

Supreme Court again upholds an FCC cable stand
Special report on MOR radio: a specialty all its own

Broadcasting Jun 12

The newsw Weekly of broadcasting and allied arts

Our 41st Year 1972

**Because 12 stations
are winning
with "What's My Line?"
in prime time right now,**

**13 more stations are
putting "What's My Line?"
in prime time this Fall.**

**Sometimes, the best way
to lead is to follow.**

VIACOM

Source: NSI, Feb.-Mar. 1972. Audience estimates are subject to qualifications on request.
(Number of time period wins is based on metro ratings and shares and includes one tie.)

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MONTGOMRY AL 36112
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Apollo 16 could have been Greek to Miguel.

He's one of the thousands of Spanish-speaking migrants and immigrants who live in South Florida. Which meant he was cut off from coverage of major news events because of the language barrier.

To bring the world a little closer home to Miguel and others

like him, WPTV's Public Affairs Department arranged for a series of unique simulcasts, with the cooperation of a local educational radio station, WHRS-FM. These broadcasts made it possible to watch the Apollo 16 launch on TV while listening to a simultaneous translation into Spanish on radio.

At Scripps-Howard, we see a great future for this kind of communication link-up. We see it as a part of our constant effort to inform and involve every minority. Every person. And we figure that's real community service—in any language.

Scripps-Howard hits home.



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issues from political primaries to pollution, from our Asian bombing policies to busing. Each week this distinguished panel illuminates a vital news event or personality in a free-wheeling exchange of very personal views. Agronsky & Company. Make it *your* business to see it when in Washington.

WTOP-TV

9

Washington, D.C.

Closed Circuit®

The record

Now that Senator George McGovern (D-S.D.) is emerging as hot contender for Democratic presidential nomination, there's interest in how he has stood on legislation affecting broadcasting and advertising. Here's capsule: He favored law banning cigarette advertising on radio and television. He voted for political-spending law that puts unique restrictions on broadcasting. He voted for bill Senate passed two months ago to repeal Section 315 in its application to presidential and vice-presidential candidates in general elections but has said he opposes relaxation of equal-time law in primaries. He's co-sponsor with Senator Frank Moss (D-Utah) of Truth in Advertising Act (S. 1461) which is opposed by most of advertising business.

Vacancy

It's virtual certainty CBS Chairman William S. Paley and Vice Chairman Frank Stanton will extend their contracts—both due to terminate next March—to stay on as company's senior executives in wake of death last week of President Charles Ireland (story page 26). No successor is in sight. Mr. Ireland, in job only eight months, had been recruited from ITT after CBS reached apparent conclusion its management cadre lacked candidate to lead increasingly diversified company. As neither Mr. Paley nor Dr. Stanton had yet relinquished key duties to Mr. Ireland—they remain chief executive officer and chief operating officer, respectively—there's no immediate need to fill president's post, although Dr. Stanton could reclaim title if board directs. In effect, clock has been turned back to last September.

Cable movies

Upsurge in buying and slotting feature films on cable systems is expected as result of Supreme Court ruling upholding FCC's authority to require local program origination. Telemation Program Service, New York, program-buying service for cable systems, said three systems signed with TPS within 24 hours after court decision, raising client list to 47. Rationale is that systems will include features on channel originating local shows to attract and maintain subscribers.

Double jeopardy

Broadcasters who thought that FCC's new license-renewal procedures would afford some relief by repealing requirement that renewal applicants survey community needs are likely to be disappointed. Understanding—in and outside commission—had been that new question requesting renewal applicants to list 10 major problems in their areas and to re-

port what programing they have carried to meet them would replace survey. However, commission, in first meeting, on Friday (June 9), on proposed license-renewal procedures indicated it felt it would be desirable for broadcasters to go through *both* exercises.

That position reportedly was urged on commission by its consultant on renewal procedures, Dr. Barry Cole. Only difference would be that broadcaster would not be required to file survey along with renewal application; but he would be required to keep it on public file locally. (Survey technique has become so complicated that commission developed lengthy primer to explain how survey is to be conducted.)

Houston cable

What would it cost to wire Houston—nation's 15th market—for cable TV? Question evolved last week as Houston city council received nine applications for franchise. Figure was placed at roughly \$50 million original cost for system without two-way capability to cover 500-square-mile area with 1.8-million population. City council plans to visit FCC before final consideration of applications.

Applicants for Houston franchise are: 1) Greater Houston CATV Inc., comprising 30 Houston business executives and professional men; 2) Gulf Coast Cable TV, also locally oriented with 20-odd leading citizens; 3) Teleprompter Inc.; 4) Cypress of Los Angeles; 5) General Electric Cablevision Corp.; 6) Time-Life Broadcast; 7) Southwest Video Corp., operator of systems in Baytown and other Houston-area towns; 8) Twin County Trans-Video, a Pennsylvania corporation, and 9) Phonoscope Corp. of America.

Separation

Movement to divorce National Association of Broadcasters Code Authority from direct relationship with association has been initiated and may become unscheduled topic at NAB board meetings next week in Washington (see page 25). Critics feel authority is overstuffed, that there is false implication that NAB membership means automatic code membership, and that code should be financially self-sustaining (NAB provides free office space for Washington staffs of both TV and radio codes).

Next year

With passage of legislation to alleviate license-renewal troubles written off for this year, Chairman Harley O. Staggers (D-W. Va.), of House Commerce Committee, has assured National Association of Broadcasters that hearings will be

scheduled early in first session of 93d Congress convening next January. In letter last week to Vincent T. Wasilewski, NAB president, Mr. Staggers is understood to have made commitment in light of congressional demand. As of last week some 200 members of Congress (including a dozen senators) had co-authored renewal-relief bills.

Broadcast stripes

In official recognition of broadcast news's importance to UPI, board of directors has elected Pete Willett, general manager of broadcast services, to UPI vice presidency. New title: VP, broadcast services. He has headed broadcast operations since 1966, led expansion of UPI Audio network to current total of about 650 stations, launched special service currently serving estimated 75 cable-TV systems, is also responsible for UPI broadcast news wire. His election gives broadcasting officer status at both major newspaper/broadcasting news services: Robert Eunsun, AP assistant general manager for broadcast, was elected AP VP at April meeting (BROADCASTING, May 1).

Straightened out

Network news executives feel they have established principle they can live with in settlement with Miami Beach, Fla., over use of convention hall there between Democratic and Republican conventions (BROADCASTING, May 1, et seq.). When city first broached subject after GOP decided to move its convention there from San Diego, networks got impression they were being asked to pay to cover convention, which they said they would never do. City next asked for full rental rates—on grounds they would be deprived of rentals to others—from end of Democratic convention July 13 to start of GOP's Aug. 21, estimating cost would be about \$175,000 each for ABC, CBS, NBC. But agreement, announced by city, gives them "free access" from Aug. 7 to end of GOP convention Aug. 23 and also treats week after Democratic convention as "normal tear-down time." Thus networks pay for only 16 days or, by city's estimate, \$60,000 each—about one-third of original demand.

Dollars, however, apparently were less important than principle. GOP convention agreement with Miami Beach, unlike Democratic party agreement and all other convention-site contracts in past, failed to provide for lead-time for media to set up. But in resolution of controversy, city said it "specifically reaffirmed" right of news organizations to "free and reasonable access" in accord with "spirit of the agreement" between it and Democratic party. And networks will still save money on move from San Diego—more than \$1 million all told.

At Deadline

FCC near decision on domestic satellites

Policy generally would be open-entry with provisos for AT&T, Comsat

FCC is said to be moving toward establishment of domestic communications-satellite policy that will provide for system of generally open entry—except in case of two major entities involved, AT&T and Communications Satellite Corp.

Commission staff on Thursday, following special commission meetings on previous two days, began drafting report and order in proceeding; however, some points remain to be resolved, and these will be discussed again this week, starting Thursday.

Essentially, commission is expected to permit anyone with adequate technical and economic resources to enter domestic communications-satellite business. Common carriers would be required to demonstrate that economic setback in satellite field would not adversely affect services they now perform.

However, sources point out that commission's decision to drop staff's consortium idea—under which companies utilizing similar technologies would be required to share common space segment—is no reason to describe plan that is emerging as open-entry system of kind administration has been urging.

Restrictions on AT&T and probably Comsat, they say, would not lead those companies to describe the plan in that manner. In its satellite service, AT&T will probably be limited, at least initially, to monopoly services it provides, like message toll telephone and Autovon (private line service for Defense Department), and for backup services. It would be barred from general private-line service, except possibly to provide links with Hawaii, Puerto Rico and Alaska, and from other business its competitors in space would like to share in—including transmission of network television programming, if networks decide to switch from terrestrial to satellite system.

Commissioners' positions appear to be less fixed in connection with Comsat. Principal question is whether it will be permitted both to serve AT&T and to establish second multipurpose system of its own to serve other customers, as it has proposed, or whether it will be required to choose between two courses, as commission staff has recommended.

Middle-ground solution may be shaping up, one in which Comsat would be permitted to serve AT&T and, in addition, operate as carrier's carrier—that is, serve other carriers in space but not provide end-to-end service.

Question of whether it, like AT&T, would be denied access to network business is still undecided.

Commission apparently will not require space applicants to put proposals out for bid by equipment manufacturers. Four companies involved in applications are equipment manufacturers—Hughes Aircraft, which is associated in application with four GTE Service Corp. companies; Lockheed, which is associated with MCI; Fairchild Industries Inc., and RCA. Only other applicants, besides AT&T and Comsat, are Western Union Telegraph Co. and Western Tele-Communications Inc.

Commission is expected to require GTE, which plans to use eight transponders in Hughes satellite (with eight more in second satellite available for backup) for telephone service, whether it would be providing public benefit or simply offering duplicate telephone service.

However, commission, which would like to build as much competition as possible into satellite business, would like to see Hughes plan implemented. It plans to use channel capacity left unoccupied by GTE for distributing programming to CATV systems, and commission considers plan one of most innovative proposed.

If commission resolves remaining issues and agrees on language this week, as expected, staff could draft final report and order, and bring it back to commission for final vote before end of month.

Federal agencies urged to open doors to radio-TV

Advisory conference, however, spells out some restrictions for broadcast coverage

Broadcast coverage of some federal agency proceedings has been given stamp of approval by Administrative Conference of United States.

Conference, in plenary session it held in Washington Thursday and Friday, adopted committee report recommending that federal agencies encourage radio and television coverage of their proceedings, particularly those dealing with broad social and economic issues.

Report was adopted by vote of 28-to-23, but opponents of recommendation had come even closer to scrapping it than that vote indicates. Alternative proposal that would have provided only that agencies reach own conclusion on what proceedings, if any, will be open to broadcast coverage, and to announce their positions, lost only by vote of 26-to-27.

Federal agencies, some of which have felt inhibited by canon of legal ethics which forbids broadcast of judicial proceedings, are not bound by conference's

recommendations. However, conference, which is made up of some 85 agency representatives, law professors and private individuals, is accorded some deference by agencies.

Recommendation on broadcast of proceedings includes suggested restrictions on proceedings that should be covered. It says adjudicatory cases involving past culpable conduct of individual should not be covered by radio-TV and that individual witness should be free to refuse to be covered.

Recommendation was presented by committee which was headed by Washington communications attorney Thomas Wall and on which Robert Bennett, former legal assistant to FCC Commissioner Nicholas Johnson and now law professor at Northwestern, served as consultant.

FCC asked to put cable under antisiphoning rule

Association of Maximum Service Telecasters' efforts to persuade FCC to tighten antisiphoning rules for sports programming were endorsed last week by National Association of Broadcasters and three national TV networks.

In separate filings with commission, NAB and networks came out in support of AMST petition for reconsideration of antisiphoning rule enacted by commission last April (BROADCASTING, April 17). AMST, which filed petition last month, wants commission to apply rule—prohibiting pay-TV operations from showing sports events already broadcast on conventional TV within five years of date of free broadcast—to cable operations as well. In April action, commission said it would deal with siphoning issue as it affects pay cable at later date. AMST objected to that course of action and asked that prohibition cover entire cable industry, not just pay cable.

Also filing brief on subject was National Cable Television Association, which opposed AMST petition, calling AMST request that rule be applied to all CATV operations "quite unreasonable."

Rahall sells Florida CATV

Rahall Communications Corp., St. Petersburg, Fla., has announced it will sell its Pasco Cablevision System, CATV operation serving portion of Pasco county, Fla., to multiple cable owner Cablecom General Inc. Consideration totals \$1.71 million, including \$750,000 in Cablecom stock (57,692 shares) plus assumption by buyer of some \$960,000 in outstanding Pasco liabilities. System, which is still under consideration, currently serves more than 1,900 subscribers. Rahall has already laid 150 miles of cable and plans call for additional 100 miles. System is being sold, Rahall said, in compliance



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WGN is Chicago

Radio



Television

WGN Continental Broadcasting Company

Share



Source: NTI, Oct-Apr. averages, 1962-71. NSI, Feb-Mar. 1971 NTI/NAC, Nov. 1971. Audience estimates are subject to qualifications available on request.

the wealth.



The Beverly Hillbillies are rich in friends and oil.

They will share their friends.

Starting this Fall, you can welcome friends of the Clampett family to your station. Here are some indications of the kind of crowds to expect.

As television newcomers in 1962-63, The Beverly Hillbillies attracted 54% of their time-period audience.

Ten years later: still big where it counts most. First in their 1971 daytime period in 6 of the Top 10 markets. New York, Los Angeles, Philadelphia, Detroit, Washington and Pittsburgh. With shares as high as 53%.

In 9 prime-time seasons, The Beverly Hillbillies averaged a 40% share of audience. In 6 daytime seasons, a 39% average share.

During 1971, the series ranked first or second in its time period in 35 of the Top 50 markets.

Also in its 1971 daytime period: 68% of all women viewers were 18-49; 80% of all viewing was in households of 3 or more; 42%, in households of 5 or more.

Ready to claim your share of the wealth?

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Viacom

with FCC edict banning crossownership of commonly owned TV-CATV facilities in co-located markets. Pasco system, it said, falls within coverage area of Rahl's WLCY-TV St. Petersburg. Cablecom is subsidiary of RKO General Inc. Broker was La Rue Media Brokers, New York.

Hughes' Vishner doubts two-way cable feasibility

But he does go along with FCC's Schildhouse on sports and move on pay-TV

Paul Vishner, key executive of Hughes Aircraft Co., said Friday (June 9) that he has "reservations about cable-TV owners ever being able to develop the technology" to make two-way cable economically feasible.

He pointed to "enormous expense and complexity" of two-way digital technology and "the tremendous competitive advantage of the telephone," which, he said, costs only \$10 per unit, whereas cost per unit of two-way cable set could run up to \$300.

Mr. Vishner's pessimism about two-way cable, voiced in New York at future-of-cable conference co-sponsored by *New York Law Journal* and Cable Television Information Center seemed to cause dismay among audience members, evident in question period afterwards.

But Mr. Vishner agreed with Sol Schildhouse, director of FCC's Cable Television Bureau, who told same conference Thursday that cable's "next big significant thrust" would come with "the merchandising of movies and sports via some form of subscription- or pay-TV. Mr. Schildhouse added that FCC has "all but killed" any chance of pay-TV's gaining foothold on over-the-air systems.

He also said that cable, because of its "unlimited spectrum space," is "bound to go beyond merely augmenting" what's being done now by over-the-air broadcasters. But he cautioned that FCC would still "continue to protect over-the-air TV," and said that it was "in the public interest" for FCC to try to "equalize the market power" of both broadcasters and cablecasters.

Other cable experts who spoke expressed confidence that FCC would rescind limitations on movies, sports and continuing series on subscription-cable systems, but Robert W. Coll, communications lawyer, said, "this is the single most important unresolved issue now facing cable-TV."

T-L adds to cable holdings

Time-Life Broadcast Inc. announced Friday (June 9) it has acquired majority control of Fresno (Calif.) Cable TV Co. Inc. by buying sufficient stock from Triangle Publications Inc. to raise its interest in California-based company to 82%. Price was not disclosed.

Fresno Cable holds franchises for both city and county of Fresno and two adjoining towns, Clovis and Madera. There are about 76,000 homes in area.

Time-Life Broadcast said engineering

Fusco to ITC. Joseph Fusco Jr., director of advertising, promotion and public relations, 20th Century-Fox Television, New York, will join Independent Television Corp., New York, on June 26 as vice president in charge of advertising, public relations and promotion. Mr. Fusco will also serve as president of ITC's advertising agency, Donall & Harmon Inc., New York, assuming many of duties relinquished by Irving Klein, ITC executive vice president, who resigned ("Closed Circuit," June 5).

Kaplow on the go. Herbert Kaplow, NBC News correspondent and reporter for 21 years, joins ABC News today (June 12) as correspondent in Washington bureau. Mr. Kaplow, who was removed as White House correspondent for NBC News earlier this year, was granted a release from his contract with NBC to accept his new post. His reports will appear on both ABC-TV and ABC Radio news programs.

Bullishness underscored. ABC Chairman Leonard Goldenson had announced at stockholders meeting May 17 that Wall Street estimates of \$3-3.50 per share earnings this year were in "ballpark." He issued statement Friday (June 9) saying earlier statement was conservative.

British lend-lease. Viacom Enterprises and CBS-TV have signed to develop half-hour comedy TV series, *Murray's Lucky Leprechaun*, aimed at 1973-74 season. Viacom has bought rights to Thames TV series, "Never Mind The Quality, Feel The Width," from which *Leprechaun* will be adapted. Program will transfer locale to U.S. but will maintain pivotal relationship of Irish-Jewish business partnership.

plans for construction will start immediately. Company said it has interest in 13 cable TV systems and holds many CATV franchises.

Donrey Media runs into double trouble with FCC

FCC has designated license-renewal application of one Donrey Media Group station for hearing, and notified second it is liable for \$5,000 fine.

Commission ordered renewal hearing in case of KORK-TV Las Vegas on issues designed to determine whether station engaged in fraudulent billing practices or made misrepresentations to commission.

Notice of apparent liability sent to KFSa-TV Fort Smith, Ark., also involved allegation of fraudulent billing.

Question in each proceeding is whether station certified to network with which it is affiliated—NBC in case of KORK-TV, CBS in case of KFSa-TV—that it had broadcast network programs in their entirety, including commercials, when it had deleted some commercials and verified them as having been broadcast. KFSa-TV

is also said to have engaged in double billing.

Misrepresentation issue in KORK-TV hearing order involves question of whether station was truthful concerning its policies or practices in joining network programs after they had begun, leaving before they had ended, or by extending network station or commercial breaks so as to affect network-program content.

Donrey may have additional problems in KORK-TV case. It had reached merger agreement with Las Vegas Valley Broadcasting Co. that was intended to end Valley's effort to displace KORK-TV's licensee, Western Communications Inc. But commission said it would defer consideration of agreement, under which Valley would get 50% of station.

It also said that if either party wants to terminate agreement, as it can under agreement's terms, and Valley decides to prosecute its application for KORK-TV's channel 3, subsequent order will be issued designating that application for hearing along with KORK-TV's renewal application.

FCC okays Nixon pay plan

FCC has told Nixon re-election committee that its plan aimed at simplifying payment for political spots and certification requirements under new Federal Election Campaign Act is within law.

FCC Complaints and Compliance Division Chief William B. Ray informed Committee for the Re-Election of the President that its proposal conforms with certification requirements of campaign act—which obligates stations to obtain certificates from all candidates purchasing time stating that amount charged for such time will be credited against candidate's expense limitation set by act.

Proposal would enable stations to use agents (their sales reps or trade association) to collect payment and certification for spots purchased by Nixon camp. Agent would be sent single check and certification covering all buys on particular station. This will eliminate need for Nixon group to send payment and certification for each spot broadcast directly to station. Agent will place all funds received in central depository, from which it will make individual payments to each station it is representing. Upon receipt of certification, agent will notify station that requirements of campaign act have been fulfilled and spot may be aired.

Another Intelsat shot set

Fourth in Intelsat 4 series of communications satellites is scheduled for launch tomorrow (June 13) from Cape Kennedy, Fla. If it successfully orbits, it will be placed for service over Indian Ocean.

Since January last year, three other Intelsat 4, high capacity satellites have been placed in commercial service with two over Atlantic and one over Pacific.

Intelsat 4 satellites stand over 17-foot high and each weighs 3,110 pounds at launch. Each is capable of providing 5,000-6,000 telephone circuits or 12 TV channels.

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This Week

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

June 11-14—Spring meeting, *Georgia Association of Broadcasters*. Principal speakers: Lee Loevinger, Washington lawyer and former FCC commissioner; Vincent T. Wasilewski, president of National Association of Broadcasters; John Gwin, Cox Cable Communications, chairman of National Cable Television Association; John Torbet, FCC; Herbert G. Klein, White House director of communications, and Julian Bond, member of Georgia legislature. Callaway Gardens, Pine Mountain.

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

June 13—*Senate Commerce Committee* hearing on nomination of Frank Fitzsimmons as board member of Communications Satellite Corp.; nominations of Gloria Anderson, Theodore Braun and Neal Blackwell Freeman, Michael Gammino Jr. and Joseph Hughes as board members of Corporation for Public Broadcasting, and reappointments of Michael Gammino Jr. and Joseph Hughes to CPB board, 10 a.m., Room 1318, New Senate Office building, Washington.

June 14-16—Meeting, *Virginia Association of Broadcasters*. Americana motel, Virginia Beach.

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

Also in June

June 19-21—International conference on communications, jointly sponsored by the *Communications Society of the Institute of Electric and Electronic Engineers* and the Philadelphia section of IEEE. Marriott motor hotel, Philadelphia.

June 19-23—Triannual meeting, board of directors, *National Association of Broadcasters*. NAB building, Washington.

June 19-24—*19th International Advertising Film Festival*. Venice, Italy.

June 20—Radio workshop, co-sponsored by *Radio Advertising Bureau* and *Association of National Advertisers*. Clio awards for radio will be presented. Waldorf-Astoria, New York.

June 20-22—Workshop-seminar on lighting for TV, sponsored by *Kilegi Bros.* at KLT-TV Denver. Fee is \$250. Contact: Wheeler Baird, Kilegi Bros., 32-32 48th Avenue, Long Island City, New York 11101.

June 20-24—Sixth annual audio/recording seminar, sponsored by *Brigham Young University*. First session (classes) will be held at university, Provo, Utah; second session (actual recording) will be held in Los Angeles. Cost for first session is \$100; for both sessions \$200. Contact: Ted Davis, 131 MORC, Brigham Young University, Provo, Utah 84601.

June 21-23—Convention, *International Promoters Association*. New York Hilton, New York.

June 23—Regional seminar for FM broadcasters west of the Rockies, covering FM sales and promotion, quadraphonic sound, FM car radios, all-channel legislation, automation systems, sponsored by *National Association of FM Broadcasters*. Sportsmen's Lodge, Los Angeles.

June 23-25—Meeting, *Texas Associated Press Broadcasters Association*. Sheraton-Marina, Corpus Christi.

