. Wetter emphasized that the

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newspaper-broadcast divestiture issue will be a major part of the 1972 transfer story. Even if the FCC rules in this area are not made final, he said, some newspaper interests might sell anyway to "beat the FCC to the punch" and get better prices.

Dick Crisler, of R. C. Crisler Co., Cincinnati, echoed Mr. Wetter's optimism: "We look forward to good business in 1972," he said. One factor contributing to this, he feels, is the lack of a final FCC decision on divestiture procedures. "This situation is constantly being reviewed. There is always a temptation on the part of some of the multiple owners to consider selling AM radio if they want to keep television, or vice versa," Mr. Crisler said.

Paul Chapman, of Chapman Associates, Atlanta, reported that his firm experienced a drop in broadcast revenues last year, but a 20% increase from CATV sales. "We're very bullish on CATV," he said. "We're going to see strong CATV activity. . . . There were several TV properties on the market last year that usually would have been snapped up but weren't, basically due to the presence of CATV in the market." Nevertheless, he anticipates "a little increase" in broadcast trading volume, mostly due to the greater number of stations in existence.

Ray Hamilton, Hamilton-Landis & Association, Washington, is convinced that 1972 will be a banner year in station trading. "As far as we're concerned," he said, "we think it will be the biggest year we've ever had." He points specifically to the newspaper-divestiture issue as a primary reason for this optimism. Although newspaper owners will fight divestiture, he feels, they are not averse to selling on their own accord.

Jim Blackburn, Blackburn & Co., Washington, also projects a good year. He disagrees, however, on the divestiture question. Mr. Blackburn feels that forced newspaper/broadcast divestiture will not come, basically because most newspaper-operated stations are well run, and this will be eventually realized. Nor does Mr. Blackburn feel that CATV will have much effect on television sales. Admittedly, he said, some people are frightened about cable, but their fears have as yet remained unjustified.

Bruce Stoll, of Jack Stoll & Associates, Los Angeles, says buyers are getting hard-nosed. The "unrestrained, almost irrational optimism" characteristic of several years ago has disappeared, Mr. Stoll said. Buyers' attitudes are no longer based on projections of the viability of the property, but rather on things that can be documented. Instead of reasoning that billings will inevitably increase, Mr. Stoll said, buyers are con-

sidering that billings may indeed have reached a plateau.

George Romano, of the Howard E. Stark firm, New York, agrees. Sellers aren't getting the prices they were a few years ago, he said, generally because there is not as much "reaching" going on.

No matter what the shape of the market, the FCC already has before it a number of major transfer applications for consideration this year. Foremost among these is the Time/McGraw-Hill transactions. The five television stations McGraw-Hill will be getting, if the commission approves, are: WOOD-TV Grand Rapids, Mich.;

WFBM-TV Indianapolis; KOGO-TV San Diego; KLZ-TV Denver, and KERO-TV Bakersfield, Calif. As a condition to the television sale, Time is spinning off all eight of its radio properties. All but three of these have recently been granted by the commission. Still awaiting approval are the \$3.05-million sale of WFBM-AM-FM to group owner Rahall Communications Inc., and the \$250,000 transfer of KOGO-FM to Kelly Broadcasting. KOGO(AM) went to Retlaw Enterprises for \$2.9 million; KLZ-AM-FM to Group One Broadcasting for \$2.75 million, and WOOD-AM-FM, to Wood Broadcasting, a new firm including Willard Schroeder, the stations' gen-

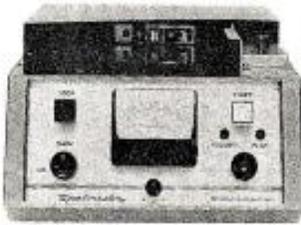


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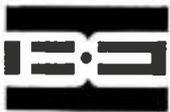
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eral manager, for some \$2.1 million.

▪ Triangle Publications will sell off the properties left in its fold following the Capcities deal—WBNF-AM-FM-TV Binghamton, N.Y.; WFBG-AM-FM-TV Altoona, Pa., and WLYH-TV Lancaster-Lebanon, Pa. The television stations will go to Gateway Communications, Inc., a new company headed by George Koehler, general manager of Triangle's broadcast division. The company is 80% controlled by the Malcolm A. Borg family, principals of the Bergen Evening Record Corp. of Hackensack, N.J. The buyers of the radio stations have not been announced, although negotiations are reportedly under way. Price on the TV stations is \$16 million.

▪ In what can only be described as an involuntary action, Frontier Broadcasting Co., Cheyenne, Wyo., has contracted with group owner Lamb Communications Corp. of Toledo, Ohio, to sell its TV interests. The \$3-million purchase would bring to Lamb KFBC-TV Cheyenne, KSTF(TV) Scottsbluff, Neb., and KTVS(TV) Sterling, Colo., as well as a CP for KVRW(TV) Rawlins, Wyo. Frontier's action came in the wake of an FCC ultimatum, strongly influenced by the antitrust division of the Justice Department, that the company sell or go through a costly hearing on the renewal of KFBC-TV, on concentration-of-control grounds. Frontier also

owns Cheyenne's only newspaper and full-time AM station, as well as an FM and a CATV franchise there.

▪ Metromedia is selling its WHK(AM)-WMMS(FM) Cleveland to Malrite of Ohio for \$3.5 million. It is buying WXIX-TV Cincinnati from U.S. Communications Corp. for \$3 million, and WTCN-TV Minneapolis from Chris Craft Industries for \$18 million.

▪ Meredith Corp. is selling KPHO(AM) Phoenix to Dairyland Managers Inc. for \$1.5 million.

▪ WKNX-TV Saginaw, Mich., is being sold by Lake Huron Broadcasting Corp. to Rust Craft Communications for about \$1.6 million.

▪ In another major station sale, Mullins Broadcasting Co. is selling its KBTW(TV) Denver, KARK-TV Little Rock, Ark., and other communications businesses to group owner Combined Communications Corp. The \$30-million deal follows the death last year of John C. Mullins, the company's principal stockholder. Mullins Broadcasting will be absorbed by CCC. Prior to the transaction, however, Mullins will spin off KBTR(AM) Denver to Mission Broadcasting Co. for \$1.5 million, and KARK-AM-FM Little Rock to a local group headed by station manager Ted Snyder for \$1 million.

▪ Wsjs-TV Winston-Salem, N.C., will

be sold by Gordon Gray's Triangle Broadcasting Corp. to group owner Multimedia Inc. for \$7.5 million.

▪ Basic Communications will merge into Columbia Pictures Industries, in a transaction including Basic's WWVA-AM-FM Wheeling, W. Va., and WYDE(AM) Birmingham, Ala. Basic's fourth station, WIGO(AM) Atlanta, was to have been included in the deal, but in revised sale plans, it was decided that that station will be spun off with current Basic stockholders retaining ownership. Price of the three stations to go to CPI is \$5.5 million.

▪ Black-programed WLIB(AM) New York will be sold by New Broadcasting Inc., whose principal owner is Harry Novik, a white, to Inner City Broadcasting Corp., a black group headed by Percy Sutton, Manhattan borough president, and Clarence Jones, publisher of the Harlem newspaper, *Amsterdam News*. Price is \$1.9 million.

▪ Starr Broadcasting Group will purchase Gordon McLendon's KABL(AM) Oakland-San Francisco, for \$10.5 million. Its proposed \$1.25 million acquisition of WCAM(AM) Camden, N.J., from the city of Camden, is still awaiting FCC action.

*(The foregoing special report was researched and written by Don Richard, staff writer, Washington.)*

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## TheMedia

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# Cable rules are imminent—sort of

### Regulations and report are in final stages, but roadblocks may lie ahead for FCC

A few days after the Supreme Court offered the FCC some basis for hope that it really does have the authority to adopt the wide-ranging program it has in mind, the commission last week appeared to enter the homestretch in its massive CATV rulemaking proceeding.

The commission on Thursday began working over a staff draft of the report and order and a "final" draft of the rules—more than 200 pages, in all—and is scheduled to work on the project again today, Jan. 17, and tomorrow.

Some officials last week were cautiously predicting final commission action late this week, next week at the latest. However, there were rumblings of discontent inside and outside the commission that indicated that Chairman Dean Burch's plans for completing

the project before the end of the month and opening the door to CATV development may be in jeopardy.

The commission's welcome news from the Supreme Court was its agreement to review a decision of the U.S. Circuit Court of Appeals in St. Louis, handed down in May 1971, that the commission exceeded its jurisdiction in ordering CATV systems with more than 3,500 subscribers to originate programming (BROADCASTING, May 17, 1971).

The government, in seeking review, said the lower court's "restrictive view of the commission's jurisdiction . . . casts serious doubt" on the commission's authority to adopt proposals which are related to the program-origination rule. These are the proposals under active consideration. They are designed to pro-

vide a variety of public services beyond retransmission of broadcast signals, including two-way voice communication, leased channels, public-access channels, educational channels and local government channels.

The appeals court, basing its decision on the Supreme Court decision in June 1968 that the commission has jurisdiction over CATV systems, said that jurisdiction rests "on the commission's right to adopt rules that are reasonably ancillary to its responsibilities in the broadcasting field."

The government, in a petition prepared by the Justice Department and the commission, said the decision suggests that the commission's CATV regulations must be limited to preventing harmful competitive effects on broad-

casting. On the contrary, the government contended, the Supreme Court held that the Communications Act confers on the commission essentially the same jurisdiction over CATV that it does over broadcasting.

The commission's program-origination rule had been appealed by Midwest Video Corp., operator of cable systems in Missouri, New Mexico and Texas, which contended that the commission could not compel CATV systems to go into the business of originating programming. In opposing the government's petition for review, it said that was the only issue involved in the lower court's decision; it could not have the "disastrous effects" upon the commission's regulatory authority claimed by the commission.

The government was not alone in seeking review. The state of Illinois urged the high court to consider the case in light of the question of federal versus state jurisdiction over CATV. It hopes for an indication of where one stops and the other begins.

It was not certain last week whether the high court will hear arguments in the case in time to permit it to issue a decision before it recesses in June. As a result, a cloud could hang over the extent of the commission's authority over CATV until next fall.

But of more immediate interest to the various parties concerned about CATV regulation is the fate of the now-pending CATV rules package, which embodies a compromise agreement among representatives of the broadcast and CATV industries and of copyright owners. The compromise was engineered by Clay T. Whitehead, director of the Office of Telecommunications Policy, with Chairman Burch's support, after the White House became alarmed over the possibility of a bitter battle in Congress over the CATV issue.

Individual broadcasters and cable operators, claiming their respective trade organizations, the National Association of Broadcasters and the National Cable Television Association, were not speaking for them in accepting the compromise, are continuing to call on members of the commission to complain about various aspects of the package.

A definitive head count of the commissioners is yet to be made. However, Commissioner Nicholas Johnson has indicated he will vote against the package if it implements the compromise agreement, some of whose provisions he feels would unduly inhibit CATV development (BROADCASTING, Dec. 20, 1971). And Commissioner Robert E. Lee contends that the compromise goes too far in the opposite direction—that it would strip from UHF broadcasters some of the protection that had been contained in the commission's proposals as pre-



*The competitors of WABC(AM) New York have joined together to congratulate the ABC owned-and-operated station on its 50th anniversary. Accepting a citation of recognition from member stations of the New York Market Radio Broadcasters Association is George William, WABC vice president and general manager (seated). Presenting the award are (standing) from left: Perry Bascom, association secretary-treasurer and vice president-general manager of WNBC(AM) New York; James Arcara, association vice chairman and vice president-general manager of WPAT(AM) Paterson, N.J., and William O'Shaughnessy, association chairman and president-general manager of WVOX(AM) New Rochelle, N.Y.*

sented in the "letter of intent" to Congress in August. Commissioner H. Rex Lee has also expressed some misgivings about the compromise, but he is recovering from a heart attack and is not due back in his office until mid-March.

However, the fate of the package might well be decided not on an up-or-down vote on it but on a proposal Commissioner Robert E. Lee intends to offer—that the commission give interested parties 30 days to comment on the proposed rules. He will argue that the commission will be on shaky legal ground if it does not, since the compromise agreement, as well as some of the proposals in the "letter of intent," were not part of the notice of proposed rulemaking that was offered for comment.

However, some commission officials feel that opening the proceeding for further comment would be fatal to the package, even if the time limit could be held to 30 days, which seems doubtful. They note that the commission could not invite comments without conceding a willingness to alter the package, including the rules implementing the compromise. And since the parties to the compromise accepted it only on the condition that the rules finally adopted faithfully reflected it, the agreement could well come unstuck—with broad-

casters, CATV operators and copyright owners turning to their friends in Congress for legislative help.

Another indication of trouble ahead for the CATV package is CBS Vice Chairman Frank Stanton's letter two weeks ago to the chairman of the Senate and House communications and copyright subcommittees (BROADCASTING, Jan. 10). A commission official said the letter, which criticized the commission's proposals for their lack of safeguards against siphoning of "major attractions" from broadcasting to cable and for prohibiting cable operators from exercising content control over public-access or leased channels, as well as the copyright-legislation proposal contained in the compromise agreement, raised "no fresh issues." He indicated it would have no impact on the commission.

However, a CBS spokesman said last week, "We don't think the fight is over. We're not accustomed to entering objections in lost causes. We expect Congress to be concerned with the copyright and regulatory aspects of the compromise." He said he expects Congress to hold hearings.

A predictably sharp reaction to the Stanton letter came last week from John Gwin, NCTA chairman. He called the letter "shocking in the sense that one of the largest television networks in the nation, and owner of one of the largest groups of VHF broadcasting stations, should resurrect old and disproven theories about cable television in a brazen attempt to scuttle the OTP/FCC compromise and prevent the public from receiving more signals via cable than the network leadership would allow. Apparently, Mr. Stanton would continue network control of the media by stifling competition.

"The letter was also surprising," Mr. Gwin said, "when you note that the compromise has been in effect since Nov. 10. The timing of the letter, on the day when the FCC commissioners finally received a draft of the rules can only mean that the statement was issued with more regard to shock value than to logic."

## Double buy for ATC

Group system owner American Television and Communications has acquired four cable operations in Pennsylvania and Tennessee. ATC said it has bought remaining two-thirds interest in Reading CATV, which owns Berks CATV in Reading, Pa. The system has more than 18,000 subscribers. ATC already had one-third interest. The company has also acquired the remaining 50% of Milex Co., which operates three systems in Milan, Lexington and Henderson, all Tennessee. Both sales are for an undisclosed amount of cash.

# Who's to succeed Goldenson-Siegel?



Mr. Goldenson

Changes in the top echelons of management at ABC were initiated last week with the announcement that Simon B. Siegel, executive vice president and long-time second in command to President Leonard H. Goldenson, will relinquish his daily duties as of April 7.

More changes may come today (Jan. 17) at a special meeting of the ABC board of directors, called for 4 p.m.

Speculation mounted last week that Mr. Goldenson would move up to the currently vacant post of chairman and that Elton H. Rule, president of the ABC broadcasting division, would be named to succeed him as president of the parent company.

Everett H. Erlick, group vice president and general counsel of the parent company, and Samuel H. Clark, group vice president for nonbroadcast operations, would also get new titles and broader responsibilities, according to the dominant line of speculation.

Mr. Rule and Mr. Erlick long have been considered the principal contenders for succession to top management. If last week's speculation is confirmed by the board of directors, Mr. Rule will be the winner, at least for the present, although insiders stressed that the new titles and broader responsibilities said to be in store for Messrs. Erlick and Clark would establish them as "key members of the management team."

They also emphasized that Mr. Goldenson "is showing no signs of slowing down" or of any intention to phase himself out of top management, despite his age (66 last month) and a mild heart attack last year. They noted that he is in the second year of a contract running to Dec. 31, 1975, unless cancel-

## ABC board to consider top two executive slots; Rule, Erlick are prominent contenders for upward move



Mr. Siegel

led by ABC on six months' notice.

Mr. Goldenson emphasized in announcing Mr. Siegel's decision to give up his daily duties, that he would not have accepted it if Mr. Siegel had not also agreed—at his request and also at the request of the board—to continue on the board and its executive committee.

In those capacities, he said, Mr. Siegel—"my dear friend of many years and my invaluable second in command"—would "continue to contribute, as he always has over so many years, his uncanny ability to analyze a problem, present the facts and recommend a solution, simply and lucidly, in a manner unmatched in our company."

Mr. Siegel, who will be 66 on March 16 and who has been associated with

ABC and its predecessor companies for 43 years, said the financial strength of ABC and its competitive position—both of which are stronger than they have ever been—made him confident that it was "the right time to turn over my daily responsibilities to our highly competent younger associates."

He said the changes would enable him to exercise his commitment to ABC through his board posts and also give him more time for "the civic and philanthropic activities."

Mr. Siegel has been an ABC board member since 1958, an executive committee member since 1959 and executive vice president of the company since 1961. In that capacity, the corporate group vice presidents, the financial vice president of the parent company and the president of the broadcasting division reported to him.

He started in the communications-entertainment-industrial complex in 1929 as a junior auditor for Famous Players-Lasky Corp., which later became Paramount Pictures. In 1941 he was named assistant controller of Paramount's theater division (where his association with Mr. Goldenson began a year earlier) and in 1949 was made controller of the division.

When the theaters were spun off into United Paramount Theaters in 1950, he went with the new company and when UPT merged with ABC in 1953 he became treasurer of the resultant company and, subsequently, financial vice president and executive vice president.



Mr. Rule



Mr. Erlick

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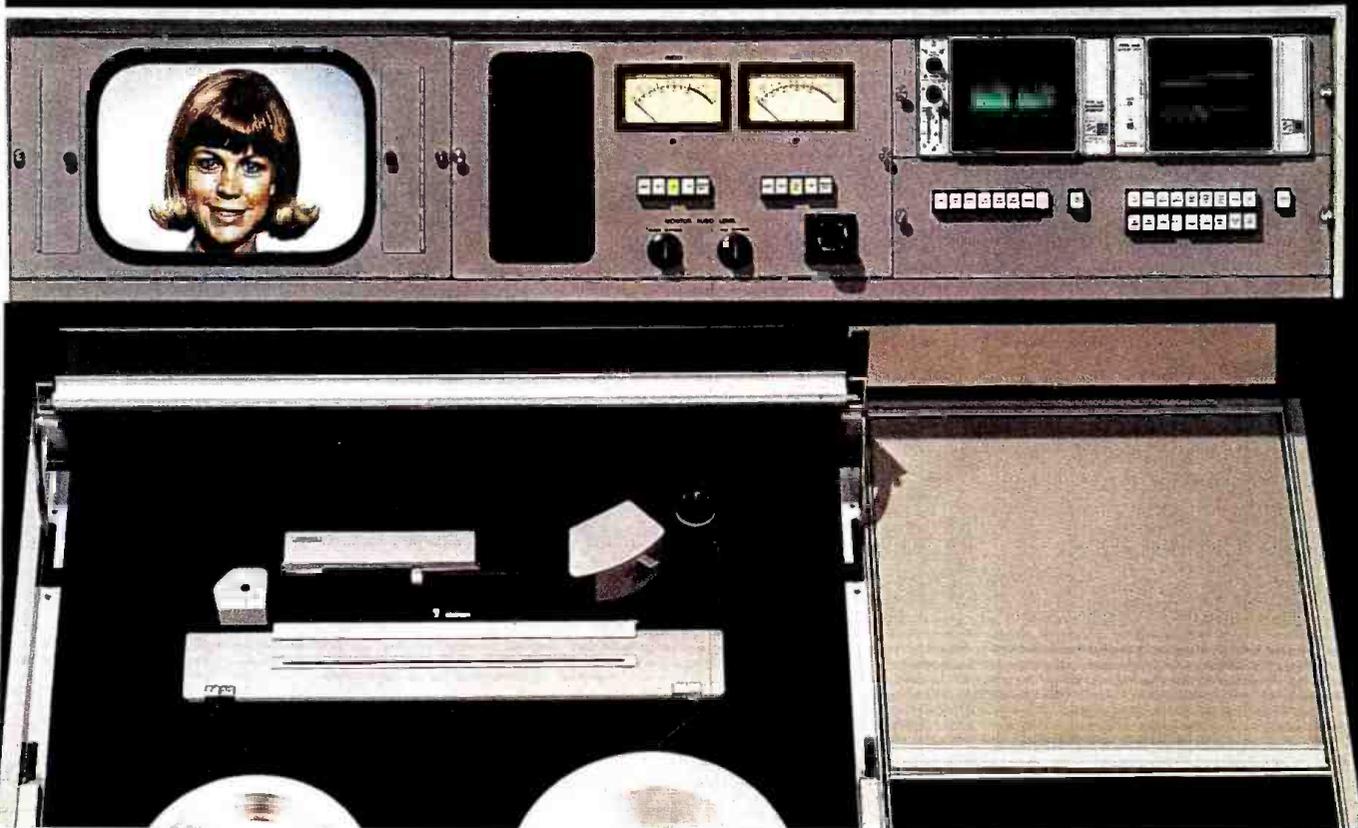
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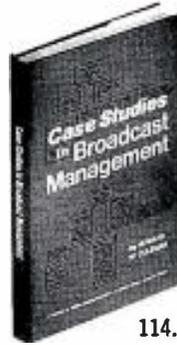


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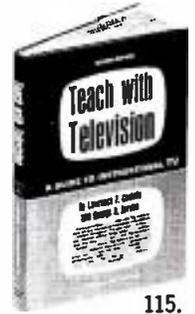


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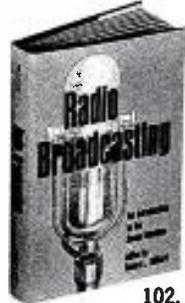
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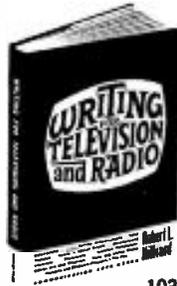
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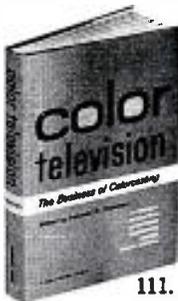


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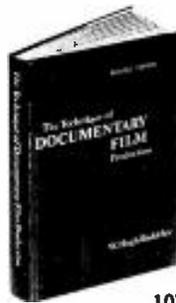
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# CBS may drop its movie making

**It's sizing up losses in Hollywood, as epilogue to EVR phase-out last month**

CBS Inc. is "taking a hard look" at its theatrical motion-picture division with a view toward terminating the operation of the unprofitable Cinema Center Films in Hollywood.

Wall Street analysts estimate that the center's 1971 loss will be at least \$10 million and may run as high as \$15 million.

CBS would not confirm or deny that it would end its theatrical production activities but in a statement last week noted: "To what extent and on what scale theatrical motion-picture production will be carried on in the future will be based on our evaluation of the business."

The center has been in operation for more than three years and has produced more than 25 films.

A CBS spokesman who could not say if or when Cinema Center operations would be discontinued, said the company is taking "a hard-headed approach" toward unprofitable operations. Fore-shadowing this stance was CBS's decision last month to phase out the marketing operations of its electronic video recording (EVR) system, he noted (BROADCASTING, Dec. 27, 1971-Jan. 3, 1972).

CBS owns the physical plant of the Old Republic Pictures studio used for Cinema Center features, but a spokesman pointed out these facilities are utilized primarily by the CBS-TV network and outside TV producers.

Milton Goldstein is president of Cinema Center Films, having succeeded Gordon Stulberg, who resigned last summer to join 20th Century-Fox Film Corp. The center has about 90 staff employees.

## FCC to consider BBI authorization

The FCC is expected to consider today (Jan. 17) the question of whether to order WHDH-TV Boston off the air and authorize Boston Broadcasters Inc.'s WCVB-TV to begin operating on Boston channel 5.

The staff has prepared such an order. And commission officials generally appear to feel that the commission has no alternative to adopting it.

The solicitor general's office has indicated, at least informally, a lack of interest in seeking Supreme Court re-

view of the decision of the U.S. Court of Appeals in Washington rejecting the commission's request for a remand of the case. The commission wanted to determine what steps, if any, it should take in light of the civil suit the Securities and Exchange Commission has brought against BBI principal Nathan David.