June 24-26—16th annual *TV Programing Conference*. Happy Dolphin Inn, St. Petersburg, Fla.

June 25-26—Convention, *National Association of Farm Broadcasters*. Walt Disney World, Bay Lake, Fla.

June 30—Deadline for entries in International category of *All Japan Radio and Television Commercial Council's* commercial festival. Five categories of commercials broadcast between June 1, 1971 and May 31, 1972 will be judged: live action (45 seconds or less); live action (46 seconds and over); animation (three minutes or under); series of three commercials (totaling nine minutes or less). Single entry fee is \$30, series entry is \$60. Address: ACC, Bunchun building, Kioi-cho, Chiyoda-ku, Tokyo.

July

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

July 9-21—Annual seminar on marketing management and advertising, sponsored by *American Advertising Federation*. Harvard Business School, Cambridge, Mass.

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

July 11—Annual meeting of Taft Broadcasting Co. stockholders. Kings Island, Kings Mills, Ohio.

July 13-15—Annual convention, *Colorado Broadcasters Association*. Wildwood Inn, Snowmass-at-Aspen.

July 13-18—Institute on telecommunications and public policy, sponsored by *Harvard Summer School*, in cooperation with *Center for Research in Computing Technology*. Speakers include: Peter Goldmark, Goldmark Communications; Ralph Lee Smith, Mitre Corp.; Les Brown, *Variety*; Richard Burghelm, *Time-Life*; Nathaniel Feldman, *Rand Corp.*; Theodore S. Ledbetter Jr., *Urban Communications Group*, and Sol Schildhouse, FCC. Cambridge, Mass.

July 18-19—Convention, *New York State Broadcasters Association*. Otesaga hotel, Cooperstown, N.Y.

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

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

August

Aug. 9-12—Annual convention, *Rocky Mountain Broadcasters Association*. Featured speakers: Dr. Frank Stanton, CBS; Dean Burch, FCC chairman; Vincent T. Wasilewski, National Association of Broadcasters, and Senators Mike Mansfield (D-Mont.), Frank Church (D-Idaho), Gale McGee (D-Wyo.) and Frank E. Moss (D-Utah). Moderating news panel will be Chet Huntley, former NBC newsmen. Sun Valley, Idaho.

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

Aug. 12-27—Third summer film institute, sponsored by *American Film Institute*. Program will include an examination of film study techniques, film history and criticism and a filmmaking workshop. Fee is \$275. Kent School, Kent, Conn.

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

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

Aug. 21-24—*Republican national convention*. Miami Convention Center, Miami Beach.

Aug. 28-31—Workshop-seminar on lighting for TV, sponsored by *Kilegi Bros.* at University of Georgia TV studios, Athens. Fee is \$250. Contact: Wheeler Baird, Kilegi Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

September

Sept. 7-9—Fall business meeting, *Florida Cable Television Association*. Fort Walton Beach, Fla.

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

Sept. 13-25—Annual convention, *Michigan Association of Broadcasters*. Hidden Valley.

Sept. 19-21—*Video Expo III*, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and

Major meeting dates in 1972

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

Aug. 21-24—*Republican national convention*, Miami Convention Center, Miami Beach.

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

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

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

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

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

Nov. 28-29—Annual meeting, *Association of National Advertisers*. Cerromar Beach, Puerto Rico.

Nov. 28 - Dec. 1—Annual convention, *Radio-Television News Directors Association*. Nassau, Bahamas.

workshops to be held. Commodore hotel, New York.
Sept. 25-28—Institute of Broadcasting Financial Management annual conference. Fairmont hotel, San Francisco.

October

Oct. 4-5—Fall convention, Kentucky Association of Broadcasters. Carrousel inn, Cincinnati.
Oct. 11-14—Annual fall convention, Tennessee Association of Broadcasters. Ramada inn, Jackson.
Oct. 15-18—Western region convention, American Association of Advertising Agencies. Arizona Biltmore hotel, Phoenix.
Oct. 19-20—All Japan Radio and Television Commercial Council (AAC) commercial festival. Top international commercials in five categories will be honored. Hibiya hall, Tokyo.
Oct. 19-21—Annual fall meeting, Missouri Broadcasters Association. Plaza inn, Kansas City.
Oct. 22-27—112th semiannual technical conference and equipment exhibit, Society of Motion Picture and Television Engineers. Century Plaza hotel, Los Angeles.
Oct. 29 - Nov. 1—Annual convention, National Association of Educational Broadcasters. Hilton International, Las Vegas.
Oct. 31—Fall conference, National Association of Broadcasters. Brown Palace hotel, Denver.

November

Nov. 1—Fall conference, National Association of Broadcasters. San Francisco.
Nov. 2—Fall conference, National Association of Broadcasters. Sands hotel, Las Vegas.
Nov. 2-3—Central region conference, American Association of Advertising Agencies. Ambassador hotel, Chicago.
Nov. 9—Fall conference, National Association of Broadcasters. Sheraton Plaza hotel, Boston.
Nov. 12-16—Annual seminar, sponsored by Broadcasters Promotion Association. Stalter Hilton hotel, Boston.
Nov. 13-17—Annual meeting, Television Bureau of Advertising. Waldorf-Astoria, New York.
Nov. 14—Fall conference, National Association of Broadcasters. Hilton Palacio del Rio hotel, San Antonio, Tex.
Nov. 15-18—Sigma Delta Chi national convention. Stalter Hilton, Dallas.
Nov. 18—Fall conference, National Association of Broadcasters. Chase Park Plaza hotel, St. Louis.
Nov. 21—Fall conference, National Association of Broadcasters. Regency Hyatt House, Atlanta.
Nov. 26-30—Meeting, Association of National Advertisers. Cerromar hotel, Dorado Beach, Puerto Rico.
Nov. 27 - Dec. 3—National Broadcast Editorial Conference, held this year in connection with Radio-Television News Directors Association convention. Contact: NBEC Chairman Dillon Smith, editorial director, WMAQ-TV Chicago 60654. Paradise Island, Nassau, Bahamas.
Nov. 28 - Dec. 1—Annual convention, Radio-Television News Directors Association. Nassau, Bahamas.

December

Dec. 7-8—Winter meeting, Arizona Broadcasters Association. Mountain Shadows, Scottsdale.

January 1973

Jan. 9-12—Joint board meeting, National Association of Broadcasters. Canyon hotel, Palm Springs, Calif.
Jan. 12-14—Consumer electronics show, sponsored by Electronic Industries Association. To be shown: TV, radio, phonograph, tape and audio equipment, in addition to allied products. McCormick inn, Chicago.

February 1973

Feb. 9-11—Annual convention of New Mexico Broadcasters Association. La Fonda, Santa Fe.
Feb. 13-16—Convention, National Association of Television Program Executives. Royal Sonesta hotel, New Orleans.

March 1973

March 25-28—Annual convention, National Association of Broadcasters. Sheraton Park and Shoreham hotels, Washington.

October 1973

Oct. 16—Fall conference, National Association of Broadcasters. Hartford, Conn.
Oct. 18—Fall conference, National Association of Broadcasters. Chicago.

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Must reading

EDITOR: The piece on ". . . the Price of Settling Sale Protests" [May 29] was another superb job of analysis and reporting by [senior correspondent] Len Zeidenberg. I have learned not to pass him by.—James Conley, vice president-general manager, broadcasting division, Meredith Corp., New York.

Never off the ground

EDITOR: An article in the June 5 issue quoted an unnamed MGM spokesman as saying in effect that WTOP-TV Washington, along with two other Washington stations, first accepted commercials for the motion picture "Skyjacked" and then rejected them. The MGM spokesman is incorrect in relation to WTOP-TV. The commercials were rejected *ab initio* by this station.—Daniel E. Gold, vice president and general manager, WTOP-TV.

(Apparently the MGM spokesman also was wrong in relation to the other two stations. A spokesman for WMAL-TV said the commercials were rejected from the beginning; a spokesman for WAC-TV said the spots were accepted conditional on a screening—standard procedure—and when the commercials were screened, they were rejected.)

Cable compliment

EDITOR: I want to take this opportunity to tell you how much I appreciate the very excellent coverage that you are providing the cable television industry. The reports and articles are very well done.—George J. Barco, cable operator and attorney, Meadville, Pa.

Ad absurdum

EDITOR: Now that we have almost reached the height of absurdity with a Florida schoolgirl testifying before a congressional subcommittee on the harmful effects of eating cereals and candy bars [BROADCASTING, June 5], perhaps I might suggest we now turn our attention to cathartics. All boxes or bottles would bear the label: "Warning: Taking this laxative may force you to the bathroom."

Then we could culminate the entire affair by labeling humans with the statement: "Warning: Living may be dangerous to your health."

Of course, the story appeared complete with photograph on page one of our newspaper with the heading "11-Year-Old Girl Blasts TV Advertising." The same newspaper, however, also carried a sizable ad for candy bars. It figures.—W. C. Porsow, general manager, WGSB(AM) Geneva, Ill.

Name of the game

EDITOR: Per your "Closed Circuit" request in the May 22d issue ("What's in a name?") for a catchy synonym for pay TV, may we suggest the following: "pay again and again and again TV."—L. S. Levine and D. F. Elander, Broadcast Markets, Roseville, Minn.

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ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

Monday Memo

A broadcast advertising commentary from Jack Byrne, president, Jack Byrne Advertising, New York

Radio advertising: It's tailor made for the retail trade

Newspaper circulations are slipping, circular costs are soaring and television is expensive as hell. So what is a retailer to do?

He can turn to radio. But I believe when most retailers and their advisers (including agency and station people) turn on their radio budgets, they take off their thinking caps.

Jack Byrne Advertising has operated successfully in the retail advertising area, and I feel it is because we act on the following principles with regard to retailers and radio commercials:

- Most advertising, no matter how creative, is an advertising cliché. People in real life don't talk the way they do in ads. If I were trying to convince my neighbor to go to my favorite store, the things I would say would not sound like the average radio commercial dialogue. So we try to create advertising that arises out of or approximates the life situation.

- Ralph Nader is what he is today for a reason. Until recently we lived in an age of silent wonder. We trusted bigness, the majority, corporate integrity and the printed and spoken word. All of this has changed. In these days, age follows youth. But advertising had built in its own distrust—by just being advertising, by presenting clichés, slogans, clever jingles and a maximum of wallop and a minimum of fact. And when advertising men became aware that youth was distrusting advertising, they hired Stan Freberg and mocked advertising along with the youth instead of changing advertising.

- A store is more than the sum of its merchandise. Ninety-nine percent of all retail advertising content is a piece of merchandise and its price. Yet a store's relationship with its public goes far deeper and is far more complex than any product. It is size, selection, decor, sales personnel, credit policies, return policies, management involvement, pleasantries, lightness, sound, sales training, parking lots, judgment of buyers, shopping bags, community involvement and a dozen more factors.

But store advertising rarely talks of anything but the specific merchandise at the specific price. Yet, think of this: The retailer spends fortunes on things other than merchandise to attract and hold customers. His advertising is his only contact with the noncustomer, his hoped-for customer-to-be. How are they to learn of these things?

- Value equals price plus trust. These are value days. So stores push price. But the lower the image, the lower must be the price to make the consumer identify



By virtue of his current creative efforts (and awards) for such clients as Barney's and Robert Rall, Jack Byrne, the president of Jack Byrne Advertising, New York, is closely identified with radio retail advertising. In addition to his administrative duties at the agency, Mr. Byrne writes copy and original music, and acts in commercials. He owns Radioland Studios and in partnership with his wife, Christian Cooper, singer-composer and the agency's casting director, he owns Byrne, Baby, Byrne, a music publishing and recording company.

a value. If you push price to the exclusion of image, you will be pushing your prices downward to obtain the same value response. Look at what Sears is doing. It knows the public looks for value, not for price. Good advertising can do one thing well if you have something to back it up. It can raise your image and make your prices look more valuable.

- Radio should be used as a retail image maker. Retailers generally accept print efforts blindly, as people accept taxes, parents or warts. And people do shop newspapers for bargains. Women do this a lot. The continuous solution seems obvious: big ad, big price, big sales. And, since people seem to read less and less these days, it would seem that using newspapers to build image to the exclusion of getting across the day-to-day special may be a not too wise effort.

There is, however, radio. And radio can push price and image simultaneously or alternately, hour by hour. Radio has a lot of nice things about it, if retailers use it right.

Radio is the lowest cost-per-contact. A radio impression costs anywhere from one-tenth to one-twentieth that of a newspaper impression.

Radio is flexible. You can change your message by hour, by market, by station, by weather conditions, etc.

Radio should be frequent. Radio func-

tions best when it reaches your prospects on a frequent and regular basis. How frequent? It depends on your business, your competition, and what you are trying to accomplish. If you could spend 10¢ per capita per year in your markets, you would have a very powerful radio budget. Five cents would be strong. Some classes of retailer might require that rate of effort for only 13 weeks a year. It is cheaper than newspaper per impression, but to be effective in accomplishing what it can accomplish, dollars should be equivalent to what you were effectively spending in newspaper should you try to replace newspaper with radio.

Radio listeners read. Don't forget the power of intermedia advertising. Let your radio talk about your newspaper ad. Let your newspaper refer to your radio commercials.

Radio is life. People talking. Children laughing. Crowds milling. Cash registers ringing. It can take tears, laughter, sincerity, honesty, flubs, anger, fervor, stillness and intimate confidences.

Radio is the theater of the mind. It doesn't cost much to take the prospect to your sale on radio. You can transport him right into the middle of things where his mind can "see for itself" that there's lots going on.

Radio can concentrate reality. Every writer has a style. And we accept that in art. But advertising isn't art. It's an attempt to replace face-to-face communication between seller and buyer. Want to convince me? Name a lot of your customers from my neighborhood. Name your sales people, your management, your buyers. Speak to me openly of these people and things as you may to a friend. Tell me anecdotes about yourself. Drop names of local big shots who shop your store. Or have them talk to me. Don't make everything you say slick and letter perfect.

Give radio a proper test. Give it the break you give newspapers. Give it money. Give it time. Give it freedom to breathe and speak. Give it facts. Give it variety. Give it radio writers. Give it identity. Have a dialogue with people, not a diatribe. Be honest. Even mentioning a weakness can build up a strength.

Give radio money. Both for the proper distribution of the commercial (the product) and for the creation of the product itself. Here is the one area where most retailers are almost universally in error. They forget that good distribution of a poor product is not productive of sales. Yet, they talk 2% and 3% and 5% as costs of good (commercial) versus distribution (media) and scream when production costs run higher. If any other department in the store were operated on those ratios, it would be out of business. Remember, a good product requires less exposure to sell.

The thought is from Robert Louis Stevenson. The interpretation is by Corita Kent of Immaculate Heart College.

"The cruelest lies are often told in silence."

Throughout history, the triumphs of injustice often have owed more to a silence that has been construed as consent, than to the vocal power of falsehood.

In this respect, modern broadcasting shoulders a considerable and not always comfortable obligation.

As today's equivalent of the public forum, radio and television must allow divergent voices to be heard.

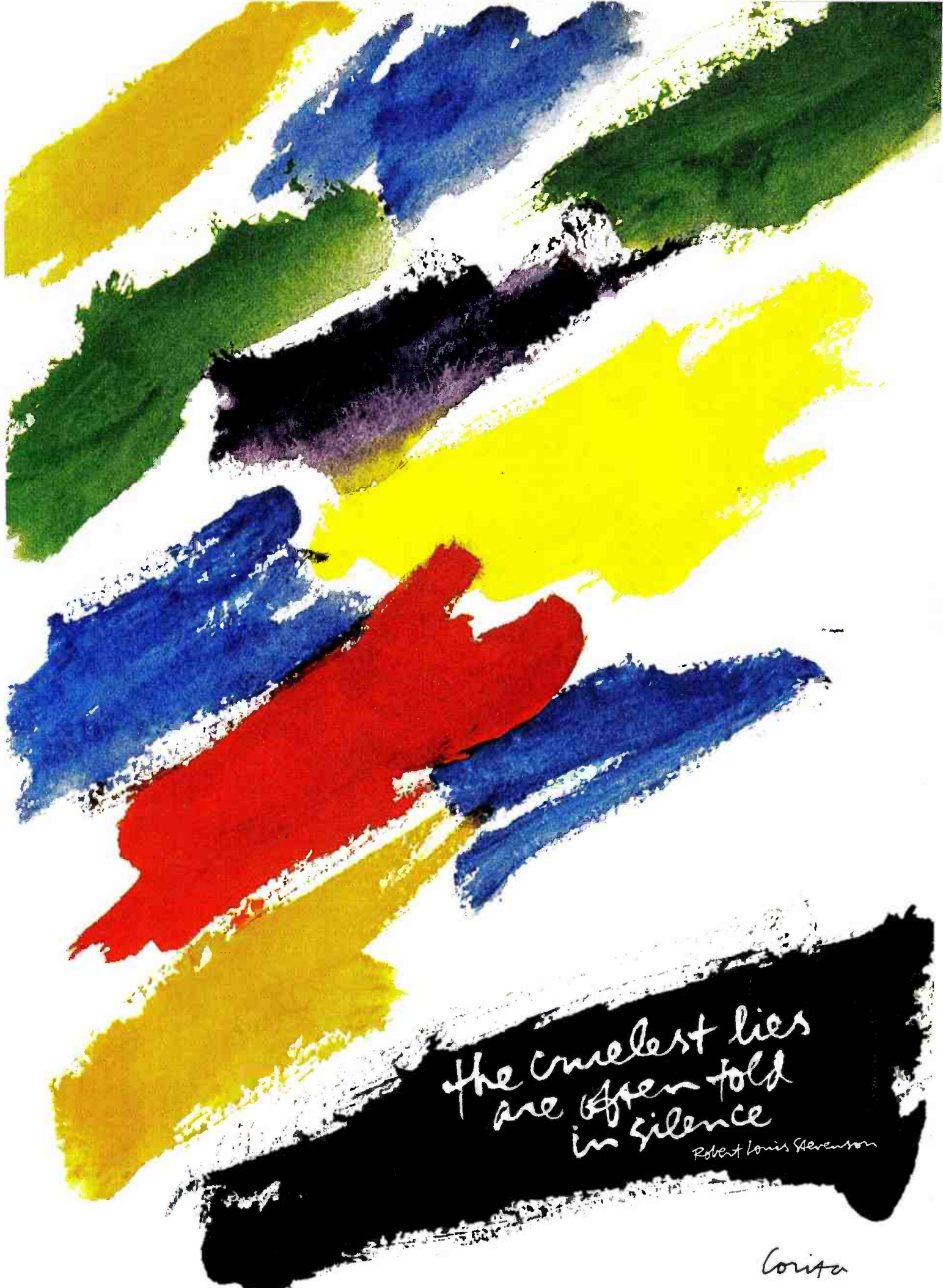
While responsible free discussion is the surest safeguard against the easy success of falsehood, the dialogue may be far more painful than keeping silent. Before it leads to any ultimate unity of purpose, the clash of strong opinions strongly held can produce confusion, even recrimination.

Nevertheless, the dialogue must continue. And we in broadcasting share the responsibility for its continuance.

For these are the voices of a people thinking and searching out their conscience and in turn speaking out.



WESTINGHOUSE BROADCASTING COMPANY



*the cruellest lies
are often told
in silence*

Robert Louis Stevenson

Corita

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public service in Syracuse and
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WSYR/tv
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High court gives FCC firmer grip on cables

In 5-4 squeaker it confirms agency's authority to require program origination on CATV systems; dissenters assert that Congress ought to be source of such rules

The Supreme Court decision that FCC officials considered critical to the agency's authority to expand its regulatory role in cable television came last week and at a propitious time—shortly before the commission was expected to take final action in promulgating its new CATV rules. The decision convinced commission attorneys that the agency is free to act as it intended. But it was a near thing.

The court, by a vote of 5 to 4, with Chief Justice Warren E. Burger concurring in the result, last week upheld the commission rule, adopted in October 1969, requiring CATV systems with at least 3,500 subscribers to originate programming. In the process, the court overturned a decision of the U.S. Court of Appeals in St. Louis last year that the commission had exceeded its authority in issuing the rule (BROADCASTING, May 17, 1971).

The high court, quoting language it had used in the Southwestern Cable Co. decision in 1968 when it originally upheld commission authority over cable systems (BROADCASTING, June 17, 1968), said that the rule, in increasing the number of outlets for local self-expression, is within the commission's authority to regulate CATV "at least to the extent reasonably ancillary to the effective performance of the commission's various responsibilities." It also said the rule, as applied, is supported by evidence that it will promote the public interest.

Commission officials last week were uncertain about the agency's next step. The rule, which was to have taken effect April 1, 1971, has been stayed as a result of the lower court's decision pending the high court's review. Officials said they did not know when the rule—which would affect an estimated 800 of the nation's 2,800 CATV systems—will be reinstated. They even suggested that the rule may be given a fresh look, in view of some of the new rules which require major-market systems to make channels

available on a free or leased basis. As one official said, "there is nothing a cable system operator can do under the cablecasting rule that an entrepreneur can't do with a leased channel."

The challenge to the commission's rule had been made by Midwest Video Corp., which operates cable-television systems in Missouri, New Mexico and Texas. The victory Midwest won in the appeals court shocked commission officials, then in the process of drafting new rules; the basis of some of those proposed rules suddenly seemed shaky.

If a rule requiring program origination—or cablecasting, as the commission and the industry call it—was not justified by the commission's authority to adopt rules "reasonably ancillary" to its responsibilities in broadcasting, then what of the proposed rules that would, among other things, set minimum channel capacities for CATV systems and require cables to make channels available to the public and local governmental authorities on a lease or free basis? Adherence to those rules was the price the commission intended to make cable systems pay for ending the freeze on distant-signal importation into the major markets.

The commission adopted its new rules in February; last week it was nearing

Justice Brennan:

"The controversy instead centers on whether the [FCC's] program origination rule is 'reasonably ancillary to the effective performance of (its) various responsibilities for the regulation of television broadcasting.' We hold that it is."

final action on an order denying most petitions for reconsideration and affirming the new regulations. And commission attorneys were saying that there is now no cloud over the commission's authority to act.

The cable-television industry, which has been anxious to see the new rules adopted for the stability it feels they will provide the industry, also reacted to the decision with some relief. David Foster, president of the National Cable Television Association, said that although the full impact of the court's action cannot be assessed until the decision is studied, "it would seem that the FCC's authority

to regulate and encourage the growth of CATV has been given a significant boost. We are pleased with this clarification of the commission's authority."

As for the program-origination rule itself, he said that NCTA "has always supported and encouraged the concept of local origination by cable television systems."

Raymond P. Shafer, board chairman of the Teleprompter Corp., called the court's decision "an affirmation of cable TV's potential for dramatic growth," while Alfred R. Stern, president of Television Communications Corp., said the decision clarifies the commission's powers regarding cablecasting and serves to outline the industry's future in that area. Both said their companies support the concept of local origination.

However, Charles Dolan, president of Sterling Communications, of New York, was ambivalent on the subject. He acknowledged that the growth of CATV systems in large markets is keyed to program originations. But he expressed doubt that quality programs would be produced if systems were forced by law to originate programming.

The National Association of Broadcasters had no comment on the Supreme Court decision. In comments in the rule-making proceeding, in 1969, NAB took no position on whether the commission had the authority to adopt the proposed rule, but it opposed it as not being in the public interest. And while the NAB endorsed origination of public-service-type programs—such as coverage of city council meetings—it expressed opposition to cablecasting of mass-appeal programming.

The high court divided along unusual lines in the case. Justice William Brennan, considered a liberal, wrote the court's opinion, in which he was joined by Thurgood Marshall, another member of the liberal wing, and Byron White and Harry Blackmun.

The dissenting opinion was written by Justice William O. Douglas, the veteran liberal member of the court, who was joined by Potter Stewart and the two recent Nixon appointees—Lewis Powell and William Rehnquist.

Justice Douglas, accepting the argument advanced by Midwest and sustained by the appeals court, said that "nowhere in the [Communications] Act is there the slightest suggestion that a person may be compelled to enter the broadcasting or cablecasting field."

"The policies reflected in the plurality opinion may be wise ones," Justice Douglas wrote. "But whether CATV systems should be required to originate programs is a decision that we certainly are not

competent to make and in my judgment the commission is not authorized to make." The responsibility for making the decision, he said, rests entirely with Congress.

The closeness of the court's decision and Chief Justice Burger's concurring opinion might serve to nudge the administration in the direction of proposing CATV legislation to Congress. The chief justice said that, for him, "the commission's position strains the outer limits of even the [commission's] open-ended and pervasive jurisdiction that evolved by decisions of the commission and the courts."

He also indicated he was not convinced that the commission made the correct decision in adopting its rule. But, the scope of the court's review, he noted, does not permit him to decide the case as he would if he were a member of the FCC.

He concluded that the commission is Congress's instrument for regulating broadcasting, and has been given "pervasive powers." So "until Congress acts," he said, "the commission should be allowed wide latitude."

A special high-level administration committee named by President Nixon last July has been developing a package of long-range CATV policy proposals, containing suggested legislation—some of which would conflict with the new commission rules. It would not provide for a limit on distant-signal importation, for instance, and would not require cable systems to make public-access channels available at no cost (BROADCASTING, Dec. 20, 1971).

However, the committee has not yet completed its work. It suspended operations last winter to avoid interfering with the final stages of the commission's deliberations on the new rules, and has not resumed its work. At least one more meeting of the group—consisting of three cabinet members and three White House aides, under the chairmanship of Clay T. Whitehead, director of the Office of Telecommunications Policy—is necessary, but it has not yet been scheduled.

One major question said to be unresolved is whether the committee should recommend legislation that would impose common-carrier status on cable-system operators, and remove them from control of content of material transmitted on their channels ("Closed Circuit," April 17). Mr. Whitehead has indicated on several occasions that he feels cable operators should be excluded from such content control.

Justice Brennan, in holding that the commission has authority to require cable systems to originate programming, noted that in the Southwestern case, the high court had held that the commission had been given a broad grant of authority by Congress to deal with the dynamic evolution of broadcasting.

But, he added, the commission's concern in regulating CATV "is not limited to controlling the competitive impact CATV may have on broadcast services." He said the regulatory authority that the commission asserted in 1966, when it assumed jurisdiction over the CATV indus-

try, and that the court sustained in the Southwestern decision "was authority to regulate CATV with a view not merely to protect but to promote the objectives for which the commission had been assigned jurisdiction over broadcasting.

"In this light," he added, "the critical question in this case is whether the commission has reasonably determined that its origination rule will further the achievement of long-established regulatory goals in the field of television broadcasting by increasing the number of outlets for community self-expression and augmenting the public's choice of programs and types of services . . . We find that it has."

Justice Brennan also cited the court's 1943 decision upholding the commission's chain-broadcasting rules. In that one, the court agreed with the commission's contention that a broadcast station should be ready and able to serve local programming needs.

"Equally plainly," Justice Brennan said, "the broadcasting policies the commission has specified are served by the program-origination rule under review." And although cablecasts do not require the use of broadcast spectrum, he said, "the regulation is not the less, for that reason, reasonably ancillary to the commission's jurisdiction over broadcast services."

In a reference to the contention that the commission has no authority to compel cable systems to originate programming, Justice Brennan said the agency is not forcing anyone into the cable business. "CATV operators to whom the cablecasting rule applies have voluntarily engaged themselves in providing that service, and the commission seeks only to insure that it satisfactorily meets community needs within the context of their undertaking," he said.

As for the question of whether the regulation is supported by substantial evidence, Justice Brennan said the appeals court was "patently incorrect" in holding that it did not. The lower court's opinion was based on the conclusion that the rule would place an added burden on cable systems that would eventually result in higher subscription fees and could possibly mean the termination of some CATV services.

Justice Brennan noted that the commission found that the 3,500-subscriber cutoff would exempt 70% of the systems then operating and that, in denying petitions for reconsideration, it held that no data had been submitted indicating that systems with more than 3,500 subscribers could not cablecast without suffering financial hardship.

Furthermore, the justice added, the commission postponed the effective date of the rule, from Jan. 1, 1971, to April 1, 1971, "to afford additional preparation time," and later said that systems with fewer than 10,000 subscribers that seek a waiver of the rule would not be required to cablecast until their waiver requests had been resolved.

"This history speaks for itself," Justice Brennan said. "The cablecasting requirement thus applied is plainly supported by substantial evidence that it will promote the public interest."

How to survive with the FTC

Without it, says 4A's expert, things would have been worse; Kent tells ad agencies to fight back when unjustly challenged

Advertising agencies, client representatives and media observers got to the core of some of advertising's troubles with the Federal Trade Commission last week.

Deliberating on a low but serious key, the ad crowd (almost 300) concentrated on "substantiation of advertising claims" at the American Association of Advertising Agencies Eastern Annual Conference held in New York June 5.

William J. Colihan Jr., senior vice president, AAAA Washington office, opened the conference on an almost conciliatory tone. He asserted that FTC activity in the area of claim substantiation "has done us more good than harm" in that no consumer bills have been passed in the Congress—"not class action, not consumer protection, not truth in advertising, not product testing and standards, not product safety."

"What FTC activity has done," he said, "is to slow all these up, to help make the final versions more reasonable, to help ease us through the highest wind and tide of consumerism without serious damage."

Mixing in a bit of criticism, Mr. Colihan said: "In the process, the commission has fumbled and bumbled and orated and gone off on crazy tacks—notably in the area of complaint publicity releases and counteradvertising."

But "they are nowhere near as bad as business likes to paint them. And they're always willing to listen to criticism. FTC is caught up in a procedural complex at times worse than we imagine."

Four areas of "new concern," to advertising, Mr. Colihan said, include the charge that over-the-counter drug advertising "urges, tends, disposes, or whatever, to drug abuse." He warned this area could "lead to an end to over-the-counter advertising on broadcast, followed by beer."

Others, he said, are the proposals to ban or drastically reduce TV advertising to children; counteradvertising, and the charge "that advertising is too material, too pervasive, too offensive—the incapable evangelist of crassness and bad taste."

Mr. Colihan said counteradvertising "could lay a giant burden on TV and be a huge deterrent to using it," but, he said, it "will probably not show much profile till after the election." He said when FTC votes are counted, "it will probably be six to one against counterads. Then the Second District Court, which has a record of reversing FTC will get a chance to do it again." He predicted, however, that the issue "will be



Mr. Colihan

Mr. Skitol

Prof. Brozen

Mr. Kent

Mr. Rosenshine

Mr. Mitchel

a couple of years in the resolution and will probably be decided finally in the Congress or by the Supreme Court."

(Mr. Colihan is leaving the AAAA and Washington to return to New York as board chairman of Criterion Advertising Service, poster advertising company [BROADCASTING, June 5]).

Representing government on the one-day program was Robert A. Skitol, assistant to the director of the Bureau of Consumer Protection at FTC and called by Mr. Colihan the original architect of the corrective advertising concept.

Mr. Skitol suggested that FTC has wrestled with the question of what is considered adequate substantiation to support an advertising claim and reviewed current benchmark cases at FTC, including those of the sugar industry and the makers of analgesics.

The FTC spokesman reiterated that the commission's interest is not only in an explicit claim but also in the claim that is implied in advertisements. His advice to advertising agencies: Expect to get technical data and advice and an explanation about the product from the client.

Mr. Skitol also discussed problems and concerns as to the validity of test procedures used to provide substantiation of claims.

A man many agency executives might deal with after they've been hit with a Federal Trade Commission investigation also took the podium and addressed himself to both advertiser- and agency-related FTC problems. Felix Kent, senior partner, Lawler, Sterling & Kent, New York, a specialist in broadcast and advertising law, said that although there are advertisers and agencies that deserve FTC scrutiny many reputable and well-meaning concerns may find themselves on the defensive.

"If they [the FTC] go after you on something that you think is right and substantiated, there comes a point where you must not turn the other cheek but stand your ground and stop the abuse of power."

"Greater care than ever must be taken to back up advertising claims," he said. "There is less and less room allowed for differences of opinion on product characteristics. The FTC doesn't have to prove deception, only the capacity or tendency to deceive. I don't know what new interpretations and views of section five (of the Federal Trade Act) may be made tomorrow."

Mr. Kent also offered some legal ad-

vice. He noted that an FTC investigator could come into any agency, unannounced, to see client files or discuss advertising although most often a complaint will come through the mail written by an FTC attorney: "You are under no obligation to discuss anything at that point. Say you won't meet without legal counsel." If you're subpoenaed, that's a different story, he noted.

"An order against an agency can be much more damaging than an order against an advertiser," he said. "An advertiser may not want to stay with an agency that has an order against it. They are afraid of scrutiny, too."

The legal right of the FTC to issue orders for corrective advertising was also questioned by Mr. Kent. "That power has not been tested," he said.

Yale Brozen, the University of Chicago economics professor who has become one of the FTC's chief critics, kept up the attack by citing economic studies that he said show the trade commission is acting on erroneous and out-dated data.

He dismissed as "old and obsolete" the FTC's contention that consumers pay high prices for products because of advertising. For example, he said, one recent study, as yet unpublished, found that the price of eyeglasses was more than 50% lower in states where they may be advertised than in states that completely prohibit eyeglass advertising.

He also contended that the cost of advertising, instead of being the barrier to enter into markets that FTC claims it is, actually is "a means to entry" and should be treated as a normal cost of going into business, like the cost of building a store or plant.

Part of the problem, Professor Brozen said, is that the FTC fails to recognize that advertising is a productive activity that supplies, cheaply, information that would be costly if each consumer had to seek it out for himself whenever he needed it.

Members of the advertising business should become acquainted with the studies that have been done on the economics of advertising and then "let the public know what advertising actually does," Professor Brozen said.

"You face a hostile environment and you must change that environment," he said. "If the present drive in government and among consumerists is carried through, your industry will be much reduced and our economy will be the loser."

Allen G. Rosenshine, vice president,

BBDO in a speech titled "Uncle Sam, Creative Supervisor," said that although he was not in agreement with restrictions imposed and proposed by the FTC, creative ad men could work within its ground rules and still come up with creative copy.

"The creative troops have had to learn that the initials FTC do not stand for 'Freedom to Communicate,'" he said. "If we all begin to think of FTC as standing for 'Forget the Camouflage' then maybe we can convert some of the negative legal restrictions to a positive creative advantage."

An insider's view of how one advertiser explores all areas of possible FTC disapproval before it is put on the defensive by the government agency was presented by F. Kent Mitchel, vice president and director of corporate marketing services, General Foods Corp. GF's intensive internal scrutiny is due to its heavy advertising budget. "The FTC's bombing target list is made up in direct relation to the size of the advertising budget," he said "and General Foods is close to the bullseye."

Among some of the procedures followed at GF, according to Mr. Mitchel, are an annual review of advertising policies; constant identification of areas of possible vulnerability in copy in light of changing FTC ground rules; a consumer review board which "puts a fine screen on advertising and packaging and promotion copy"; a discouragement of the use of superlatives, i.e., richer, stronger, etc.; consumer research and laboratory support.

The extensive examinations haven't hurt GF's marketing program, Mr. Mitchel said. "It's necessary to go all the way to deal with consumers. We have to rebuild the credibility of advertisers."

Roger A. Purdon, vice president of the national advertising division of the Council of Better Business Bureaus, appeared on the program to report on the machinery of voluntary controls.

Mr. Purdon noted, as he had at the AAAA annual meeting in Boca Raton, Fla. (BROADCASTING, March 20), that of 25 major cases handled by the division all were settled without any having to be referred to the National Advertising Review Board.

Counterad comment

Broadcaster rebuttal to counter advertising proposals extended to Mississippi where Maurie Webster, CBS Radio's vice

president, division services, told a medical group that Federal Trade Commission insistence on advertiser disclosure of negative aspects of products would be "something like requiring doctors to publicize their mistakes."

Mr. Webster's job at the FTC's counter-proposal was delivered May 26 in Jackson at the annual conference of the Mississippi Heart Association.

Among other things, Mr. Webster said the FTC's proposal, if adopted, would turn time over to response advertising that is now devoted to public service causes; would reduce broadcasting to "a welter of claims, counterclaims and contradictions. 'Fly, don't fly. Go, don't go. Buy, don't buy. It's good for you, it's bad for you. Try it, you'll like it. No, you won't like it."

"If we're forced to stumble around in this wilderness we are being pushed into," said Mr. Webster, "broadcasting will cease to be useful to an advertiser."

Advertising's moment of glory

Agencies and their clients troop to the Clio and Effie gala; BBDO walks away with 10 honors for creativity and marketability

In recent years competition for radio and television commercial awards has been as keen as—and perhaps approached with even more enthusiasm than—network programming rivalries. In fact, the ceremonies last Monday night (June 5) announcing this year's Clio and Effie awards could have passed for Emmy night, as over 1,000 agency executives and celebrities gathered in Philharmonic hall at Lincoln Center in New York.

Hosts of the ceremonies were David Frost and Barry Farber, a New York radio personality, and Sonny Fox, chairman of the New York chapter of the National Academy of Television Arts and Sciences. The cast included Julie Budd, Charlie Callas, Hermione Gingold, Geoffrey Holder, Micki Grant, Diana Sands and Carl Stokes.

This year marked the 13th annual Clio competition and the fifth year for Effies. Clios are awarded for commercial creative excellence; Effies, given in cooperation with the American Marketing Association, New York chapter, are presented for excellence in meeting marketing objectives.

Over 3,200 entries were received this year, the second highest number in the history of the competition. Twenty-three television Clios were awarded, 14 Clios for technique and 13 for print excellence. Ten Effies were handed out, five for television and five for print.

Topping the list of agency winners this year were BBDO (five Clios and five Effies); McCann-Erickson (four Clios and one Effie); Benton & Bowles (four Clios); N. W. Ayer & Son; Della Femina, Travisano & Partners and Grey Advertising (three Clios each); Needham, Harper & Steers, Doyle Dane Bernbach, Honig-

Cooper & Harrington and Wells, Rich, Greene (two Clios each).

The awards program was written by Jack Anson Finke and produced by Alexander Cantwell. Talent coordinator was Nicki Goldstein. Alan Ross provided the show music.

Radio Clio and Effie honors will be presented as a luncheon feature of the all-day Association of National Advertisers/Radio Advertising Bureau workshop in New York on June 20.

TV Clio winners (firm, commercial and agency):

Over-all campaign: H&R Block—"Internal Revenue," "Family," "Brother-in-Law," Della Femina, Travisano, New York.

Apparel: Levi's slacks and jeans—"Stranger," Honig-Cooper & Harrington, San Francisco.



Automobiles: Ford Pinto—"Split Street," Grey Advertising, New York.

Auto accessories: Midas mufflers—"Time Problems," Stan Lang, New York.

Banks/financial: H&R Block—"Internal Revenue," "Family," "Brother-in-Law," Della Femina, Travisano, New York.



Beers/wines: Stroh's beer—"Lost Patrol," Alton/Melsky, New York.

Confections/snacks: Peter Paul peanut butter with no jelly—"Peanut Butter & Jelly," Benton & Bowles, New York.

Cosmetics/toiletries: Johnson's No More Tangles—"Terrible Problems," Compton Advertising, New York.

Dairy foods/juices: Heinz tomato juice—"Celery Stick," Doyle Dane Bernbach, Toronto.

Dentifrice/pharmaceuticals: Alka-Seltzer—"Restaurant," Wells, Rich, Greene, New York.

Home furnishings: Westclox clock radios—"Wake up Late," Della Femina, Travisano, New York.

Household items: Ivory Snow—"Crib," Benton & Bowles, New York.

Insurance: Insurance Co. of North America—"Or. Nolan," N. W. Ayer & Son, Philadelphia.

Media promotion/entertainment: Aqueduct and Belmont racetracks—"History," McCann-Erickson, New York.

Packaged foods: Perdue chickens—"Black Bones," Scali, McCabe & Sloves, New York.

Personal/gift items: Polaroid cameras—"Farm," Doyle Dane Bernbach, New York, and Pelco Editorial, New York.

Pet products: Top Choice—"Lost Dog," N. Lee Lacy, New York.

Public service: Bureau of Narcotics and Dangerous Drugs, Department of Justice—"10 Little Indians," Liberty Studios, New York.

Retail: McDonald's—"Special Feeling," Needham, Harper & Steers, New York.

Soft drinks: Coca-Cola—"Buy the World a Coke," McCann-Erickson, New York.

Toys and games: Aurora—"Skittle Scoreball," Grey Advertising, New York.

Travel and transportation: Virgin Islands—"Your \$50 Day," Grey Advertising, New York.

Utilities: AT&T Long Distance—"Heart to Heart," N. W. Ayer & Son, New York, and Wydte Films, New York.

Animation: Wall Street Journal—"Animated Newspaper," BBDO, New York.

Copyrighting: Unsell the War—"Apple Pie," George Gage, New York.

Demonstration: American Tourister—"Train," Bob Puglisi, New York.

Direction: Metropolitan Life Insurance—"Drug Education," Gomes Loew, New York.

Editing: ABC-TV—"Wide World of Sports,"—ABC-TV, New York.

Electronic effects: Pontiac Ventura—"Syllables," Dolphin/Computer Image, New York.

Film effects: Levi's slacks and jeans—"Stranger," Honig-Cooper & Harrington, San Francisco.

Humor: Dr. Scholl's foot deodorant—"Last to Know," N. W. Ayer & Son, Chicago, and Western Harness Racing—"Announcer Intro," Chaiat/Day, Los Angeles.

Local low budget: Urban League of Greater Miami, Equal Opportunity—"Fantastic Demonstration," Bogorad, Klein, Schulwolf, Maslovecchio, Miami.

Music with lyrics: Cola-Cola—"Buy the World a Coke," McCann-Erickson, New York.

Performance: Alka-Seltzer—"Restaurant," Wells, Rich, Greene, New York.

Photography: Schaefer beer—"Blacksmith," BBDO, New York.

Canadian market: Canadian Advertising Advisory Board—"The Flat," Ronalds-Reynolds, Toronto.

Effie winners (TV):

Beverages: Pepsi-Cola—"Break," BBDO, New York. Diet Pepsi—"TV Studio," BBDO, New York. Coca-Cola—"Buy the World a Coke," McCann-Erickson, New York.

Office equipment: Sharp electronic calculator—"Airplane," Wisler & Sanchez, New York.

Travel: Venezuela Government Tourist and Information—"A Vast and Beautiful Country Exists," AR&H, New York.

Public service: Philadelphia Merchants Association—"Police Station," Spiro, Philadelphia.

Agencies cast wary eyes at political

Fearing more governmental trouble, 4 A's issues policy statement encouraging self-policing by all connected with campaign advertising

Advertising agency leaders are concerned that in the heat of an election year, the content of political advertising may get way out of line. They said last week they are particularly troubled this year that, as one agency spokesman put it, advertising will be "getting a bum rap" out of political advertising as it has in commercial advertising.

This remark referred to current regulatory pressures from government, particularly the Federal Trade Commission, and from consumerists. It was voiced by Stanley Tannenbaum, Kenyon & Eckhardt chairman, who also said the ad industry itself is "under fire and we are

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HOLLYWOOD: John Waner 213/464-6131/NEW YORK: Bill Reddick 212/262-7100/
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Carl Nichols (l), board chairman of Cunningham & Walsh; and Stanley Tannenbaum, board chairman, Kenyon & Eckhardt; John E. O'Toole and Eugene F. Novak, presidents of Foote, Cone &

Belding, and Rumrill-Hoyt, respectively (l to r) met with newsmen in the American Association of Advertising Agencies board room in New York to discuss AAAA's political ads statement.

concerned with having good and meaningful advertising for politicians as well as for products."

Mr. Tannenbaum appeared with John E. O'Toole, Foote, Cone & Belding president; Carl Nichols, Cunningham & Walsh chairman, and Eugene F. Novak, Rumrill-Hoyt president, at a news conference in the New York offices of the American Association of Advertising Agencies. They discussed a new AAAA policy statement on political advertising. Mr. Tannenbaum is chairman of the AAAA committee of the board on improving advertising. The other officials made up a special committee that developed the policy statement for which it received approval on May 24 of the AAAA's operations committee of the board.

In essence, the statement calls on media, political candidates and the advertising agencies involved in political advertising to be responsible and fair in their political messages. Media are asked to screen political messages in advance as they do product advertising and to reject "political messages that do not meet their standards of fairness and good taste."

The statement also urges that "in addition to selling conventional time segments for political messages, broadcasters offer for sale segments of at least five minutes for political announcements."

The agency spokesmen made it clear that it was political advertising on television they were worried about.

The policy statement calls for the candidate to be regarded "as the advertiser and to bear the same responsibility as any other advertiser for the content for any ad or commercial run in his behalf" and says that "every candidate should sign and comply with the code of the fair campaign practices committee." AAAA said it expected that the FCPC board will endorse the AAAA statement at the FCPC board meeting June 16 in Washington. Mr. Novak said that at that meeting, the FCPC will also be presented with his plan for a symbol, similar to the Seal of Good Housekeeping, to be included voluntarily with each political ad as subscribing to fair prac-

tice and good taste.

The policy paper urged all involved in political advertising to be "fair and truthful, honest and factual." "Tactics of political campaigning based on defamation, innuendo, unfounded claims and hollow promises would reflect discredit on both candidate and communicator." "And worse," it said, "they would degrade the voter, demean our country and jeopardize our democratic election process."

The AAAA statement also noted that should the agency "find it no longer exercises sufficient control over the content or execution of the messages, we think it's the duty of the agency to make a public statement to that effect. The AAAA will make its public-relations resources available to any member or nonmember agency for such a statement."

In past years, the AAAA has issued a political booklet, "Political Campaign Advertising and Advertising Agencies." The booklet is being reissued with incorporation of the policy statement.

Boards to weigh ways to run tighter NAB ship

On agenda: association streamlining, more missionary work with government plus that ticklish question of Las Vegas as convention site

If next week's meetings of the boards of the National Association of Broadcasters in Washington (June 19-23) follow the cue cards, there will be changes in procedures aimed at closer involvement of the chairman of the joint boards in the operating affairs of the association. Also scheduled to be clarified is the role of the executive committee in running the NAB.