The order drafted by the staff would authorize WCVB-TV to begin program tests—which would permit it to go into full operation—on condition that Mr. David is separated from the operation of the station. The order, reportedly, would prohibit BBI from seeking a license to cover its construction permit until the SEC matter is concluded.

Mr. David was an important factor in the commission's January 1969 decision to deny WHDH Inc.'s renewal application for WHDH-TV and to grant BBI's competing application. The two principal grounds for the decision were diversification of control of media and integration of ownership and media. Mr. David owns more than 6% of BBI and is a director and executive vice president.

## Liberty TV becoming national CATV entity

General Telephone & Electronics Corp. has agreed to sell the common stock of GTE Communications Inc., its CATV subsidiary, to Liberty Television Inc., Eugene, Ore., for an undisclosed amount of cash. The deal is expected to be consummated late next month.

GTE Communications operates 20 CATV systems serving 50,000 subscribers in 32 suburban and rural communities. Liberty Television has five CATV systems serving 12 communities in Oregon and Alabama, and is operator of KEZI-TV Eugene, Ore.

Wenton F. Stewart, VP and general manager of GTE Communications, said that the CATV properties sale results from the FCC order in February 1970 restricting ownership and operation of cable systems by telephone companies and affiliates.

Liberty Television said that the acquisition will move it from a regional to a national CATV operator and place it among the top-15 companies in CATV.

The systems involved are Novato, San Bernardino and Sun City, all California; Athens, Eastman, Fitzgerald, Hazlehurst, McRae, Sandersville, Toccoa and Vidalia, all Georgia; Charleston and Macomb, both Illinois; Angola and Winchester, both Indiana; Adrian-Tecumseh and South Haven, both Michigan; Kiski Valley, Pa., and Edmonds and Arlington-Marysville, both Washington.

# Teleprompter will go international

**Along with \$55 million domestic build-up, firm plans to go to Europe**

Teleprompter Corp., New York, last week announced that it intends to spend approximately \$55 million to expand its cable-TV systems in the U.S. and that it also plans to develop CATV installations in Europe.

These disclosures were made last week at the company's resumed annual meeting in New York, called to elect the company's board of directors. The regular annual meeting adjourned last October without acting on the selection of directors.

The \$55-million expansion domestically would include about \$5 million for the development of CATV systems in New York and Los Angeles, and about \$50 million for systems elsewhere in the country, according to Leonard H. Tow, vice president for administration. He told the meeting that financing for these projects probably would come from outside borrowing.

Hubert J. Schlafly, Teleprompter president, said the firm has about 620,000 paying subscribers, about 110,000 more than a year ago. He said that the company expects to add about 3,000 new subscribers each week during 1972.

He also said the company plans to develop systems in Belgium, Luxembourg, Switzerland and West Germany, but gave no other details.

Shareholders elected a slate of four incumbent and 10 new directors, resulting from the settlement of a proxy battle between the company management and dissident forces led by Jack Kent Cooke, West Coast sports promoter.

The incumbent directors are Mr. Schlafly and T. Newman Lawlor, New York attorney, and Jack D. Wrather Jr. and Monte E. Livingston, chairman-president and executive vice president, respectively, of The Wrather Corp.

The new directors are: Mr. Cooke, who is Teleprompter's largest stockholder; Berle Adams, president of Bac Inc.; Marvyn Carton, executive vice president of Allen & Co., New York investment banker; Philip L. Lowe, a management consultant; Charles Luckman, president of Ogden Development Corp.; Ralph L. Lewis, editor and publisher of *Harvard Business Review*; Maurice B. Mitchell, chancellor of the University of Denver and a former broadcast executive; Raymond P. Shafer, former governor of Pennsylvania, and Allen E. Puckett and John H. Richardson, executive vice presi-

dent and senior vice president, respectively, of Hughes Aircraft Co., a major Teleprompter shareholder.

Teleprompter also has announced the completion of a \$12.5 million short-term loan from Chase Manhattan Bank N.A. at one-half percent above the prime rate.

## First NBC radio properties go

**WKYC-AM-FM are sold to Mileti-Kettering alliance; talks continue on others**

The first sale in NBC's group of owned radio stations came last week with the announcement that WKYC-AM-FM Cleveland had been purchased by Nick J. Mileti, prominent Cleveland sports figure, and associates. The sales price was put unofficially at \$5.5 million. The transaction is subject to FCC approval.

Mr. Mileti is president of the Cleveland Arena and of the Cleveland Barons of the American Hockey League and the Cleveland Cavaliers of the National Basketball Association. His "associates" in the deal are C. F. Kettering, Inc., a Dayton, Ohio investment firm which is



Messrs. Mileti (l) and Stone

also associated with Mr. Mileti in a number of other ventures.

Mr. Mileti reportedly will own 51% of WKYC-AM-FM and the Kettering firm 49%. This is also said to be their ratio in a number of other joint undertakings, including the Cleveland Arena and the Barons.

The transaction was announced jointly by Mr. Mileti and Robert L. Stone, president of the NBC radio division, after the NBC board at a special meeting on Wednesday (Jan. 12) approved the agreement, which had been reached the night before. Both Mr. Stone and Mr. Mileti stressed that the stations would be under Cleveland ownership.

"Being a lifelong Clevelander," Mr. Mileti said, "I feel this is a real opportunity for us to help fill needs in the community, provide a real job of service to our listening area and promote

northeast Ohio all over the country."

Howard Stark, New York broker, participated in the Cleveland negotiations as a consultant to NBC. He is also assisting in negotiations with prospective purchasers of other NBC radio outlets.

There have been scores of inquiries since NBC first let it be known more than a year ago that it would listen to offers for some or all of its six AM and six FM stations (BROADCASTING, Nov. 30, 1970), et seq.). Talks concerning the others are currently said to be in varying stages.

WKYC-AM is on 1100 khz with 50 kw. WKYC-FM is on 105.7 mhz with 27 kw and an antenna 900 feet above average terrain.

## Countercommercial by the RAB

**'Most trustworthy' claim by newspapers is answered by Radio Advertising Bureau**

The Radio Advertising Bureau replied forcefully with its own and others' facts and figures last week to a newspaper-industry survey that claims Americans rely on the papers for trustworthy news and advertising.

RAB took exception to the findings of an Opinion Research Corp. survey last March, commissioned by the Bureau of Advertising and reproduced under the heading, "Important News about the News Media for Advertisers," in an estimated 80 newspapers throughout the country in recent months.

RAB's research report, which will be distributed to radio stations and retailers, considers four claims made by the Opinion Research study as evidence of newspaper superiority over other media, and offers rebuttal on each point.

The newspaper study said 50% of respondents said they would turn to the papers to find out about some news in which they are "very much interested." RAB replied the question implies that people already know about the news and are seeking additional information. RAB cited several studies showing that radio leads newspapers by a large margin when people were asked how they obtained specific information on a major news event.

The newspaper study claimed that 34% of those surveyed said they found in newspapers the kind of advertising they needed when they were ready to buy something. RAB's answer was that numerous studies have indicated newspaper ads are noted and not read completely, with the average ad being looked at for six seconds.

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seconds offered by radio to explain your sales message," RAB said.

In the newspaper-sponsored study, the claim was made that newspapers are most likely to carry advertising that can be trusted. RAB cited data from Trendex showing that 88.6% of the respondents believe radio personalities advertise good products.

RAB also challenged the claim that newspapers are the the "biggest" advertising medium.

Beyond that, RAB pointed out that people spend more money to buy and operate radio sets than newspapers; radio sets in working order far outstrip daily newspaper circulation and 150 minutes spent each day with the radio are "far ahead" of the 37-minute average with newspapers.

### Viacom in Cleveland

Viacom International Inc. is negotiating to acquire Telerama Inc., which owns and operates a CATV system in the Cleveland area covering the communities of Shaker Heights, Cleveland Heights, Euclid and Garfield.

Ralph M. Baruch, Viacom president, noted that Telerama has 6,100 connections and franchises in other suburban Cleveland areas with an estimated additional 55,000 homes. Viacom has about 155,000 subscribers in its West Coast systems.

### Changing Hands

#### Announced

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

▪ WKYC-AM-FM Cleveland: Sold by NBC to Nick J. Mileti and associates for approximately \$5.5 million (see page 38).

▪ WPAL(AM) Charleston, S.C.: Sold by Joe Speidel to Arnold S. Goodstein for \$425,000. Mr. Goodstein is a local attorney and member of the South Carolina legislature. WPAL operates on 1340 khz with 1 kw daytime. 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 57).

▪ WLMD(AM) Laurel, Md.: Sold by I. Lewis and Carita Sandler to Alexander W. Sheftell and William A. Lemer for \$325,000. Mr. Sheftell was formerly with Evening Star Broadcasting's WMAL-AM-FM-TV Washington. Mr. Lemer was formerly president and 52% owner of Lemer-Goldberg Advertising Inc., Washington agency. WLMD is on 900 khz with 1 kw day.

## Cable-information center born

### Nonprofit service will aid governments in making CATV franchising decisions

Most urban areas will want cable television service within the next several years, but few city and state governments possess the expertise to cope with it. A \$3-million effort to bridge that information and analysis gap was formally launched last week.

The Cable Television Information Center, a service of Washington's nonprofit Urban Institute, came into being with a \$2.5-million grant from the Ford Foundation and a \$500,000 grant from the Markle Foundation. Its principal aim is "to provide policy makers in local and state governments with the information and analytical tools required to make franchising decisions for cable television," according to William Gorham, president of the Urban Institute.

Named executive director of the new center was W. Bowman Cutter, a 29-year-old management specialist with degrees from Harvard, Oxford and Princeton's Woodrow Wilson School of International Affairs. Since May 1968, Mr. Cutter has been special assistant to the president of Northwest Industries Inc.

In 1970 he took a nine-month leave of absence from the post to serve as director of research and staff director of Adlai E. Stevenson III's successful campaign for the U.S. Senate.

At a news conference last week, Mr. Cutter said the center will try to provide hard, practical, unbiased information, emphasizing alternatives rather than advocating solutions.

"Its intellectual biases will be on the side of what is effective for a city," he said, "not on the side of any particular point of view on cable TV."

He said the center will probably have a staff of 25 to 30, of whom 18 to 20 will be professionals.

Lloyd N. Morrisett, president of the Markle Foundation, said at the news conference that capital investment in cable during the next several years will far outdistance that made at a comparable stage of conventional television's development. "The quality of that investment will guide the course of the industry," he said. And the decisions that hundreds of individual municipali-

# 25

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At news conference announcing cable information center were (l-r) William Gorham, president of Urban Institute; W. Bowman Cutter, who will direct center, and Lloyd Morrisett of the Markle Foundation, which with Ford Foundation is putting up funds.

ties make to guide the investment will determine whether cable enjoys orderly growth or becomes a "patchwork, incompatible" system. "That's the real reason for the formation of this center," Mr. Morrisett said.

Among the services the center might provide are model ordinances and case studies for governments that request them; studies of a particular city's franchise options (with the city picking up part of the tab), and alternative courses of action in specific areas, such as the kinds of free public services a system might reasonably be asked to provide.

As an example of how the center might tackle a problem, Mr. Cutter said one city had already contacted him to discuss the relative merits of building its own municipally operated system or choosing one of several private applicants. The center's first function in such situations, Mr. Cutter said, is to point out the "many other alternatives" that actually exist—for example, establishing high public-service standards for private operators.

He said the center is prepared to handle some requests now but will not be fully operative for three months.

The \$3-million grant, which covers three years, does not mean that either Ford or Markle plans to lessen its considerable backing of other cable projects, according to the two foundation presidents, McGeorge Bundy of Ford and Lloyd Morrisett of Markle. Both foundations have exhibited extensive interest in communications generally and cable in particular.

For example, Ford—which over the past two decades has pumped over \$200 million into communications, principally public broadcasting—is currently contributing to a Rand Corp. study of how Dayton, Ohio, and its suburbs might be served by a comprehensive cable system; Markle, which specializes in

communications, has devoted a sizable percentage of its \$2-million annual budget to cable studies by the Rand Corp. and others. Its most ambitious undertaking in this area is a Mitre Corp. study, now in process, of the possibilities for an elaborate cable operation in the city of Washington (BROADCASTING, Dec. 6, 1971).

## OTP fairness stance misunderstood—Scalia

"I hope that our suggestion will no longer be described as a proposal to 'eliminate the fairness doctrine'; it goes rather to the manner of its enforcement."

The speaker was Antonin Scalia, general counsel of the Office of Telecommunications Policy. He was addressing a luncheon meeting of the Federal Communications Bar Association in Washington, and he was seeking to clear up what he said was a misunderstanding surrounding the proposals of OTP's director, Clay T. Whitehead, concerning the fairness doctrine and the matter of access to the media.

Mr. Whitehead in a speech in October startled broadcasters and members of Congress with proposals for a major overhaul of the regulatory scheme under which broadcasting operates. One proposal was to "eliminate the fairness doctrine and replace it with a statutory right or paid access" (BROADCASTING, Oct. 11, 1971).

But Mr. Scalia said OTP's interest is in a change in the direction of enforcement of fairness—away from the present case-by-case approach to an over-all assessment of a broadcaster's journalistic responsibility at license-renewal time.

The enormous increase in fairness complaints over the past decade, he

said, has led the government, "with inappropriate frequency," to inject itself "into the business of making journalistic judgments. This, I believe, is dangerous."

However, he also suggested that the case-by-case approach need not be entirely abandoned. The commission, he said, would not be precluded from taking up a particular fairness issue during the license period. Furthermore, he said, Congress might want to expand the equal-time law to cover certain matters—such as issues appearing on a state or local ballot—on which "equal opportunity" must be given.

And he prefers paid rather than free access because he feels a statutory right of free access would result in an imposition on the viewer. "To subject me to 'private spots' by self-selected spokesmen . . . frankly is more than I feel inclined to accept."

## ABC Radio's family now 1,326 affiliates

The four network services of ABC Radio have picked up a total of 21 new affiliates. Signing with the American Contemporary Network are KAPE(AM) San Antonio, Tex.; WEIM(AM) Fitchburg, Mass.; WMFC(AM) Monroeville, Ala.; WIPC(AM) Lake Wales, Fla.; KRNY(AM) Kearney, Neb.; WGVA(AM) Geneva, N.Y.; WEIR(AM) Weirton, W. Va., and WXEE(AM) Welch, W. Va. The Contemporary Network now numbers 307 affiliates.

The American Entertainment Network has picked up five stations, bringing its total to 342: WQSN(AM) Charleston, S.C.; KEWQ(AM) Paradise, Calif.; KCIN(AM) Victorville, Calif.; KANE(AM) New Iberia, La., and WELV(FM) Ellenville, N.Y.

The largest service of ABC Radio, the American Information Network, with a new total of 476 affiliates, has picked up WCMX(FM) Fort Wayne, Ind.; WDME(AM) Dover-Foxcroft, Me.; WLKN(AM) Lincoln, Me.; and WVWB-FM Bridgeton, N.C.

Joining the American FM Network are KAPX(FM) San Clemente, Calif.; WMFC-FM Monroeville, Ala.; KCBM(FM) Chico, Calif., and WIFO(FM) Jesup, Ga. The FM network now has 201 affiliates.

## Policy group to assess Rand's Dayton study

More than 400 representatives of government, the media and equipment manufacturers will gather in Dayton, Ohio, late this month to hear and discuss the Rand Corp.'s proposal for a metropolitan cable system to serve Dayton and its suburbs.

The conference is being sponsored

by the Charles F. Kettering Foundation, which—along with the Ford Foundation—financed the Rand research. The nine-month study was performed under the auspices of 13 county and municipal governments in the area. It describes the requirements for an areawide urban cable system, representing all communities but controlled by one entity.

Among the agenda topics at the two-day conference are cable technology, programing, economics, management and financing, minorities.

The Kettering Foundation and the Joint Council on Educational Telecommunications, another co-sponsor of the conference, are billing the study as the nation's first independent look at how such an areawide system could work. And they regard the conference as an opportunity for "policy makers" to apply the lessons of the Rand/Dayton study to their own localities.

Conference participants, in addition to the Rand staff, will include: the National Cable Television Association; the Ford, Kettering and Markle Foundations; JCET; the Children's Television Workshop, and the Mitre Corp. The conference will be held at Sugar Camp in Dayton.

## Midwest power

A move to increase broadcaster "clout" in Washington, and eventually among state legislatures, is under way in the Midwest. At the call of Sherwood Parks (KINA[AM] Salina, Kan.), president of the Kansas Association of Broadcasters, the presidents and executive secretaries of six other state associations have been invited to a meeting Jan 23-24 to explore the possibility of organizing a regional broadcasters association. Invitations have gone to Oklahoma, Nebraska, Arkansas, Missouri, Colorado and Iowa to meet at the Holiday Inn in Kansas City, Kan. The feeling is, according to Mr. Parks, that the impact broadcasters can have on congressmen and senators in Washington could be impressively increased if a delegation from seven states coordinated efforts.

## Tips for women

American Women in Radio and Television, New York chapter, will sponsor a three-part job seminar in March dealing with women in broadcasting. The series will be open to the public and students from colleges in the New York area. Cost for the seminar is \$10; students rate, \$5. The first program, "New Developments—New Jobs" will be held March 7; the second, "Fighting Discrimination and Winning", will take place March 14; and the third, "To Beat the System," on March 21. Location of the seminar has not been announced.

# Spreading NAB renewal-bill gospel

## TVB president cites economic benefits as NAB steps up drive for support

Broadcasters heard a hitherto unmentionable argument publicly made last week in a continuance of the drive to persuade Congress to pass license-renewal legislation: It would be good for business.

The economic approach was made by Norman E. (Pete) Cash, president of the Television Bureau of Advertising. In a letter to all TVB members, Mr. Cash called on them to see their congressmen and senators to urge support for H.R. 12018, the license-renewal bill backed by the National Association of Broadcasters.

Unless broadcasting has stability, he noted, adverse effects will be felt by broadcast companies with public stock. This instability could cause advertisers to question spending in such a medium, he added.

Mr. Cash's letter to his members was one of a half-dozen that have gone out to broadcasters calling for pressure on congressmen and senators in behalf of H.R. 12018, introduced by Representative James T. Broyhill (R-N.C.). It also urges that congressmen and senators be asked to call for public hearings on this bill and others as soon as possible.

The bill would increase license periods from the present three years to five, and would virtually assure renewals for licensees who had lived up to program promises notwithstanding competing applications. It would also assure that a broadcaster, up for renewal, automatically would be a party in any hearing that was scheduled by the FCC.

As part of its program in behalf of the renewal legislation, the NAB's James H. Hulbert, executive vice president for public relations, has written all state broadcast associations asking them to seek to get their governors to endorse H.R. 12018. Or at least, Mr. Hulbert said, get the governors to issue a general statement on the need for license-renewal stabilization.

And William Carlisle, NAB vice president for television who is the staff coordinator on the license-renewal campaign, plans to hold a series of meetings in Washington with congressional and senatorial administrative assistants to explain the need for the legislation.

Others who have written during the past week to various elements in broadcasting urging help in contacting their congressmen in behalf of the license-renewal bill are Miles David, president of Radio Advertising Bureau; Roy Danish, president of the Television Information Office and Clint Formby, KPAN-

AM-FM Hereford, Tex., chairman of the NAB Small Market Radio Committee, who noted that although it seems to be a large-market problem, the threat "penetrates to the smallest markets in the country."

## Black Caucus examines 'white media's failures'

The Congressional Black Caucus announced last week that it will conduct a series of ad hoc hearings in March on the relationship of the mass media and the black community.

Representative William L. Clay (Mo.), one of the 12 black House Democrats, will preside at the hearings scheduled for March 6 and 7.

Mr. Clay said the hearings were prompted by "numerous instances of the white mass media's failure to properly interpret the black movement and the issues affecting the black community, their unwillingness to adequately increase minority employment on their staffs, and the insidious method of firing a number of highly competent black journalists."

Samuel F. Yette, fired correspondent of *Newsweek* magazine's Washington bureau, is one of about 20 individuals invited to testify. In a statement announcing the hearings, the caucus said it was "unthinkable that *Newsweek* . . . would fire its first and only black correspondent in the magazine's Washington bureau." Mr. Yette's record as a journalist and author the caucus said, "contradicts all basis for incompetence, therefore suggesting a cloaking of the true reasons for his dismissal."

Mr. Yette, who was fired two weeks ago, charged *Newsweek* dismissed him because of his race. *Newsweek* said he was fired "purely on professional grounds."

The agenda will be announced later when witnesses are confirmed, a caucus spokesman said.

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## MediaNotes

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**Crossownership report released** ■ The FCC reports 231 daily newspapers are jointly owned with broadcast stations in the same market. That fact is included in the commission's updated report on commonly owned print/broadcast facilities, issued annually at the request of the Antitrust and Monopoly Subcommittee of the Senate Judiciary Commit-

tee. The full report is inclusive to Nov. 1, 1971, and can be obtained from the FCC Office of Information in Washington.

**Eight to MBS** ■ Mutual Broadcasting System has announced the addition of eight affiliates. They are: KVEG-AM-FM Las Vegas, WAYE(AM) Baltimore, WGEE-FM Indianapolis, KIBL(AM) Beeville, Tex., WAKO-FM Lawrenceville, Ill., KGLA-AM-FM New Orleans, KOLI-

(AM) Coalinga, Calif., and KMTY-FM Clovis, N.M.

**CBS switch in Reno** ■ KTVN(TV) Reno and its satellite, KEKO-TV Elko, Nev., will join CBS-TV as interconnected affiliates about May 10, 1972, replacing KOLO-TV Reno in the CBS-TV lineup. KTVN is on ch. 2 and its satellite, which is under construction, will use ch. 10.

**Catholicism awards for three** ■ The Catholic Communications Foundation

has presented its distinguished service certificate to William T. Hamilton, vice president and general manager, WNDU-TV South Bend, Ind.; Arthur Hull Hayes, retired president of the CBS Radio Network, and Donald H. McGannon, president and board chairman of Westinghouse Broadcasting Co. They were cited for their "many contributions to the Broadcasting Apostolate of the Catholic Church in the U.S."

## Two insiders go to work for the outside

For Neal Edwards and James J. (Steve) Crane, two former broadcasters, life has surely changed. No crisis to solve every hour—an antenna on fire, a john stopped up, a union threatening to walk out. In fact, their telephones seldom ring. Instead, they spend their days in stark, windowless offices in Washington, reading, cramming themselves with information on matters currently before the FCC—the commission's fairness doctrine in the case of Mr. Edwards; radio de-regulation in the case of Mr. Crane.

Neal Edwards, formerly general manager of WMAL-TV Washington, and Steve Crane, formerly general manager of WUBE-AM-FM Cincinnati, are now consultants to the commission ("Closed Circuit," Jan. 10). Each had decided that his career was due for a change, and the commission had decided that what it needed was a leavening of practical experience in bureaucratic theorizing about broadcast matters.

Messrs. Edwards and Crane arrived on the scene less than two weeks ago, so no final decision has been made on the areas in which they will concentrate. But officials speak of them as all-purpose help. Besides fairness and radio de-regulation, proceedings in which they could be used include the inquiry into children's programming and the rule-making looking to changes in license-renewal procedures.

Presumably, they will respond with a "Good lord, not that!" if the commission appears likely to adopt a measure that, from their operating experience, they know would be a disaster to broadcasters. Both know what it is like to get, and respond to, fairness complaints, or complaints about programming generally. And filling out license-renewal applications is more than an academic exercise to them. So is the over-all problem of determining and meeting the public interest.

Mr. Edwards, for that matter, has had the chilling experience of being confronted with a petition to deny a station's license-renewal application. He

led a WMAL-TV task force that worked with station attorneys in responding to a petition filed by 15 Washington-area blacks in September 1969. The commission ultimately denied the petition, but the blacks are appealing.

Mr. Edwards and Mr. Crane represent a continuing trend at the commission under Chairman Dean Burch to hire a new breed of personnel as consultants—individuals who have something other than training as lawyers or engineers or economists to recommend them. The consultant part is forced on the commission by the government-wide freeze on new hiring of full-time employees. But there is Dr. Barry Cole, of the University of Indiana's radio-television department, who is a consultant on (and, largely, instigator of) the proceeding aimed at revising the commission's license-renewal procedures, and Elizabeth Roberts, who has experience in public radio and was on the staff of the 1970 White House Conference on Children, and Dr. Alan Pearce, a former journalist from Great Britain who did his doctoral dissertation on broadcast economics, who are consultants on the inquiry into children's programming.

Mr. Edwards is working on a consultancy of only three months; however, it could be renewed. Mr. Crane, who is relocating his family, has a one-year

consultancy, the longest available. Presumably, if the freeze is lifted, permanent positions will be offered.

How did two nice broadcasters find themselves in a place like the FCC? Mr. Edwards, who was at WMAL-TV for more than 17 years, the last five as general manager, finds himself in a new line of work as a result of a change in top management at the station, a not unusual experience for general managers. He wanted to remain in Washington, where he had grown up; but there were not many station general-managerships around. So he looked for a position with the city's largest employer, the federal government, as well as in private industry, where qualifications as a seasoned manager of a multimillion-dollar operation and top experience in marketing would be helpful.

Mr. Crane, on the other hand, wanted to make a change in career, even if it meant pulling up roots. He had been in broadcasting in Cincinnati for 24 years; his record includes 15 years with Avco Broadcasting's WLW(AM) and WLWT(TV), both of which he managed, as well as president of WRIE(AM) Erie, Pa., from June 1967 to April 1969 (during which time he continued to live in Cincinnati). He left WRIE to run the WUBE stations, which he left last month. And Mr. Crane had decided he wanted to move into a university, a "mature" industry (like a public utility) or a government post.

Both men were still too new to their jobs last week to offer any reaction to them. But Mr. Edwards noted that after his second day his wife asked him what he had done. "Well," he said he told her, "I read and read, and I made outlines." In time, no doubt, the self-briefing will be behind them, and they will find themselves subjected to the same pressures and demands others on the commission feel when they are asked to submit and defend reports and opinions in areas of their expertise. But for now, obviously, their jobs do not make the same demands on their adrenalin supply as did running a station.



Mr. Edwards (l) and Mr. Crane

## A backbreaker for advertising

### Counteradvertising proposals of FTC draw fire as potentially destructive

Broadcasters and advertisers reacted angrily to the proposal made by the Federal Trade Commission two weeks ago that counteradvertising be imposed on TV and radio by the FCC (BROADCASTING, Jan. 10).

Vincent T. Wasilewski, president of the National Association of Broadcasters, termed the proposal "misguided in concept and destructive in effect."

An NBC spokesman disagreed with the FTC position and repeated the point NBC already had made with the FCC: "We believe there is no basis for applying the fairness doctrine to product commercials."

The American Association of Advertising Agencies, also calling attention to its filings with the FCC, expressed fear that enlargement of the fairness doctrine to cover product commercials on TV and radio could lead to a situation where the mere broadcast of a commercial would trigger a counter message. This would not only make a battleground of the airwaves, but it would threaten to drive business away from the broadcast media, an AAAA spokesman said.

In its filings with the FCC last October, the AAAA contended that the fairness policy should apply only to commercials that promote controversial views in an explicit manner.

Peter W. Allport, president of the Association of National Advertisers, said adoption of the FTC proposal might well force advertisers to reconsider their use of broadcast media, since the FTC's proposal undoubtedly would serve to reduce the effectiveness of broadcast commercials. "If they [FTC] wish to deprive the public of free television, they're on the right track," he said.

As of late last week, there were no comments from CBS or ABC.

Mr. Wasilewski's statement charged that the FTC seemed to be seeking to punish American business corporations that are trying to find solutions to ecological problems.

Furthermore, the NAB president said, if the ecological claims are true, they should be publicized widely, but

if they are false or misleading, then the FTC, as the policing agency, should proceed against offending companies.

"The FTC is certainly aware that the sole economic base of broadcasting is advertising revenues," Mr. Wasilewski commented. "Yet it advances proposals which, if implemented, would tremendously weaken, if not effectively destroy, America's present free television and radio system."

He concluded his statement with these words: "We sincerely hope the FCC will consign the FTC petition to the pile of eccentric mail which it regularly receives."

The FTC's proposal was submitted as a comment in the FCC's inquiry into various aspects of the fairness doctrine, one of which relates to imposition of the fairness policy to commercial advertising.

The FTC called on the FCC to require broadcasters to accept counteradvertising to rebut claims that could be considered to have two sides. It also suggested that the FCC require broadcasters to devote some free time (five minutes weekly was suggested as a start) where opponents of alleged controversial advertising would be permitted to appear.

### BusinessBriefly

**American Express Co.**, New York; **Menley & James Laboratories**, Philadelphia; **Hershey Foods Corp.**, Hershey, Pa.; and **Shell Oil Corp.**, Houston, all through **Ogilvy & Mather**, New York, are participating sponsors in CBS-TV's new sports series, *NFL Action*. Series of seven half-hour programs will be presented on various Sundays starting Jan. 23 (4:30-5 p.m., EST) and running through April 2.

**Employers Insurance of Wausau**, Wausau, Wis., through **Cramer-Krasselt Co.**, Milwaukee, has purchased participations in six programs on ABC-TV's new series, *The Monday Night Special*. Program started Jan. 10 (8-9 p.m. EST). Wausau bought into shows telecast between Feb. 14 and June 26.

**AMF Inc.**, through **Fuller & Smith & Ross**, both New York, will sponsor its second Bob Hope special on NBC-TV Wednesday, April 5 (10-11 p.m. NYT). AMF marked its return as a network-TV advertiser with broadcast of a Hope special Dec. 9, 1971. Also, **Chrysler Corp.**, Detroit (through BBDO); **Good-**

**year Tire & Rubber Co.**, Akron, Ohio, and **Gulf Oil Corp.**, Pittsburgh (Young & Rubicam); **American Telephone and Telegraph Co.**, New York (N. W. Ayer & Son), and **3M Co.**, St. Paul (D'Arcy-MacManus-Intermarco), will sponsor *The Bob Hope Desert Classic*, golf tournament, on NBC-TV Saturday and Sunday, Feb. 12-13 (5-6:30 p.m. NYT, both days).

**Eastman Chemical Products**, through **J. Walter Thompson Co.**, both New York, will launch its biggest spot-TV spring campaign for carpeting of Kodol polyester during the first week in March. Variety of 30-second spots, keyed to local retailers, are set to run in 40 markets through April.

### Vitt International offers new market survey

Vitt Media International, New York, has developed a new concept in the geographical definition of radio markets. Dubbed Radio Market Area (RMA), the analytical system is intended to serve as a guide to advertising agency media planners in defining radio market allocations.

Vitt Media, a broadcast timebuying specialist, said RMA offers "quantitative data on radio in the more than 3,000 counties in the U.S." The data, giving geographic market definition based on measurable listening statistics which outline each market exclusive of another, provide buyers with breakdowns similar to the television concepts of Area of Dominant Influence (ADI) and Dominant Market Area (DMA), according to the company.

Vitt is offering material to the industry at a package price of \$23.35. The materials include a color-coded planning map of the U.S. showing individual radio areas and a booklet containing a collation of the counties and homes credited to each market. The booklet lists all radio markets in the U.S. by state (Markets also are ranked by size and percentage.)

Sam Vitt, president of VMI, said the new material works well with ADI and DMA data and thus can prove a beneficial addition for overall media buying and research programs. The formula and definition were developed jointly by VMI and Mike LaTerre, vice president and media director of Shaller-Rubin, New York-based ad agency, with assistance of Pulse and the Radio Advertising Bureau.

# CBS will fight children's ad plan

Wood wants NAB board to reject cutbacks confined to weekends

CBS-TV last week advised its affiliates that it will oppose a proposal to cut back commercial time permitted in weekend children's programming when the matter comes before the TV board at the National Association of Broadcasters board meeting in Florida this week.

An advisory was sent to stations by Robert D. Wood, CBS-TV president, to explain CBS's position and to take note of its intended stand. William Tankersley, CBS vice president, program practices, cast the sole vote against the proposal that was approved by the NAB's television code review board at a special session in Washington on Jan. 6 (BROADCASTING, Jan. 10).

The review board's proposal would reduce from 16 minutes to 11 minutes the amount of time devoted to non-program material during any given hour on weekend children's fare. It would affect children's programming broadcast from 7 a.m. to 2 p.m. on Saturdays and Sundays. It would also cut by half the number of commercial interruptions to no more than two within any 30-minute program and no more than four in any one-hour show. The provisions, if approved by the TV board, would become effective Jan. 1, 1973.

ABC had initiated the action in proposing last month that such limitations should apply to new programs. That proposal was subsequently revised to encompass all weekend children's programs.

A counterproposal by CBS—voted down by review board members—would have reduced time standards for all children's programming, not just week-

end shows, from 16 minutes to 12 minutes.

In his advisory, Mr. Wood said he wished to clear up any misunderstanding of CBS's position. He said the CBS counterproposal would have applied identical reductions to all daytime children's programs regardless of time period or broadcast day. CBS, he said, believed that if any cutback had merit, it was then "illogical" to limit its application to specified time periods on two days "while totally ignoring children's programming during the rest of the week."

Mr. Wood said CBS's proposal was not "self-serving from a competitive standpoint," and in reality would have resulted in a "cutback of more time on CBS than on any other network." He noted that CBS's *Captain Kangaroo* morning program is the only regularly scheduled weekday children's series presented by the commercial networks.

The CBS proposal, he said, would have also resulted in a reduction of "substantially more" commercial material in children's programs than would be possible under the adopted review board proposal—40% more in the case of CBS (a reduction of 48 minutes, compared to a cut of 35 minutes under the adopted proposal).

Under CBS's proposal, he noted, non-program time would have reduced in all children's programs between 7 a.m. and 6 p.m. This would have resulted in a 25% reduction achieved in two stages, first by cutting back from 16 to 14 minutes starting next October and then by an additional two minutes effective a year later.

Mr. Wood admitted that while he was able to emphasize the differences between CBS's and the review-board adopted proposals, "I must confess . . . to grave reservations about both plans. These stem from the danger that both seem to imply that the industry accepts the notion that advertising is bad, [that] the less the better—and the best of all, no advertising whatsoever.

"For the record," he continued, "CBS

rejects this concept as unwarranted, which is why we originally urged that the entire matter be tabled by the code review board." He said that premature "publicity" in advance of the review board meeting had "foreclosed the possibility of free and open discussion, reasoned deliberation and the formulation of a long-range plan."

## No case for air-bag fairness complaint

FCC tells Nader group that ABC and NBC covered issue in other programming

The FCC's essentially consistent policy of declining to apply the fairness doctrine to product commercials was reaffirmed last week when the head of the commission's Complaints and Compliance Division found that further agency action is unwarranted against NBC, ABC and their Washington TV outlets in connection with a complaint about their advertising critical of auto safety air bags.

Complaints and Compliance Chief William B. Ray notified the Center for Auto Safety, a nonprofit organization founded in 1968 by consumer advocate Ralph Nader, that the commission would not act on its complaint against the two networks, NBC-owned WRC-TV, and ABC affiliate, WMAL-TV. While acknowledging that two-minute commercials critical of the air bag placed by Ford Motor Co. on the networks apparently raised a controversial issue subject to fairness review, Mr. Ray told the center that information supplied by the licensees indicated that Ford's criticism of the safety device was offset by other programming.

The center filed a fairness complaint against the four parties last July (BROADCASTING, July 19, 1971), contending that the Ford commercials presented a "one-sided, controversial and inaccurate" picture of the air bag. It asked that they be required to air programming presenting the opposite view.

The Ford commercials cited in the complaint alleged that the air bag is a "complicated and costly device" that is basically lacking in reliability. The air-bag reference was made in a general discussion of auto safety.

The center charged that, in addition to being misleading, Ford's contention was contradictory to the findings of independent and federal government research. The Department of Transportation has made air bags, which are designed to inflate in an automobile crash to protect front-seat occupants, compulsory for all passenger cars that are

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manufactured after Aug. 15, 1973.

"Equal time" for all proponents of various sides of an issue is not necessary to achieve balanced programming, Mr. Ray said in his letter to the center. And in the case of the immediate complaint, he added, the broadcasters appeared to have covered numerous aspects of auto safety—including air bags—in other programming.

The commission has deviated from its stand against fairness application to commercials on only two previous occasions—once in its ruling that cigarette commercials were subject to fairness review, and again in applying the doctrine against spots by Standard Oil of New Jersey concerning the Alaska oil pipeline (BROADCASTING, July 5, 1971).

## When is a cigar not a cigar?

### Moss hearings will study cigarette look-alike ads in new smoking probe

Is there a loophole that needs closing in the law banning broadcast cigarette advertising?

That is one of the questions related to cigarette regulation that will be tackled next month in hearings held by the Senate Consumer Subcommittee under Chairman Frank E. Moss (D-Utah).

In announcing the hearings last week, Senator Moss—who was instrumental in getting cigarette ads banned from the air—said one of the issues will be the need for amending the law "to eliminate the unconscionable overreaching now being practiced by certain cigarette companies, notably R. J. Reynolds [Tobacco Co.] with its new Winchester" cigar.

"In several cases," he said, "smoking products which look like cigarettes, and more importantly are inhaled like cigarettes, masquerade as cigars, thereby avoiding not only the ban against broadcasting, but cigarette taxation as well."

The hearings, to be held Feb. 1, 3 and 10, will also examine the number of antismoking spots carried by the broadcast media and efforts to strengthen smoking-education programs: the need for limiting tar, nicotine and carbon monoxide in cigarettes; the status of the Federal Trade Commission's efforts to require prominent health warnings in print advertising for cigarettes, and the implications of the Surgeon General's report, made public last Tuesday (Jan. 11), concerning the possible harmful effects of cigarette smoke on nonsmokers, particularly in confined areas.

A spokesman for Senator Moss said that the FTC, the Justice Department

## TV introductions down

New-product introduction, in which TV advertising usually gets the starring role, declined in 1971 for the second consecutive year, according to a survey released last week by Dancer-Fitzgerald-Sample's *New Product News* newsletter, distributed to agency executives and clients. New-product introductions fell 4.9% to a total 736, as compared to a 1970 total 774, a 9.2% decrease from 1969.

and Surgeon General Jesse L. Steinfeld have been invited to testify.

An investigation of Winchester cigars was prompted last October when Action on Smoking and Health—the antismoking organization headed by John F. Banzhaf III—filed a petition with Justice accusing R. J. Reynolds of violating the cigarette ad ban and seeking a court order to prohibit TV promotion of Winchesters (BROADCASTING, Oct. 11, 1971).

Justice has asked the FTC for its opinion on whether R. J. Reynolds is violating the law, and has solicited the opinion of the Department of Health, Education and Welfare regarding the health hazards of Winchesters.

## Test to substitute ads on CATV OK'd

Adtel, Ltd., a market-research firm, has been given a go-ahead by the FCC to test a research project in which broadcast commercials intended to be carried by a CATV system will be deleted and test commercials substituted.

The commission last week granted Adtel a one-year waiver of the CATV rules to permit it to conduct the experiment in Harrisburg, Pa. The company's request for permission had been opposed by the National Association of Broadcasters as well as by licensees of two of the stations that would be affected, WGAL-TV Television Inc. (WGAL-TV Lancaster, Pa.) and Newhouse Broad-

casting Corp. (WTPA-TV Harrisburg). WHP Inc., licensee of another station that would be involved, WHP-TV Harrisburg, supported the proposal.

Under its plan, Adtel deletes the commercials being carried by a station and substitutes commercials for them after contracting with a CATV system for permission to operate a "cut-in" facility along the system's trunk line. The effectiveness of the substitute commercials are tested by normal market-research techniques.

The commission said a waiver of the rules to permit Adtel to develop its new research techniques is warranted. But it granted the waiver subject to the condition that Adtel inform the CATV system subscribers by mail that test advertisements may be carried by the system and that they are being inserted by Adtel and the system, not by the broadcasters.

Adtel had asked the commission either to issue a ruling that the CATV rules do not apply or, if it finds that they do, to waive them. The commission ruled that the process violates "an implicit" requirement in the rule requiring CATV systems to carry local signals that systems "refrain from deleting or altering any portion" of the signals they carry.

NAB, WGAL-TV and WTPA had argued that the plan not only violates the rules but goes beyond the bounds of permissible CATV operation and raises a question of CATV copyright liability.

## Rep.Appointments

- KOA-AM-FM Denver: Avco Radio Sales, New York.
- WNHC(AM) New Haven, Conn.: Katz Radio, New York.
- WNCI-FM Columbus, Ohio: ABC-FM Spot Sales, New York.
- KSEE(AM) Santa Maria, Calif.: Grant Webb & Co., New York.

# Hit the High Spots in Wheeling-Steubenville

 WSTV / TV 9



## Canadian restriction fosters U.S. success

**Detroit port of entry for above-border music rising on charts here**

During January of last year, the Canadian Radio-Television Commission, fearing that the glut of American records would soon muscle out domestic product, required Canadian stations that program music to devote 30% of their playlists to Canadian recordings. A backlash effect of that decision—emanating from Detroit, where the top-rated station in the market operates from Windsor, Ont.—is now being felt in the U.S. Several new Canadian artists “broken” there have scaled the American charts with quite notable success.

CKLW(AM) Windsor is the top rocker in the Detroit market. Prodded by

the Canadian requirement, CKLW has broken several records that went on to become big hits in the States. Among Canadian artists who reached the U.S. market via this route in 1971 were the Five-Man Electrical Band, The Bells, Ocean, and The Stampeders.

Ocean’s hit, “Put Your Hand in the Hand,” was on the American charts for 14 weeks, and climbed to number two. The Bell’s “Stay Awhile” stayed just as long and climbed to number seven. The Stampeders and their skiffle-song “Sweet City Woman” was on the *Billboard* “Hot 100,” also for 14 weeks, and went to number eight, while “Signs,” by the Five-Man Electrical Band, stayed on the charts for 18 weeks and rose to number three.

The CRTC’s guidelines for determining a Canadian song contained four stipulations: (1) a song recorded by a Canadian artist, (2) a song whose music was written by a Canadian, (3) a song whose lyrics were written by a Canadian or (4) a song recorded in a Canadian studio.

In 1971, a record had to comply with only one of those requirements to qualify. As of Jan. 18 this year, a record must comply with two.

Alden Dean, program director of CKLW, says he had little trouble finding acceptable Canadian product to program last year, and that he foresees no squeeze in the future.

(CKLW was owned for many years by RKO General, but was sold to Baton Corp. in August 1970 under a divestiture order from the CRTC.)

While the impact of the Canadian rule has worked to boost the stock of that country’s artists, it has not done serious damage to American recording companies. All four of the hits cited above—each of which met all four of the Canadian requirements—were recorded by American companies (Ocean by Kama Sutra, The Bells by Polydor, the Five-Man Electrical Band by Lionel distributed by M-G-M, and The Stampeders by Bell).

But some heated words may be forthcoming from the American Federation of Musicians, according to a spokesman for that union, whose members don’t get the call when a record is made above the border. American recording studios, too—which in 1971 found themselves with more unbooked studio time than in years past—may lose still more business from Canadian artists who are staying home to record this year.

## Liberalized policy strengthens SESAC list

SESAC, the performing rights company that for 40 years has contracted with publishing firms exclusively, announced last week that it has begun to offer direct affiliation to composers and writers on an individual basis. In addition, SESAC has boosted the payments made to composers and publishers “to a competitive level in the industry” retroactive to Jan. 1.

In recent weeks, SESAC has signed a rash of new and established writers because of this new policy. Joining SESAC are Raymond A. Smith, writer of a Conway Twitty country hit called “15 Years Ago”; Glenn Ray, writer of “Wait for Sunday” recorded by Eddie Arnold, and Eddie Noack, writer of “A Day in the Life of a Fool” and “No Blues is Good News,” both recorded by George Jones. Among the new writers are Peggy Forman and Jeremiah Stone.

Most of the songwriters signed in the past several weeks have contributed to SESAC’s already extensive country catalogue, but the firm hopes to enlarge its repertory in other forms of music.

## Promotion group formed for Hawaiian music

A new music organization has been organized to enhance the production, promotion and servicing of Hawaiian music for radio stations on the mainland. Called the Association for Hawaiian Music, it is headed by a former music director for NBC-TV in Hollywood, Charles Dant.

The group has been organized along much the same lines as the Country Music Association in Nashville. It is supported by record manufacturers and will serve as an information center for stations that program Hawaiian music. The AHM will help stations to get both old and new product. A monthly tape service of unrecorded product is available at a “minimum cost”; holiday and special-occasion tapes and a monthly newsletter are also available.

Interim financing is being supplied by the Hawaii Corp., an island-based, diversified firm whose president, Ralph Crossley, also serves as chairman of AHM. AHM is now running a talent search with the help of KCCN(AM) Honolulu in an attempt to promote the new association and get more Hawaiian music on records.

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## Visual emerges from bankrupt status

**N.Y. court lifts Chapter 11 restrictions, approves repayment plan**

Visual Electronics Corp., New York, which has been operating under Chapter 11 of the Federal Bankruptcy Act since July 1970, was restored to normal corporate operations.

As a prerequisite to the order by the U.S. Southern District Court in New York, Visual made a cash deposit of approximately \$3,060,000 to cover funds needed to discharge all prior indebtedness provided by the plan of arrangement, and for payment of all costs and administrative expenses.

Emerging also from Chapter 11 is Visual Electronics Laboratories, the broadcast equipment subsidiary that filed its bankruptcy petition at the same time as the parent company. Other subsidiaries continued to operate normally.

Visual Electronics said that in connection with its borrowing of a portion of its deposit, it issued a new five-year warrant to J. P. Maguire & Co. for the purchase of up to 50,000 shares of the Visual stock at 10 cents per share.

The court confirmed Visual's second amended plan of arrangement, which provided that priority creditors and administration claims be paid in full; unsecured creditors (other than holders of the company's 5 1/4 % convertible subordinated debentures) be paid 25% of their claims in cash, and debenture holders receive a new 6 1/2 % convertible subordinated debenture for each 5 1/4 % convertible subordinated debenture held.

Visual had an outstanding debt at one time of about \$20 million.

## Loss of \$40 million expected by Ampex

Ampex Corp., Redwood City, Calif., which plunged \$12 million into the red last fiscal year, announced last week that it expects a record loss of \$40 million during the current fiscal year ending April 29. Ampex, producer of recording equipment and magnetic tape, indicated that about \$27 million of the projected loss will come from current operations. The remainder is expected to result from both the lowering of the value in some inventories, royalties and equipment, and

the establishment of financial reserves.

Arthur H. Hausman, who in a surprise move two months ago succeeded William E. Roberts as president and chief executive officer (BROADCASTING, Nov. 15, 1971) of the troubled company, said Ampex is in the process of consolidating several operating divisions in a major expense-reduction program. He also indicated that some product lines, would be discontinued.

"We have undertaken a thorough division-by-division reassessment of Ampex and are restructuring the company to concentrate in the areas where the company has a proven record of profitability and technological leadership," Mr. Hausman remarked in his statement.

Just prior to Mr. Hausman taking his current office, two divisions of Ampex, the video productions division and the videofile information systems division, were consolidated for more efficient management (BROADCASTING, Nov. 8, 1971). Reportedly now video, videofile, closed-circuit and professional audio may be combined into one operation. Personnel cutbacks are expected.

For the 1971 fiscal year ended last May 2, Ampex reported a net loss of \$12 million as compared with restated net earnings of \$11.26 million for fiscal 1970. Sales for fiscal 1971 were down 7% compared with a year earlier. In the six months of the current fiscal year ended Oct. 30, Ampex had a loss of \$3.4 million on sales of \$155.3 million.

## ABC places \$50 million in notes to investors

An agreement in principle under which ABC will place privately \$50 million of 20-year 7% subordinated notes with a group of institutional investors was an-

nounced last week by Leonard H. Goldenson, ABC president.

The notes carry 10-year warrants entitling the holders to buy 416,667 shares of ABC common stock at \$48 each (\$20,000,016 total). The \$48 was said to relate to the market price of ABC common shares when discussions with the prospective purchasers were under way. Last Monday (Jan. 10), the day the agreement was announced, ABC shares closed at \$53.25 on the New York Stock Exchange.