The only newsmaking events may be the election of a chairman of the TV board, acceptance or rejection of Las

Vegas as the site for the 1975 annual convention, and action on a proposal that the TV board relinquish its ratification role in personal-product advertising.

The procedural moves that are to be recommended come primarily from two committees established as a result of the January board meetings in Florida where the tenure of Vincent T. Wasilewski, president of the association, was an issue. Mr. Wasilewski was given a unanimous vote of confidence (BROADCASTING, Jan. 24). The two committees are the goals and directions committee, formed after the January meeting, under Richard D. Dudley, Forward Stations, Wausau, Wis., and the bylaws committee, selected after the April NAB convention and headed by Harold R. Krelstein, Plough Stations, Memphis.

The committees' proposals were refined by the association's executive committee last month (BROADCASTING, May 29).

The principal recommendations are: (1) Annual election of a president by majority vote (instead of three-quarters as now specified). The by-laws committee recommended that this be made mandatory, but the executive committee changed the wording back to make it discretionary, as it is in the present by-laws. The same change in voting requirement was made for the annual election of the secretary-treasurer, a post held since 1956 by Everett E. Revercomb to which he has been re-elected annually. (2) Appointments to committees, heretofore the sole province of the president, to be made jointly by the president and the chairman.

These are two of the significant changes recommended by the bylaws committee. Additional changes in top-management procedures are also to be submitted to the boards by the goals committee. Among these: that the president maintain a more personal relationship with key members of Congress; that job descriptions be written for NAB employees and periodic evaluations be made by the president and department heads for submission to the board, and that the executive committee be empowered to

act as a personnel committee, in concert with the president.

Other elements of the board's five-day meeting next week include the election of a joint board chairman. Richard W. Chapin (Stuart Enterprises) is the present chairman and is running unopposed for re-election.

Also scheduled is the election of a TV board chairman and vice chairman. Peter Storer, Storer Broadcasting Co., is the only candidate for chairman. Mr. Storer's candidacy has been questioned because of this firm's association in a cable pay-TV test in Sarasota, Fla.

Mr. Storer wrote all members of the TV board, offering to withdraw if a substantial number felt it would be improper to have him as chairman (BROADCASTING, June 5).

Last week, Mr. Storer said that he would continue to seek the post as the result of responses to his letter.

Running for vice chairman of the TV board are Robert K. Wright, WTKR-TV Meridian, Miss (who had been mentioned as a possible candidate for chairman if Mr. Storer withdrew); Leslie H. Arries Jr., WBEN-TV Buffalo, N.Y., and Dale G. Moore, KGVO-TV Missoula, Mont.

Perhaps the most divisive issue facing the joint board is the question of holding the NAB's 1975 convention in Las Vegas. Latest readings show that the combined 44-man board (15 TV and 29 radio) is split almost evenly.

Las Vegas was selected without objection during the board meeting in January, according to reports. But at the board meeting during the association's Chicago convention, objections were raised principally by the TV networks and large market TV stations. They felt, according to George Comte, WTMJ-TV Milwaukee, who opened the subject, that Las Vegas would be bad for broadcasting's image.

Other proposals from the bylaws committee touch on the election processes.

It recommended that the chairman be elected by a simple majority vote of the joint board (instead of three-fourths as now specified) and that he be limited to two consecutive one-year terms; that the immediate past chairman not only be a full member of the board (which he is not now) but that he also be authorized to vote—a privilege he only enjoys as a member of the executive committee; that the existence of an executive committee be legitimized in the bylaws.

The goals committee called on the association's government-relations and legal staff to evaluate more critically the causes in which the NAB gets involved, noting that the association seems to become embroiled in too many, some of which are plainly hopeless.

Among other recommendations by the goals committee:

- That there be more and better early-bird sessions at conventions, although not so pre-breakfast as heretofore, and that they be given more depth by scheduling outside speakers rather than the usual NAB-FCC-Washington lawyer panels.

- That the mini-conferences that have been held since 1970 by William Carlisle, now vice president for broadcast liaison,

be formalized and that they be combination TV and radio meetings.

- That the association investigate providing more services to secondary TV and radio markets and that an NAB staffer be specifically assigned to work with small market stations.

Also on the agenda for the board is a request from the small-market radio committee that the FCC be asked to permit political commercials to be counted as public-service announcements.

- That the NAB's own research department institute a survey of association members to determine what members want and need from the organization. The goals committee heard a presentation from an outside consulting firm that sought a contract to do this, at a suggested price of \$30,000-\$40,000.

And, for the TV board there is the recommendation from the TV code review board that acceptance of personal-product advertising be left in the hands of that committee, rather than having it ratified by the senior group each time a new personal-product category is found suitable for TV advertising by the review board.

This move is considered an opening for future acceptance of such products as sanitary napkins, tampons, and other feminine products.

CBS president Charles Ireland dies after second seizure

Ex-ITT executive had assumed post only last October, suffered 'coronary insufficiency' in March

Charles T. Ireland Jr., president of CBS Inc. since last Oct. 1 and heir apparent to Frank Stanton as the corporation's chief operating officer, was found dead of a heart attack at his home in Chappaqua, N.Y., last Thursday morning (June 8). He was 51.

Mr. Ireland had an attack late in March that was described first as "acute digestive distress" and later as "temporary coronary insufficiency." He returned to his office about three weeks later and subsequently, according to associates, resumed the long work days that were his habit. He had been at his office at least until 7 o'clock the night before his death, they reported. His body was found slumped at the door of his bedroom.

Mr. Ireland's father, Charles T. Ireland Sr., had died Tuesday (June 6) of cancer at the age of 77 at a hospital at Portland, Me. Mr. Ireland had been to Portland earlier in the week and was planning to return shortly. His wife was still in Portland.

Mr. Ireland, known to his friends as Chick, was a red-haired former Maine marine with experience in law and high corporate management. He was picked for the CBS presidency late last summer after a quiet but intense search for a



Mr. Ireland

man to fill the post under Chairman William S. Paley and Dr. Stanton, who moved up from president to vice chairman to make room (BROADCASTING, Sept. 13, 1971, *et seq.*). He was then a vice president of International Telephone & Telegraph Corp. and his assignment, it was widely believed, was to expedite CBS's already on-going transition from an essentially broadcasting to a widely diversified business operation.

Mr. Ireland was born in Boston April 14, 1921. After graduation *summa cum laude* from Bowdoin College, Brunswick, Me., in 1942, he joined the marines, emerging as a captain in 1946. He entered Yale law school and was awarded a J.D. with distinction in 1948.

He practiced law with the New York firm of White and Case for three years before joining the Alleghany Corp., combining the law with corporate management and finance. He was elected president of Alleghany in 1961 and four years later, while still head of Alleghany, was named to the ITT board. In 1967 he joined ITT as vice president and special assistant to Chairman and President Harold S. Geneen, and in 1969 was promoted to senior vice president. In addition he was group vice president for financial and consumer services, which included ITT's Hartford Fire Insurance Co. and numerous other insurance and financial interests, Avis Rent-a-Car, Sheraton hotels and other consumer-service subsidiaries.

In announcing his death to the CBS organization, Mr. Paley said: "Though Mr. Ireland had been with us for only a brief time, his outstanding ability as an executive, his grasp of our problems and our opportunities, his tireless devotion to his duties and, above all, his warm and friendly nature, made a deep and lasting impact upon CBS. I know that all of you will join Dr. Stanton and me in expressing the greatest sympathy to his family."

Julian Goodman, NBC president, called Mr. Ireland's death a loss "to the national community." In a joint statement, Leonard H. Goldenson and Elton H. Rule, chairman and president of ABC Inc., said the loss was "grievous."

Survivors include his wife, the former Dorothy Schwebel, whom he married in 1951; two sons, Stephen and Alan, and two daughters, Anne and Claire.

From FCC's Pettit: the case against stiff controls

In address to Vermont broadcasters he frowns on needless regulation, criticizes FTC's counterad proposal

The FCC's new general counsel, John Pettit, has been getting around the country, meeting the broadcasters he helps to regulate and giving them an insight into the kind of regulation he thinks best. On Friday (June 9), in an appearance before the Vermont Association of Broadcasters in Warren, as he has in previous talks, he indicated he believes that, in regulatory matters, the less government activity the better.

"I am personally convinced that the 'public interest' is served by a strong, independent, economically viable and profitable commercial system unhampered by outdated, inconsistent and wholly unnecessary regulation," he said.

More specifically, he criticized the Federal Trade Commission's proposal that the FCC require broadcasters to make time available for counteradvertising. That kind of advertising, he said, is not likely to contribute to the kind of healthy American marketplace with which he is familiar. "This whole concept presupposes a kind of protective role for the broadcaster, under the direction of the FCC: he is cast as a wise and impartial counselor to consumers with regard to their personal economic decisions. . . . My idea of a marketplace is a collection of people trying to sell their wares by showing that they are desirable."

Furthermore, Mr. Pettit, who joined the commission in January, is picturing the agency in his talks as one that is dedicated to "providing more order and stability [in broadcasting] than the industry has had in recent years. The goal," he said, "is to create a climate, consistent with the public interest, which will leave most of your problem-solving to you and will recognize your role as businessmen entitled to try to earn a profit."

"I'm not suggesting—and you wouldn't either—that the public interest ought to take a back seat to the economic interests of the industry. What I am saying is that the public interest is served by a strong, viable, economically sound commercial broadcast system—dedicated to serving the public—and encouraged, not hampered, by its government."

The VBA also heard a reminder from Gerald B. Trapp, general broadcast news editor of the Associated Press, that "the most exciting and interesting news is happening in your home town."

Beyond the diet of national and international news summaries, Mr. Trapp said, there are local events and developments that should be investigated with a fresh approach. He explained that any action by a city, state or federal agency or commission, for example, should be explored

by station newsmen to determine the impact it may have on a city or village.

Mr. Trapp also suggested that the sales manager and news director of a station be brought together so that they can discuss common problems. But he made it clear the sales manager should never indicate to the news director the stories the station should cover.

Challengers want look at financial records

Kramer says to determine accuracy of KTTV claim of minimal profits, groups need to examine FCC files

Four citizen groups challenging the license renewal of Metromedia Inc.'s KTTV-TV Los Angeles have asked the FCC to disclose the station's annual financial reports for the past three years.

In a letter to FCC Executive Director John Torbet last week, Albert H. Kramer of the Citizens Communications Center, Washington, who is representing the petitioners, said that his clients should be granted access to KTTV's financial reports for 1969, 1970 and 1971 in order to disprove representations made by Metromedia in response to the petition to deny they filed against the station last November (BROADCASTING, Nov. 22, 1971).

In the petition to deny, the challenging groups claimed that Metromedia has been "siphoning" the profits of KTTV without reinvesting them in relevant, locally produced programming. Metromedia responded that the profits it has experienced from the operation of KTTV have been minimal when compared with the returns of the three network owned-and-operated television stations in the Los Angeles market, and that most of the Los Angeles market-wide profit figures made public by the FCC came from the O&O's. It further claimed that the rate of return on capital investments for KTTV is "less than the commission permits a public utility to make." Mr. Kramer said in his letter last week that KTTV's financial statement for the three years are needed in order to judge the accuracy of this assertion.

Acknowledging that the commission has in the past stringently upheld the confidentiality of broadcasters' financial statements, Mr. Kramer nevertheless claimed that the commission has established a "precedent" whereby a citizen group may be granted access to those documents under certain circumstances. That precedent, Mr. Kramer claimed, was set by the commission in denying a request by the Alianza Federal de Pueblos Libres for disclosure of the financial reports (form 324) of three Albuquerque, N.M., stations the group was at the time considering as targets for petitions to deny (BROADCASTING, July 27, 1971, et seq.). (The Alianza later filed the petitions, despite the commission's denial.) One of the criteria set by the commission in that action, Mr. Kramer said, is that the group making the request prove that the information found in form 324 is "relevant" to renewal considerations. And Metromedia, he claimed, had put this at

issue in its response—in which it asked that the commission "examine its records" (presumably meaning form 324) to determine that the petitioners' "siphoning" charges are invalid.

"Moreover," Mr. Kramer said, "public intervenors bring a unique perspective to the renewal process and have a right to fully participate, including the right to examine evidence, in renewal proceedings; they need not rely on the commission alone to protect the public interest."

Mr. Kramer also noted that Metromedia, in its response, had asked the commission to use standards proposed in a rulemaking proceeding, in which the commission is seeking to determine the credibility of a renewal applicant's past performance, in judging whether KTTV's track record warrants renewal. Having advanced this pleading, Mr. Kramer argued, Metromedia must also be prepared to accept another standard proposed in that inquiry, referring to a question as to whether reinvestment of profits should be an issue in renewal proceedings.

Mr. Kramer's Citizens Communications Center and the Stern Community Law Firm, Washington, have jointly petitioned the commission to implement a rule that would make reinvestment of profits a standard issue to be considered when a station is up for renewal.

New types of charges against TV stations

Children say they were had by ad for motionless mouse; women look upon Boy Scouts as male chauvinist piglets

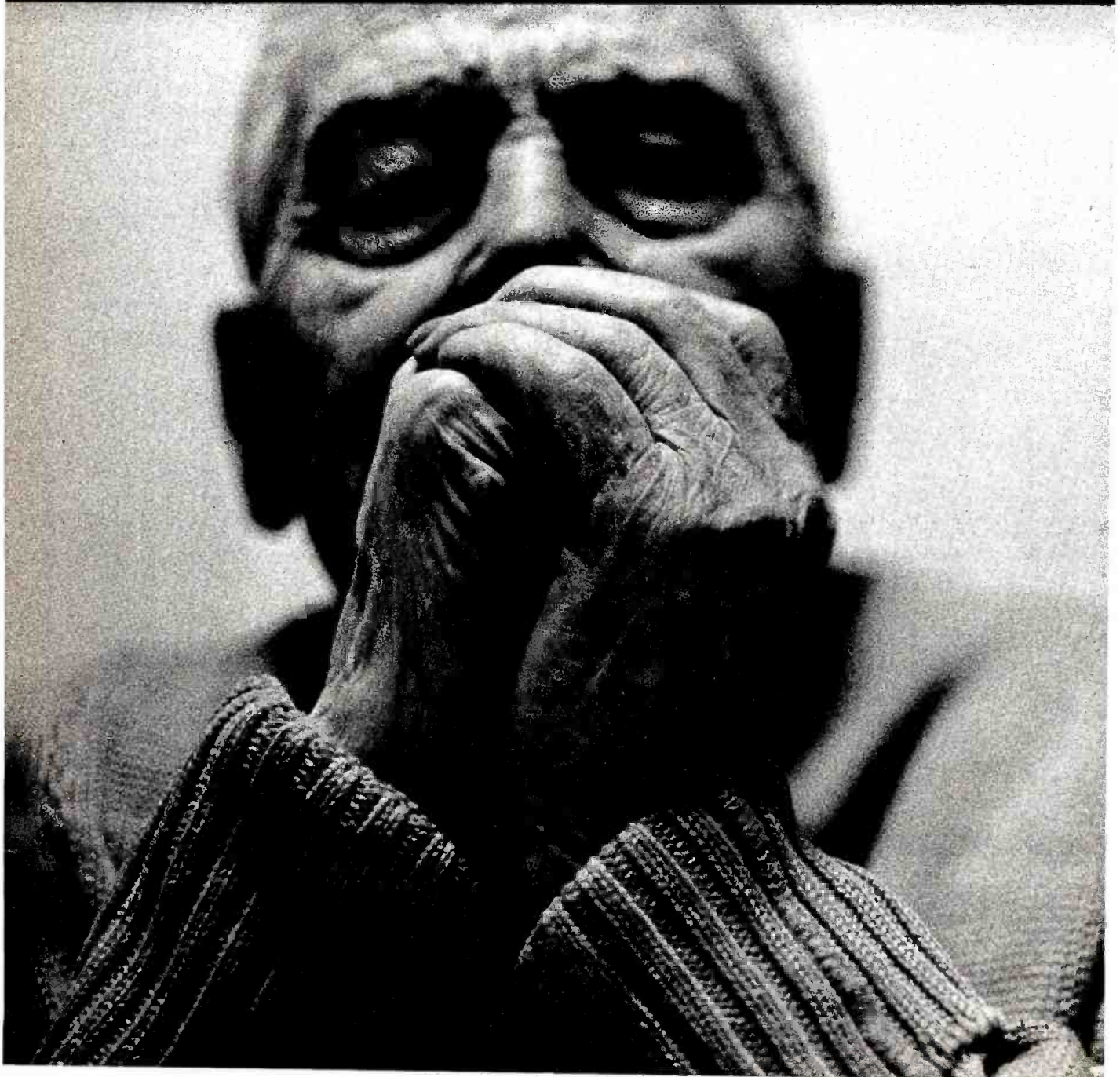
The spectrum of complaints against broadcasters widened last week in origin and subject. Members of a fifth-grade class asked the FCC to take action against two television stations on which an allegedly defective 59-cent toy was advertised. A local chapter of women's lib protested another station's plan to sponsor a Boy Scout troop. The women alleged discrimination in the absence of a similar plan to underwrite a Girl Scout troop.

The toy protest was filed in behalf of 17 fifth graders in Montpelier, Va., by a local attorney, Donald L. Rushford. Mr. Rushford accused WPTZ-TV Plattsburgh, N.Y., and WMTW-TV Poland Springs, Me., of "defrauding and deceiving" the children. He accused the stations of broadcasting commercials for "Motor Mouse," a toy that the children assertedly understood—wrongly, it turned out—to contain a motor mechanism. Mr. Rushford told the FCC neither station had satisfactorily answered the children's proposals for tighter controls over deceptive advertising.

A spokesman for Rollins Inc., group owner and the WPTZ licensee, denied the charge and said that the "Motor Mouse" spot had been withdrawn from broadcast and the children's money refunded. Jay E. Ricks, attorney for WMTW, said that station had withdrawn the commercial

**NEGLECT OF
THE AGED IS A BLIGHT ON
AMERICA'S CONSCIENCE.**

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



When you become a "senior citizen," the road can get pretty bumpy at times. And for many of the 20 million people in this country over 65 it's a trip they want to forget.

For them, the twilight years have turned into a nightmare of darkness. Financial darkness. Medical darkness. Housing darkness. And things aren't likely to get better soon. The over-65 group is growing twice as fast as the under-65 group. One quarter of them live below the poverty level. And almost two-thirds of those living alone or with non-relatives are poor or near-poor.

But America's broadcasters feel that life doesn't have to be downhill all the way just because you're on the far side of 65. The Storer TV and radio stations don't think so. And they're trying to convince their audiences.

**In Detroit
WJBK-TV and WDEE-Radio
air problems of the elderly.**

TV2 set up a live studio phone-in program entitled the "Senior Citizens Hotline". It gave the elderly a chance to phone in questions to a panel of experts on areas of concern to senior citizens. Results? Outstanding. More than 2,000 calls were received.

Among other specials produced by TV2 were hour-long discussion programs covering the fixed incomes, health costs and housing of today's elderly. And three reports throughout the year on a senior citizens' business venture in Oakland County.

WDEE-Radio on the other hand, devoted a 15-part series (which covered a 3-day span) to the elderly and welfare reform. On "Assignment: Detroit" it also conducted a number of interesting personal interviews on the cares and care of the aged with a Congregational minister and ladies of the Jewish Welfare Federation.

**Atlanta's WAGA-TV pleads
that aged's income is fixed
but taxes aren't.**

In a series of editorials, TV5 spoke out for property tax reform for elderly people. It pointed out that rising property taxes were putting the homes of old people on shaky ground.

The station also tried to get a freeze on school taxes for the elderly. (There are over 367,000 people over 65 in Georgia.) Things like homestead exemption, sales tax exemptions and reduced fares on public transit systems were covered.

When the American Association of Retired Persons and the National Retired Teachers Association were meeting in Atlanta, TV5 also aired

an editorial entitled "Does life begin at 40 and end at . . . 65?" Topics ranged from housing to medical expenses to retirement benefits.

**Milwaukee's WITI-TV says to
nursing homes: treat them right
or don't treat them.**

While TV6 applauded surveillance of nursing homes and an investigation into licensing abuses, it took state officials to task for too much talk and too little action. And for a reduced standard funding for nursing home operation.

At the same time, TV6 cautioned nursing home operators to work towards meeting state and federal standards. It pointed out that HEW threatened to remove funding for those operators who were negligent. In short, shape up or ship out.

As part of its concern for the financial plight of senior citizens, TV6 editorials also urged the Public Service Commission to allow the elderly to ride for half-fare during off-hours and weekends.

**WSPD-TV and WSPD-Radio in
Toledo push for money relief.**

TV13 devoted no fewer than 24 editorials to "tax reform". Among the beneficiaries of this reform were to be senior citizens through a homestead exemption, plus a 10% property tax rollback. After 11 grueling months, the reform package was finally passed—the first substantial break for the elderly, budget-strapped homeowner in Ohio history.

To help make it easier for the aged to get around, the station also

spoke out in support of ramps at curbs and stairways. And for tighter supervision of urban renewal projects which have a sizable bearing on adequate housing for the elderly. To stimulate understanding, TV13 also aired a report on the attitudes of the young toward the old. And vice versa. Then listened to reactions from local senior citizen organizations.



Meanwhile WSPD-Radio editorialized for more social security relief—the sooner the better. WSPD also took on the sky-rocketing cost of Old Folks Homes, and pointed out how increasing rates increased the likelihood of the elderly being forced out. A return visit by WSPD to an Old Folks Home showed that 15 occupants had moved in less than two months—apparently because of their inability to meet the rising rates.

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

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

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

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



Broadcasting that serves.

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**STORER
STATIONS**
STORER BROADCASTING COMPANY

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

before being approached by Mr. Rushford.

The children asked to be given "equal time" on both stations to answer the claims made in the commercial.

In another complaint received at the commission last week, the Genesee Valley chapter of the National Organization for Women claimed that WOKR-TV Rochester, N.Y., had violated the FCC's equal-employment requirements by failing to actively recruit women for jobs. The chapter cited an October 1970 WOKR staff memo stating that the station would sponsor a Boy Scout troop during the 1970-71 school year. But "since there is no indication . . . that the station also intends to sponsor a Girl Scout troop and consequently expose young girls to the TV industry," NOW said, "this indicates that the station has utilized discriminatory action against women." NOW asked the commission to take this into consideration in acting on WOKR's pending renewal applications.

In response, WOKR's attorney, William S. Green, told the commission last week that WOKR employment policy expressly prohibits discrimination in hiring because of sex and that the station's employment application includes a statement to this effect, in compliance with New York State law. In reference to the allegations regarding the Boy Scout sponsorship, Mr. Green noted that "in the recent past," WOKR has sponsored tours of its facilities for 15 troops of Girl Scouts, 16 troops of Brownies and one troop of Bluebirds, while hosting only seven Boy Scout troops. This, Mr. Green asserted, refutes the NOW charges.