Mr. Goldenson said the proceeds will be used in part to pay \$32.5 million of outstanding bank loans, with the rest to be added to general corporate funds.

## Correction

In computing the difference between 1970 and 1969 FCC radio financial figures, wrong "time sales to local advertisers" data was picked up for 1969 for the markets Texarkana, Tex., through Worcester, Mass. (BROADCASTING, Jan. 10, page 78). The following should be substituted:

Time sales to local advertisers		
Metropolitan Areas	1969	Gain or (Loss)
Texarkana, Tex.-Ark.	543,630	56,813
Toledo, Ohio-Mich.	3,077,440	(96,473)
Topeka, Kan.	1,055,354	13,440
Trenton, N.J.	1,076,343	71,668
Tucson, Ariz.	1,487,589	230,617
Tulsa	2,141,191	336,563
Tuscaloosa, Ala.	644,616	34,301
Tyler, Tex.	535,907	67,794
Utica-Rome, N.Y.	1,377,788	125,860
Vallejo-Napa, Calif.		
Waco, Tex.	722,350	23,772
Washington, D.C.-Md.-Va.	10,871,422	915,515
Waterbury, Conn.	534,135	9,062
Waterloo, Iowa	757,544	84,041
West Palm Beach, Fla.	1,891,224	(264,421)
Wheeling, W. Va.-Ohio	974,571	235,246
Wichita, Kan.	2,534,101	39,295
Wichita Falls, Tex.	625,559	24,594
Wilkes-Barre-Hazleton, Pa.	1,022,562	65,798
Wilmington, Del.-N.J.-Md.	1,972,471	(171,223)
Wilmington, N.C.	466,740	71,337
Worcester, Mass.	992,993	(20,735)

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# BroadcastingStockIndex

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

	Stock symbol	Ex-change	Closing Jan. 12	Closing Jan. 5	Net change in week	High	1972 Low	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>										
ABC	ABC	N	52 $\frac{3}{4}$	52 $\frac{1}{2}$	- $\frac{1}{2}$	53 $\frac{1}{2}$	25	7,095	\$375,113	
ASI Communications	ASIC	O	3 $\frac{3}{4}$	2 $\frac{1}{2}$	+ $\frac{1}{2}$	4 $\frac{1}{2}$	2 $\frac{1}{2}$	1,815	5,209	
Capital Cities	CCB	N	49	48	+ 1	49 $\frac{1}{4}$	29	6,236	299,328	
CBS	CBS	N	49 $\frac{1}{4}$	47 $\frac{1}{2}$	2 $\frac{1}{4}$	49 $\frac{1}{2}$	30 $\frac{1}{2}$	27,858	1,312,689	
Cox	COX	N	38 $\frac{1}{4}$	37	1 $\frac{1}{4}$	39 $\frac{1}{2}$	17 $\frac{1}{4}$	5,802	214,674	
Gross Telecasting	GGG	A	14	14 $\frac{1}{4}$	- $\frac{1}{4}$	16	10 $\frac{1}{2}$	800	11,400	
LIN	LINB	O	15 $\frac{1}{2}$	16 $\frac{1}{4}$	- $\frac{1}{4}$	16 $\frac{1}{2}$	6 $\frac{1}{4}$	2,294	36,979	
Mooney	MOON	O	9 $\frac{1}{4}$	8 $\frac{1}{2}$	+ $\frac{1}{4}$	9 $\frac{1}{4}$	4	250	2,218	
Pacific & Southern	PSOU	O	11	10 $\frac{3}{4}$	+ $\frac{1}{4}$	11 $\frac{1}{2}$	8	1,930	20,014	
Rahall Communications	RAHL	O	13	13 $\frac{1}{2}$	- $\frac{1}{2}$	29	8 $\frac{1}{4}$	1,037	14,000	
Scripps-Howard	SCRH	O	21	20 $\frac{1}{4}$	+ $\frac{1}{4}$	25	18	2,589	53,722	
Sonderling	SDB	A	26 $\frac{3}{4}$	25 $\frac{1}{2}$	+ $\frac{1}{2}$	34	17	997	25,792	
Starr	SBG	M	17 $\frac{1}{4}$	15 $\frac{1}{2}$	+ 1 $\frac{1}{4}$	20 $\frac{1}{2}$	8 $\frac{1}{2}$	691	10,966	
Tait	TFB	N	45 $\frac{1}{4}$	42 $\frac{1}{2}$	+ 3 $\frac{1}{4}$	45 $\frac{1}{4}$	23 $\frac{1}{2}$	3,707	156,139	
								<b>Total</b>	<b>63,101</b>	<b>\$2,538,223</b>

## Broadcasting with other major interests

Avco	AV	N	17 $\frac{1}{4}$	17 $\frac{1}{2}$	- $\frac{1}{4}$	18 $\frac{1}{4}$	12 $\frac{1}{2}$	11,472	\$ 20,076	
Bartell Media	BMC	A	4 $\frac{1}{4}$	4 $\frac{1}{4}$	- $\frac{1}{4}$	8	2 $\frac{1}{2}$	2,254	10,413	
Boston Herald-Traveler	BHLD	O	16	16	-	28	19	577	9,232	
Chris-Craft	CCN	N	6 $\frac{1}{4}$	6	+ $\frac{1}{4}$	9 $\frac{1}{4}$	5 $\frac{1}{4}$	3,974	23,844	
Combined Communications	CCOM	O	29 $\frac{1}{2}$	28 $\frac{1}{4}$	+ $\frac{3}{4}$	29 $\frac{1}{2}$	10 $\frac{1}{2}$	2,206	63,423	
Cowles Communications	CWL	N	11 $\frac{1}{4}$	10 $\frac{3}{4}$	+ 1 $\frac{1}{2}$	13 $\frac{1}{2}$	8	3,969	41,159	
Dun & Bradstreet	DNB	N	65 $\frac{1}{4}$	64 $\frac{1}{4}$	+ $\frac{1}{2}$	67 $\frac{1}{2}$	52 $\frac{1}{2}$	12,838	831,261	
Fuqua	FOA	N	22 $\frac{1}{4}$	22 $\frac{1}{2}$	- $\frac{1}{4}$	26 $\frac{1}{2}$	13 $\frac{1}{4}$	7,896	180,582	
Gable Industries	GBI	N	29 $\frac{1}{4}$	26 $\frac{1}{2}$	+ 3 $\frac{1}{4}$	29 $\frac{1}{4}$	9 $\frac{1}{2}$	1,872	49,608	
Gannett	GCI	N	59	57 $\frac{1}{2}$	+ 1 $\frac{1}{2}$	60	32 $\frac{1}{2}$	9,090	526,038	
General Tire	GY	N	26 $\frac{3}{4}$	26 $\frac{1}{4}$	+ $\frac{1}{2}$	28 $\frac{1}{4}$	21 $\frac{1}{2}$	18,713	491,216	
ISC Industries	ISC	A	8 $\frac{1}{4}$	7 $\frac{1}{4}$	+ 1 $\frac{1}{4}$	8	4 $\frac{1}{4}$	1,646	11,720	
Kansas State Network Inc.	KSN	O	6	-*	-*	7 $\frac{1}{2}$	6 $\frac{1}{2}$	1,471	8,826 $\frac{1}{2}$	
Lamb Communications		O	3 $\frac{1}{4}$	-*	-*	2 $\frac{1}{2}$	2	475	1,544 $\frac{1}{2}$	
Lee Enterprises	LNT	A	19	18 $\frac{1}{2}$	+ $\frac{1}{2}$	20	16 $\frac{1}{4}$	2,936	54,316	
Liberty Corp.	LC	N	19 $\frac{1}{4}$	20	- $\frac{1}{4}$	24	16 $\frac{1}{4}$	6,744	134,880	
Meredith Corp.	MDP	N	24 $\frac{1}{4}$	24 $\frac{1}{4}$	-	29 $\frac{1}{4}$	19 $\frac{1}{4}$	2,772	67,221	
Metromedia	MET	N	28 $\frac{1}{4}$	28	+ $\frac{1}{4}$	30 $\frac{1}{2}$	17 $\frac{1}{4}$	5,764	161,392	
Multimedia Inc.		O	37 $\frac{1}{2}$	37 $\frac{1}{4}$	+ $\frac{1}{4}$	37 $\frac{1}{2}$	25	2,407	89,661	
Outlet Co.	OTU	N	16 $\frac{1}{4}$	16 $\frac{1}{4}$	- $\frac{3}{4}$	22	13 $\frac{1}{2}$	1,334	22,345	
Post Corp.	POST	O	22 $\frac{1}{4}$	23 $\frac{1}{4}$	- 1	23 $\frac{1}{4}$	9 $\frac{1}{4}$	909	21,134	
Publishers Broadcasting Corp.	PUBB	O	3 $\frac{1}{4}$	3 $\frac{1}{4}$	-	4 $\frac{1}{4}$	1 $\frac{1}{4}$	919	3,446	
Reeves Telecom	RBT	A	3 $\frac{1}{4}$	2 $\frac{1}{2}$	+ $\frac{1}{4}$	3 $\frac{1}{2}$	2	2,292	6,578	
Rollins	ROL	N	47 $\frac{1}{4}$	48	- $\frac{3}{4}$	49 $\frac{1}{4}$	25 $\frac{1}{2}$	8,087	388,176	
Rust Craft	RUS	A	25	24 $\frac{1}{2}$	+ $\frac{1}{2}$	24 $\frac{1}{2}$	18 $\frac{1}{2}$	2,318	56,791	
Schering-Plough	PLO	N	89 $\frac{1}{4}$	87 $\frac{1}{4}$	- $\frac{1}{2}$	89 $\frac{1}{4}$	60 $\frac{1}{2}$	25,174	2,209,019	
Storer	SBK	N	33 $\frac{1}{2}$	31 $\frac{1}{2}$	+ 2	33 $\frac{1}{2}$	19	4,223	133,025	
Time Inc.	TL	N	56 $\frac{1}{4}$	56 $\frac{1}{4}$	+ $\frac{1}{2}$	62 $\frac{1}{4}$	40 $\frac{1}{4}$	7,258	408,263	
Turner Communications		O	2 $\frac{1}{4}$	2 $\frac{1}{4}$	+ $\frac{1}{2}$	4	2	1,328	3,147	
Washington Post Co.	WPO	O	24	25	- 1	27 $\frac{1}{4}$	19 $\frac{1}{4}$	4,753	118,825 $\frac{1}{2}$	
Wometco	WOM	N	20 $\frac{1}{4}$	18 $\frac{1}{2}$	+ 1 $\frac{1}{4}$	23 $\frac{1}{2}$	14 $\frac{1}{4}$	5,815	107,578	
								<b>Total</b>	<b>174,958</b>	<b>\$6,254,939</b>

## CATV

Ameco	ACO	O	5 $\frac{1}{2}$	4 $\frac{1}{4}$	+ 1 $\frac{1}{4}$	12 $\frac{1}{4}$	1 $\frac{1}{2}$	1,200	\$ 5,244	
American Electronic Labs	AELBA	O	7 $\frac{1}{4}$	6 $\frac{1}{4}$	+ $\frac{3}{4}$	10	3	1,668	11,459	
American TV & Communications	AMTV	O	32 $\frac{1}{4}$	32 $\frac{1}{4}$	+ $\frac{1}{4}$	32 $\frac{1}{4}$	19 $\frac{1}{2}$	2,434	78,180	
Burnup & Sims	BSIM	O	24 $\frac{1}{2}$	24 $\frac{1}{2}$	-	37 $\frac{1}{4}$	20 $\frac{1}{2}$	3,061	74,995	
Cablecom-General	CCG	A	15 $\frac{1}{4}$	15 $\frac{1}{2}$	- $\frac{1}{4}$	17 $\frac{1}{4}$	9 $\frac{1}{4}$	2,485	38,518	
Cable Information Systems		O	2 $\frac{1}{2}$	2 $\frac{1}{4}$	- $\frac{1}{4}$	4 $\frac{1}{4}$	1 $\frac{1}{4}$	955	2,626	
Citizens Financial Corp.	CPN	A	13 $\frac{1}{4}$	13 $\frac{1}{4}$	-	15 $\frac{1}{2}$	11	1,590	22,053	
Columbia Cable	CCAB	O	15 $\frac{1}{4}$	15 $\frac{1}{4}$	- $\frac{1}{4}$	15 $\frac{1}{4}$	9 $\frac{1}{4}$	900	13,725	
Communications Properties	COMU	O	11 $\frac{1}{2}$	11 $\frac{1}{4}$	- $\frac{1}{4}$	11 $\frac{1}{4}$	7 $\frac{1}{4}$	1,906	22,148	
Cox Cable Communications	CXC	A	26 $\frac{1}{4}$	24 $\frac{1}{4}$	+ 1 $\frac{1}{4}$	25 $\frac{1}{4}$	15 $\frac{1}{4}$	3,552	86,562	
Cypress Communications	CYPR	O	12 $\frac{1}{4}$	12 $\frac{1}{4}$	- $\frac{3}{4}$	12 $\frac{1}{2}$	7	2,384	29,800	
Entron	ENT	A	6 $\frac{1}{4}$	4 $\frac{1}{4}$	+ 1 $\frac{1}{4}$	7 $\frac{1}{4}$	2 $\frac{1}{2}$	1,320	6,428	
General Instrument Corp.	GRL	N	23 $\frac{1}{2}$	21 $\frac{1}{2}$	+ 2	29 $\frac{1}{2}$	13 $\frac{1}{2}$	6,371	136,977	
LVO Cable Inc.	LVOC	O	12	-*	-*	11 $\frac{1}{4}$	7	1,466	17,592 $\frac{1}{2}$	
Sterling Communications	STER	O	5 $\frac{1}{4}$	5 $\frac{1}{4}$	- $\frac{1}{4}$	6 $\frac{1}{4}$	3 $\frac{1}{2}$	2,162	11,610	
Tele-Communications	TCCOM	O	24 $\frac{1}{4}$	24 $\frac{1}{4}$	-	22 $\frac{1}{4}$	12	2,856	70,315	
Teleprompter	TP	A	125 $\frac{1}{4}$	120 $\frac{1}{2}$	+ 5 $\frac{1}{4}$	121 $\frac{1}{4}$	36 $\frac{1}{2}$	3,077	370,779	
Television Communications	TVCM	O	11 1/16	10 $\frac{1}{2}$	+9/16	10 $\frac{1}{2}$	5 $\frac{1}{4}$	3,804	39,942	
Viacom	VIA	N	17 $\frac{1}{4}$	16 $\frac{1}{4}$	+ 1 $\frac{1}{4}$	21	9 $\frac{1}{4}$	3,791	61,604	
Vikoa	VIK	A	9 $\frac{1}{4}$	8 $\frac{1}{4}$	+ $\frac{3}{4}$	14 $\frac{1}{4}$	4 $\frac{1}{4}$	2,344	20,791	
								<b>Total</b>	<b>49,326</b>	<b>\$1,121,348</b>

## Programming

Columbia Pictures	CPS	N	10 $\frac{1}{4}$	9 $\frac{1}{4}$	+ $\frac{3}{4}$	17 $\frac{1}{4}$	6 $\frac{1}{4}$	6,342	\$ 61,835	
Disney	DIS	N	135 $\frac{1}{4}$	135	+ $\frac{1}{4}$	143	77	13,111	1,769,985	
Filmways	FWY	A	7	6 $\frac{1}{4}$	+ $\frac{1}{4}$	11 $\frac{1}{4}$	4 $\frac{1}{4}$	1,756	12,064	
Four Star International		O	5 $\frac{1}{4}$	5 $\frac{1}{4}$	- $\frac{1}{4}$	1 $\frac{1}{4}$	3 $\frac{1}{4}$	666	500	
Gulf & Western	GW	N	32	29 $\frac{1}{4}$	+ 2 $\frac{1}{4}$	32	19	15,549	454,808	
Kinney Services	KNS	N	35 $\frac{1}{4}$	35	+ $\frac{1}{4}$	39 $\frac{1}{4}$	25 $\frac{1}{4}$	12,716	445,060	
MCA	MCA	N	26 $\frac{1}{4}$	26	+ $\frac{1}{4}$	30	17 $\frac{1}{4}$	8,165	212,290	
MGM	MGM	N	19 $\frac{1}{4}$	18 $\frac{1}{4}$	+ $\frac{1}{2}$	26 $\frac{1}{4}$	15 $\frac{1}{2}$	5,895	110,531	
Music Makers	MUSC	O	1 $\frac{1}{4}$	1 $\frac{1}{4}$	+ $\frac{1}{4}$	3 $\frac{1}{4}$	1 $\frac{1}{4}$	534	598	
Telè-Tape Productions		O	2	1 $\frac{1}{4}$	+ $\frac{3}{4}$	2 $\frac{1}{4}$	1	2,190	3,548	
Transamerica	TA	N	18 $\frac{1}{4}$	18 $\frac{1}{2}$	+ $\frac{3}{4}$	20 $\frac{1}{2}$	14 $\frac{1}{4}$	63,841	1,181,059	
20th Century Fox	TF	N	13 $\frac{1}{4}$	13	+ $\frac{1}{4}$	15 $\frac{1}{4}$	7 $\frac{1}{4}$	8,562	111,306	
Walter Reade Organization	WALT	O	2 $\frac{1}{4}$	2	+ $\frac{1}{4}$	5 $\frac{1}{4}$	1 $\frac{1}{4}$	2,414	4,828	
Wrather Corp.	WCO	A	11	11	-	11 $\frac{1}{4}$	5 $\frac{1}{4}$	2,164	23,804	
								<b>Total</b>	<b>143,905</b>	<b>\$5,392,216</b>

(continued from page 48)

	Stock symbol	Ex-change	Closing Jan. 12	Closing Jan. 5	Net change in week	1972		Approx. shares out (000)	Total market capitalization (000)
						High	Low		
<b>Service</b>									
John Blair	BJ	N	17%	17%	—	24%	13	2,597	\$ 45,110
ComSat	CQ	N	62½	63	— ½	84½	49½	10,000	630,000
Creative Management	CMA	A	11½	9%	+ 1%	17%	7%	969	9,322
Doyle Dane Bernbach	DOYL	O	25%	25	+ ½	26½	20	1,934	48,350
Elkins Institute	ELKN	O	4%	3%	+ ¾	16%	3	1,664	6,440
Foote, Cone & Belding	FCB	N	11%	11½	+ ½	13%	7%	2,196	25,254
Grey Advertising	GREY	O	16	16½	— ½	16%	9%	1,209	19,489
Interpublic Group	IPG	N	26%	26	+ ¾	27½	17%	585	4,680
Marvin Josephson Assocs.	MRVN	O	9%	8½	+ 1¼	12	5%	505	5,050
LaRoche, McCallfrey & McCall	O	O	8%	8	+ ¼	16½	7½	1,407	2,983
Marketing Resources & Applications	O	O	10%	10	+ ¼	18½	2%	557	2,295
Movielab	MOV	A	2%	2%	—	4	1%	5,299	229,182
MPO Videotonics	MPO	A	5%	4%	+ 1	8½	3½	1,096	45,210
Nielsen	NIELA	O	43	43½	— ¼	49%	38%	778	5,252
Ogilvy & Mather	OGIL	O	42½	41%	+ 1	42%	24	2,703	119,256
PKL Co.	PKL	A	7%	6%	+ ¾	10%	3%	1,602	36,237
J. Walter Thompson	JWT	N	44%	44%	+ ¾	60	34½	1,673	43,498
Wells, Rich, Greene	WRG	N	23½	22%	+ ¾	25%	15%	825	7,013
								<b>Total</b>	<b>38,134 \$1,784,621</b>
<b>Manufacturing</b>									
Admiral	ADL	N	17½	18%	— 1¼	21	8	5,163	\$ 96,806
Ampex	APX	N	11½	13%	— 2½	25%	10%	10,873	149,504
CCA Electronics	CCA	O	4%	4%	—	5%	2%	881	3,850
Collins Radio	CRI	N	14½	14%	— ¾	20%	9%	2,968	44,134
Computer Equipment	CEC	A	3%	3%	+ ¾	7%	2½	2,394	7,781
Conrac	CAX	N	30%	28	+ 2%	31%	15%	1,259	35,252
General Electric	GE	N	64%	63	+ 1½	66½	52%	181,607	11,441,241
Harris-intertype	HI	N	52%	52%	—	69%	45	6,344	334,646
Magnavox	MAG	N	45%	46%	— ½	55	37%	17,283	797,092
3M	MMM	N	132	133½	— 1½	133½	95%	56,251	7,488,133
Motorola	MOT	N	82%	83½	— 1½	89%	51%	13,370	1,116,395
RCA	RCA	N	38%	38½	— ½	40%	26	74,437	2,865,825
RSC Industries	RSC	A	3%	3%	+ ¾	6%	2%	3,500	11,375
Telemation	TIMT	O	8	—*	—*	13%	6	14,040	112,320†
Westinghouse	WX	N	46	47	— 1	48%	41%	86,829	4,080,963
Zenith	ZE	N	45%	43%	+ 2	54%	36%	19,025	829,871
								<b>Total</b>	<b>496,224 \$29,415,191</b>
								<b>Grand Total</b>	<b>965,648 \$46,506,538</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>114.32</b>	<b>113.86</b>	<b>+ 1.46</b>				

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

Shares outstanding and capitalization as of Jan. 5.  
Over-the-counter bid prices supplied by Merrill Lynch,  
Pierce Fenner & Smith Inc., Washington.

\* Prices not available.  
† As of Jan. 12.

## Fates & Fortunes®

### Broadcast Advertising

**Peter A. Dow**, advertising manager, Chrysler-Plymouth Division, Chrysler Motors Corp., Detroit, appointed director of advertising for Chrysler's U.S. automotive sales and service which includes Chrysler-Plymouth and Dodge Divisions as well as corporate account. **Arnold C. Thomson**, advertising manager for Dodge, succeeds Mr. Dow as Chrysler-Plymouth Division advertising manager. **Robert F. Henry**, advertising manager for Chrysler and Imperial, succeeds Mr. Thomson.

**Sherman R. Slade**, senior VP and manager, Los Angeles office, Honig-Cooper & Harrington, San Francisco-based agency, elected president. He succeeds **Louis Honig**, who continues as chairman and chief executive officer.

**Robert J. Duffy** and **Gerald J. Schubert**, VP's for Robert E. Eastman & Co. in New York and Chicago respectively, named senior VP's. Mr. Duffy, in charge

of Eastern sales and Mr. Schubert, manager of Chicago office, will also assist **William K. Burton**, newly appointed executive VP (BROADCASTING, Jan. 3), who is in charge of Midwest with his office in Detroit. **David Recher**, Eastman sales account executive in Chicago, also is to serve as assistant manager of that office.

**Vincent J. Rafti**, media director, McCann-Erickson, New York, elected VP.

**Allen Hundley**, director of Detroit sales office, Radio Advertising Bureau, named VP-Detroit.

**John Martin**, VP and account supervisor for Ogilvy & Mather, New York, joins Carson/Roberts division of Ogilvy & Mather, Los Angeles, as VP, account supervisor.

**William Grimes**, New York sales manager, CBS Radio Spot Sales, named VP of CBS Radio Division and general manager of CBS Radio Spot Sales there.

**Douglas E. Ashmore**, account executive,

Campbell-Ewald, Detroit, joins **Ralph Jones Advertising**, Cincinnati, as account supervisor.

**Martin Beck**, broadcast producer, Charlotte, N.C., office, Cargill, Wilson & Acree, Atlanta-based agency, appointed broadcast manager/producer in Atlanta.

**Robert Kresser**, manager and supervisor of advertising material produced by Los Angeles office, Cunningham & Walsh, named VP. **Loren R. Tate**, as associate director of PR, western region of C&W, elected VP. **Billie Brown**, manager of broadcast services and special events, C&W, appointed to additional post of director of corporate communications.

**Frank J. Byrne**, advertising manager, CIBA Agrochemical Co., Summit, N.J., joins **Lewis & Gilman**, Philadelphia-based advertising and PR firm as account supervisor.

**Ray Rasner**, former senior VP-administration, Lennen & Newell, New York,

joins Needham, Harper & Steers there as manager, administrative services.

**Paul Ryan**, with sales staff, WPRI-TV Providence, R.I., joins WPRO-FM there as sales manager.

**Gene Hobicorn**, with WPAT-AM-FM Paterson, N.J., appointed director of sales development for stations.

**Jerry Huff**, executive art director, Milici Advertising Agency, Honolulu, named VP.

**F. Craig Magee**, with Radio Advertising Representatives, New York, joins WMAQ-AM-FM Chicago, as manager for sales.

**W. K. Winterble**, former eastern and central regional manager, Patten Co., Midland, Mich., agency, appointed director of client service.

**Sidney D. Berlin**, with sales staff, WWSW-AM-FM Pittsburgh, appointed local sales manager.

## The Media

**William Pitney**, general manager of Cox Cablevision Corp. and Telesystems Corp., subsidiaries of Cox Cable Communications Inc., Atlanta, appointed general manager of Cox Cable Development, newly formed division designed to coordinate and supervise planning and construction of new Cox CATV systems. **G. L. Davenport**, VP and Northwest regional manager, Cox Cable, Astoria, Ore., succeeds Mr. Pitney. **Roger Pierce**, local manager of Cox's Aberdeen, Wash., system, succeeds Mr. Davenport as Northwest regional manager. Mr. Pierce remains in Aberdeen where regional offices will be relocated. Also named to positions with new cable development division are:

**Dick Hickman** who becomes VP of engineering, and **Craig Magher** who becomes assistant secretary and treasurer.

**Stan Warwick**, VP and general manager, KGIL(AM) San Fernando, Calif., named executive VP of Buckley Broadcasting Corp., station's licensee. He continues as general manager of KGIL, while assuming responsibilities in operation of Buckley's KKHI-AM-FM San Francisco and KOL-AM-FM Seattle. **Alvin D. Ostrin**, director of sales for KGIL, promoted to VP of parent.

**Robert D. Kiley**, VP, WIFE-AM-FM Indianapolis, named president.

**Robert E. Gruno**, CATV division manager, Burnup & Sims of Florida, West Palm Beach, elected VP. Florida division is largest subsidiary of firm.

**Terry K. Shockley**, general sales manager, WKOW-TV Madison, Wis., named VP of Wisconsin TV Network, station's licensee.

**George Wallace**, station manager,



*H. R. Baukhage, veteran of nearly 60 years in the news business—20 of those years spent as an NBC newsman and commentator—celebrated his 83d birthday Jan. 7 with friends at the National Press Club in Washington. In a 300-word telegram read at the luncheon held in his honor, Julian Goodman, NBC president, said that Mr. Baukhage "... brought wit and just the right amount of irreverence to a broadcasting age that was not noted for it. . . ." Among those long-time friends of Mr. Baukhage (far left) who pitched in to help cut the cake were (l-r): Robert McCormick, NBC; Eric Severeid, CBS, and Miles Hughey, host.*

KGUN-TV Tucson, Ariz.; named VP and general manager.

**Bill L. Fox**, former station manager, KFMB-TV San Diego, named VP and general manager of KCST(TV) there.

**Henry G. Lackey**, VP of Henderson Broadcasting, licensee of WSON(AM)-WKDQ(FM) Henderson, Ky., and manager of FM, appointed station manager of AM-FM.

## Taft regroups management

Taft Broadcasting Co., Cincinnati-based group owner, has reassigned general managers at four of its stations. **Ro Grignon**, general manager, WDAF-TV Kansas City, Mo., has been appointed to a similar position at WKRC-TV Cincinnati. He succeeds **Samuel T. Johnston**, VP and general manager, WKRC-TV Cincinnati, who has been named executive VP of Hanna-Barbera Productions, wholly owned subsidiary of Taft, Hollywood. Mr. Grignon is succeeded as VP and general manager of WDAF-TV by **Nick Bolton**, VP and general manager for WDAF-AM-FM. **Paul Murphy**, general manager, WBRC-AM-FM Birmingham, Ala., has been appointed general manager of WDAF radio stations. **Earl Beall**, general sales manager WDAF-TV, moves to WGR-TV Buffalo, N.Y., as general manager. Mr. Beall succeeds **Gene D'Angelo**, who joined Taft's WBNS-AM-FM-TV Columbus, Ohio (BROADCASTING, Jan. 10).

**Charles Edwards**, general sales manager, WVTW(TV) Milwaukee, assumes added duties as assistant station manager.

**George Scanlon**, national sales manager, WCAU-AM-FM Philadelphia, appointed general manager, WEEZ(AM) Chester, Pa.

**Charles Renwick**, program manager, WJW(AM) Cleveland, appointed general manager. He succeeds **Jules Blum**, who becomes station manager, newly created position.

**Richard R. Cook**, news director and executive program director, KHVH(AM) Honolulu, appointed general manager.

**Dan O'Shea**, with WCAR-AM-FM Detroit, joins WMPX(AM) Midland, Mich., as general manager.

**Joel J. Plavin**, assistant to the general manager, WEVD-AM-FM New York, appointed general manager. He succeeds **Norman Furman**, who retires.

**Jerry L. Gabert**, former senior auditor, Ernst & Ernst, Boston, joins Corinthian Broadcasting Corp., New York, as secretary and treasurer.

## Programing



**Mr. Goldberg**, VP in charge of production for Screen Gems, Hollywood, resigns, effective April 14. Mr. Goldberg, with Screen Gems since April 1969, will form independent production company on West Coast. Prior to joining Screen Gems, Mr. Goldberg spent six years at ABC-TV, New York, leaving as VP in charge of network TV programing in 1969. **John H. Mitchell**, president of Screen Gems division of Columbia Pictures Industries Inc., currently is evaluating candidates to succeed Mr. Goldberg.

**Ken Israel**, VP and general manager, National General Television, New York, named president of company which distributes TV series and feature films.

**John D. Ryan**, account executive, central division, ABC Films, Chicago, appointed central division manager.

**Robert Stolfi**, VP, daytime sales and sports sales, CBS-TV, New York, joins International Famous Agency there, as VP of TV sales. Mr. Stolfi will be involved in network, syndicated, overseas and CATV activities at IFA, which operates, packages and sells series and specials.

**Jack Flax**, former Eastern sales manager, United Artists Television, New York, joins Telemation Program Serv-

ices there as director of programing. TPS is film buyer for 42 CATV systems in U.S. and Canada.

**Deanne Barkley**, producer of *The Virginia Graham Show*, syndicated series for RKO General, New York, appointed director, *Movie of the Weekend*, for ABC Circle Entertainment, unit of ABC-TV. She will be based in Hollywood.

**Malcolm D. Potter**, promotion manager, WTNH-TV New Haven, Conn., appointed program manager.

**Robert V. Whitney**, creator and producer of syndicated TV program, *The New Explosion*, joins WERE(AM) Cleveland, as program and operations manager.

**Dennis S. Hazzard**, operations manager, WCHE(AM) West Chester, Pa., joins WTHD(AM) Milford, Del., as program director.

### Broadcast Journalism

**Martin Carr**, award-winning TV documentarian, resigned from NBC News last week. It was his second network walk-out; he left CBS News in 1969 after 12 years there. Mr. Carr's NBC contract still had 20 months to run. He did not reveal future plans.

**Breck Harris**, WBAP-AM-FM-TV Fort Worth, named chairman, audio committee, to assist Associated Press Broadcasters Association to expand and improve its audio services. Also named to committee: Ken Booth, KEEL-AM-FM Shreveport, La.; Jack Brown, WLON(AM) Lincolnton, N.C.; Tony DeHaro, WNBC-AM-FM New York, and Don Keough, WDAF-AM-FM-TV Kansas City, Mo.

**Dale Holt**, religious director, KOLN-TV Lincoln, Neb., and KGIN-TV Grand Island, Neb., appointed public service director for stations. Both are Fetzer stations.

**Glenda Wina**, TV news writer for government-owned station in Republic of Zambia, Africa, joins KNXT(TV) Los Angeles as general assignment news reporter, with emphasis on health and medicine reporting.

**Reid Leath**, director of advertising and sales promotion for Shoney's Big Boy Inc., drive-in restaurant, Nashville, appointed to newly created post of director of public affairs for KGBS(AM) Los Angeles.

**Jack Rossotti**, anchorman, WNYS-TV Syracuse, N.Y., joins WTOP-TV Washington, as news producer.

**Mark Van Brooks**, former news editor, WQXI-AM-FM Atlanta, appointed anchorman of WQXI-TV.

**Richard Rosenthal**, with news staff, WTOP-AM-FM Washington, joins WMAQ-AM-FM Chicago as newsman.

### Equipment & Engineering

**Karl H. Horn**, VP for engineering and research, Zenith Radio Corp., Chicago, elected senior VP. He succeeds J. E. Brown, who retires.

**Robert J. Wickhem**, director of engineering, WKOW-TV, Madison, Wis., named VP of Wisconsin TV Network, station's licensee.

**Joseph J. Santer**, division manager of All Channel Cablevision Systems, Evansville, Ind.-based CATV group owner, joins Jerrold Electronics, DSD/ECS division, Philadelphia, as district sales engineer. Mr. Santer will be responsible for sales and technical backup on Jerrold line of antennas, pre-amplifiers, accessories and master antenna TV systems. He will cover Minnesota, North and South Dakota, and western sector of Wisconsin. **Robert Gutreuter**, director of his own management consulting firm, joins Jerrold as manager of turnkey systems division, manufacturer of CATV equipment.



Mr. Findlater

John Findlater, VP of MCA Inc., North Hollywood, elected president and chief executive officer of MCA Technology Inc., also North Hollywood, company in which MCA Inc. owns controlling interest. Mr. Findlater, also elected to board of directors of MCA Technology, assumes his new positions in addition to his regular corporate executive responsibilities with MCA Inc. MCA Technology develops, manufactures and sells high-speed magnetic tape duplicating systems and recording systems, as well as precision magnetic heads and electronic components for manufacturers and users of video, audio, instrumentation and digital magnetic recording devices.

**Thornton F. Bradshaw**, president of Atlantic Richfield Co., New York, since

1964, elected to board of directors of RCA there, Retiring from board are Lewis L. Strauss and Mrs. Everett N. Case.

**Charles M. Edwards**, VP, United Geophysical Corp., Pasadena, Calif., elected chairman of board of directors of 1972 Western Electronic Show and Convention. **J. Rudy Hummes**, marketing VP, Bell Industries, Los Angeles, elected chairman of WESCON executive committee.

**Lauritz Jessen**, with Radiant Laboratories, New York, film processing laboratory, joins Capital Film Laboratories, Washington, as technical director.

**William J. Horn**, with merchandising and marketing staff, Teledyne Packard-Bell, Los Angeles-based radio-TV manufacturer, joins Cartridge Television, Palo Alto, Calif., as director of merchandising for Cartrivision color videotape cartridge system.

**John Runcie**, with noncommercial WTVS(TV) Detroit, appointed engineering supervisor.

**Elmer Smalling III**, director of engineering, Columbia Pictures-Pictronics, New York, joins Rosner Television Systems, Plainview, N.Y., equipment manufacturer, as director of engineering.

### Promotion

**Charles Mathieu**, chairman and president, Gartley & Mathieu, New York-based financial PR firm, joins Robert S. Taplinger Associates, there, as executive VP.

**Arthur Poulten**, with PR staff, Bo Bernstein & Co., Providence, R.I., agency, appointed to newly created position of director of PR.

**Jeff Douglas**, with WHAS-AM-FM Louisville, Ky., appointed radio promotion director.

**Stephen DiLullo**, assistant to director, Playhouse Square Association, Cleveland, joins WNCR(FM) there as promotion director.

**James P. Behling**, promotion manager,

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WITI-TV Milwaukee, joins KMOX-TV St. Louis as director of information services responsible for station's advertising and promotion.

### Allied Fields

**Richard J. Shiben**, supervisory attorney, renewal and transfer division, Broadcast Bureau, FCC, Washington, appointed chief of renewal branch. He succeeds **William A. Kehoe Jr.**, newly appointed assistant general counsel (BROADCASTING, Nov. 29, 1971).

**Richard I. Abrams**, VP of CBS Education International, division of CBS/Education & Publishing Group, New York, named president. His early positions with CBS were with CBS-TV where he served as business manager of facilities operations and assistant administrative manager of recording operations. Mr. Abrams joined Holt, Rinehart & Winston, publishing house, in 1963. It later merged with CBS and became what is now known as CBS/Education & Publishing Group. **John H. Douglas**, general manager CBS Schools, in charge of expanding proprietary instructional oper-

ation including Franklin School of Science and Arts, Philadelphia, and other schools nationwide, named to additional responsibilities as VP, CBS/Education & Publishing Group, New York.

**Richard F. Hess**, research executive, Opinion Research Corp., Princeton, N.J., named VP.

**Richard B. Belkin**, VP and general manager, General Electric Broadcasting's WGY(AM)-WRGB(TV)-WGFM(FM) Schenectady, N.Y., joins Command Performance Network, closed-circuit TV system there as general manager.

### Deaths

**Phyllis Davidson**, 41, public service coordinator for KNBC(TV) Los Angeles, died Jan. 5 in automobile accident in Hollywood. Miss Davidson, 12-year veteran in radio and TV, had been with KNBC since April, 1968. She is survived by her mother and one sister.

**John M. Elliott**, 57, TV and film producer, songwriter, screenwriter and TV executive, died of heart attack in Los

Angeles Jan. 3. At time of his death, Mr. Elliott was managing director of Irish International Television Ltd., Dublin. He was composer of such songs as "It's So Nice to Have a Man Around the House" and "Sam's Song." Mr. Elliott is survived by his wife, Vicki, and one son.

**Gordon Clarke**, 65, actor featured in TV commercials, died of heart attack Jan. 11 at Polyclinic hospital, New York. Mr. Clarke was in commercials for McDonald's hamburger chain and Benson & Hedges cigarettes. He is survived by his wife, Leona.

**Sada Yazell**, 48, with WGSY(FM) Peru, Ill., died Dec. 25 of cancer. In 1950's she was hostess of programs on WOAY-TV Oak Hill-Beckley, W. Va., and WHAW(AM) Weston, W. Va. She is survived by her husband, George, owner of WGSY, and three sons.

**Al Goodman**, 81, orchestra leader featured on *Fred Allen Show*, *Show Boat*, *Hit Parade* and other network radio programs of 1930's and 1940's, died in New York Jan. 10 after lengthy illness. Survivors include one daughter.

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As compiled by Broadcasting, Jan. 5 through Jan. 11, 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

■ Deputy Chief, Office of Opinions and Review, in Rapid City and Lead, both South Dakota (The Heart of the Black Hills Stations), TV proceeding, granted motion by applicant and extended through Jan. 6, time to file response to Broadcast Bureau's opposition to petitions for reconsideration and to reopen and update record (Docs. 18358-9). Action Dec. 30.

#### Rulemaking actions

■ Bethel, Alaska—FCC proposed, in response to petition by Bethel Broadcasters Inc., amendment of TV table of assignments by assignment of ch. \*4 to Bethel, for noncommercial educational use. Action Jan. 8.

■ Naples, Fla.—FCC in rulemaking notice proposed assignment of UHF ch. 46 to Naples, Fla. Action Jan. 5.

■ Corpus Christi, Tex.—FCC proposed amendment of TV table of assignments to assign ch. 16 to Corpus Christi as second reserved educational assignment. Action Jan. 5.

#### Call letter application

■ Ohio Educational Television Commission, Alliance, Ohio—Seeks \*WNEO-TV.

## Existing TV stations

### Final actions

- **KFTV(TV)** Hanford, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to June 30. Action Dec. 30.
- **KJOG-TV** San Diego—FCC denied petition by Jack O. Gross (Gross Broadcasting Co.) and United States International University for reconsideration of commission order remanding proceeding to review board for resolution of character issues (Doc. 183777). Action Jan. 5.
- **KRON-TV** San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to June 28. Action Dec. 28.
- **KGO-TV** San Francisco—John S. MacInnis (Consumers Arise Now), has been informed by William B. Ray, chief of complaints and compliance division, Broadcast Bureau, that no further action is warranted on his complaint that KGO-TV broadcast of trash compactor commercials were "antithetical to recycling." presented one side of controversial issue of public importance and that KGO-TV had "refused proper and reasonable request to make corresponding free time available for messages." Action Dec. 28.
- **\*WJCT(TV)** Jacksonville, Fla.—Broadcast Bureau granted request for authority to operate by remote control. Action Dec. 17.
- **WOI-TV** Ames, Iowa—Broadcast Bureau granted mod. of CP to change aur. ERP to 20 kw; type trans.; and ant. height to 1,850 ft.; condition. Action Dec. 20.
- **WHO-TV** Des Moines, Iowa—Broadcast Bureau granted mod. of CP to change ERP to vis. 162 kw; aur. 24.5 kw; change type trans. and type ant.; ant. height 1,970 ft. Action Dec. 27.
- **KDIN-TV** Des Moines, Iowa—Broadcast Bureau granted mod. of CP to change ERP to vis. 162 kw; aur. 16.2 kw; ant. height 1,970 ft.; change type trans. and ant. Action Dec. 27.
- **\*WMPB(TV)** Baltimore — Broadcast Bureau granted mod. of license covering operation of trans. by remote control from Gwynnbrook State Game Farm, Bonita Avenue, near Reisterstown, Md. Action Dec. 17.
- **XETV(TV)** Tijuana, Mexico—FCC scheduled oral argument for Feb. 15 on initial decision, exceptions and briefs, in proceeding on application of ABC for renewal of its authority to deliver network television programs to station XETV. Action Jan. 5.
- **KSMD-TV** Anaconda, Mont.—Broadcast Bureau granted mod. of CP to extend completion date to June 27. Action Dec. 27.
- **WWAY(TV)** Wilmington, N.C.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 615 North Front Street, Wilmington. Action Dec. 17.
- **KUTV(TV)** Salt Lake City—FCC granted request by KUTV Inc., licensee of KUTV for waiver of prime time access rule. Action Jan. 7.
- **WWBT(TV)** Richmond, Va.—Broadcast Bureau granted mod. of CP to make changes in trans. equipment. Action Dec. 27.

### Actions on motions

- Chief, Office of Opinions and Review in San Juan, Mayaguez, and Ponce, all Puerto Rico (Tele-Sanjuan Inc. [WTSJ(TV)], WMGZ(TV), WPSJ(TV)), TV proceeds, granted petition by applicant and extended through Jan. 14, time to file petition for reconsideration, grant without hearing and further relief (Docs. 19353-5). Action Dec. 28.
- Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, ordered following pleadings dismissed; petition for leave to file comments on opposition to motion, and comments filed by Cowles Florida Broadcasting Inc. on Dec. 29, 1971 (Docs. 19168-70). Action Dec. 30; granted petitions by Central Florida Broadcasters Inc. for leave to amend its application to update financial information of its principals, and accepted amendments (Docs. 19168-70). Action Jan. 3.

### Other action

- Review board in Gadsden, Ala., scheduled oral argument for Feb. 3, 1972 on initial decision, exceptions and briefs, involving applications of Alabama Microwave Inc., and Newhouse Alabama Microwave Inc. for construction of point-to-point microwaves service to provide video relay to television outlets at Anniston, Ala. Action Dec. 22.

### Rulemaking actions

- **KZAZ-TV** Nogales, Ariz.—FCC amended TV table of assignments to permit KZAZ-TV ch. 11 to be assigned on hyphenated basis to Tucson-Nogales, Ariz. (Doc. 19075). Action Jan. 5.

- **Twin Falls, Idaho**—FCC proposed, in response to petition by College of Southern Idaho, redesignation of commercial ch. 13 as educational ch. 13 at Twin Falls in notice of proposed rule making. Action Jan. 5.

### Network affiliation

#### ABC

- **Formula:** In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.
- **WTWO-TV** Terre Haute, Ind.—Illiana Telecasting Corp. agreement dated Nov. 29, 1971, to replace one dated May 22, 1968, effective Oct. 1, 1971, through Oct. 1, 1973. Programs delivered to station, network rate \$632; compensation paid at 30% prime time.

## New AM stations

### Applications

- **\*Kotzebue, Alaska**—Kotzebue Broadcasting Inc. Seeks 670 khz, 5 kw. P.O. address: c/c Mrs. June Nelson, Kotzebue, Alaska 99752. Estimated construction cost \$64,500; first-year operating cost \$103,333. Revenue none. Principals: June Nelson and Margaret Russell, et al. Mrs. Nelson is president of Kotzebue Broadcasting Inc. Mrs. Russell is city clerk in Kotzebue. Ann. Dec. 9.
- **Iowa City**—A. Kent Braverman dba Braverman Broadcasting Co. Seeks 1560 khz, 1 kw. P.O. address c/o 1015 Oakcrest, Iowa City 52240. Estimated construction cost \$39,000; first year operating cost \$108,932. Revenue \$48,000. Principals: A. Kent Braverman (100%). Mr. Braverman is sole owner of Westwood Inc., real estate operator in Iowa City. He also is sole owner of Westside Apartments, property management in Iowa City and is concerned with farm and real estate management in Iowa City. Ann. Dec. 9.

### Final Action

- **Calhoun, Ga.**—FCC dismissed application by John C. Roach for interim authority to operate AM on 900 khz at Calhoun. Originally Mr. Roach's application was mutually exclusive with renewal application of WCGA Calhoun. FCC's denial of WCGA's renewal application was affirmed by Court of Appeals on June 29, 1971, and Gordon County Broadcasting Co., former licensee of station, was advised that its authority to operate WCGA would expire Dec. 16, 1971. Gordon County's request for STA to operate station was denied on Dec. 29, 1971. FCC informed Mr. Roach that it could not make statutory finding that he has requisite qualifications to receive grant of his application since his qualifications are at issue in evidentiary hearing proceeding in Doc. 17695. Action Jan. 5.

### Actions on motions

- Chief, Office of Opinions and Review, in Lexington, Ky. (Bluegrass Broadcasting Co. Inc.), AM proceeding, granted motion by applicant and extended through Jan. 13, time to file reply briefs to Broadcast Bureau's exceptions to initial decision (Doc. 18285). Action Dec. 28.
- Hearing Examiner Charles J. Frederick in Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, reopened record and scheduled further conference for Jan. 10 (Docs. 18768-9). Action Jan. 3.

- Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, on request of applicant, extended certain procedural dates (Doc. 18413). Action Dec. 29.

- Acting Chief Hearing Examiner Jay A. Kyle in Greenwood, S.C. (Greenco Inc. and Radio Greenwood Inc.), AM and FM proceeding, granted motion by Broadcast Bureau, and extended time for filing proposed findings of fact and conclusions from Jan. 4 to Jan. 14 and time to file replies from Jan. 18 to Feb. 1 (Docs. 19176-7). Action Jan. 3.

### Other action

- Review board in Jeanette, Pa., AM proceeding, granted request by Central Westmoreland Broadcasting Co. for extension of time through Jan. 20 to file reply to exceptions to initial decision released Nov. 18, 1971 in Jeanette, Pa., AM proceeding. Action Jan. 4.

### Call letter applications

- East St. Louis Broadcasting Co., East St. Louis, Ill.—Seeks WESL.

### Call letter action

- Jackson, Missouri Broadcasting Co., Jackson, Mo.—FCC granted KJAS.

### Designated for hearing

- **Fajardo, P.R., Frederiksted, St. Croix, Virgin Islands**—FCC set for hearing two mutually exclusive applications for new daytime AM to operate on 1090 khz at Fajardo, P.R., and Frederiksted, St. Croix, Virgin Islands. Action Jan. 5.