Hill likely to pick up CPB flag

With administration dragging heels on long-range funding, hope rests mainly with Pastore and two-year bill

The Nixon administration, which has grown thoroughly impatient with the public broadcasting community, is threatening to abandon efforts to secure for the industry the kind of long-range financing that would give it a greater measure of independence.

But public broadcasting officials are determined to move ahead with the final push, in the Senate, for a more generous funding bill than the White House would like this year. And key figures on Capitol Hill appear ready to assume the necessary legislative leadership.

The scene was set two weeks ago with House passage of a bill that would provide a two-year authorization for the Corporation for Public Broadcasting, and funding of up to \$65 million in 1973 and \$90 million in 1974. The bill would also require that at least five of CPB's 15 board members be station managers, and that at least 30% of its money



The second time around. Commissioner Richard E. Wiley on Monday (June 5) was sworn in—for the second time—as a member of the FCC. The ceremony in his office followed Senate confirmation of his nomination two weeks ago to fill the unexpired term of Robert Wells, which ends June 30, 1977. The former general counsel took the oath the first time on Jan. 5, after President Nixon gave him an interim appointment.

be distributed to local stations. And, in an amendment introduced and approved on the House floor, it would limit CPB officials' salaries to a maximum of \$42,500 (BROADCASTING, June 5).

The administration has proposed legislation that would provide a one-year authorization at \$45 million, of which one-third would be returned to stations. But this, administration sources say, is only a stopgap, designed to keep CPB operating until a true long-range financing measure can be developed and passed. The inability of the Office of Telecommunications Policy, the White House's spokesman and adviser in telecommunications matters, and CPB to get together on legislation has thus far prevented President Nixon from fulfilling a two-year-old promise to propose long-range financing.

The administration says that what it really has in mind is a five-year bill—about as long as could conceivably be expected. But spokesmen say that if a two-year bill passes the Senate, that will be it. It will consider that the long-range bill, spokesmen say, and will make no effort to draft and get agreement on a five-year bill.

OTP, they note, has other things to occupy it—including cable, satellites, international communications. And if a two-year bill is passed, the argument runs, there will be no incentive on anybody's part next year to develop and enact a long-range bill.

CPB spokesmen, on the other hand, note that the corporation has already established an all-industry committee that is charged with formulating and presenting a long-range financing plan by the

end of this year. And they insist that an authorization of at least two years is essential if public broadcasting is to do any real program planning at all.

There are indications that they may get it. Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) is said to favor the two-year plan ("Closed Circuit," June 5), even though he and Commerce Committee Chairman Warren G. Magnuson introduced a one-year bill as a stopgap measure late last year. Senator Howard Baker (R-Tenn.) is ready to lead the opposing forces, but the backing of majority party leaders gives CPB reason to hope for passage of the bill it wants.

One thing appears certain. Even if a two-year bill with the House-passed funding levels is approved, there will be no presidential veto. The administration position tends in precisely the opposite direction: approve this bill and be done with the matter.

In that one respect at least, CPB's officials sound like the administration's: both appear tired of the whole quarrel. After months of dispute over structure, networking, funding levels. Sander Vanocur and a dozen other things, the corporation clearly wants no more. When the administration's latest statements were relayed to Bill Duke, CPB's director of public affairs, for a reaction, he talked around them for a few seconds before uttering an unintentional summary of the whole situation. "If I seem to be hedging a bit," he said, "I guess I am. I just don't want to fight about this any more."

Tapes for public checkbacks urged

AJC contends stations should maintain such open files in letter to FCC about 'anti-Semitic' remark on WBAI(FM)

A WBAI(FM) New York program in which President Nixon's foreign policy adviser, Henry Kissinger, was the object of a remark some listeners described as "anti-Semitic" has led the American Jewish Congress to file a complaint with the FCC.

However, although the AJC said that stations should prevent the airing of the kind of remark allegedly made, the main thrust of its letter was to request the commission to make it clear that a station has an obligation to maintain and make available for public inspection tapes of programs whose propriety has been questioned.

At issue was a remark by Larry Josephson, a producer on the Pacifica Foundation station, on his program, *In the Beginning*, about Mr. Kissinger's role in the resumption of bombing in Vietnam, on April 17. Listeners complained to AJC, Will Maslow, AJC executive director, said in his letter to the commission, that Mr. Kissinger had been characterized as "a Jewish mass murderer."

Mr. Maslow added that Mr. Josephson, when questioned on the day of the pro-

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gram, said that his recollection was that he had said that Mr. Kissinger "should be invited to address a teach-in on the question of the Jew as mass murderer." He also suggested that the remark, coming after a week's programming on the killing of six million European Jews—should be read in context to be correctly understood.

AJC asked for permission to monitor the tapes. But while Mr. Josephson and, later, Edwin Goodman, WBAI general manager, invited AJC to designate an official to be a guest on the Josephson show to discuss the issue, the AJC request was denied.

Mr. Goodman, in a letter to AJC, said the "small, noncommercial radio station" could not accept "the responsibility, or logistical burden of duplicating hours of tape for your consideration," Mr. Maslow reported. (The station's position was that all of the tapes should be heard, so that the remark could be placed in context.) He also said that Mr. Goodman rejected an offer of an AJC staffer to listen to the tapes and take notes.

Mr. Maslow said a station has an obligation to prevent the airing of statements like the one originally attributed to Mr. Josephson—that Dr. Kissinger is "a mass murderer." But, he added, "we have no way of determining what was in fact said" on the Josephson program.

Even if the remark was not improper and the station's only obligation is that required by the fairness doctrine, Mr.

Maslow added, "it is clear that we can hardly respond effectively to the station's programming without knowing what was said."

Mr. Goodman last week indicated to BROADCASTING that the station would probably accede to AJC's request, although it wanted to receive the commission's ruling. "We are loathe" to accept the fact that a person who raises an issue but declines to discuss it on the air is entitled to hear hours of tapes, Mr. Goodman said. Permitting outsiders to monitor tapes ties up equipment and studio facilities, he noted. However, "in the interest of resolving the matter," he said, "I think we'll give AJC access."

The Pacifica Foundation station has been accused of broadcasting anti-Semitic remarks in the past. Three years ago, the National Educational Foundation Inc. then competing with Pacifica for an FM channel in Washington, petitioned the commission to deny Pacifica's application on the ground that WBAI had broadcast a poem said to have been anti-Semitic (BROADCASTING, March 10, 1969). (NEF later withdrew from the contest for the frequency, but Pacifica's application is still in hearing.)

However, the commission rejected the petition, contending that the station had lived up to its responsibility as a broadcaster by affording reasonable opportunity for the presentation of contrasting views on the question of anti-Semitism (BROADCASTING, March 31, 1969).

Sonderling says it's trading up

It heads for the Houston market in deal that throws in Long Beach

Sonderling Broadcasting Corp., New York, said last week it has agreed to buy KIKK(AM) Pasadena, Tex., and KIKK-FM Houston and certain real estate in those cities in exchange for KFOX-AM-FM Long Beach, Calif., and about \$1.1 million in cash and notes.

Egmont Sonderling, president, said the acquisitions are "the first step in a planned program to strengthen the company by moving into areas which present more attractive growth potential."

Mr. Sonderling said the KIKK stations, bought from Leroy J. Gloger of Houston, feature country-and-western music. The AM and FM outlets are programed and operated separately, he added, and formats will remain unchanged.

The Houston stations had revenues of approximately \$1.7 million for the fiscal year ended last Sept. 30. KFOX-AM-FM grossed about \$800,000 in 1971, according to the announcement.

All transactions are subject to FCC approval.

Sonderling also owns and operates WLKY-TV Louisville, Ky.; WAST(TV) Albany, N.Y.; WOPA(AM) and WGLD-FM Oak Park, Ill.; WDIA(AM) and WAID(FM) Memphis; WWRL(AM) New York; WOL(AM) and WMOD(FM) Washington and KDIA(AM) Oakland, Calif. The company owns Modern Teleservice Inc., New York, national distributor of radio and TV tapes and films, and Bernard Howard & Co., New York, station representative.

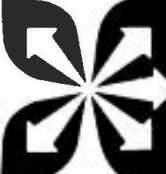
Time is almost out

FCC okays sale of WFBM-AM-FM to Rahall for \$3.05 million, leaving only one sale hanging

Time Inc.'s exit from the broadcasting industry was further facilitated last week by the FCC approval of Time's sale of WFBM-AM-FM Indianapolis, to group owner Rahall Communications Corp. Price was \$3.05 million. With that sale consummated, only one radio property remains in Time's fold—KOGO-FM San Diego, whose sale to Kelly Broadcasting is being deferred by the commission because of a citizen-group challenge.

Time's sale of its five television stations to McGraw-Hill Inc. cleared the commission last March (BROADCASTING, March 13). But in response to minority groups that were attempting to block the sale and were threatening a court appeal of the FCC grant, M-H elected not to acquire one of those properties—WOOD-TV Grand Rapids, Mich. (BROADCASTING, May 15). That station remains under Time ownership.

Rahall President Harold Holder, after the commission's grant last week, said: "We would expect to have the Indianapolis properties performing under our ban-



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72-30

ner by the end of July and further anticipate these properties to make a profit contribution immediately to Rahall's overall operating results."

St. Petersburg, Fla.-based Rahall, a publicly owned corporation, operates WKAP(AM) Allentown, Pa.; WWNR(AM) Beckley, W. Va., and WLCY-AM-FM-TV St. Petersburg. The WFBM transaction includes an associated Muzak franchise.

WFBM(AM) operates on 1260 khz with 5 kw full time. WFBM-FM is on 94.7 mhz with 52 kw and antenna 850 feet above average terrain.

Changing Hands

Announced

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

▪ KIKK(AM) Pasadena and KIKK-FM Houston, both Texas, and various Houston real estate properties sold by Leroy J. Gloger to Sonderling Broadcasting Corp. in exchange for Sonderling's KFOX-AM-FM Long Beach, Calif., plus about \$1.1 million in cash and notes (see page 32).

▪ WTAP-AM-FM Parkersburg, W. Va.: Sold by R. L. Drake to Falgren and Associates for \$425,000. Falgren and Associates, a Parkersburg ad agency, is principally owned by Smoot Falgren. Mr. Drake retains WTAP-TV Parkersburg. WTAP is a full timer on 1230 khz with 1 kw day and 250 w night. WTAP-FM operates on 103.1 mhz with 730 w and an antenna 570 feet above average terrain. Broker: R. C. Crisler & Co.

▪ WHMS-FM Hialeah, Fla.: Sold by Flamingo Broadcasting Co. to Joe Field Jr. and John Rutledge for \$290,000. Mr. Field owns WIRK-AM-FM West Palm Beach, Fla. In partnership with Mr. Rutledge, he owns WQXM(FM) Clearwater, Fla. Mr. Rutledge formerly owned WLOF(AM) Orlando, Fla. WHMS operates on 92.1 mhz with 3 kw and an antenna 110 feet above average terrain. Broker: R. C. Crisler & Co.

▪ KOKY(AM) Little Rock, Ark.: Sold by A. J. Lindsey and others to Cleve J. Brian for \$175,000. Mr. Brian has an interest in WNVY(AM) Pensacola, Fla. KOKY is a daytimer on 1440 khz with 5 kw. Broker: Chapman Associates.

▪ WBGC(AM) Chipley, Fla.: Sold by Jim Broadus to William A. Masi for \$150,000. Mr. Masi has an interest in the Bill Masi Network, a South Orange, N.J., agency servicing religious organizations. He also has an interest in WHBI(FM) Newark, N.J. WBGC operates on 1240 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 64).

▪ WFBM-AM-FM Indianapolis: Sold by Time-Life Broadcast Inc. to Rahall Communications Corp. for \$3.05 million (see page 32).

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Johnson castigates TV for drug ads

Commissioner sees conspiracy between broadcasters, Nixon

To FCC Commissioner Nicholas Johnson, the "real pusher" in the nation's drug scene is television—more specifically, the same large corporations that make substantial campaign contributions to the President Nixon and "the same networks that bring coverage of his extravaganzas" in China and the Soviet Union.

So those who want to do something about the drug problem and have influence with the President should ask him to follow the advice of his own commission on marijuana and drug abuse, Commissioner Johnson said in a speech last week in Washington to the National Coordinating Council on Drug Education.

"Ask him to support legislation banning over-the-counter drug advertisements on television. Ask him to emphasize the necessity of a consistent position on drug abuse of all kinds."

For, he charged, the national policy in dealing with drug abuse is far less than consistent. He charged that the administration is using "the marijuana menace" as a scapegoat to divert the public's attention from wars and domestic needs.

Broadcasters, he said, have been willing to help the President in that diversion—"while fighting tooth and nail to keep off the air messages of public-interest groups about the implications of legal drugs, and the lifestyle pushed by radio and TV, for a drugged society."

In accusing television of being "the pusher," he said that "every indicator of drug use—from cigarette sales to aspirin sales; from the use of alcohol to the use of vitamins; from sleeping pills to stay-awake pills—is increasing annually. And television is intimately involved in selling these drugs."

He gave television little credit for the public-service announcements it carries that are designed to warn young people of the dangers of illegal drugs. Not only is there no evidence that drug use is on the decline—on the contrary, "it is on the increase in most major cities," he said the spots may be *encouraging* drug use—by calling the attention of young people to a glamorized, illegal alternative to the alcohol guzzled by the adult word.

"The least one can say is that we simply don't know the effects of these spots," he said. "Yet we continue to use them almost to the exclusion of the more substantial contributions the broadcasting industry could make."

FCC shies from union matter

A pleading by the International Brotherhood of Electrical Workers that, in essence, requested that the FCC claim jurisdiction over collective bargaining matters has been rejected by the commission.

At issue was an IBEW petition for re-

consideration of the commission's February approval of the sale of KTTS-AM-FM Springfield, Mo. In initially disputing the sale, the local chapter had claimed that the proposed buyer, Springfield Great Empire Broadcasting Inc., refused to honor a contract the union had previously negotiated with the KTTS licensee, Radio 14 Inc., regarding seven station employees. It had noted that the station sale contract excluded that agreement and failed to provide for a carry-over to the new ownership. The commission rejected the IBEW plea and approved the sale (BROADCASTING, Feb. 7).

In asking the commission to reconsider its action, IBEW had disputed the agency's determination that it did not have authority over collective bargaining matters. The commission, in granting the KTTS sale, had claimed that a 1965 U.S. Court of Appeals for the District of Columbia Circuit decision rejecting a similar plea by the National Association of Broadcast Employees and Technicians served as the benchmark in such cases.

IBEW had argued, however, that its particular situation differed from the NABET case. It emphasized that in a town the size of Springfield, the shut-down of a radio station due to a union-endorsed work stoppage would work a substantial disservice to the public interest.

Once-in-a-while lobbying

Law firm green-lights Hill activity by public broadcasters on behalf of 'sporadic' bills for funding

No public broadcasting organization need worry about losing its tax-exempt status so long as it confines its legislative activity to occasional funding bills, according to a Washington law firm.

Schwartz & Woods, counsel for the National Association of Educational Broadcasters, said in a nine-page opinion that under present Internal Revenue Service standards, "the educational broadcasting entity which does not spend a clearly inordinate portion of its resources on influencing legislation, and which is concerned only with a few and sporadic bills for funding, would seem safe from adverse tax consequences."

The applicable section of the Internal Revenue Code prohibits "substantial" attempts by tax-exempt educational groups to influence legislation and flatly bars par-

Media Briefs

Settling in ■ Law firm of Bechhoefer, Snapp & Trippe has opened new offices at 1801 K Street, N.W., suite 220, Washington 20006. (202) 223-1036.

Project 7 expands. Project 7 Inc., New York, closed-circuit communications firm, has announced agreement to acquire Globe Music Corp., Los Angeles, as wholly owned subsidiary. Globe Music produces background music and has plans to work out multiplexing opportunities for radio stations and CATV systems, according to spokesman.

icipation in any political restrictions. There are other regulatory restrictions, but Schwartz & Woods judged these to be inapplicable to public broadcasters.

Robert A. Woods of the law firm said a few public broadcasters had wondered whether informing their viewers about pending funding legislation would jeopardize their tax-exempt status. He said the firm's statement was not prompted by any pressures on individual broadcasters.

Senate unit OK's money for propaganda outlets

The Senate Foreign Relations Committee last week reported out legislation authorizing funds for Radio Free Europe and Radio Liberty for fiscal 1973.

The 10-to-3 vote last Wednesday (June 7) was on the administration's request for \$38.5 million for the two stations. (The Senate Appropriations Committee had voted to provide the funds, pending passage of authorization legislation.)

Committee Chairman J. W. Fulbright (D-Ark.), a frequent critic of the outlets, voted against the bill along with Senators Mike Mansfield (D-Mont.) and Stuart Symington (D-Mo.).

The Foreign Relations Committee's action followed two days of hearings at which support for continued funding was voiced by Dr. Dirk U. Stikker, chairman of the West European Advisory Committee for RFE, and U. Alexis Johnson, undersecretary of state for political affairs.

The House Foreign Affairs Committee has not yet voted on the administration's funding plan for RFE and Radio Liberty, but expects to do so by the end of the month.

Funding for the propaganda outlets ran out Feb. 22 but was continued at its \$35-million-a-year level under legislation signed by President Nixon two months ago (BROADCASTING, April 10). That authorization runs out June 30.

RFE broadcasts to eastern European nations; Radio Liberty beams programing to the USSR.

Further KJCF

Parties to the sale of KJCF(AM) Festus, Mo., have asked the FCC to dismiss a Justice Department petition seeking to block the sale on antitrust grounds (BROADCASTING, May 29). United Broadcasting Corp., the licensee, and James Higgins and Harold Wright, the buyers, told the commission that the Justice petition was procedurally defective. They contended that the department's attempt to prevent the sale was moot because the transaction was completed two weeks prior to when Justice filed its petition. The two also claimed that the department failed to prove in its petition that it has standing to contest the sale. Justice is opposing the sale on antitrust grounds, claiming that Mr. Wright's controlling interest in Festus's only newspaper would cause concentration of control if he obtained interest in the station.

Whatever happened to Paducah protection?

Senator asks FCC to restore limitations it first proposed on distant-signal carriage

Senator Marlow W. Cook (R-Ky.) last week asked the FCC to review its rules governing cable importation of distant signals into the Paducah (Ky.)-Cape Girardeau (Mo.)-Harrisburg (Ill.) market. The senator said that this market and others like it had been marked for special protection in the FCC's first outline of cable rules but omitted from its final decision.

In a "letter of intent" the FCC submitted to Congress in August 1971, the senator said, the commission identified a dozen "anomalous" markets that might require "special treatment" restricting signal importation to at most one or perhaps none. The tri-city market he had in mind was among those originally cited as including more than one central city and at least one independent UHF, the senator said.

In the FCC's final cable regulations adopted last February, it omitted the special treatment it had first proposed. The senator surmised that in the interval between issuance of the letter of intent and final regulations no one submitted arguments favoring the treatment originally proposed. The assumption, he thought, was that the commission would routinely adopt it.

In his letter Senator Cook suggested that the FCC include the "anomalous" markets in its current reconsideration of its cable rules.

Appeals court turns down Lamb in Toledo cable case

It finds no antitrust violation in exclusive franchise award to 'Blade'-Cox combination

The U.S. Court of Appeals for the sixth circuit has upheld a district court's dismissal of an antitrust suit that Lamb Enterprises Inc. had filed against Buckeye Cablevision Inc., of Toledo, and its two owners, the *Toledo Blade* and Cox Broadcasting Co., and the Ohio Bell Telephone Co., which installed the Buckeye plant.

The appeals court's ruling, though limited to the Toledo case, discusses the CATV business itself in a way that may prove useful to other cable operators who are sued on antitrust grounds by those who had been competitors for the franchise.

Lamb was seeking \$54 million triple damages as a result of what it alleged was a conspiracy on the part of the defendants to exclude it from the CATV field in Toledo, in 1965, when both were attempting to establish a system there.

The district court's decision came in June 1971 on the findings of a jury, which heard five weeks of testimony

(BROADCASTING, June 14, 1971). Lamb, in its appeal, claimed there had been a per se violation of the Sherman Antitrust Act, and said the case should be remanded to the district court for a new trial.

The appeals court, however, said Bell was entitled to the directed verdict it was given and that the jury had made the only finding possible under the evidence when it concluded that Cox, the *Blade* and Buckeye had not conspired among themselves. (The *Blade* had owned 55% of the system and Cox 45%. Now the *Blade* owns 80% and Cox 20%).

Furthermore, the court said, to find there had been a violation of the Sherman act would put obstacles in the way of entrepreneurs in situations—like those involving cable television interests—"where only one competitor could survive."

Both Buckeye and Lamb, for instance, were competing to become the first in business in the Toledo area, the court noted. "If success in such a venture could become a per se violation of the antitrust laws, the ultimate effect would be to stifle, rather than to encourage, competition and formation of new business enterprises," the court said.

Forecast for 1980: 23-million cable homes

New York research firm also sees \$4.5 billion expenditure for equipment, installation services

The growth in CATV homes from about five million today to more than 23 million by 1980 is projected in a study released last week by Frost & Sullivan Inc., New York, market research firm.

The study estimates that revenues from subscribers alone will reach almost \$2 billion by 1980 (not counting income from advertising or special services). Frost & Sullivan claims that CATV operators will invest \$4.5 billion for equipment and installation services between now and 1980 to meet this expansion.

Back to work on cable

Teleprompter Manhattan CATV Corp. and Local 3, International Brotherhood of Electrical Workers agreed last week to a new three-year contract, ending a five-week strike by installers and technicians. The agreement includes a pay increase of 9.5% in the first year, retroactive to April 1, and 5% in each of the next two years.

Cablecom, FCB agreement

FCB Cablevision Inc., Irvine, Calif., has reached an agreement with Cablecom General, Denver, for the sale at book value of the assets of its Menlo Park, Calif., cable-TV system, it was announced last week. The sale is subject to local franchising authority approval. The system, one of the six franchises in FCB, is still under construction.



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There's still magic in the middle of the radio road

There was a time when you didn't have to describe MOR—it was what everyone was doing. Now it's hard to define at all. But whatever the approach, MOR has become a specialty all its own.

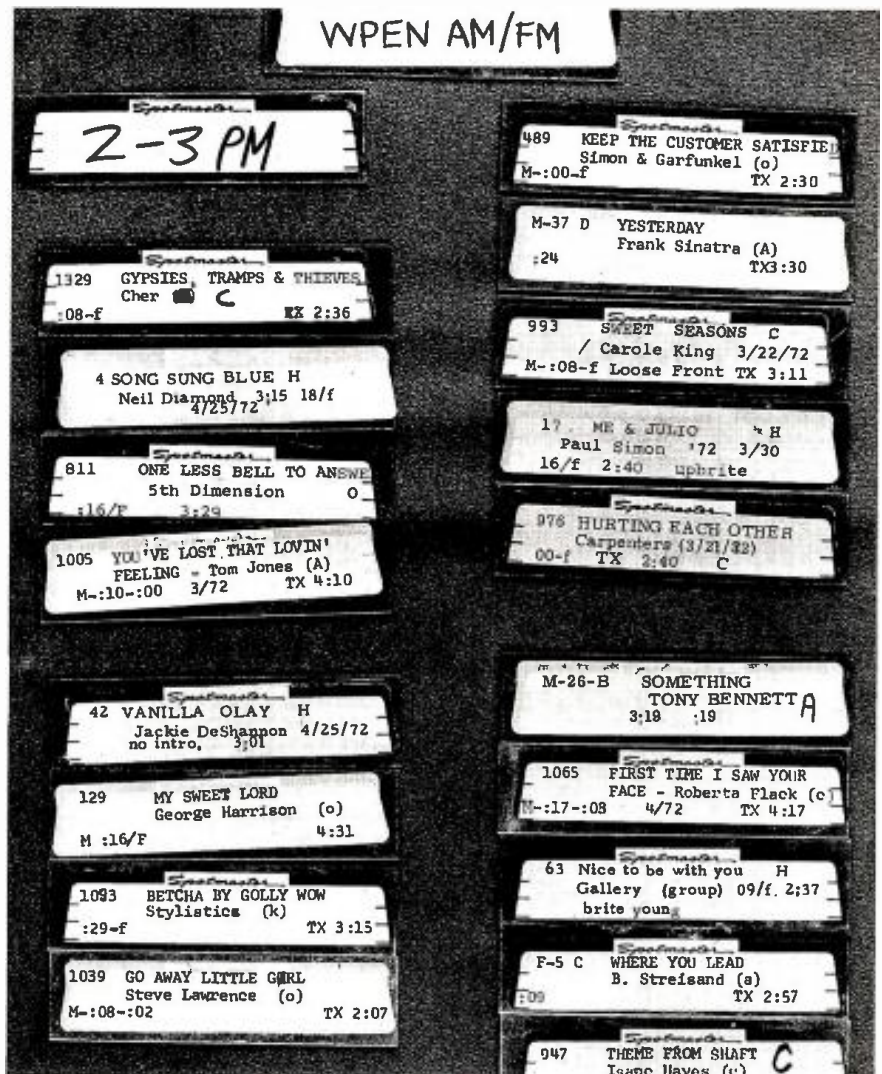
"Let's all get up and dance to a song that was a hit before your mother was born..."
—The Beatles

Nobody but nobody likes the term MOR. For one thing, the only way to describe it is in negatives: not too soft, not too loud, not too fast, not too slow, not too hard, not too lush, not too old, not too new. Its one positive constant is that MOR is adult radio, programed at a demographic of 25 to 49—on the middle ground in music, down the middle of the demographic scale, hence . . . middle of the road.

But in a very real sense, the middle has dropped out of the musical scale. Patti Page, Peggy Lee, Frank Sinatra, Tony Bennett and Lena Horne are not the staples any more. They've been replaced by the Carpenters, Bread, Carly Simon, Neil Young and Neil Diamond. An audience that grew up on rock-and-roll radio is now 30-and-over. To it, MOR means something different from the music that the Pages and Sinatras were selling, say, 10 years ago.

Moreover, music is only one part of a mixture necessary to hold an adult audience. Music, news and information all are almost equal in importance to the adult mind and must be given credibility and cohesion through presentation by personalities. That has been the tried and true method for more than 20 years now. But whether it will remain so and what changes have to take place within these separate but equal elements are points agonized over by programmers, salesmen, record companies and advertisers alike. The big, unanswered question is: How will adults use radio in the future?

As inventors and keepers of the thing known as radio formats, program directors are charged with solving the problem. Some have left that job to management. "I'm not a soothsayer," says one. "I'll do what we do as damn good as we can do it. And if we see that isn't working, we'll consider alternatives. But I'll ride with the winner." Other stations are quickly acquiring an attitude espoused by Jack Sullivan, general manager of WHN(AM) New York: "Everybody always wondered what talent Ed



The look of a sound. These titles were being played by WPEN Philadelphia on a recent afternoon. They typify the range of artists and styles in today's MOR radio.

Sullivan had. Well, I'll tell you—he was a pointer. It was the same with Martin Block. Some stations give an audience what it knows it likes. Others point and give an audience what it knows it's going to like."

Until perhaps five years ago, the delineation between adult and young adult-teen music was fairly clear: There was rock and roll on the one hand and what was called pop music on the other. Then the distinction began to blur. The dividing line meandered so much that audiences stopped trying to follow it. Was the Beatles' "Yesterday" rock or pop? Was Petula Clark's "Downtown" pop or rock?

Chuck Southcott is the program director of KGL(AM) San Fernando, Calif., and winner of last year's MOR programmer of the year award from the Bill Gavin conference. "It's getting more and more difficult to perceive how important music is to the adult ear," he says. "Adults are not buying records as they used to. I'm talking about the days when the kids bought the Elvis singles and mom and pop bought the Sinatra albums.

And just looking at the major charts, you find that isn't the case any more. It's difficult to find out where the adult ear is."

Elliott "Biggie" Nevins, programmer of WIOD(AM) Miami: "The dividing lines between the middle of the road and the soft shoulders are not as clear as they used to be. You now have the Neil Diamonds and the Petula Clarks taking a little different kind of material. The Jackson 5 are doing material that is melodic and bouncy and acceptable to the adult ear. You have a lot of artists who were previously either/or. At one time the Supremes were considered R&B. Now the Supremes are a night club act that plays the Copacabana. The standards are just completely different."

During the time of MOR's seeming invincibility (when it could be assumed that the MOR in a market was at the top of its audience heap), the programming of an adult station could be done as objectively as the top 40's are today. The charts basically reflected adult tastes. (Adults were the only ones with money to spend on records then, remember?) So did box office at the night clubs and movies.

For the most part, those roles have



Jack Sullivan, WHN:

"Ed Sullivan . . . was a pointer. It was the same with Martin Block. Some stations give an audience what it knows it likes. Others point and give an audience what it knows it's going to like."

switched. The top-40 programmer will say, "If it's selling, we're going to have to play it." But the adult-radio programmer cannot. He must say instead, "I don't care if it's selling. Does it fit this station?"

Dean Tyler is one of the most respected program directors in adult radio today. He has worked in several major markets as a DJ, finally went to WIP(AM) Philadelphia four years ago as music director, was made program director a year later. In the 21 ARB rating books since 1966, WIP has been number one among 25-to-49 men.

Dean Tyler: "Our audience primarily buys albums, if they buy anything. And there are many records that we play that are not hits and never will be hits. Our audience is more interested in being entertained than they are in just hearing hits. If an MOR station plays only hits, it can be in trouble because there just aren't enough. But there are a lot of records that are meaningful."

Bob Henabury, director of program development for ABC Radio: "A station can move with the population and keep talking to the same people all the time by changing its format. Or it can stay the same and have the population move through it. The people who like the Beatles are not the same people who were 30 ten years ago. People over 30 hated the Beatles, and still do because now they're over 40. But the people who are now 30 love the Beatles. That's why the Beatles are now middle of the road."

That figure of 10 years seems to pop up often when adult-music programs talk about where MOR is.

Chuck Southcott of KGIL: "Classically, MOR has been adult appeal, not necessarily sophisticated, but music that appeals to the 18-to-49-year-old ear. Generally speaking, I'm talking about music that's 10 years old. Today, we're talking about songs written by the Beatles, and



Elliott Nevins, WIOD:

"The dividing lines between the middle of the road and the soft shoulders are not as clear as they used to be. You now have the Neil Diamonds and the Petula Clarks doing a little different kind of material. The Jacksons are doing material that is melodic and bouncy and acceptable to the adult ear . . . The standards are just completely different."

that goes back 10 years. Top 40 and underground have had that. They don't want to touch "And I Love Her." We do. If you go back to the fifties, MOR was playing big bands, which were big in the forties. It always seems to be 10 years behind the time, yet always with an ear to today."

"We're trying to gear ourselves backwards," says Bob Henley, program director of Chicago's WGN. "The audience can do nothing but grow older. And what we're trying to do is not grow older with them; we're trying to keep our age constant. That means you have to continually go back and review your music policies and start including those things that were appealing to youngsters who are now older."

Interestingly, this realization has given rise to the much expanded use of oldies—especially old rock and roll. WIOD(AM) Miami is now playing four oldies an hour. KDKA(AM) Pittsburgh, under its new program director, Allan Mitchell, has cut its current list down to 30 in order to get many more oldies in. "And it doesn't make the sound older," Mr. Mitchell claims. "It actually makes it sound much more contemporary." And there are even adult-oriented AM stations thriving now and playing close to 50% oldies—WGAR Cleveland, WIND Chicago, KLOK San Jose, Calif, and KNEW Oakland, Calif, among them. It is not surprising that stations playing so much old rock and roll are skewing well above 30 in their demographics.

Those artists that were the staple of



Dean Tyler, WIP:

"Our audience is more interested in being entertained than they are in just hearing hits. If an MOR station plays only hits, it can be in trouble because there just aren't enough. But there are a lot of records that are meaningful."

adult radio in the sixties (because they were big in the fifties?) have more than felt the pinch. Some, like Frank Sinatra, have stopped recording altogether. And according to the record companies, the days of the "pure" MOR artist no longer exist. "It's just an incredible hassle to break an MOR artist any more," says Dave Knight, head of A&R (artists and repertoire) for Metromedia Records, "I'd much rather take a new artist and break him top 40 and then try to get him to cross over from there. But to go from MOR to top 40 is just not worth the effort and money."

There are, of course, many pure MOR's still left and doing very well. Mr. Knight admits, "but hits like 'Candy Man' [Sammy Davis Jr.] are a fluke and not the norm."

"It's radio and not the record companies that puts labels on music," Dave Marshall, national promotion manager of London Records, pointed out. "To us music is music is music. I have to admit that I am happy to see Patti Page go off the MOR playlists, because that means that some new record is going to get five plays a day rather than three. And that's the way you sell records," he grinned.

The singles market for records has shrunk in the last decade to the point where 45's account for only 10% of the total. Singles have now become tools for selling albums. "What the appetite with the single and they'll go out and buy the album" is now the philosophy. And if adult stations sell any records at all, it is albums.

Jack Gold, vice president of artists and repertoire for Columbia Records: "A hit on MOR means much more on album sales and for a longer period of time to an artist. Give them any kind of



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"MOR radio has come closer and closer to top-40 radio, so that the openings for a real MOR artist are slim. The Andy Williamses and Patti Pages have their problems. And their increasing problem getting on the air reflects on sales."

"The sales have held up surprisingly well on the albums though. It's the singles that are more of a problem. But what worries me is that the downfall of album sales will probably happen if MOR artists don't get more airplay. You just can't cover artists like the Carpenters in order to get MOR play. They can get it themselves."

Many stations have resisted the change in music programming taking place around them, while others, once given a taste of programming rock, have embraced it to the point of changing their formats. KIOI(FM) San Francisco began as a beautiful-music station. Unsatisfied with what he considered too easy a format, Jim Gabbert, the 35-year-old owner and manager, switched to a much brighter MOR format. Finally, about a year ago, the station went full rock, and for what Mr. Gabbert feels a very good reason.

Jim Gabbert: "Back when top 40 was rock and roll, singles were their vehicle. The kids were buying them for 88¢ down at the drug store. And Frank Sinatra and Dean Martin were all album artists. But what do you do with a Guess Who or a Chicago? Are they MOR or are they rock? Where the hell are they?"

Haven't today's MOR stations found a place for them?

"Yes they have. But when you play them, it whets your appetite for more. So pretty soon you find out you really should get all the Sinatra records out of there because they really don't sound very good any more. That's what did it; that's what made us change.

"We listened to the response we were getting [from playing contemporary music] and we looked at the album charts and we had to confess that the world was changing. And then I looked at KHJ(AM) Los Angeles and KFRC(AM) San Francisco and saw they will still running 50% to 60% teens. But their 18-to-49 was very good. And I said, those are not teenagers listening to those stations. So we said, 'What if we come in with jocks who are not the heavy screamers but aren't the blah-blah progressive jocks either. Suppose we come in with almost young MOR jocks and keep talk to a minimum, but still keep it one-to-one?' Yes, we're rock, but I don't consider it rock. It's not progressive, it's not top 40.

"MOR hasn't really changed much. Sure, they play a little bit of Blood, Sweat and Tears now, but basically, there hasn't been any change. I looked at it and said, 'Music changed. Adults are listening to a different kind of music

now. Top 40 isn't going to serve them; the standard MOR isn't going to serve them. So let's slide right down the middle.'"

Down the coast of California several hundred miles are a station and its music director who have not succumbed to the new temptation. "The people have a right to hear Frank Sinatra," says Rudi Maugeter, music director of KFI(AM) Los Angeles. "They have a right to hear Tony Bennett doing a standard. They have a right to hear Lena Horne doing a standard. I know we are considered by people in the business to be dated. But we don't feel that we are confined and dated in what we do. I have only one concept in music: There is only good music and bad music. There is no in-between. And if the arrangement of a song is not good and it is number one in the country, it's a bad record. That's the way I define music and management likes what we're doing and goes along with us 100%."

Doesn't Mr. Maugeter feel that a policy like that is a little reactionary?

"Yes it is. We are a conservative station in the music we program. We appeal to a category of listeners 25-to-49 and we do not appeal to anybody under that, or try to in any way, shape or form. I think the biggest bulk of our audience is over 30."

Rudi Maugeter was a member of the Crew Cuts for over 12 years before he went into radio in 1966. The Crew Cuts really grandfathered the hard-rhythmed harmonies that characterized much of rock and roll of the late fifties, although Mr. Maugeter admits he is really a musical product of the swing era. KFI programs a two-hour big-band show from 7 to 9 each night.

"The station had tried, up until the time that this format was instituted, to be more contemporary, to play chart

Short course in MOR. If there is a formula for assembling and running a big-time, mainstream MOR station it is this: Walk into a major market with the license to a 50 kw AM station in your hand. Hire a morning man who is a bit uninhibited and not afraid to do anything to get attention. Find nine to 10 men for your news department. Buy a helicopter for traffic reports (a fixed-wing aircraft is OK, but often can't get off the ground in bad weather). Hire a former top-40 program director or jock with a good knowledge of old rock and roll but who still remembers a few Wayne King hits. Pick up at least one of the ball clubs in town, preferably football (and be careful about buying football and baseball for the same year; the schedules overlap). After your key personality's air-shift each day, book him into every fair, civic luncheon, garden show and charity fund-raiser in town. And resign yourself to carrying close to 18 minutes of commercials an hour to support all of these operations which your audience will soon be demanding that you maintain and probably expand.

things. But it really felt it wasn't right, that there was room in this market to play the great sounds of artists who have established this business and made it what it is. They shouldn't be neglected, like a lot of MOR stations are doing today. Things that these artists recorded 10 years ago are still good records."

KFI may know what it's doing, but what it's doing is decidedly atypical of today's MOR. Much more the norm is reflected in this comment of George Duncan, general manager of WNEW(AM) New York:

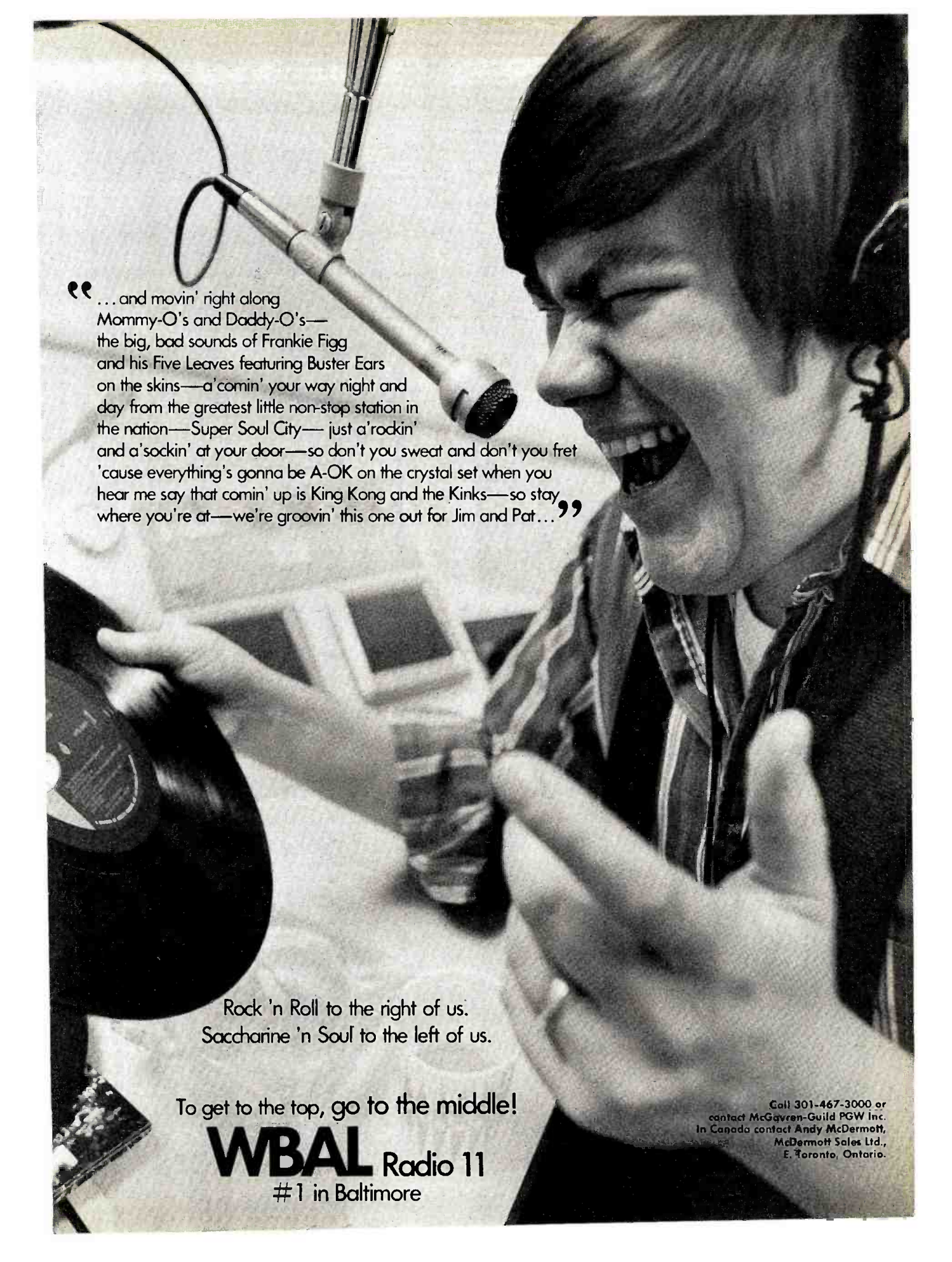
"As rock matured, both the artists and the artistry of rock, starting with the first rock artists—the Blues Project, the Doors, the Jefferson Airplane—most of the orientation was straight jazz or acid rock. But as the Buffalo Springfield and the Byrds split off to become Crosby, Stills and Nash and Poco, and they became more melodic, it became easier and easier to blend that music into our spinning wheel. There was enough melody for our audience—which is melody oriented—to accept. And at the same time they were being exposed to the jazz elements of Blood, Sweat and Tears.

"As the culture of rock changed—after Kent State, basically—the music, as a reflection of the culture, became softer. The whole thrust was no longer as much antiestablishment as it was changing things through the system. We've come back almost to the Haight-Ashbury days where it was love and peace and all. That's given birth to the Carly Simons and the Neil Youngs. What it did to the rock world was push out its boundaries. What it did to our world was make it easier to expose new music."

Beautiful-music radio is perhaps the most enigmatic of the adult formats. The men who program it are as quiet and unobtrusive as their music. Just as quietly, these keen minds have been at the forefront of the FM revolution of the past several years.

Jim Schulke, head of the syndication firm of Stereo Radio Productions, estimates that 20 to 25% of all radio listenership is to beautiful music. And best of all, when all the other beautiful-music stations in town are beaten, he says, a station can have almost all of that audience for its very own. To the small-market broadcaster with no competition, success is also that more guaranteed. "It's like a fabulous chess game," Mr. Schulke laughs.

Behind the success of several large-market beautiful-music stations and the desire of smaller-market station owners to maximize success while minimizing cost, syndication of this music has in recent years become the staple of such operations. As WRFM(FM) crawled within reach of the top four or five stations in New York, licensee Bonneville International set up then program director Marlin Taylor in his own division of Bonneville to provide programming for the group's five other owned stations and eventually to syndicate to another 20. When Jim Schulke sold the QMI rep firm



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to Kaiser Broadcasting he kept all its music assets and created Stereo Radio Productions. SRP now has 46 client stations and another five on the way, pending FCC approval of transfers. And the TM Productions service came originally from the successful WDOK(FM) Cleveland.

Syndication has come a long way from the days when the major suppliers of programing software were hardware manufacturers who provided taped music, for the most part ill-conceived and poorly produced, as an incentive for buying automation equipment; if an operator signs with one of the major firms today, he buys not only reels of music but a consultancy that reviews all aspects of station operations. Jim Schulke of SRP put it this way: "Station owners found out that things other than music are so very important to the sound and to public reaction to and acceptance of the sound. Just music is not enough. We are paid on the basis of market size, partially by the competition in that market. The reason for that is that, in effect, we sell our time as well as our music."

Among the principals in the field of programing, consulting and managing beautiful-music radio the relationships all seem rather incestuous. They have all worked for one another or consulted together and ultimately are competing with one another in what is one of the wealthiest fraternities in broadcasting. The music division of the QMI rep firm tested its program service at WJIB(FM) Boston when it was first created under the guidance of Jim Schulke. Marlin Taylor had just left WQVR(FM) Philadelphia at that time and was programing WJIB. The rep firm, minus its music service, was sold to Kaiser soon after WJIB went on the air, and the programing was turned over to Peter Taylor. Since that time, Peter Taylor has been programing both WJIB and KFOG(FM) San Francisco (both in process of being purchased by General Electric [BROADCASTING, June 5]). And the program director who followed Marlin Taylor at WQVR was Phil Stout, now vice president and program chief for SRP.

With all this intermingling of programers it was inevitable that many of the services and station formats will sound similar. That they all sound alike is of course not strictly true, for there are indeed differences from one programer to the next. Peter Taylor, Phil Stout and Marlin Taylor may program a few more single vocalists than WQVR. But WQVR's over-all sound may be a little more uptempo than, say, SRP's, and Marlin Taylor's playlist comes from a broader range of material than does Pete Taylor's. Despite slight differences in all these sounds, for the most part the variance is quite subtle.

"Let's face it," Peter Taylor acknowledges, "65 or 75% of what we play Marlin Taylor and Jim Schulke play. It's the other 25% that makes a difference." The other thing that makes a difference, as is true of all music radio, is the mix of material. All programers know the cardinal rules of mixing music: Don't put two male or female vocals back to back,



George Duncan, WNEW:

"As the culture of rock changed—after Kent State, basically—the music, as a reflection of the culture, became softer . . . What it did to the rock work was push out its boundaries. What it did to our world [of MOR] was make it easier to expose new music."

vary tempos and mood, play bright music in the morning and softer music at night. There are many other such rules, but the secret to mixing is much more than that. What that more is, these programers cannot or will not say. And the difference between their separate methods remains elusive.