## Existing AM stations

### Final actions

- **KJAY** Sacramento, Calif.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to west side of River Drive 0.6 mile south of Burrows Avenue, west of Sacramento River, 6 miles southwest of Sacramento. Action Dec. 29, 1971.
- **KOME** San Jose, Calif.—Broadcast Bureau permitted remote control. Action Dec. 27.
- Broadcast Bureau granted requests for SCA on sub-carrier frequencies of 67 khz for following stations: KOSI-FM Denver, WHCN(FM) Hartford, Conn., WDIZ(FM) Orlando, Fla., KJAN-FM Atlantic, Iowa, KMBR(FM) Kansas City, Mo., KWFC(FM) Springfield, Mo., KBOW-FM Butte, Mont. WWRJ(FM) Southampton, N.Y. Action Dec. 29, 1971.
- **KPUB** Pueblo, Colo.—FCC denied petition by Pueblo Subcommittee of Colorado Committee on Mass Media and Spanish-Surnamed Inc. (committee) for reconsideration of Chief of Broadcast Bureau's March 25 grant of renewal of license for KPUB. Action Dec. 15.
- **WYD** Mount Dora, Fla.—FCC denied requests of Cherry Hill Broadcasters Inc., licensee, for extension of authority to remain silent, its station license cancelled and call letters deleted. Action Jan. 6.
- **WVIX** Pensacola, Fla.—Broadcast Bureau granted mod. of license covering change of studio location to 604 New Warrington Road, Pensacola and establish new remote control point at main studio location. Action Dec. 30, 1971.
- **WSGA** Savannah, Ga.—Broadcast Bureau granted CP to erect new 380 ft. tower to replace present 180 ft. tower to serve as supporting structure for FM ant.; condition. Action Jan. 3.

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# Summary of broadcasting

Compiled by FCC Jan. 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,335	3	17	4,355	56	4,411
Commercial FM	2,259	1	44	2,304	112	2,416
Commercial TV-VHF	503	2	5	510	17	527
Commercial TV-UHF	179	0	10	189	66	255
Total commercial TV	782	2	15	699	83	782
Educational FM	470	1	8	479	76	555
Educational TV-VHF	85	4	2	89	2	91
Educational TV-UHF	110	0	7	117	14	131
Total educational TV	195	4	9	206	6	222

\* 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.

- WKFM Chicago—Broad Bureau permitted remote control. Action Dec. 27, 1971.
- WLLS Hartford, Ky.—Broadcast Bureau granted CP to increase tower height and side mount three-bay FM ant.; condition. Action Dec. 15.
- WVIC East Lansing, Mich.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 2517 East Mount Hope, .3 mile from East Lansing. Action Dec. 20, 1971.
- WCPC Houston, Miss.—Broadcast Bureau granted CP to change to 250 w, 50 kw, DA-2, unlimited, and install new trans., and add two new towers; conditions. Action Dec. 14.
- WNJR Newark, N.J.—FCC granted WNJR Radio Co. authority to continue operation of the facilities of former station WNJR on interim basis, beginning at midnight, Dec. 31, until conclusion of hearing on applications for permanent authority. Action Dec. 15.
- WAGY Forest City, N.C.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Dec. 29.
- WPET Greensboro, N.C.—Broadcast Bureau granted CP to replace expired permit for changes. Action Dec. 30, 1971.
- WMCA New York—Broadcast Bureau granted mod. of license covering change in corporate name to Straus Communications Inc. Action Dec. 21, 1971.

## Action on motion

- Acting Chief Hearing Examiner Jay A. Kyle in New York (City of New York Municipal Broadcasting System [WNYC]) for special service authorization to operate additional hours and AM proceeding, granted request by applicant, in part and held balance in abeyance pending action by hearing examiner; changed certain procedural dates (Docs. 1122, 17588). Action Dec. 30, 1971.

## Fines

- KAOK Lake Charles, La.—FCC notified E.J.P. Inc., licensee of KAOK Lake Charles, La. that it has incurred apparent liability of \$500 for willful or repeated violations of rules by operating station with power in excess of its licensed power, on 30 days during April and May 1971. Action Jan. 5.
- WTBE Mineola, N.Y.—FCC notified Bursam Communications Corp. licensee of station WTBE, that it has incurred apparent liability of \$1,000 for willful or repeated violation of terms of its station authorization by failing to reduce power level of its station during CH from 1,000 w to 250 w on Jan. 21 and Jan. 22, 1971. Action Jan. 5.
- KACI The Dalles, Ore.—FCC notified Radio KACI Inc., licensee of KACI, that it has incurred apparent liability for forfeiture of \$2,000 for willful and repeated violation of terms of its license and for operating during presunrise hours with power in excess of that authorized. Action Jan. 5.

## Rulemaking actions

- FCC amended rules concerning DA systems of AM's to clarify information required of applicants. Action Jan. 6.

## Call letter application

- WUWU Gainesville, Fla.—Seeks WAKA.

## Call letter action

- KCAC Phoenix—FCC granted KHCS.

## New FM stations

### Applications

- Portland, Maine—Good Time Broadcasting Co. Seeks 90.1 mhz, 10 w. HAAT 100 ft. P.O. address 202 Forside Road, Falmouth, Maine 04105. Estimated construction cost \$4,500; first-year operating cost \$5,079; revenue none. Principals: Scott Cianchette and Norris L. Cianchette, Jr. Scott Cianchette is president of Good Time Broadcasting Co. Norris Cianchette is vice president of Good Time Broadcasting. Ann. Dec. 17.
- California, Pa.—Student Activities Association of California State College. Seeks 91.7 mhz, 10 w. HAAT 80 ft. P.O. address 428 Hickory Street, California, Pa. 15419. Estimated construction cost \$7,475; first-year operating cost \$8,000; revenue none. Principals: Joseph Dochinez, Dennis Lessick, et al. Mr. Dochinez is director of student activities at California State College. Mr. Lessick is secretary of college. Ann. Dec. 17.
- Memphis—Southwestern At Memphis. Seeks 89.3 mhz, 10 w. HAAT 172 ft. P.O. address 2000 N. Parkway, Memphis 38112. Estimated construction cost \$5,295; first-year operating cost \$1,000; revenue none. Principals: Mrs. Henry C. Collins, Sterling J. Edwards Jr., et al. Mrs. Collins and Mr. Edwards are trustees of Southwestern at Memphis. Ann. Dec. 16.
- Johnson City, Tenn.—East Tennessee State University. Seeks 89.5 mhz, 70 kw. HAAT 100 ft. P.O. address East Tennessee State University, Johnson City, Tenn. 38112. Estimated construction cost \$91,961.15; first-year operating cost \$47,777.20; revenue none. Principals: Harold E. Frank, Violet R. Parrish, et al. Mr. Frank is assistant chairman of department of speech at East Tennessee State University. Mrs. Parrish is executive secretary of state board of education. Ann. Dec. 16.
- Lubbock, Tex.—Lubbock Independent School District (Monteary High School). Seeks 91.1 mhz 10 w. HAAT 120 ft. P.O. address 3223-47th Street, Lubbock, Tex. 79413. Estimated construction cost, no cost; first-year operating cost, no cost; revenue none. Principals: Watson Carlock, Bill Tucker, et al. Mr. Carlock is president of board of trustees of Lubbock Independent School District. Mr. Tucker is vice president of board of trustees. Ann. Dec. 16.

### Final actions

- Albuquerque, N.M., and Sun City, Ariz.—FCC consolidated proceeding involving applications of Zia Tele-Communications Inc. and Alvin L. Korgold for CP for new FM at Albuquerque (Docs. 19178-79) with proceeding involving applications of Korgold and Sun City Broadcasting Corp. for new FM in Sun City (Docs. 19087-88) by the FCC. Action Jan. 5.
- Hamden, Conn.—FCC set for hearing mutually exclusive applications of Quinnipiac College, Hamden; St. Thomas Seminary, Hartford, Conn.; and University of New Haven Inc., West Haven, Conn. Quinnipiac proposes operation in Hamden on ch. 204 (88.7 mhz) with ERP of 10 w; St. Thomas proposes operation in Hartford, on ch. 205 (88.9 mhz) with ERP of 6 w and ant. height of 451 feet, and University of New Haven proposes operation in West Haven on ch. 204 (88.7 mhz) with ERP of 2.9 kw and ant. height of 151 feet. Action Jan. 5.
- Corpus Christi, Tex.—FCC consolidated proceeding involving application by A. V. Bamford for new FM at Corpus Christi (Doc. 19089) with proceeding involving applications of Pettit Broadcasting Co., A. V. Bamford and Brocade Broadcasting Co. for CP's for new AM at Brush, Colorado Springs and Boulder, all Colorado, respectively (Docs. 19157-59) in order to receive evidence on basic qualification issues against Bamford. Action Jan. 5.

## Other actions

- Review board in Portland, Ind., FM proceeding, granted request by Broadcast Bureau for extension of time through Jan. 7 to file exceptions to supplemental initial decision, released Nov. 3, 1971, in Portland, Ind., FM proceeding (Docs. 17916-7). Action Dec. 30.
- Review board in Piquette, Miss., FM proceeding, granted petition by Tung Broadcasting Co. for extension of time to Dec. 29, 1971, to file reply pleading to oppositions to its petition to enlarge issues (Docs. 19345-6). Action Dec. 22.

## Actions on motions

- Hearing Examiner Charles J. Frederick in Battle Creek, Mich. (WVOC Inc. and Michigan Broadcasting Co.) FM proceeding granted motion by WVOC Inc., and postponed hearing from Jan. 13 to Jan. 27, 1972 (Docs. 19272-3). Action Dec. 30.

## Rulemaking petition

- FCC proposed, in response to requests for assignment of class A channels to six communities which do not have FM assignment, amendment of FM table of assignments. Action Jan. 5.

## Rulemaking action

- Brunswick, Md.—FCC denied petition by Elektra Broadcasting Co., licensee of WTRI Brunswick requesting assignment of FM ch. 244A to Brunswick (Doc. 19172, RM-1450). Action Jan. 5.

## Call letter applications

- Merced Community College District, Merced, Calif.—Seeks \*KBDR(FM).
- Salem Broadcasting Co., Salem, Ill.—Seeks WJBD-FM.
- WMID Inc., Pleasantville, N.J.—Seeks WGRF-(FM).
- Central School District No. 4, Plainview, N.Y.—Seeks \*WPOB(FM).
- Central Broadcasting Co., Central City, Pa.—Seeks WCSC(FM).
- Metropolitan Pittsburgh Public Broadcasting, Pittsburgh—Seeks \*WQED-FM.
- West Chester State College, West Chester, Pa.—Seeks \*WCUX(FM).

## Call letter actions

- Illinois Wesleyan University, Bloomington, Ill.—FCC granted \*WESN(FM).
- Barkley Lake Broadcasting Co., Cadiz, Ky.—FCC granted WKDZ-FM.
- John M. Barrick, Glasgow, Ky.—FCC granted WOVO(FM).
- Merrimack College, North Andover, Mass.—FCC granted \*WMMC(FM).
- Adelphi University, Garden City, N.Y.—FCC granted \*WBAU(FM).
- Streetsboro City School District, Streetsboro, Ohio—FCC granted \*WSTB(FM).
- Willamette Broadcasting Co., Lake Oswego, Ore.—FCC granted KQIV(FM).
- Augustana College Association, Sioux Falls, S.D.—FCC granted \*KAUR(FM).
- Cameo Broadcasters Inc., Edinburg, Tex.—FCC granted KBFM(FM).
- The University of Washington, Seattle—FCC granted \*KCMU(FM).

## Call letter actions

- Woodland Broadcasting Co., Farmington, N.M.—FCC granted KIVA-TV.
- Virgin Islands Public Television System, Charlotte, Amalie, Virgin Islands—FCC granted \*WTJX-TV.

## Existing FM stations

### Final actions

- KXTZ(FM) Los Angeles—Broadcast Bureau granted CP to install new trans. and ant.; ERP 78 kw. Action Dec. 17.
- KOVA-FM Ojai, Calif.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Dec. 28.
- KOIT(FM) San Francisco—Broadcast Bureau granted license covering changes; ERP 25 kw; ant. height 600 ft. Action Dec. 29.
- WSGF-FM Savannah, Ga.—Broadcast Bureau granted mod. of CP to change trans. location to 835 East Perry Lane, Savannah; change studio and remote control location to 409 East Liberty Street, Savannah; change trans.; new ant.; make changes in ant. system; ERP 100 kw; ant. height 320 ft. Action Jan. 3.
- KBRA(FM) Wichita, Kans.—Broadcast Bureau granted license covering changes; studio and re-

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more control redesigned as Suite 1025, Wichita Plaza Building, 125 North Market Street; ERP 85 kw; ant. height 370 ft. Action Dec. 29.

■ **WQXE(FM)** Elizabethtown, Ky.—Broadcast Bureau accepted data filed Nov. 26, 1971 in accordance with commission's second report and order adopted Oct. 28, 1970 and released Oct. 30, 1970 in Doc. 18476, showing proposed operation on frequency of 100.1 mhz, ch. 261. Action Jan. 3.

■ **WFTM-FM** Maysville, Ky.—Broadcast Bureau granted CP to change trans. and ant.; make changes in trans. equipment; ERP 3 kw; ant. height 300 ft.; remote control permitted. Action Jan. 3.

■ **KYEA(FM)** West Monroe, La.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 260 ft. Action Dec. 29.

■ **KSYN(FM)** Joplin, Mo.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 3.3 kw; ant. height 300 ft. Action Dec. 29, 1971.

■ **KUFM(FM)** Missoula, Mont.—Broadcast Bureau remote control permitted. Action Dec. 27.

■ **WTFM(FM)** Lake Success, N.Y.—Broadcast Bureau granted CP to change main studio at Long Island Expressway, Fresh Meadows, New York; change remote control to 1290 Peconic Avenue, Babylon, N.Y. **WKLI(AM)** change trans.; ant. height 958 ft. horiz., 944 ft. vert. Action Jan. 4.

■ **WEVD-FM** New York—Broadcast Bureau granted license covering changes of main and alternate-main trans. Action Dec. 29.

■ **WSAI-FM** Cincinnati—Broadcast Bureau granted CP to change trans. and ant.; make changes in ant. system; ERP 32 kw; ant. height 600 ft.; remote control permitted. Action Dec. 30.

■ **WMMR(FM)** Philadelphia—Broadcast Bureau granted license covering change of alt.-main ant. to be used for main and changes of main trans.; ERP 25 kw; ant. height 670 ft. Action Dec. 29.

■ **KSTI(FM)** Springfield, S.D.—Broadcast Bureau granted mod. of license covering change in corporate name to The University of South Dakota at Springfield. Action Dec. 21.

■ **WFMG(FM)** Gallatin, Tenn.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 600 ft. Action Dec. 29.

■ **WHNR(FM)** McMinnville, Tenn.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 130 ft. Action Dec. 29.

■ **KFWD(FM)** Fort Worth—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Dec. 21.

■ **KNOK-FM** Fort Worth—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 380 ft. Action Dec. 29.

■ **WSPL(FM)** La. Crosse, Wis.—FCC granted request by Lee and Associates Inc. licensee of **WSPL(FM)** for waiver of rules, which specifies minimum field strength to be provided over entire principal community to be served, and to change to another trans. site and side-mount its FM ant. on existing tower formerly used by CATV operator. Action Jan. 5.

■ **WZMF(FM)** Menomonee Falls, Wis.—Broadcast Bureau granted CP to make change in trans. equipment; change ant. ERP 3 kw; ant. height 280 ft. Action Dec. 21.

## Fine

■ **KRST(FM)** Albuquerque, N.M.—FCC notified Burroughs Broadcasting Co. licensee of **KRST(FM)**, that it has incurred apparent liability for forfeiture of \$750 for willful or repeated violation of rules by operating station with improperly functioning remote control equipment from Jan. 5 to Jan. 14, 1971, and by failing to have licensed operator on duty at trans. Action Jan. 5.

## Rulemaking action

■ FCC, in response to request by Sutro Tower Inc. for declaratory ruling on utilization of its 977-ft. ant. atop Mount Sutro, Calif., as ant. site for FM stations in San Francisco Bay area, established power-height criteria for applicants wishing to use tower. STI asked FCC to allow all commercial FM's in area desiring to use tower to operate with 50 kw ERP at ant. height of 1,370 ft., and that FM rules be waived to permit approval of applications for such facilities. (Rule to be waived provides that pre-1962 stations "grandfathered" for operation in excess of zone I-A limitations [30 kw at 500 ft. or equivalent] may receive no authorization that increases ERP or extends location of 1 mv/m field strength contour beyond that of present authorization in any direction.) FCC said "grandfathered" stations not at Mount Sutro site may use STI tower and retain predicted 1 mv/m service radius, provided no new spacing shortage is created or existing shortage worsened. FCC granted rule waiver to this extent, and at same time granted applications by **KSFY(FM)** and **KFOG(FM)**, both San Francisco, for CP's to use Mount Sutro tower. Actions Jan. 5.

## Call letter applications

■ **KOGO-FM** San Diego—Seeks **KFSD-FM**.

■ **WCTC-FM** New Brunswick, N.J.—Seeks **WQMR(FM)**.

## Call letter actions

■ **KXXK(FM)** Lodi, Calif.—FCC granted **KWIN(FM)**.

■ **WLNA-FM** Peekskill, N.Y.—FCC granted **WHUD(FM)**.

## Other actions, all services

■ FCC amended ruling in response to number of requests for reconsideration of Nov. 3 ruling requiring broadcast licensees to make their public files available for inspection during regular business hours without need for identification by name, address or organization, to allow licensees to require names and addresses of those asking to inspect files. Action Dec. 15.

## Translator actions

■ Broadcast Bureau granted licenses covering following new VHF or UHF translators: **K02GV** Montgomery Creek and Round Mountain, both California; **K04GO** Grand Valley, Colo.; **K11KU** Salida and Buena Vista, both Colorado, **W07BE**, **W10AQ**, **W13AY**, all Young Harris, Ga.; **K11KO** Kamiah, Idaho; **K02GR** Atkinson, Neb.; **K02GS** Chambers, Neb.; **K07J1**, **K11KC** both Lewellen, Neb.; **K07JY** Merriman, Neb.; **K10HJ** King River and Quinn River Crossing, both Nevada; **K74DX** Shiprock, N.M.; **W82A1** White Haven, Pa.; **K07JZ** Escalante, Utah and **W80AN** Amherst, Va. Action Jan. 3.

■ **W70BB** White Springs, Fla.—Broadcast Bureau granted license covering new UHF translator; granted license covering changes. Action Dec. 30.

■ **Pony**, Mont.—Broadcast Bureau granted CP for new VHF translator to serve **Pony** operating on ch. 10 by rebroadcasting programs of **KTVM(TV)** ch. 6 Butte, Mont. Action Dec. 28.

■ Broadcast Bureau granted licenses covering changes for following VHF translators: **K04CN** McCook, Neb.; **K02ES**, **K11DU** both Pinos Altos, Ft. Bayard, Santa Rita, Arenas, Hurley and Silver City all New Mexico; **K06AB** Long Creek, Ore.; **K13HM** Myrtle Creek, Ore.; **K12IA** Oakland and Union Gap, both Oregon; **K06BP** Paisley, Clover Flat and Valley Falls, all Oregon; **K03AS**, **K06BQ**, **K07CO** all Richfield, Elsinore and Sevier, all Utah; **K06DY**, **K08CS**, **K10DD**, **K12FG** all Roosevelt, Lapoint and Mountain Home, all Utah. Action Jan. 3.

■ **W63AA** Kingston, N.Y.—Broadcast Bureau granted license covering new UHF translator and specify type trans. Action Jan. 30.

■ **W72AR** Lakewood, **W80AM** Honesdale, and **W82AN** Damascus, all Pennsylvania—Broadcast Bureau granted CPs to replace expired permits for new UHF translators. Action Dec. 21.

■ **K73CI** Fort Stockton, Sanderson and rural area all Texas—Broadcast Bureau granted CP to include Pecos, Tex., and rural area in principal community and make changes in ant. system of UHF translator. Action Dec. 28.

■ **K75CU** Marathon and rural ranches, both Texas—Broadcast Bureau granted CP to include Marfa and rural ranches around Highway 118, in principal community and make changes in ant. system of UHF translator. Action Dec. 28.

■ **K66AB**, **K68AD**, rural area South of Perryton and Booker, Tex.—Broadcast Bureau granted CP's to make changes in ant. systems of UHF translators. Action Dec. 30.

■ **Box Elder**, Utah—Broadcast Bureau granted CP for new FM translator to serve Brigham City, Utah, operating on ch. 288 by rebroadcasting programs of **KSL-FM**, ch. 262 (100.3 mhz), Salt Lake City. Action Dec. 21.

■ **Viroqua**, Wis.—Broadcast Bureau granted CP for new FM translator to serve Viroqua operating on ch. 292 by rebroadcasting programs of **WRVB-FM**, ch. 273 (102.5 mhz), Madison, Wis. Action Dec. 21.

■ **Uinta**, Wyo.—Broadcast Bureau granted CP for new FM translator to serve Evanston, Wyo., operating on ch. 288 by rebroadcasting programs of **KQMU(FM)**, ch. 231 (94.1 mhz), Salt Lake City. Action Dec. 21.

## Modification of CP's, all stations

■ **Gahanna**, Ohio—Broadcast Bureau granted mod. of CP to make changes in ant. system of new FM; ERP 3 kw; ant. height 300 ft. Action Dec. 30.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following VHF and

UHF translators: **K03DH** Willowdale, Ore.; **K03DJ** Big Arm, Elmo, Dayton and Rollins, all Montana, to June 29; **W72AK**, **W77AF**, **W80AH** all White Haven, Pa., to June 29; **W70BC**, **W72AS**, **W75AO**, all Harrisburg, Pa., to June 29, 1972. Action Dec. 21.

■ **Honesdale**, Pa.—Broadcast Bureau granted mod. of CP to change ant.-trans. site to Grove Street, south of township line, South of Honesdale, and operate trans. by remote control from main studio location. Action Jan. 3.

■ **\*WDUQ(FM)** Pittsburgh—Broadcast Bureau granted mod. of CP to change ant. and trans. equipment; granted mod. of CP to extend completion date to April 15. Action Dec. 28.

## Ownership changes

### Application

■ **WGEE-FM** Indianapolis—Seeks assignment of license from Rollins Inc. to Mid America Radio Inc. for \$500,000. Sellers: R. Randall Rollins, executive vice president, et al. Buyers: Burrell L. Small, president, et al. Mr. Small is president of Mid America Audio-Video Inc., licensee of **WKAN(AM)** Kankakee, Ill. He is also president of Mid America Media Inc., licensee of **WIRL(AM)** Peoria, Ill., and he is also vice president of Mid America Broadcasting Inc., licensee of **WQUA(AM)** Moline, Ill. and **KIOA(AM)** Des Moines, Iowa and Mid America Radio Inc., licensee of **WIRE(AM)** Indianapolis. He also has interests in realty and banks in Kankakee. Ann. Dec. 13.

### Actions

■ **KOGO(AM)** San Diego—Broadcast Bureau granted assignment of license from Time Life Inc. to Retlaw Enterprises Inc. for \$2,900,000. Sellers: Curtis C. Messinger, vice president, et al. Buyers: Lillian Disney Truysens (20%), Sharon Disney Lund (40%), Diane Disney Miller (24%), et al. Mrs. Truysens is chairman of board of Retlaw Enterprises Inc., diversified company with broadcast interests, licensee of **KJEO(TV)** Fresno, Calif. Mrs. Lund is vice president of Retlaw Enterprises Inc. Mrs. Miller also is vice president of Retlaw Enterprises Inc. She is also 50% owner of Millfam Corp., motion picture investment firm in Glendale, Calif. and has other motion picture investment interests in Glendale. Action Nov. 24. (Item corrects Dec. 10 listing.)

■ **WKIK(AM)** Leonardtown, Md.—Broadcast Bureau granted assignment of license from Eileen A. Myers and Richard A. Myers dba Tidewater Broadcasting Co. to Sound Media Inc. for \$100,600. Sellers: Eileen A. Myers and Richard A. Myers. Buyers: George Edward Clark III (30%) and Richard A. Myers (50%). Mr. Clark is announcer and manager of **WKIK(AM)**. He was formerly newsmen for **WEAM(AM)** Arlington, Va. Mr. Myers has no other broadcast interests. Action Dec. 20.

## CATV

### Final action

■ **Service Electric**, Pa.—FCC granted motion by **WBRE-TV** Inc. asking that hearing on show cause order against **Service Electric Cable TV** Inc. be expedited (Doc. 19321). Action Jan. 5.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Jan. 11. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ **Rio Vista, Calif.**—Multi-View Systems Inc. has been awarded franchise by city council.