The standard in beautiful-music programing is the quarter-hour. All of the programers mentioned above program music in 15-minute blocks starting at the top of the hour. Spots and news are slotted in between the music blocks allowing for six to eight interruptions an hour.

Peter Taylor of Kaiser: "Most people credit Ted Niarhos as having the first really successful good-music station in Cleveland, WDBN(FM). Jim Schulke was involved with that because he was with QMI repping WDBN. Schulke deserves a lot of the credit for the format that all of us are using right now, which is four breaks an hour. All of us have our own way of taking it from there, what we put in between the breaks. But I give him a lot of credit for all that."

Marlin Taylor: "The key is to make the format flow as one complete programing sound, not just a bunch of pieces in a row. That's the difference between programing music and playing records. I think I could defy anyone to set a formula for our segments of music, simply because I don't have one. I know what the over-all sound should be.

"I start off with a particular selection, and that usually determines how the rest of the quarter-hour will go. We deal with about four different categories or seg-

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KXYZ is #1 in Men 25-64, 6-10 AM
KXYZ is #2 in Men 35-64, 6-10 AM
KXYZ is #1 in Men 18+, 10 AM-3 PM
KXYZ is #3 in Men 18-34, 10 AM-3 PM
KXYZ is #2 in Men 18-49, 10 AM-3 PM
KXYZ is #2 in Men 25-49, 10 AM-3 PM
KXYZ is #1 in Men 25-64, 10 AM-3 PM
KXYZ is #1 in Men 35-64, 10 AM-3 PM
KXYZ is #2 in Men 18+, 3-7 PM
KXYZ is #3 in Men 18-34, 3-7 PM
KXYZ is #2 in Men 18-49, 3-7 PM
KXYZ is #1 in Men 25-49, 3-7 PM
KXYZ is #1 in Men 25-64, 3-7 PM
KXYZ is #3 in Men 35-64, 3-7 PM
KXYZ is #2 in Men 25-49, 7 PM-Midnight
KXYZ is #3 in Men 35-64, 7 PM-Midnight

KXYZ is #2 in Women 35-64, 6-10 AM
KXYZ is #3 in Women 18+, 10 AM-3 PM
KXYZ is #3 in Women 18-34, 10 AM-3 PM
KXYZ is #2 in Women 18-49, 10 AM-3 PM
KXYZ is #2 in Women 25-49, 10 AM-3 PM
KXYZ is #2 in Women 25-64, 10 AM-3 PM
KXYZ is #3 in Women 35-64, 10 AM-3 PM
KXYZ is #2 in Women 18+, 3-7 PM
KXYZ is #3 in Women 18-34, 3-7 PM
KXYZ is #3 in Women 18-49, 3-7 PM
KXYZ is #2 in Women 25-49, 3-7 PM
KXYZ is #1 in Women 25-64, 3-7 PM
KXYZ is #1 in Women 35-64, 3-7 PM
KXYZ is #3 in Women 18+, 7 PM-Midnight
KXYZ is #3 in Women 18-34, 7 PM-Midnight
KXYZ is #2 in Women 18-49, 7 PM-Midnight
KXYZ is #3 in Women 25-49, 7 PM-Midnight
KXYZ is #3 in Women 25-64, 7 PM-Midnight
KXYZ is #2 in Women 35-64, 7 PM-Midnight

KXYZ is #3 in Adults 18+, 6-10 AM
KXYZ is #3 in Adults 18-34, 6-10 AM
KXYZ is #3 in Adults 18-49, 6-10 AM
KXYZ is #2 in Adults 25-49, 6-10 AM
KXYZ is #3 in Adults 25-64, 6-10 AM
KXYZ is #2 in Adults 35-64, 6-10 AM
KXYZ is #2 in Adults 18+, 10 AM-3 PM
KXYZ is #3 in Adults 18-34, 10 AM-3 PM
KXYZ is #1 in Adults 18-49, 10 AM-3 PM
KXYZ is #2 in Adults 25-49, 10 AM-3 PM
KXYZ is #1 in Adults 25-64, 10 AM-3 PM
KXYZ is #2 in Adults 35-64, 10 AM-3 PM
KXYZ is #1 in Adults 18+, 3-7 PM
KXYZ is #3 in Adults 18-34, 3-7 PM
KXYZ is #3 in Adults 18-49, 3-7 PM
KXYZ is #1 in Adults 25-49, 3-7 PM
KXYZ is #1 in Adults 25-64, 3-7 PM
KXYZ is #2 in Adults 35-64, 3-7 PM
KXYZ is #1 in Adults 18+, 7 PM-Midnight
KXYZ is #3 in Adults 18-34, 7 PM-Midnight
KXYZ is #3 in Adults 18-49, 7 PM-Midnight
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Marlin Taylor, Bonneville:

"The key is to make the format flow as one complete programing sound, not just a bunch of pieces in a row. That's the difference between programing music and playing records."

ments that are designed to create a different feeling, mood or emotional reaction for certain times of the day."

Phil Stout of SRP: "We feel that each quarter-hour is a show in itself. It has an opening, a middle and an ending. Because our music is segmented, we must build a character into each one. It is a prime concern that we maintain a consistency of mood."

Another of the basics of beautiful-music programing is the flow chart. Jerry Lee, general manager of wdvr, claims the flow chart as his invention, a device he developed for the categorizing and mixing of music according to day parts. Today, though it is still the standard, play-lists are becoming more specific as to which songs to play at what time.

(The story of wdvr is an oft-told one around conferences of the National Association of FM Broadcasters. Going on the air in 1963 with about \$27,000 in capital, wdvr by 1968 was the first FM in America to bill a million dollars. Mr. Lee was its first employe, remains its operating chief. Marlin Taylor was its second employe.)

Perhaps the biggest problem among these programers today is the drying up of music sources. The record companies claim that although beautiful-music radio has a vast audience, there are not enough people buying records of this type to support an extensive catalogue. Cut-outs (the term used by record companies to describe those records dropped from their inventories) and artists who at one time were staples for beautiful-music radio but have gone too uptempo are causing programers many new headaches.

Jerry Lee: "Material is so scarce, we find ourselves taking maybe only one song off a new album. The new songs just aren't being recorded in our type of tempo."

Marlin Taylor: "Selecting new material



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is getting much tougher because our old artists are fading away on us. Percy Faith has gone semi-rock, Andre Kostelanetz has gone semi-rock, Ray Conniff has gotten a new arranger—he's got four drummers now and six guys playing the cymbals. The real indicator [of the shortage] is that 10 years ago I could take a typical album and get anywhere from six to all 12 cuts out of the album and use them. Now, of the 10 or 11 cuts they put on an album, if I get two out of them, I've done pretty well."

Record companies, not conspicuously trying to shun beautiful-music play but really aiming at increased MOR play (which has suffered for those music-makers of the Percy Faith genre) have begun to persuade their artists to use more up-tempo arrangements and more current material. Jack Gold, A&R vice president for Columbia Records: "In order to convince Ray Conniff to record today's songs rather than the things that he was doing when I came along five years ago, I told him this story. I was talking to my kid one morning and said, 'How are you going to be able to hit like Ted Williams if you won't eat your breakfast?' And he said, 'Who's Ted Williams?' That's what I told Ray. 'The minute you're not on the radio any more, people forget you. So forget those old songs because no one's going to whistle them.'"

Oddly, people in beautiful-music radio claim that even though they usually do not identify records on the air, they can sell records. And for the most part, the record companies agree. "All you have to do is sit for a day in one of those radio stations," Dave Marshall, national promotion manager for London records, says, "to know that they sell records. People are constantly calling in to find out what cut was just played. And most of the time, they want to know everything about the cut, if it's from an album, where you can get it. They even ask for the catalogue number."

Phil Stout takes the record companies to task for not stocking this kind of music. "They are more concerned with the record that is going to make the charts *today*," he says, "and not so much concerned with the catalogue items. I think the record companies have blinders on because if you'll check the steady, constant sellers you'll see that the Mantovani's [and similar music] are the consistent sellers." London verifies that, indeed, Mantovani is a consistent seller. In something more than 20 years he has released 58 albums, every one of them charted. Sales on a new Mantovani can be expected to top 150,000 copies.

Despite its ability to sell records, beautiful music seems likely to find its new-product bind even tighter in years to come. There are simply too few artists like Mantovani and Ray Conniff replacing the old masters. But it should not be construed that beautiful-music programmers are looking for material to fit specifications that developed many years ago. As one has recently explained: "Our sound is not what it was last year, nor will it be the same next year." And they are most sensitive about typing their programming as "background music"; they all



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say that they find themselves coming more and more "out front" as years go by.

Peter Taylor: "I think good music is getting a little bit closer to MOR. Overall, I think the stations that seem to be making the most waves are trying to sound a little more like the MOR stations sounded 10 years ago. Changes in population, the percentage of people in each age group, have brought us to this change—the desire for more participation in the music and not just a passive sound."

Jerry Lee: "We keep our music a little more uptempo for a very good reason. It actually hurts our numbers, too; we could have higher numbers if we played it more down. But we play it a little more uptempo so we can get results for our advertisers. We don't have those listeners who use [WDVR] as background music, because we don't want them."

And beautiful-music radio is a numbers game. "We are structured to get ratings, there's no doubt about that," says Jim Schulke. And of course, with the numbers come the dollars that make this format an extremely efficient one in terms of expenses versus revenues.

The men and women (Betty Niarhos, the wife of pioneer Ted Niarhos, is considered one of the best) who program this type of music really believe in it.

Peter Taylor: "I think people are becoming pollution conscious. And pollution in broadcasting means an excessive amount of talking. People are getting sick of 18 commercials an hour. You can get much of the same music [on AM] as on FM, but you don't get idiocized, or talked down to, or commercialized to death on this format."

Phil Stout: "I appreciate taste. And I believe in this kind of a format because it can maintain taste."

Jerry Lee simply puts it: "It's the difference between classy and class."

If there is one person who is the living, breathing embodiment of MOR, the Mecca to whom all believers pray three times a day, the point on which the upside-down triangle of adult radio rests, the man who stands 12 feet tall behind a two-inch speaker, it is the AM radio morning personality. The names of John



Jerry Lee, WDVR:

"Material [for beautiful-music radio formats] is so scarce, we find ourselves taking maybe only one song off a new album. The new songs just aren't being recorded in our type of tempo."

Gambling (WOR New York), Bob Van Camp (WSB Atlanta), Larry Glick (WBZ Boston), Gene Klavan (WNEW New York), Dick Purtan (WXYZ Detroit), Wally Phillips (WGN Chicago), Russ Syracuse (KSFO San Francisco), Dick Whittington (KGIL San Fernando), Howard Miller (WMAQ Chicago), Frank Harden and Jackson Weaver (WMAJ Washington) and J. Akuhead Pupule (KGMB Honolulu) probably are more familiar to the people of those cities than are the mayors.

"As the morning goes," says Perry Bascom, general manager of WNBC New York, "so goes the station." He thought having a morning man was so important that he went out and spent more than a quarter of a million dollars on the most outrageous one he could find. He found the man he believed could revitalize an ailing WNBC (the station had been on the block for several months) sitting behind a microphone at Cleveland's WGAR(AM) screaming and cooing, selling religion like used cars, Hollywood like a looney bin,

and punching holes in anyone who dared set foot on the front page of the morning papers—Don Imus. Mr. Bascom says the money was well spent too, \$100,000 for Mr. Imus's salary, a bit for his pension fund ("I'm incorporated, you know," Don Imus beams), and the rest on a massive promotion for Imus in the Morning, as he is called. The station has yet to go through an indicative rating book with its new "loud mouth," but if the amount of press he has been getting is any indication—stories in *New York* magazine, *New York Daily News*, *Time* and Long Island's *Newsday*—Imus could break the iron grip that John Gambling has held on New York morning radio for many years.

Pranks and chicanery have become the mode of the day in morning radio. Grabbing attention in large markets with dozens upon dozens of signals has made such flamboyance a necessity. Ken Garland of WIP Philadelphia runs marathons, Gene Klavan slams doors and rings bells at WNEW, Dick Purtan is a virtuoso push-button telephonist (giving his WXYZ Detroit audience expert instruction on how to play "Twinkle, Twinkle, Little Star"), Don Imus calls hamburger stands to order lunch for his entire Army Reserve unit of 1,200 men, Dick Whittington likes to organize theater parties for Los Angeles matrons to attend pornographic films.

Chuck Southcott of KGIL: "It's my feeling that personality will always be in demand. Whether music is a primary ingredient or a secondary ingredient, that human being who can empathize with the listener's ear will always be necessary."

"There are going to be more and more guys on the radio like me from now on," Don Imus thinks. "I appeal to guys over 30 because they can identify with someone who can tell his boss to — off. I guess it's the same kind of vicarious thrill people get out of pro football. I'm the grease of radio."

Imus in the Morning has based his rather short career on radio (it's been only four years since he got his first-phone license through the Don Martin broadcasting school) on outrage and mischief. He lost a hefty Irish Airline account early on in his tenure at WNBC by tagging a spot with "And all Protestants have to ride coach."

"I've gotten away with stuff here that nobody else would let me do. I have to give a lot of respect to Perry Bascom for that. I can remember when spots were going for \$40 when I first began." They're now up from that by a considerable amount, he says, and now he is sold out.

NBC seems to feel there's no real contradiction in the fact that within the short 700 or so miles between New York and Chicago it has two morning men with diametrically opposed styles on its owned stations. Howard Miller, former top-rated morning personality at WIND(AM), was hired several months ago at WMAQ(AM). Mr. Miller made his first first reputation as a swing-era jock who could make or break a record in Chicago. When

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rock and roll, a form of music he never quite embraced, came along and knocked his influence down several notches, he developed a second reputation with a firebrand conservatism that eventually got him thrown off WIND.

WNBC's Don Imus, on the other hand, wears his shaggy blonde hair long and has an abiding love for clothing that sports the "Old Glory" motif. Although he claims no political inclinations, his jibes at President Nixon ("President Nixon has been invited to Hanoi—provided he comes by boat") and his unabashed imitation of former President Lyndon Johnson used for the continuing character of Judge Hangin' ("are you tired of the commie, pinko, bedwetters . . .?") attract a fairly young audience. "Howard Miller and I are going to switch shows one morning and not tell anybody," Mr. Imus declares—one assumes facetiously.

But personalities are also taking on much more serious functions in today's adult radio as well. Since the rise of television put such a big dent in nighttime listening, many stations have gone to talk in the late evening. KDKA(AM) Pittsburgh is now talk 12 hours a day, 6 p.m. to 6 a.m. WBZ's Dick Williams garnered an 18.8 share of Boston's nighttime audience last time out.

Peter Scott, program director of KSFO(AM) San Francisco: "I don't think you can throw away the idea that you are going to play popular music. But beyond that are all the things you are going to

put around all the pop music that you're playing which are touchstones or reference points. With a station like this, with the target audience being 25 to 49, you're not going to please everybody by playing all the currently popular records.

"If you go to a full-entertainment concept, you're for the most part playing less music than you were two or three years ago. And the music becomes even more important because you're playing fewer and fewer things and they better be right. So music is an important part of the format, but it is not the thing on which you hang your hat."

Storer's WHN(AM) New York has gone to a rather different blend of music and talk during midday, 10 a.m. to 4 p.m., called *Feminine Forum*. Starting with a question of the day, usually published in the morning paper, two hosts take calls from women only [men are allowed occasionally] and an afternoon's discussion goes from there. "And those discussions aren't about recipes or sewing," Jack Sullivan, general manager of WHN, points out. Topics like "sex before marriage" and "can a woman love two men?" keep the afternoon's programing tightly targeted with the condiment of music keeping the pace fast and the sound more tightly produced.

"We didn't allow our air people the luxury of sitting back and spinning records in between witticisms," Al Hotlen, program director of WHN, explains. "We force them to be confronted with people." (Storer shipped the *Feminine Forum*

idea to WHN from KGBS Los Angeles, where Bill Ballance used the format to boost the station from the number 26 spot to number three. The format has proved so infectious to men in L.A. that the afternoon show is even piped into the police department, KGBS reports. In recent months, it has proved to be one of the most imitated concepts in radio, generating similar formats in Cleveland, Miami and Toledo in addition to New York.)

WHN has committed itself to a format of variety. It picked up the New York Mets this season for several reasons. Says Mr. Sullivan: "As far as advertisers are concerned, baseball is first an emotional buy. Some just have to do it and there's no way to sway them. It is also an exclusive buy whose worth is almost immeasurable. When I was at WNEW, I resisted baseball—as much as any Irish Catholic in this town could. But there isn't another ball club like them, so when they got free last year, we got them." So at night, if there is no game, WHN goes to a sports roundtable.

"While I'm not consciously excluding anybody or saying we don't want people to listen to us all day, we don't want to continue the philosophy that independent radio stations have held for 25 years of trying to present the same appeal to people all day long. We are just saying rather that if we are going to go with idea C at a certain time of the day, if idea C does not appeal to the same general audience as idea B, we hope idea C



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Sincerely yours,

Bill Lowery

will still be able to generate a sizable audience."

The idea that audiences use the radio for different things at different times is not new. But the concept of an inconsistency of sound is one that intrigues many more programmers than it did previously.

"The variety of things on a station like KSFO," Pete Scott says, "is its biggest selling point. It may sound contradictory, but it seems to be working more and more that the less consistency, in terms of the old radio definition of consistency, that you have the better off you're going to be. You're not locked into any oneness or sameness on the station, but you are locked into the idea that you are going to be entertaining and informative throughout the day.

"If MOR stations become the old gray ladies of their markets, they are obviously going to see their audiences dwindle. And it started to happen here a couple of years ago; we started to see a dwindling audience. Because of that something had to be done. It wasn't a matter of doing the same things as other stations that were successful. To copy an all-music format or an all-news format wasn't the way to go. If the trend was toward specialized radio formats and if you had the best entertainers on your air, why not specialize on your own radio station? Give people enough variety and enough reason to listen."

KSFO has gone to programming old radio shows at night with great success, Mr. Scott says, and plans to do some original comedies in the future. It has coupled this programming with a plethora of music and nostalgia specials as well, during the day.

On the other hand, Chuck Southcott at KGIL has stayed away from the ballclubs in L.A. and keeps his music programmed all through the night. "I have to admit to a certain amount of belligerence and nonracial bigotry toward block programming. I remain sold on the idea of a major-market radio station remaining in one format. The more radio stations you have in a given market and the more block programming you have, the less identity you have in a market where identity is of utmost importance."

"It doesn't bother me to draw this circle," says Jack Sullivan at WHN, "and say: 'This program is for you, sports lover, and may not be for you, housewife.' We're not saying for men only, at any time, but we're being realistic, I feel. We're just trying to acknowledge that those likes or dislikes are not equal. One of the constants we hope we're putting in is the way we do everything. But it does get away from the idea that whenever you punch me in you're going to know what station you're listening to. I would like people to feel that no matter what they hear, the way it's being performed and the rather irreverent way it's presented, whether it's sports or women's confessions, that's what they will recognize.

"I'm going to use H. L. Mencken here: 'Consistency is the refuge of small minds, and is less to be desired than truth.' If we can find something that's right for us during the daytime that is not as right at other times, then we're going to do that rather than say it isn't consistent."

Dean Tyler, program director of WIP Philadelphia: "I think of us as being a personality station and a music station, but it's a music station with that music presented by personalities. They are almost of equal importance."

That opinion about MOR radio has been the norm for heavyweight adult stations for decades. It has worked for a long time and more than likely will continue to work. But there are some programmers who believe the time may be ripe for more music, rather than less. In Philadelphia, the audience of adult listeners has been dominated by WIP, WDVR and all-news stations KYW and WCAU. Bob Mounty, a former sales and general manager at WNEP, now vice president of Field Broadcasting, owner of WPEN, feels that an adult-oriented all-music station has a chance to make its mark in Philadelphia.

Bob Mounty: "Why is WRFM, in New York, the number-one rated station in housewife time [according to latest ARB's, WRFM is top-ranked with an 8 share]? Why does WTFM [also in New York], which doesn't even do as well as WRFM, have numbers comparable, and better, than some of the so-called personality MOR stations? Those are adults listening to those stations and those numbers seem



Don Imus, WNBC:

"I appeal to guys over 30 because they can identify with someone who can tell his boss to - - - off. I guess it's the same kind of vicarious thrill people get out of pro football. I'm the grease of radio."

to say that they want music. And if they don't want music, what do they want—18 minutes of commercials an hour? The commercialism there is necessary, and I'm not saying they're money grabbers or anything, but when you have to pay the big bread to the high-priced personality, the giveaways, the contests, the jingle residuals, the heavy this, the heavy that, they've got to run 18 minutes in an hour."

This alternate total music path [with eight and a half minutes of commercials] was in many ways the only road left for WPEN, says Larry Wexler, the general manager. For several years, WPEN had tried to go head-on with WIP, even to the point of hiring old WIP personalities, but to no avail. Field was ready to sell the station when this idea came along and, although the jury is still out on success of such a format, ratings have begun to show a marked rise.

"But we're not out after WIP," Mr. Mounty asserts, "not at all. Of course we're in competition with them in terms of dollars, just like everybody else in this market is. But we are here to offer a service to this market that it's never had before. I'm after some of those music listeners that deserted WIP and WCAU, when it was music and personality, to go to WDVR(FM) and WWSH(FM) [both beautiful-music stations] to get music. WDVR was the only music thing available

ALL MILWAUKEE LISTENS ... AND REACTS!

ESPECIALLY 25-49 WHERE THE BUYING POWER IS.

MUSIC: Modern, up-tempo, middle-of-the-road, with the best personalities in the market offering the personal touch and believability to your sales messages.

NEWS: The most complete local and national news coverage in Milwaukee.

SPORTS: Outstanding sporting events, including University of Wisconsin football, and basketball.

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to them. I think we can pick up some of them because many of them would like to listen to more popular music that has not been available to them before. We can also pick up a lot of young people who may not be sympathetic to WFIL any more (the ranking top-40 station in Philadelphia). We're the only *pop adult music* station in town."

Whether there is a place for a strictly adult-music station in the major markets of this country has yet to be determined, Messrs. Mounty and Wexler feel. But the station is sold out for the first time in a good long time, they said.

KSTP (AM) Minneapolis is in a somewhat similar position in the Twin Cities, where WCCO has dominated the market for so long. WCCO is a personality station, basically, where the music list is described by general manager Phil Lewis as "the top 10,000." WCCO's powerful signal is almost legendary among broadcasters. According to Mr. Lewis, the station has a larger audience during the day than the three television stations combined. "We're like God, we're all inclusive," chuckles Val Linder, WCCO's program director.