■ **Flanagan, Ill.**—Tru-View Inc. has been granted franchise.

■ **Wilkes-Barre, Pa.**—Service Cable TV has been granted 30-year franchise by board of commissioners.

■ **Watertown, S.D.**—Multiple-CATV owner Community Tel-Communications Inc. of Denver, Watertown Cable TV Inc. and Midland National Life Insurance Co. of Watertown have applied to city council for franchise.

■ **Canyon, Tex.**—Kenneth A. Wheatly was awarded franchise by city commission, pending posting of \$50,000 performance bond and approval of franchise ordinance suitable to both.

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## Radio Help Wanted

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Full-charge management opportunity, midwest metro, AM/FM. Successful stations under present ownership for over 20 years. Can you follow policies and bring in fresh ideas? The name of the game is sales. Are you ready for your final move? Subsequent stock participation possible. May we please have complete information in your first letter? It will be answered promptly. Box M-100, BROADCASTING.

Top rated station in large western market seeks sales oriented general manager. Must be capable of organizing and directing effective local sales staff and handle national sales. Excellent opportunity for intelligent, aggressive man. Send full details to Box A-128. BROADCASTING.

Sales manager who will prove his sales ability can advance to general manager and possible all or part ownership prosperous Southwestern radio network affiliate. Box A-143, BROADCASTING.

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Excellent money for hard working, professional salesman, preferably RAB trained, with the opportunity of becoming sales manager. Salary, bonuses, incentives. EOE/M.F. Box A-36, BROADCASTING.

College town daytimer billing over \$200,000 needs additional salesman. Send complete resume. Box A-109, BROADCASTING.

Sales manager and salesman for a rapidly growing station in the Northeast section. Excellent future for an aggressive personality willing to work. Send resume immediately. Box A-115, BROADCASTING.

Salesman proving unusual production can become sales manager and part owner successful Intermountain network radio affiliate. Box A-142, BROADCASTING.

Midwestern top 40 station looking for young, eager salesman to step up to local sales manager of our four man sales department. Exceptional opportunity in our station group. Your reply held confidential, major market station. Box A-163, BROADCASTING.

Manufacturer of nationally distributed broadcast studio equipment needs experienced sales-technical-marketing man, able to wear many hats including working with and selling to commercial stations. Must be willing to relocate in southeast Pennsylvania and be able to travel. Send resume and salary requirements to Box A-176, BROADCASTING.

I need a salesman with potential for management. We are a contemporary station and are in the #1 market. If you are eager and willing to work, you have a future with us. The opening is immediate for the right person. Send me your resume, sales record and salary requirements. Joe Tourtelot, KDES Radio, Palm Springs, California 92262.

We'll look till we find the right mature salesman eager to learn a new, powerful sales concept. Continuous sales training. Will guarantee what you are worth. Midwest background only. Furnish resume. No phone calls. Dale Low, KLSS/KSMN, Mason City, Iowa.

Aggressive pros in sales wanted now at number one station in Michigan market of 150,000. Only ambitious, experienced men should apply. Great opportunity with group broadcaster. Contact Wayne Blackmon, WIBM, Box 1450, Jackson, Michigan 49204.

Prove yourself and move into sales manager's job. AM is modern country—FM (10,000 watt stereo) is progressive-contemporary. The market is exciting and lucrative! Join us! WNRS-WNRZ, P.O. Box 5, Ann Arbor, Michigan.

## Sales Continued

Local sales manager, Florida AM in excellent growth market. Excellent opportunity for advancement. Salary, commission, override. Send resume to manager, P.O. Box 1024, Gainesville, Fla. 32601.

### Announcers

Two soul jocks morning man and mid morning man must be pros no rappers or floaters. Modern facilities, fringe benefits . . . send resume (including references) tape, and availability to Box M-149, BROADCASTING.

Time is of the essence!! 5,000 watt, mid-western radio station in the 25 top markets. Looking for a young mature, well-informed man, Black or white, that can wear two hats—both music and talk, and digs people. If you think you answer that description, please send tape, resume and photo to: Box A-164, BROADCASTING.

Need experienced announcers first ticket Central Florida regional. Box A-182, BROADCASTING.

Going rock soon! Need complete top 40 staff, first phone helpful, no maintenance. Medium-large market. Box A-184, BROADCASTING.

Suburban Philadelphia MOR daytime AM station wants experienced commercial radio airman-salesmen combinations. Sports and sales—D.J. and sales. Also, combination daily women's show female host—continuity writer. Commercial radio experience necessary. Include complete resume, home phone, address, etc. first time. Box A-188, BROADCASTING.

Colorado: KDGO-CBS has opening for announcer-boardman. Secondary abilities in engineering, news or other helpful. Conservative MOR-type only. Send tape-resume-photo-salary expected to: Marcie Fitch, Program Director, KDGO-CBS, Box 3390, Durango, Colo. 81301.

KFSB seeks first phone DJ/newsman. Tape, resume, picture, salary requirements to KFSB, Box 1395 Joplin, Missouri 64801.

KYND-FM, Houston's beautiful stereo music station, is looking for experienced air men. While we are not a "personality station," we are only interested in personable sounding people who can talk to our audience, not at it. If you have a friendly, warm delivery with no regional accent and would like to work in one of the country's fastest growing markets, send your resume and a tape containing some commercials and news to Tom Sanders, Operations Director, KYND-FM, T & T Building, 624 So. Tatar, Pasadena, Texas 77502. An Equal opportunity employer.

Opening February 1st for modern C/W format staff announcer. Evening FM shift. Send tape, resume, current references today. WASA/FM, P.O. Box 97, Havre De Grace, Maryland 21078.

Announcer for MOR format. Good opportunity with established, successful station. Send tape, resume and pic to John Garrison, WFIX, P.O. Box 7, Huntsville, Alabama 35804.

10,000 watt metro New York AM station wants first phone afternoon drive-time personality, heavy on production. Also experienced full time salesman. Immediate openings. WRAN, Dover, New Jersey.

Michigan MOR wants experience first phone announcer with good voice, no beginners. WTHM Lapeer (313) 664-8556 or tape, resume to 1150 Morris Road.

First phone. No beginners. 24 hr. rock station. Detailed format. Send audition tape immediately. WTXL Radio, 34 Sylvan Street, West Springfield, Mass. 01089.

Needed, by Jan. 23, announcer-salesman with a first class license to work a morning shift. Present man averages better than \$10,000/year. Single station market, one weekly newspaper. Contact Verne Sulter @ 714-922-7143, or send tape and resume to Drawer K, Blythe, Calif. 92225.

## Announcers Continued

Immediate opening experienced announcer-newsman WPUT, Brewster, New York. Call Ken Stein. (914) 279-7171.

### Technical

Major station, major New England market, major salary, for chief engineer. Will consider moving expenses. Must be technically and audio-quality oriented. First class FCC required. Send resume to Box A-102, BROADCASTING.

Chief engineer for southwest Virginia AM, FM stereo, SCA, automation. Needs good engineer who is ready to roll up sleeves and go to work. Small market but station is engineers dream. Give all details in first letter plus salary required. Reply to Box A-187, BROADCASTING.

Chief engineer small market AM-FM. Announcing experience necessary for modest board schedule. Want worker who appreciates good equipment and takes care of it. References required. Contact Mason Dixon, KFTM, Fort Morgan, Colorado.

Immediate opening for Chief Engineer at major FM stereo facility in sunny Phoenix. Must be completely qualified in maintenance and trouble-shooting at 10-KW Collins transmitters, microwave and all audio equipment. No announcing or janitorial duties. References will be checked. Airmail detailed resume to Tom Churchill, Manager, KRFM, P.O. Box 10098, Phoenix, Ariz. 85015.

Lee Enterprises FM Stereo automated station in Quad Cities wants chief engineer-announcer. Contact Doug Sherwin, WMDR, Box 461, Moline, Illinois 61265.

## News

Professional newsman, who will gather, edit, and voice local news. Salary commensurate to ability. EOE M/F. Box A-37, BROADCASTING.

Newsman with pleasant professional delivery who will dig for news and believes in actualities. You must be a productive self-starter. Medium midwest growth market. Equal opportunity employer. Tape and resume to Box A-125, BROADCASTING.

News director, 5000 watt station. EOE. Box A-171, BROADCASTING.

Experienced newsman for midwest medium market 10-KW. Location in state capitol with major university provides exciting and demanding work. If you have the voice, can write and dig—if you're a self starter, ready to move-up we offer a position in the #1 operation in our 5 station market with pay and benefits to match. Send tape, resume and photograph to Box A-181, BROADCASTING.

Massachusetts, top rated, MOR/news station needs experienced local newsman. Must have aggressive and creative ability, who can dig, write and air newscasts. Fully equipped news department. AP, UPI and UPI audio wires. Full fringe benefits. Send resume, salary requirements, picture, newswriting samples and air-check, Station Manager, WCAP, Lowell, Mass. 01852.

Newsman—immediate opening in small market station. Will consider beginner with proper educational background. Contact Manager, WDLG, Port Jervis, N.Y.

News hungry contemporary seeks experienced newsman with writing, digging, and air ability. Excellent growth opportunity with group broadcaster. Established network affiliate in 150,000 Michigan market. Tape, resume to: John Casey, WIBM, Box 1450, Jackson, Michigan 49204.

## Programing, Production, Others

Program director who wants to bring family up in beautiful Minnesota vacationland where there are no big city problems. Must have five or more years in radio and be willing to accept responsibility for station sound. Aggressive successful station. Send air check only. No audition tapes. Box A-73, BROADCASTING.

Experienced 1st phone contemporary MOR announcer ready to move up to Program Director. Excellent opportunity with area's top rated station. Send recent air check, resume with references to Christopher Young, WCHV, Box 631, Charlottesville, Va. 22902.

PD, WEAM, Arlington, Va. (Washington, D.C. metro market). Send resume, references and current picture.

Commercial copywriter radio and TV experienced current production techniques. Resume to Program Director, WEAT, P.O. Box 70, West Palm Beach, Florida 33402.

## Situations Wanted

### Management

Renaissance man. Engineer, programmer, sales. Ready for management. Box M-119, BROADCASTING.

1st phone manager—proven success sales/programming pro—family, 29, no hurry. Box A-44, BROADCASTING.

18 years experience. Past 12 as "street-selling" manager. Honest, hard worker with family. Currently Maryland. Box A-88, BROADCASTING.

Manager, experienced. Prefer situation with option to buy. Box A-101, BROADCASTING.

Dynamic duo available; management/sales/etc. We will operate your station on a higher profit basis in return for good pay and opportunity for part ownership. Box A-150, BROADCASTING.

Want to be an absentee owner? Young couple with management talent and great sales experience ready to: (1) live and become involved in community; (2) operate your station on a highly profitable basis. Participation desirable. Box A-151, BROADCASTING.

Manager, major market AM/FM, excellent background, ready to build you a winner. Box A-160, BROADCASTING.

Experienced, adult operations manager. First class license, first class programming, first class references. South. Box A-170, BROADCASTING.

January sale. President, senior V.P., general or GSM. Minimum \$35,000, override. Damned creative. Heavily sales oriented but not apologetic. . . . programming, other management skills. Can prove accomplishments, R-TV major markets. Box A-174, BROADCASTING.

Successful station manager looking for larger market and more money. 13 years experience, programming, sales and management. First phone. Attained highest broadcast rating ever in large city while on air. Personally billing \$15,000 per month for present station. Highly qualified, proven record, active in civic affairs. Excellent references. Married, age 32, know the business. Box A-193, BROADCASTING.

Young manager three years experience good record in sales knows programming and has first ticket. Looking for small market anywhere currently employed references upon request. Box A-194, BROADCASTING.

Harvard MBA in marketing/finance seeks position with diversified group broadcaster in June. Former AM/FM college station manager in major West coast market. B.A. in communications. Jeffrey Eustis, Mellon B-21, Harvard Business School, Boston, Mass. 02163.

General manager, 14 years experience in all phases of station operation. First phone. Proven track record. Finest references. 43, married, 3 children. With last station 13 years. Programming, administration, problem solving are my specialties. Joe Vonesh, 2306 Thirteenth, Peru, Illinois 61354. (815) 223-8642.

## Sales

Professional broadcaster. 19 years experience. Sales, programming, administrative. Eight years of TV experience. Can do it all well, including on air radio or TV. Phone: (309) 663-1943.

## Sales Continued

Want sales or management opportunity . . . small market, community minded station. 15 years experience all phases. . . . excellent references. Write own copy . . . believe in "person to person" sales and collect what I sell. Prefer adult programming. No screamers please. Offer aggressive work for decent pay. Box A-192, BROADCASTING.

Young, aggressive major market salesman with management experience desires position as selling manager where creativity and success are essential. Box A-196, BROADCASTING.

## Announcers

First phone—pro seeking medium/major market contemporary or rocker. Married/college grad/top references. Box A-28, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box A-57, BROADCASTING.

You always outgrow your clothes, if you don't get too big for your pants. I'm ready for a new suit! 1st phone, morning pro, voice, experienced, employed. Box A-84, BROADCASTING.

Dynamic broadcast vet. Network quality voice. Enunciation. Creative commercials. For featured spot. Any format. Strong on news, talk program also. Highest reference. Box A-86, BROADCASTING.

Experienced DJ, PD looking for contemporary or soul 1st phone. Box A-91, BROADCASTING.

One and one half years radio and limited television experience. Third phone, will relocate. Box A-118, BROADCASTING.

First phone announcer desires top forty position in Carolinas or Virginias. Two years experience. Box A-140, BROADCASTING.

Disc jockey—newscaster experienced, dependable, creative-versatile. Tight board, aggressive 3rd endorsed. Authoritative (news delivery). Box A-145, BROADCASTING.

Looking for big voice for radio or television? This is it. Twenty years experience radio and television; including top ten market. Third class with endorsement. Box A-153, BROADCASTING.

Experienced newsman/dj/writer—first phone. Prefer news, but enjoy MOR dj. Anywhere in the East. 28, married, \$150 minimum. Box A-154, BROADCASTING.

Competent, young, (25) and in need of a steady job. Four years experience (progressive rock, rock, MOR and news). Box A-161, BROADCASTING.

Young announcer needs a break! Institute of broadcast arts graduate. Some college, third. Ken Kossik, 14305 Kennebec, Southgate, Michigan 48195 (313) 284-2124, Box A-162, BROADCASTING.

Master's degrees in broadcasting urban studies; national political experience; wide public service background (including overseas); desires return to broadcasting with innovative talk format. Box A-165, BROADCASTING.

Personality and hard work is what I offer to your medium market. Three years experience. First phone. Seek PD or MD position. Available Feb. 14. Box A-168, BROADCASTING.

Kids show host. Experienced, proven success, new approach to sale with promotional material. Try it, you'll like it. Write Box A-169, BROADCASTING.

I'm young but I've been the route, looking for competition that's fierce but people who aren't. 5 yrs MOR, news and net announcing. Will relocate in or out of U.S.A. Box A-172, BROADCASTING.

Talented disc jockey, announcer seeks experience on small AM or FM station. Heavy theatrical background. Excellent voice and diction. Tight board. Fully conversant with all types of music. Very dependable. Will relocate. Box A-173, BROADCASTING.

Experienced. Soul DJ, with good voice, modern sound, available. Box A-175, BROADCASTING.

Soul jock available wants chance to prove talent. Box A-178, BROADCASTING.

## Announcers Continued

Number one rated morning and afternoon drive personality. 11 years . . . major midwest MOR . . . also TV personality. Top production. . . 1st ticket. Married. Currently working contemporary. Box A-191, BROADCASTING

Career minded rookie announcer, some board experience. Name salary, (904) 771-7386 or Box A-195 BROADCASTING.

Announcer—3rd. 3 years part/full time San Diego market. B.S., married, 25, vet seeking medium-large market. Larry Smith, 852 Beryl St., San Diego, 92105 (714) 282-9014 eves.

1st phone, bright, dependable, happy sounding. Tight board, 18 mos. exp., single, draft-exempt. Sonny Stevens, 1-513-825-2430.

Send today for the Chubby Barnett bad radio audition tape, including mistakes, one years' experience, so act accordingly, rock only. Anywhere, third, Box 1022, Fresno, Calif. 93714.

First phone/professionally trained hard worker guarantees one year of dedicated radio/versatile, mature and digs progressive-top 40-contemporary AM or FM. Single/23/draft free and ready to travel. Jim Sumpter, 24216 Island Ave., Carson, Calif. 90745.

Progressive or jazz stations: serious about music and broadcasting? I've experience as production manager, chief announcer, music director. 3rd phone—will go anywhere! Gene Rusco, Blockton, Iowa 50836, (515)-788-2605.

Suburban NYC, Conn. & N.J. Mgrs! Adult DJ. Experienced, 3rd endorsed, copywriter. Selling sales approach. Pleasant voice, dependable, cooperative. Seeks weekends with personality MOR and/or jazz outlet. Contact Ernest Favaro for tape and resume at (212) TA 9-6717.

Experience dj newsman, tight board, 3rd endorse, versatile, dependable. Broadcast school graduate. Call Lou Gregg, (212) 663-6765.

Experienced country jock. Super tight board. News, copy, production. Prefer country or contemporary. Lyle Kriegal, Phone: (715) 842-1470.

Had it with a lemon—ready for real radio. C/W jock, 3rd endorsed, professionally trained, dedicated, some experience. Prefer S.E. George Fellows, 214 South St., N.E., Ft. Walton Beach, Fla. 32548 (904) 242-8943.

I'm a personality, that's what just plain Bill Paley told me—so I varicavate a little. Need an opportunity. Fierce dedication monumental desire, 4 years experience. Try me. Tom Curtis, (513) 423-5378, Middletown, Ohio.

Enterprising man, 37 needs position, 3rd phone N.Y.—N.J. metro area. Box 573, Maplecrest Station, Maplewood, N.J. 07040.

Beginner, Career Academy grad, third working for first, good sound, draft exempt, single, willing to relocate anywhere. Write Tom Maciaszek, 120 W. Grand, Elizabeth, N.J. 07202.

Ohio-nearby midwestern states. Young, married, reliable first phone with experience in MOR. No nights. Minimum \$125. Randy Swingle, (614) 596-5093.

Ambitious young man, age 22, looking for position as a staff announcer. Interested in sports, popular music and MOR. Hold associate degree with a major in broadcasting. Experienced. Willing to relocate. Call David Olivier, in Marquette, Michigan at 1-906-226-3863.

First phone, nine years radio, want position as DJ, production engineer or union station boardman. Don Heumann, 1813 Yale Avenue, Metairie, Louisiana 70003.

Get the new improved Ken Bay for your station. Now equipped with a 1st phone, over a years experience and 24 years old. For details write Ken Bay, 4206 N. Hamlin, Chicago, Ill. 60618.

Top air personality/PD. Talented entertainer. Savvy-know how-showmanship. Real pro. Excellent track record. Fantastic ad-lib humor. MOR-talk-or (?) permanent. Radio/TV. Young fortyish-but tops. Resume, tapes. Hal Murray, (813) 360-7320 or 362-1711.

## Situations Wanted

### Technical

First phone from top NYC broadcast school, college radio experience as studio and transmitter technician. Looking for a start. Anthony Dodd, 1730 Parker St., #C, Berkeley, Calif. 94703.

Chief engineer and maintenance, 10 years experience. AM & FM directionals. Available Jan. 18th. Phone Don. (614) 494-2478.

Chief or supervisor. 20 years radio-TV experience. Strong on maintenance. C.L. Sweet, 659C Pusan Rd., Fort Lee, Va. 23801 (703) 734-4367.

### News

Spectacular play-by-play man and or sportscaster, copywriter seeking position with radio or TV station. Quality audio and video tapes, single, will relocate, coll grad with some experience. Box A-124, BROADCASTING.

Reliable, dependable, hard working 1st phone newsman looking for good news operation . . . good digger -heavy on local news . . . Viet vet. Box A-132, BROADCASTING.

For a deep-voiced staffer to read wire copy maybe you should look elsewhere. But for a college grad with authoritative delivery and full-time suburban market and part-time top ten market experience at network O&O who'll bring good actualities and community involvement to your news, maybe I'm your man. Box A-157, BROADCASTING.

Seasoned Washington newscaster seeks challenging news directorship. Has sure-fire format ideas. Seven years experience. Degree. Box A-177, BROADCASTING.

Top anchor-reporter, now on Peabody Award newshow in top ten market/heavy investigatory reporting/15 years experience/top references/ready for new challenge. Box A-179, BROADCASTING.

Member top rated Washington news department looking for exciting new position. Box A-185, BROADCASTING.

Morning man or news director or newsmen. First phone. Ten years experience. Production work specialist, published author. Married, three children. Box A-189, BROADCASTING.

More than a voice, a newsman who can dig, report and write—3½ years experience. Master's degree in R-TV—Ron Colp. 3460 Dawn Dr., North Olmsted, Ohio (216)-777-7612.

Experienced sports director all play-by-play, news, dj, 3rd class, will relocate. Call collect (516) MA 1-3583.

Experienced, dependable college grad, 23, will relocate preferably north U.S. or Canada. Full details contact Mark Ackerman, 4032 Verona, Cleveland, Ohio 44121.

Help! Army cut-backs put me on job-market early. 26 year old AFRTS vet. College grad. Radio-TV experience both news and sports. Anchor, reporting and play-by-play. Greg Lucas, 2601 Sherman Drive, Kokomo, Ind. 46901 (317) 453-5907.

Writer-reporter. Journalism degree, northwestern. 26, vet, married, one child, experienced basketball play-by-play, will relocate anywhere. Joe Redfield, 1714½ Juneway Terrace, Chicago, Ill. 60626 (312) 973-0381 collect.

Seeking position in medium sized city. College degree radio/TV production. First class license. Local news experience includes phoning, downtown beat, actualities, reporting in small and medium markets. Telephone talk show experience. Age 24. Andy Shaffer, 323 N. Trail, Butler, Pa. 16001. (412) 586-7054.

Beginner college grad, 26, 4+ years government service. Wishes position broadcasting sports, news, etc. Will work for subsistence or less. Stephen Edelmann, 4000 Tunlaw Rd., N.W., Washington, D.C. 20007.

### Programing, Production, Others

Experienced 1st phone on-air PD seeks top 100 market challenge. Strong on music, versatile, creative, responsible. Good programing ideas! Box A-106, BROADCASTING.

## Programing, Production, Others

### Continued

Production director, B.S., first phone, 3 years major market production experience. Box A-158 BROADCASTING.

I'm being held captive in my hometown. Send help. Send inquiries. Creative writer/producer/director/talk/jock/character-voices. References glow in the dark. Looking for agency or station work with amusing people. Bert Thomas. Box A-159, BROADCASTING.

Black P.D. looking. Call R. J. 515-244-5008.

Third phone jock was P.D. country in nine radio station market. Also has worked in rock and MOR. Will relocate. (815) 968-2708, Jeff Kopp.

### Television

#### Help Wanted Management

Group owned network VHF in medium north central market desires experienced, take-charge operation manager. Full knowledge of nets, firm, heavy on production. Solid future for right man. Reply Box A-72, BROADCASTING.

Wanted—manager for Cable System of 3,000 in Texas. Spanish language essential. Microwave experience and license necessary. Box A-190, Broadcasting.

Established 147-mile cable system in northeastern Illinois with 10,000-plus subscribers, fully computerized bookkeeping operation, doing local origination, has immediate opening for experienced cable manager with sales ability. Excellent starting salary, many fringe benefits. List age, education, references, detailed experience. Write Robert Hawkins, Kankakee TV Cable Co., 150 S. Dearborn, Kankakee, Ill. 60901.

### Announcers

You think you're the greatest TV talk show host. We think we have the best local daytime talk show in the east. Let's talk. Major market. Group owned. Box A-130, BROADCASTING.

Announcer, on-air experience preferred but will consider good booth man. Successful southeastern VHF, CBS affiliate. Send tape, resume, salary requirement. Box A-155, Broadcasting.

Two announcers wanted, one for AM top 40 night-time, one for AM FM TV news. Prefer two years commercial experience. Send air check, complete resume and pic asap to WTRC-WJSV TV, Box 699, Elkhart, Ind.

### Technical

Maintenance supervisor for a top five major market all color television station located in midwest. Send resume to Box M-9, BROADCASTING.

Engineering supervisor, production center Alabama ETV network. No drifters. Equal opportunity employer. UMTV University of Montevallo, Montevallo, Ala. 35115. Immediate.

### News

News director—expanding news operation top 50 VHF. Aggressive, imaginative leader with ability to direct and administer news team and heavy on air news schedule. Good job, money, future. Send qualifications to Box A-5, BROADCASTING.

Assignment editor at major Ohio VHF, Group owned. You must know TV news operations, and want the challenge of leadership. Box A-131, BROADCASTING.

Female—hard news reporter for interviews and stand-up field reports—Florida station. Journalism background required. TV news experience helpful. Equal opportunity employer. Send resume 1st letter. Box A-135, BROADCASTING.

Anchor for TV news. Broadcast journalist with some experience who knows 16mm. Bruce Cummings, WHP-TV, Telegraph Building, Harrisburg, Pa. 17108. (717) 234-3211, E.O.E.

Weatherman, 6 & 11 P.M. newscasts, M-F for CBS affiliate. Experience necessary. Send VTR, resume to Don Hess, WTOL-TV, P.O. Box 715, Toledo, Ohio 43601. An equal opportunity employer.

## News Continued

On-air/writer for university film-TV unit. Ability to write and deliver documentary films for commercial TV use. Film production experience preferred but not necessary. Salary based upon qualifications. BA required. Send resume Air Mail to Ken Haines, Motion Picture/TV Unit, Virginia Tech, Blacksburg, Va. 24061. An equal opportunity employer.

### Programing, Production, Others

Commercial copywriter radio and TV experienced current production techniques. Resume to Program Director, WEAT, P.O. Box 70, West Palm Beach, Florida 33402.

## TELEVISION

### Situations Wanted Management

Operations—program manager. Qualified. Experienced. Dedicated. Management ability. Married. Presently employed. Box A-186, BROADCASTING.

### Sales

Ambitious, aggressive, honest broadcaster, wants television sales manager or sale opportunity. Presently employed. Married with family. Check my broadcast background, then decide. Minimum—18M. Box A-122, BROADCASTING.

### Technical

First phone, married, age 26, studio operations background, video tape, switching, etc.; four years experience, desires permanent relocation, growth potential. East or Midwest. Consider all. Character references. Box A-98, BROADCASTING.

FCC 1st class license. Engineer or production. Box A-137, BROADCASTING.

6½ years experience all phases radio & television. Have done everything technical and clerical from construction of a complete UHF TV station to production. Have done all types of on air work also. 28 years old, 2 years college. Ampex VTR school. First phone. Currently in VTR operations with Ampex 2000 & AVR-1. Box A-148, BROADCASTING.

First phone: AM-TV, strong on maintenance, east. Box A-149, BROADCASTING.

Studio supervisor or assistant chief—25 years broadcast experience—21 in TV. All phases of technical operation. First phone. Prefer western or southwestern location. Box A-167, BROADCASTING.

First class license. Draft exempt, reliable, will relocate anywhere for radio or television position. Graduate of technical and RCA TV studio schools. Michael Conneely, 307 East 81 Street, New York, N.Y. 10028. (212) 744-4757.

Experienced chief, large and small market, U and V, available now. Walt Bundy, Box 90202 Atlanta, Ga. 30344

### News

3 year newspaper reporter-photographer with TV stringing seeks TV reporter slot. Great credentials and references. I'm 24 with B.A. Box A-95, BROADCASTING.

Anchorman experienced, master's degree, 30. Desires position in North Carolina, South Carolina or Georgia. Minimum \$12,000. Box A-100, BROADCASTING.

Not "Walter Cronkite," but a dependable, versatile pro. Box A-144, BROADCASTING.

Professional: Impressive look, sound, resume. Experienced all phases. 30, dedicated, educated. Seek TV anchor—reporter—administration position. Medium market. Minimum \$900. Box A-180, BROADCASTING.

Radio man with 4 years experience would like to relocate, preferably in T.V. Currently operations manager and sports director. Strong on sports and production. Married. Box A-183, BROADCASTING.

### Programing, Production, Others

Producer/director in top 50 full color affiliate doing newsblocks, commercials, specials . . . everything. Consistently innovative. Great potential. Impressive track record. Credentials and audition tape. Box A-63, BROADCASTING.

## Programing Production, Others Continued

PHD graduate television seeks position as director, director film production, writing and etc. Box A-139, BROADCASTING.

Attention tape houses, Indie Nets, and production centers—if you are looking for a man well-versed in camera work, audio, and switching. I'm your man. 7 years experience in these positions. Married but will relocate. Prefer deep South, but will consider all. Prompt reply with resume and references. I want to work for you! Box A-141, BROADCASTING.

Producer/director: Five years sold experience in major market television and film production... including studio, news (local and network), documentaries, and switching. Currently employed with network VHF in top live market. Desire to relocate in small, medium or major market. Alert, dependable, young, college graduate, military veteran. Excellent references. All replies answered. Box A-156, BROADCASTING.

Production position desired. In 5 years I'll be a network president. I'm creative, energetic and all the other clichés. Some experience, need more. For independent thinking organization-man, contact Box A-166, BROADCASTING. Personal attention to all replies.

Experienced: Talented young man: B.A. degree in Television management and production, desire position as producer/director or cameraman. Can locate anywhere. (312) LU 5-2752.

Producer/director, male, 23, B.A. degree, 3 yrs in Chicago mkt. 2 yrs in CBS affiliate, single, will relocate anywhere—resume avail. Drew Lench, 738 S. Illinois, So. Bend, Indiana 48619

## Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need Glass-based 4X500A tubes, used or new, KTVA, Box 2200, Anchorage, Alaska 99510.

Wanted: Channel 8 antenna. Please advise price and condition. Ben Lockerd, P.O. Box 4150, Fort Smith, Arkansas, 72901, Phone 501-783-4105.

## For Sale Equipment

Hellax-styrolflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

1 1/4"-50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization Brand New, Phelps Dodge #STA 158-50. One length @ 1000 ft. one length @ 400 ft. \$1.60 per foot for all. Action Electric Sales 312-235-2830. Need Coax, bare copper, power cable?

35 mm RCA Telecine motion picture projector, remote, sound, like new \$1895.00 16 mm JAN projector set up with TV chain shutter, has magnetic/optical. Good condition \$1195.00. JAN projector for preview purposes optical/mag \$895.00. Rebuilt, straight optical \$495.00. Brand new rewinds 16 or 35 mm \$37.50 pair. Griswald 16mm splicers brand new \$25.00. Harwald Hot Splicers Model B used \$99.50. Free list. SK Film Equipment Co., Inc., 254 Firdala Avenue, Coral Gables, Florida.

G.E. TY-106 6 bay-helical UHF antenna on channel 17. Good condition. Make offer. Contact D. H. Spindler, WTCG-TV, 1018 W. Peachtree St., Atlanta, Ga., 30309. 404-873-2242.

For rent: 2 - factory reconditioned Spotmaster model 505 playback units and 1 - factory reconditioned Spotmaster model 500 record/playback unit, at \$35.00 per month. For rent: 1 - McMartin SCA modulation monitor TBM-4000, at \$47.50 per month. Address inquiries to: Channing Leasing Co., Inc., 5 Main Street, Natick, Mass. 01760. Tel. 655-5360.

Cohu vertical interval switching system with Riker mix/mat amplifier. Parallel control of program buss. Very flexible for routing, VTR, etc. Box A-87, Broadcasting.

## For Sale Equipment Continued

RCA TT25 sound amplifier channel 5 can be modified to picture. RCA TT5A transmitter channel 5 water cooled. Now in standby service, fully operational. Harmonic filter, VSBF and Diplexer not included. Priced to move. Chief Engineer, KSD-TV, 1111 Olive St., St. Louis, Mo. 63101.

For Sale: Hewlett-Packard FM frequency monitor, model 335-B needs repair. Rust remote control model 108-od. needs repair. And Collins peak limiting amplifier type 26U-1, good condition. First reasonable offer takes all. WKIC, Hazard, Ky.

Auricon pro-600 special—complete news setup. Like new. Excellent buy. Request photos. Stark Box 1038, Grafton, Virginia 23490

Save \$100,000. Two RCA color studio camera chains complete with pedestals. Mint condition, 5 years old. Phone 412-898-1509

Ampex stereo 350. Good condition. Carrying case. \$1195.00. 412-833-7524

NASA surplus—audio oscillator, TS-382D/U, mfg. Taffet, Part T24-110-100. Stock 7CAC-363916-5. Voltages: Input 115 v. at 50-1000 cycles. Output 20 to 200,000 cycles per second, adjustable to 0-10 volts with load 1000 ohms. Wt. 42 lbs., aluminum waterproof case with schematic and connectors. Excellent condition. Orig. cost \$300. Sale \$55 ea., 10 for \$500. General Supply & Equip., Box 14628, Houston, Tex., 77021. 713-748-3350.

Cartridge tape equipment—Reconditioned, guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850 (301) 762-7626.

Ampex spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Dynair board ast. video switcher Pader Model VS-121-B 12-video inputs, 6 composites, 6 non-composites also has 12 input prevue bus. New-previous demo unit. 215-622-6324. Price \$500. Auto Electric Service, Inc., 3991 Vernon Rd., Dreyel Hill, Penn. 19026.

## 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.

\$1,000 a week comedy writer for \$15 a month! Exclusive! One client per market! Rush \$15 to Box M-151, BROADCASTING.

On air talent, if you qualify, our National Coverage makes your work personally available (via direct phone line) to 2,000 broadcasting execs. Send tape to: Hollywood Audition Showcase, 6777 Hollywood Blvd., Hollywood, Calif. 90028.

"Forgotten Moments" can help find sponsor dollars that have forgotten radio since Christmas. Syndication feature telling human and surprising stories of yesterday's greats, near-greats, and never-were-greats. Post Christmas bonus: discount on orders before February first. Advance Media, Box 1703-s, 4250 Marine Dr., Chicago. (312) 929-4160.

Need help on General Ledger, billing, financial reporting? Write Radio Accounting Service, Box 275 Detroit, Texas 75436.

Top notch PR gal currently with major market O&O TV station. Looking to relocate seeks position as promotion or public relations director... has tons of experience working for the best in radio and television... knows print advertising, publicity, TV production, promotion, photography, art layout, writing and public contact... don't let my being a girl hold you back... let's chat! Box A-152, Broadcasting.

## Miscellaneous Continued

Mike Sullivan says, "longshoremen arrested for crimes are tried by their piers. For free comedy sample, write Sullivan's Comedy Tonight, 4301-7th Avenue, South, Birmingham, Alabama 35222

Warm-up lines—Comedy for live pre-broadcast audiences. Special \$3.00—free broadcast comedy catalog on request. Show-Biz Comedy Service (Dept B) 1735 East 28 St., Brooklyn, N.Y. 11229.

## INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared... let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools.\*\* Write or phone the location most convenient to you. Elkins Institute in Dallas\*\*\*, 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston\*\*\*, 3518 Travis.

Elkins in San Antonio\*\*, 503 S. Main.

Elkins in San Francisco\*\*\*, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver\*\*, 420 S. Broadway.

Elkins in Miami\*\*, 1920 Purdy Ave.

Elkins in Atlanta\*\*\*, 51 Tenth St. at Spring, N.W.

Elkins in Chicago\*\*\*, 3443 N. Central.

Elkins in New Orleans\*\*\*, 2940 Canal.

Elkins in Minneapolis\*\*\*, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis\*\*, 1362 Union Ave.

Elkins in Nashville\*\*\*, 2106-A 8th Ave. S.

Elkins in El Paso\*, 6801 Viscount.

Elkins in Seattle\*\*, 4011 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs\*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low cost dormitories at school. Starting dates April 12, June 28. 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 Feb. 7, Mar. 13 and April 17. 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 Gilham Road, Kansas City, Missouri 64109. (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

**INSTRUCTIONS Continued**

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Money back guarantee. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606. (213) 980-5212.

**Radio Help Wanted News**

**news organization  
in # 1 market needs  
ANCHORMAN / REPORTER**

**With All The Skills  
Top Money For Top Individual  
Bright, up-beat, solid delivery**

All replies confidential

**Send tapes and resume to:**  
Box B 1626, 810 7th Ave., N.Y. 10019  
*An Equal Opportunity Employer—MIF*

**News**

WCAU-CBS Philadelphia needs an overnight news man. Must be able to creatively write and deliver newscasts, work a telephone and spot news, and enjoy overnight work. Equal opportunity employer. Mail tape, resume and salary requirements to

**WCAU Radio**  
City Line Avenue and Monument Road  
Philadelphia, Pa. 19131

**Help Wanted**

**Programing, Production, Others**

**PD—TORONTO**

Dynamic program man needed immediately to take charge of our MOR sound on AM and FM. The successful candidate is probably in his late 20's or early 30's, has a solid academic background, minimum 5 years experience in a major market, with a record for innovation and administration.

**BOX A-80, BROADCASTING**

**Television Help Wanted Technical**

**T.V. field  
service  
engineers**

We have immediate openings in the Field Service Department of our leading commercial broadcast equipment manufacturing company for Service Engineers. You will be responsible for handling customer technical problems involving field service trips and telephone/correspondence contacts. We require 3-5 years technical broadcast station experience (TV) and formal electronics schooling. Extensive travel is required. Salary is fully commensurate with background and responsibilities plus a full range of benefits including relocation expenses.

For further information, send your resume, in confidence to or  
CALL: Robert T. Fluent, Assistant Personnel Manager. (217) 222-8200

**GATES RADIO COMPANY**  
A Division of Harris-Intertype Corporation  
123 Hampshire St., Quincy, Illinois 62301  
*An Equal Opportunity Employer (m/f)*

**Television Help Wanted**

**News**

**NEWS DIRECTOR RADIO/TV**

Want a "take-charge" guy, good administrator who can live within a budget and PRODUCE; dedicated; no clock-watcher. Send resume, VTR, picture and salary requirements to:

**BOX A-146, BROADCASTING**

**For Best Results  
You Can't Top A  
CLASSIFIED AD  
in**

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**Television Help Wanted**

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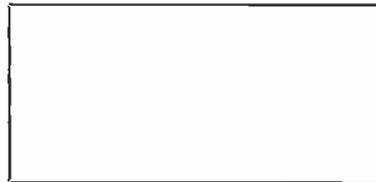
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George Joseph Santoro—it is not a name that evokes instant recognition. Trade publications don't seek his opinions. Rona Barrett doesn't reveal his social comings and goings; even his own people don't make a big publicity fuss over him. And at 58, he is an elder in a business where young lions roar.

Still, he can't be written off. It is this kind of individual who gives sinew to an industry—the quiet professional who knows how to get the job done.

George Santoro has been in the picture-making business for 37 years. Starting as a prop man for 20th Century-Fox, he has come up through the ranks to the executive floor in the looming black tower that is Universal TV's administrative headquarters in the San Fernando valley.

A friendly, unpretentious man, George Santoro is not out to flim-flam or dazzle. He points to his ample waistline and says, "See, just like the smile on the 'Happy Day' buttons." Yet there's the look of competence about him. He's seen it all, knows a good many of the reasons why, is not likely to leap over tall buildings in a single bound. In a competition where lean and hungry is the way all the Sammys run, George Santoro's patient, persevering style is an obvious, but refreshing, anomaly.

His big thing is attitude. "The attitude you take in doing a project is the key," he says. He means accepting a job for what it is and not shooting for the moon or embarking on ego trips.

His job these days is supervising the making of *World Premiere* TV movies for NBC. There are strict boundary lines. Time is money, and expenditures are necessarily limited if there is to be any eventual return from these deficit-days—24 at the most. Keep that budget around the \$1-million mark. Don't rail against or ridicule the rules. Work within them, trying to do the best show possible.

It's an attitude born out of picture-making's equivalent of the baseball farm team or boxing's neighborhood arena. George Santoro spent some 20 years at Republic Pictures where turning out 50 feature films a year on budgets far less than \$1 million was standard operating procedure. Consider one random month of feature releases from Republic—July 1955: "Deadline Alley," "Magic Fire," "Lay that Rifle Down," "Mystery of the Black Jungle."

Product such as that kept spilling out of Republic, seemingly without undue effort, quickly, efficiently. It was B-stuff, double-bill filler, yet often capable of entertaining audiences. And when television came in, Republic took to making product for syndication.

George Santoro and others on Repub-

## George Santoro: the quiet style in tinsel town

lic's production line—men with a know-how that comes from doing—began pumping out fast half-hours: *Stories of the Century*, *Commando Cody*, *Dr. Fu Manchu*. Forget about the \$80,000-per-half-hour budgets and six-day shooting schedules of today. They turned out their half-hours in two days on \$12,500 per episode.

Maybe here's the secret to *World Premiere's* success. Revue Productions, then the syndication production arm of MCA Inc., went to the Republic lot to rent space and wound up taking over in 1958 when Republic bowed out of television production. Into the fold went

### Week's Profile



George Joseph Santoro—vice president, Universal Television, North Hollywood, in charge of *World Premiere* productions for NBC-TV; b. Sept. 14, 1913, Paterson, N.J.; Fordham University, New York, 1930-33; with 20th Century-Fox studios, Hollywood, 1934-39; with Republic Pictures Corp. studios, North Hollywood, 1939-42; U.S. Army Air Corps with First Motion Picture Unit, 1942-46; with Republic studios, 1946-56; production manager, Republic studios and with TV production arm, Studio City Television Productions Inc., 1956-58; unit production manager, Revue Productions-MCA-TV, North Hollywood, 1958-65; executive producer, ABC-TV, 1965-66; production executive for Universal Television, associated with *World Premiere* project, 1966-present; named VP, Universal TV, 1969; m. Marie Joan Gabelic, of Los Angeles, March 19, 1965.

George Santoro and his savvy production-line cohorts. They joined the equally knowledgeable crews at Universal-International Pictures (another MCA operation) who in that same July 1955 were responsible for such staple neighborhood-theater fare as "The Purple Mask," "Foxfire," "Ain't Misbehavin'."

George Santoro, with Revue, remembers working out of the Paramount Gower lot in Hollywood, shifting back and forth, two days a week each on the *State Trooper* and *Mike Hammer* series. The techniques used were the same as those for making low-budget feature films or even serials for theaters. These production crews—people who with Republic and Universal were responsible for as many as 80 features a year—were a considerable resource, and MCA discovered a way to put them to the best use for television. The idea was conceived that Universal studios could make better features for television than the old grade B movies the television industry was buying in package lots.

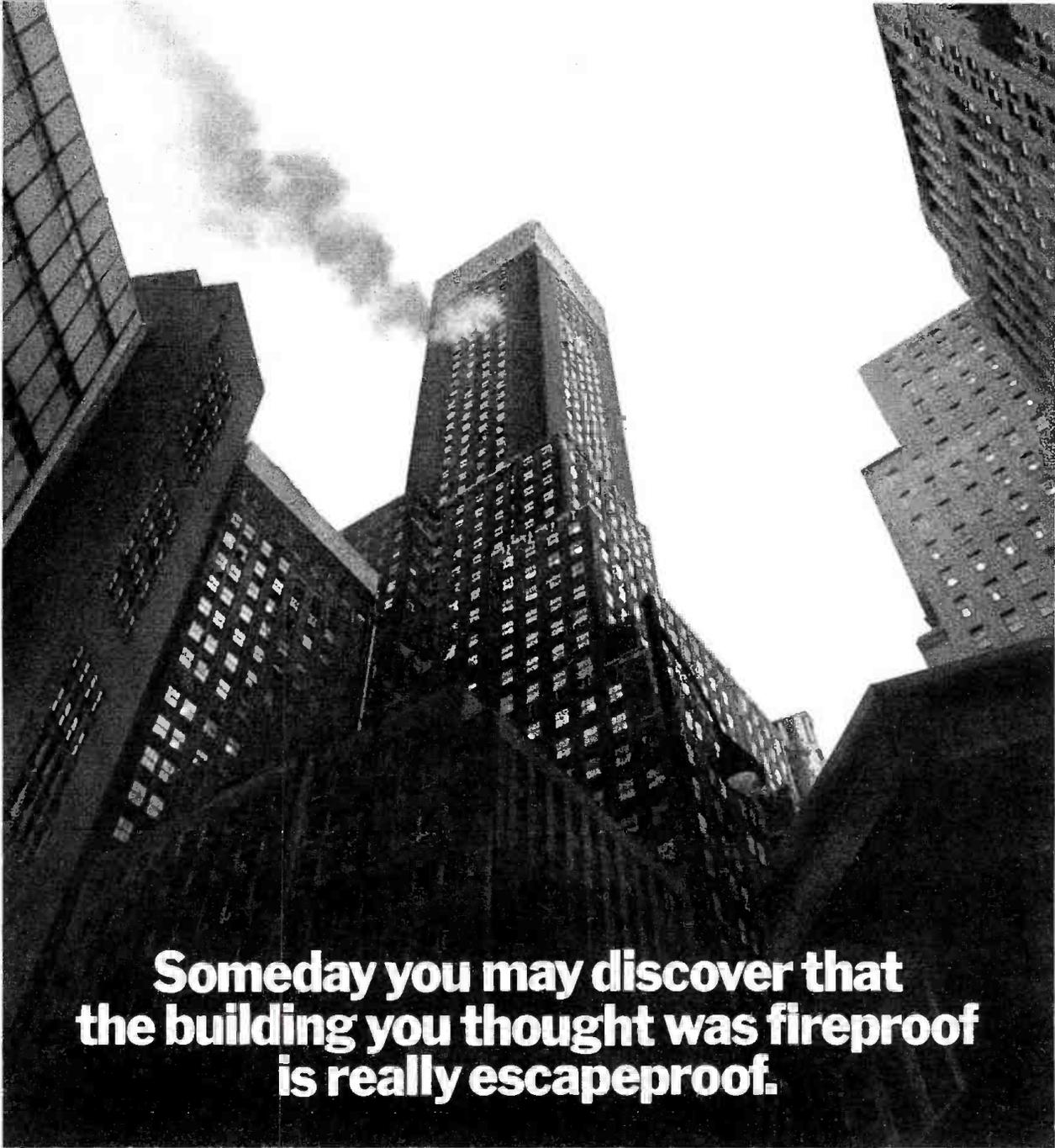
When George Santoro joined this movies-for-TV project in 1966 it already had been tried two years previously as *Project 120*, with three productions turned out by Universal for NBC (only two got on the air). Universal learned from the experience, became convinced that there is very little difference between pictures shown on television or in theaters first. *World Premiere* was the natural outgrowth, with "Dragnet 1967" the first to be produced (starting in February 1966), and "Fame is the Name of the Game" the first to go on the air (shown on Nov. 26, 1966). Significantly, both served as pilots for subsequent series. In the five ensuing years, a total now of 82 *World Premiere* features have been produced or are in the process of being produced for NBC-TV, with 15 being spun off into series.

Excluding a brief time-out to serve as associate producer for Paul Newman's \$4-million theatrical vehicle "Winning," George Santoro has been prominently involved with *World Premiere* throughout its run. The impact of the project has surprised even him.

Indeed, audience acceptance of *World Premiere* has led to other studios and networks joining the act. Warner Bros. Television, among others, is now making features for *World Premiere* (Universal doesn't own the title) and George Santoro's co-workers, Richard Irving and Frank Price, are supervising the production of 90-minute movies on the same Universal lot for ABC-TV.

"We're not in competition," explains the apparently unperturbed George Santoro. He seems to enjoy his work, to feel satisfaction when objectives are achieved. It's usually that way with round pegs in round holes.





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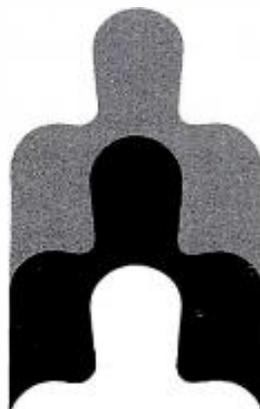
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