Garfield Clark, station manager of KSTP: "Programers generally think about fitting a station in the spectrum of all other stations. In other words, they will go into a market and look at what the competition is doing. They'll try to find an open format and try to fit their station in that opening. I don't think that's smart business. Smart business is when you decide what age-sex group you want and then build your programming around that group, irrespective of what the other stations in town are doing. Program your station based on people rather than on other formats."

"A rating book is a marketing tool, it is not a programming tool," Bob Mounty emphasizes. "To use New York as an example because everybody tries to know what's going there, to assume that only blue-collar, young people listen to WABC is specious. And to assume that only doctors and lawyers listen to WRFM is equally nonsense. There are the same people who listen to both. So the argument that if you want 18-to-34's you've got to hit the rocker is all wrong. You've got to design a format based on the people and their life styles, and not just their age and sex."

"The days of dominance are gone," Allan Hotlen believes. "The time of the 20 and 30 shares, except for a very few instances, is no more. And we have to adjust to that fact. Advertisers are finding it a lot more desirable to sell something to 20% of a smaller audience than to 10% of a larger one."

Many programers are facing the problem that has been caused by the proliferation of specialized formats—all-news, all-music—more and more. Despite the relative loyalties of an adult audience, "button-punching" is more of a reality among the over-25 set than ever before. Some programers, like Pete Scott at KSFO and Allan Hotlen at WHN, have tried to fight back by "specializing on their own air."

Fading fanfare. The days of the big giveaways are all but gone from adult radio. Several years ago WNEW New York decided to give away a house in a suburban New Jersey community, promoted the drawing heavily and ended up with a mail count close to 15,000. Later the same summer it gave away a trip to Atlantic City to hear Frank Sinatra and ended up with a mail count close to 150,000. The house cost \$30,000, the trip several hundred dollars. "Promotions today have sort of equalized themselves," says Dean Tyler of WIP Philadelphia. "You can win anything from a country down to 50 cents or a Green Stamp. And people have gotten a little blasé over it. I think the main thrust of the contests should be to have fun and involve the audience, not to give away a lot of money."

"Biggie" Nevins of WIOD Miami: "There are all kinds of things you can do in MOR radio, some things from the past, some for the future, that you can't do in a specialized format. I think MOR is extremely exciting for that reason and very much alive. But people have to keep pumping life into it. If not, well, it's just going to die."

Chuck Southcott of KGIL: "Everyone wants his own private radio station. That seems to be what radio has been and continues to be, private to a listener. Compare it to a television network. Nobody in their right mind is going to say 'I love to watch CBS or NBC.' Nobody would make that statement. But they will say: 'Love that KHJ,' or KMPC or KGIL. Why? Because there's that one-to-one thing working there. Of course, specialized formats take away some audience, but you have to hope that some people will just be finding you as others begin to leave. Actually, you can just say that personality is MOR's specialty."

George Duncan of WNEW: "Middle-of-the-road radio occupies a unique position in the over-all radio offering. I don't believe these fellows that will tell you that all the music will eventually be on FM and all the talk on AM. I believe MOR as a mixture of services, information and talk blended with music, will remain unique. There is a reason for MOR radio. In the future you may only see one or two MOR's in a given market just like there are one or two top 40's or one or two all-news operations. But MOR can put together dimensions on a radio station that other stations just cannot duplicate."

"Everybody likes steak and chicken," Elmo Ellis, general manager of WSB Atlanta, says simply. "And for that reason, I think you can put together a radio station with some universality of appeal." But the markets in which that statement holds true are fewer and fewer, and as Allan Hotlen says, "We are going to have to redefine dominance."

(This special report was written by Michael Shain, assistant editor, *New York*.)



Program Director of the Year

Chuck Southcott, of KGIL in the San Fernando Valley of Los Angeles, named by the Gavin National Convention as radio's top middle of the road program director.

And why not! Southcott programs KGIL, the station that presents Sweet Dick Whittington, the man Newsweek says has singlehandedly revitalized Los Angeles radio. And Tom Brown, the man the Los Angeles Times calls the Best New Personality in L.A. radio.

KGIL, where Laugh In's Lilly Tomlin was a guest disc jockey for a weekend. And where famed U-2 spy pilot Francis Gary Powers was added to our Skywatch to spy down on freeway traffic.

KGIL, with two aircraft and five mobile newsliners covering the local news scene.

KGIL, with programming as crisp and creative as today's radio should be. And with Chuck Southcott, winner of radio's highest honor.

It's all typical of the excellence in programming on all the stations of the Buckley Broadcasting Corporation.

KGIL 1260

San Fernando Valley/Los Angeles

The Buckley Broadcasting Corporation:
 KGIL San Fernando Valley-Los Angeles
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 WWTC Minneapolis-St. Paul
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Jumping the gun on Justice

FCC turns down networks, puts back rules reducing their activities in the programing arena

The FCC has denied requests of ABC and NBC and reinstated its rules barring networks from the domestic syndication business and prohibiting them from acquiring financial or proprietary rights in programs they do not produce.

The rule dealing with syndication will not become effective until June 1, 1973. But the rule aimed at prohibiting the networks from acquiring subsidiary rights, which is where the commission feels the "greatest potential for anticompetitive evil exists," becomes effective Aug. 1.

The rules were adopted in 1970, along with the prime-time access rule, which prohibits top-50-market stations from taking more than three hours of network programing in prime time nightly. The commission stayed the rules—the financial-interest rule, though, only as it applied to programs not intended for exhibition on a network—after ABC, CBS and NBC, among others, sought judicial review. And after the U.S. Court of Appeals in New York upheld the package of prime-time access rules, on May 3, 1971, ABC and NBC asked the commission to continue the stay. CBS by then had decided to get out of the CATV and syndication businesses by spinning-off its interests in those activities.

The commission, in denying the ABC and NBC petitions, made the kind of arguments it made in adopting the rules in the first place—that the ability to make network time available gives the networks "tremendous leverage" in dealing with program suppliers.

The commission said it is unrealistic to assume that negotiations concerning syndication rights or profit shares in a particular program, even one not intended for network exhibition, could not be influenced by the question of whether the seller wants to offer at another time a program for network showing. The common network practice before the May 1970 decision, the commission said, was to acquire subsidiary rights or interests in programs taken for network exhibition.

The commission also said the potential for "abuse" on the part of the networks exists in the domestic syndication field. It said the networks could use their strong relationship with affiliates to sell them nonnetwork material. In addition, it said, there is the possibility of a conflict of interest, with networks selling network programs to affiliates and nonnetwork programs to stations competing with the affiliates.

The commission action thus achieves some of the goals the Justice Department is seeking in the antitrust suits it filed against the three networks two months ago. Besides seeking to bar them from the production of any entertainment pro-

grams, including feature films, the suits ask that the networks be barred from obtaining any interest, other than first-run right of exhibition, in television programs produced by others, and from syndicating (BROADCASTING, April 17).

The commission staff had completed its work on the order and presented it to the commission a month before Justice acted. However, the commission did not move forward with it until last week. Officials said Justice's suits had had no impact on the commission's action. The order was adopted by a 5-to-0 vote.

SAG offensive begins against TV reruns

First item in 1974 contract talks will be repeats unless the number of them is reduced, union warns

The Screen Actors Guild has served notice on television producers that unless a limitation is placed on network TV reruns, actors are going to demand the equivalent of their original salary every time their performances are repeated on television.

The contracts evaluation committee of the guild, in a statement (cleared by SAG's board of directors) to a general membership meeting held June 4 in Hollywood, said that unless "an end is brought to the continuing policy of intolerable greed in the matter of reruns . . . the guild's firm and primary goals at the next [contract] negotiations will be a strict and effective limitation on the number of reruns permitted on network TV in prime time and/or 100% of original salary every time actors' performances are repeated on the TV screen." A new SAG contract is to be negotiated in 1974.

Also at the meeting, petitions were circulated that ask the FCC to restrict reruns in prime-time television to 25% of the total allotted prime-time hours each year. Earlier, SAG had joined the Hollywood AFL Film Council and the Writers Guild of America, West, in an effort to halt what the three labor organizations consider to be a proliferation of reruns on network TV. A coordinated campaign is planned under the slogan, "stop reruns and save TV original programing."

John Gavin, president of SAG, announced at the membership meeting that an advisory council of actors has been established with Raymond Burr as chairman. The advisory council, among other responsibilities, is to assist in government lobbying.

White elephant

The Canadian Broadcasting Corp. has decided to abandon its costly *Whiteoaks of Jalna* series after an investment of over \$2 million. The decision to forgo filming of further episodes was announced by the CBC's new president, Laurent Picard, who cited diminished ratings and the CBC's long-standing union problems as major reasons.

Three-time loser on waiver request

Despite financial pleas, FCC again turns down ABC effort to obtain waiver for coverage of summer Olympics

ABC struck out for the third time last week in its effort to persuade the FCC to grant a waiver of the prime-time access rule that would enable the network to provide three and one-half hours of Olympic games coverage for 10 week-nights over a 16-day period beginning in late August.

The commission, on a 4-to-2 vote, denied ABC's petition for reconsideration of its May 17 decision turning down the request (BROADCASTING, May 22). A more general request for a waiver, one that covered the entire 16-day period, was denied last October (BROADCASTING, Oct. 11, 1971).

The commission action on Wednesday came in the face of biting criticism from Chairman Dean Burch. "In the present case . . . I believe we are witnessing regulation gone mad—literal application of the rule simply for the sake of literal application," he said in a statement dissenting to the May 17 order.

Chairman Burch, who had opposed adoption of the rule, which bars top-50-market stations from taking more than three hours of prime-time programing from a network nightly, noted that he has voted against previous waiver requests.

But, he saw a difference in the ABC case. During late August, when the games will be held in Munich, Germany, "prime hours will be filled with repeats and 'reruns of reruns,'" he said. And while the commission has repeatedly waived the rule for such "'public interest' offerings as Miss America," he said, it has held in the ABC case that the rule must be preserved—"despite the fact that the Olympic games are indeed something special."

In seeking reconsideration, ABC said devaluation of the dollar had added \$1.9 million to the \$13.5 million it had bid for coverage of the games and that the "major loss" it expects to incur even if permitted to broadcast three and one-half hours nightly will be increased by \$1.1 million if the coverage is limited to three hours.

The commission said it was sympathetic to the network's financial problems, but said this "cannot be permitted to outweigh the public interest in preserving the rule and its protection against network impingement into early evening prime hours."

The commission last week also turned down a request for waiver of the prime-time access rule filed by Campbell Soup Co. Campbell wants to syndicate *Lassie* for broadcast in prime time even though it is an off-network program and, therefore, barred from prime time. Campbell said that 12 of the 38 episodes would be new.

A waiver request was granted, how-

ever, to NBC affiliates in the top-50 markets in the mountain time zone, to enable them to carry to completion 10 Monday night major-league baseball games. The time will not count against the three-hour limit. Three other NBC stations in sections of the East that do not observe daylight saving time—WJW-TV Detroit and WOOD-TV Grand Rapids, both Michigan, and WRTV (TV) Indianapolis—were granted the same authorization.

The commission said that NBC had scheduled the games at 8 p.m. EDT, and that the waiver is appropriate because the problem of exceeding the three-hour limit is not likely to occur often.

House bill would give the FCC reins for networks

Murphy draws up legislation designed to bring ABC, NBC, CBS, lesser groups under jurisdiction of commission

Representative John Murphy (D-N.Y.) last week translated his dissatisfaction with efforts to eliminate televised violence into legislation empowering the FCC to regulate TV and radio networks.

The bill, introduced last Thursday (June 8), is aimed at ABC, CBS and NBC, but amends the Communications Act to define a "network" as "any person engaged in the business of supplying more than 10 hours of programing per week to five or more stations by means of the interconnection facilities of a carrier."

The measure gives the commission general authority to issue rules prohibiting network practices that "may have the effect of substantially lessening competition with respect to the supplying of programs to broadcast stations, or to assure that [network practices] shall not adversely affect the duty or ability of broadcast licensees to operate their stations in the public interest. . . ."

Specifically, the bill gives the FCC power to oversee contracts between networks and affiliates, to specify the extent to which the network will make a program available for purchase by a licensee in competition with a licensee to whom the program was previously offered, and specify the extent to which a licensee may option its time to a network.

The FCC would also be empowered to dictate the extent of a network's financial interest in the programs it supplies, the maximum weekly duration of the programs that a network furnishes to a licensee, the number of stations in which a network may have financial interest, and the extent to which a network may represent a station in the sale of time for nonnetwork programs.

Further, the FCC could classify networks as to type of broadcast service involved, number and types of programs supplied, number of licensees served and the size and character of the area served by the licensee carrying the programs,



and prescribe different rules for each. The commission could issue cease and desist orders against the networks and levy fines for violations at the rate of \$10,000 per day of violation, up to a maximum of \$500,000.

In a statement prepared for delivery in the House, Mr. Murphy emphasized that the measure "will give the FCC no control over the content of network programs. The bill will permit the FCC to bring about a better balance in the program offerings of station licensees. But this is not interference with free speech; it is simply an extension of the authority the FCC has now to consider the program balance being promised when the FCC chooses between competing applicants for a station license, or to compare a station's promises and performance when the FCC passes upon an application for the renewal of a station license."

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Mr. Murphy criticized broadcasters, the surgeon general and the Senate Communications Subcommittee for their lack of concrete action in reducing violence on TV.

And, he opposed the Justice Department's antitrust actions against the networks to divest them of their production

Redhead returns. Veteran TV-radio personality Arthur Godfrey, who retired from CBS recently after a 37-year association, is available for local sponsorship on the daily five-minute radio series being produced and distributed by Horizons Communications Corp., New York. The series is set to start on June 26, and will feature Mr. Godfrey in discussions of subjects in which he is interested. Horizons is a group TV-radio station owner and program producer-distributor. The company also syndicates radio programs starring Chet Huntley and Tom Haggai.

of prime-time programing. "I am against such drastic action," he said.

Mr. Murphy, who testified earlier this year at the Senate Communications Subcommittee hearing on TV violence (BROADCASTING, March 27), accused the networks of providing "a steady diet of violence, brutality and sadism . . . to the detriment of the nation's youth."

A bill somewhat similar to the Murphy proposal was introduced Jan. 22, 1971, by Representative John Dingell (D-Mich.).

That measure (H.R. 660) would also give the FCC authority over the TV networks and is designed to enable affiliates to obtain "balanced programing."

Networks could not restrict affiliates' agreements to obtain programing from other networks. Other provisions limit affiliation contracts to two years; prohibit TV networks from discriminatory practices when choosing affiliates; prohibit networks from having any interest in TV programs; enable affiliates to carry, except for news, network programs at any time of day; require networks to make programs available to the maximum number of stations; prohibit networks from influencing affiliates' rates; enable affiliates to carry local sporting events, and extend the fairness doctrine to the networks. Maximum penalties are \$10,000 for stations and \$50,000 for networks.

Nestle sweetens ETV kitty

WNET (TV) Newark, N.J.-New York reported last week that the Chocolate Division of the Nestle Co. has offered to contribute one dollar for each two dollars contributed by the general public to keep repeats of *Sesame Street* and *The Electric Company* on the air this summer. The station needs \$37,000 to keep the reruns on. Early mail response to the appeal was said to be "heavy."

So whose ruling on Section 315 is to be believed?

Precisely opposite opinions by FCC and appellate court put Mrs. Chisholm on the air but leave main issue dangling

Representative Shirley Chisholm (D-N.Y.) won her battle for equal time on ABC and CBS in advance of the California presidential primary (BROADCASTING, June 5), but the FCC last week was considering whether to renew the fight in hopes of winning the war.

The U.S. Court of Appeals in Washington, in ordering the commission to direct the two networks to afford Mrs. Chisholm equal time, granted only her motion for "interim relief." It did not, in the hurriedly drafted order it issued on Friday, June 2, pass on the merits of her appeal from a commission order issued earlier that day and denying her request for equal time.

The distinction may seem academic, since she achieved her goal. Technically, however, her appeal is still pending, and there is a possibility—a good one, in the view of some commission lawyers—that the commission would win if the case were pressed to a decision on the merits.

Representative Chisholm's attorney, Thomas Asher, has indicated his client is prepared to pursue the appeal—and not simply dismiss it—if the commission is interested in continuing. The commission last week, however, had not had a chance to focus on the matter, and there was no indication when a decision would be made.

A principal question to be considered—besides the chance of winning—is the degree of precedential value the June 2 decision will have; in granting interim relief, the court considered only such factors as the harm that would be done the parties involved and the public if it did or did not grant relief.

At issue in the case is whether programs that the three networks had scheduled between May 28 and June 4 featuring the front-runners in the California primary, Senators George McGovern (D-S.D.) and Hubert H. Humphrey (D-Minn.), fell within the category of bona fide news-interview programs that are exempt from the equal-time requirement. Mrs. Chisholm withdrew a complaint against NBC after she accepted an offer, made several times previously, to be interviewed on the *Today* show, on Monday, June 5.

In each case—CBS's *Face the Nation*, NBC's *Meet the Press* and ABC's *Issues and Answers*—the network expanded the program from 30 minutes to an hour and aired it at a time different from normal to catch a larger audience. The commission, however, noted that the networks had made similar changes in the programs' length and time of presentation

in the past, and concluded that it would "constitute too narrow a view of the statute" to hold that the changes cost the programs their exempt status.

The court, however, held that Representative Chisholm has "a reasonably good chance of demonstrating on the merits that the programs in question were more akin to debates than to news interviews." But its basis for that belief had little to do with format changes. Rather, the court pointed to "the apparent concerted effort by the three networks in promoting and scheduling the three programs within an eight-day period immediately prior to the California primary."

It said that "the carefully scenaried network series of three encounters between the two leading contenders has been widely recognized for what, on this admittedly sparse record, the series appears to us now—debates, though filtered through the somewhat altered format of pre-existing news-interview programs."

The networks gave no indication last week of an interest in continuing the fight. CBS officials said they had reached no decision; a source at ABC said he was "doubtful" his network would want to press the case to a decision on the merits. Various broadcast-industry lawyers appeared to feel it might be better to let the "interim-relief" decision stand than to risk losing the case on the merits in a court

that has already indicated where its sympathies lie.

CBS Vice Chairman Frank Stanton, however, cited "the whole hurried, preposterous series of events" as underscoring "the need for wiping Section 315 off the books once and for all."

Dr. Stanton, who has long made repeal of the equal-time law one of his chief legislative objectives, said "the fact that the FCC . . . unanimously held that the *Face the Nation* Humphrey-McGovern joint appearance was exempt from Section 315, while a few hours later the court of appeals unanimously held precisely the opposite, demonstrates the uncertainties under which the broadcaster must live in this vital area of providing political information to the American voter. This ridiculous confusion and uncertainty will force the broadcasters to limit their efforts to inform the people."

House Communications Subcommittee Chairman Torbert H. Macdonald is said to feel that the court's decision is "ridiculous," possibly even "illegal." But Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, had no comment. And the only action on the Hill regarding Section 315 involves a narrow bill that would repeal the section only as it applies to presidential and vice-presidential candidates in general elections; primary races would not be affected (see page 56).

The hurried series of events did not end with the court's decision early Friday evening (June 2). On Saturday, with commission staffers working in their offices or at home and contacting commissioners by telephone, the commission adopted an order implementing the court's decision. The vote was 5 to 1, with Commissioner Robert T. Bartley dissenting; he felt the commission should have sought immediate Supreme Court review. (Commissioner Nicholas Johnson could not be reached.)

Later that day, the commission, operating in the same fashion, denied a wired request from Los Angeles Mayor Sam Yorty for inclusion in the order applying to Representative Chisholm. The vote again was 5 to 1, this time with Commissioner Robert E. Lee the dissenter. Mayor Yorty's equal-time complaint against CBS had been turned down by the commission in the same decision in which it rejected Representative Chisholm's complaint. However, the court did not pass on the Yorty aspect of the case in its order, and the commission, in its Saturday ruling, pointed out that since the court's order only afforded Mrs. Chisholm interim relief, it did not cover the Los Angeles mayor.

Mayor Yorty, on May 26, had sought—and failed to get—an order from the federal district court in Los Angeles forcing the three networks to include him in their McGovern-Humphrey programs. On Friday (June 2) and again on Monday, the day before the primary, he went into the U.S. Court of Appeals in San Francisco seeking an order that would require the networks to give him equal time, but was turned down each time on procedural grounds.

Even before the mayor's lawyer, Melvin



West coast mob scene. This shot was taken in ABC-TV's Hollywood studios before the enlarged "debate" among Democratic presidential candidates on that network's *Issues and Answers*. ABC News correspondent Bill Matney is shaking hands with Los Angeles Mayor Sam Yorty. At left: special correspondent Frank Reynolds. Seated: Gen. Taylor Hardin, who represented Governor George Wallace, and Senator George McGovern. Standing behind Mr. Yorty: producer Peggy Whedon. Congresswoman Shirley Chisholm, whose court appeal resulted in the widened debate, appeared from New York.

Belli, finished his argument on Monday, the networks had complied with the order of the appeals court in Washington—and then some. Not only did Representative Chisholm appear, along with Senators McGovern and Humphrey, on ABC's special edition of *Issues and Answers* on Sunday night (June 4), but so did Mayor Yorty and General Taylor Hardin, representing Alabama Governor George Wallace, who was a write-in candidate on the primary ballot. Mrs. Chisholm participated from a studio in New York.

CBS, whose special edition of *Face the Nation* featuring the two leading candidates had been aired on May 28, gave Mrs. Chisholm a half-hour, starting at 6:30 p.m. the same day—but did not furnish any questioners; she brought her own—Mary Breasted, of the *Village Voice*; Joel Dreyfus, of the *New York Post*, and Dick Pollak, editor of (*More*), a journalism review—along with Nat Hentoff, author and *New Yorker* staff writer, who served as moderator for the program.

Not only did Mrs. Chisholm show up on NBC's *Today* show Monday morning—for an interview that lasted 12 minutes and two seconds, by an NBC count—Mayor Yorty did too. Both also appeared in 15-minute segments of the network's *Comment* show, broadcast on the previous evening.

Mayor Yorty's appearance on the *Today* show had nothing to do with the court case, according to NBC sources. They said his appearance, in a different segment from the one featuring Mrs. Chisholm, had been prescheduled in connection with *Today's* practice of visiting states in which primaries are to be held and interviewing candidates on their home grounds.

The network invited the mayor to appear on *Comment* after he insisted in a telegram that the appeals court's Chisholm decision applied to him. NBC rejected the argument but told him that since it had already scheduled Mrs. Chisholm for half of the *Comment* program it would permit him to occupy the remainder, on condition he give up any claim that he was entitled to the time—a condition he accepted.

Of the three networks, then, only CBS refused to grant the mayor time.

For a time, there was the possibility of a fourth network confrontation. During the *Issues and Answers* program, Senator Humphrey complained that the crowd of guests prevented a real confrontation between him and Senator McGovern, and proposed that the two of them split the cost of air time for a debate—on the theory that their purchase of time would avoid any further equal-time problems.

Senator McGovern at first indicated he would cooperate. But later, he expressed concern over exceeding a previously agreed-upon campaign spending limit of \$460,000 (BROADCASTING, June 5). He also remembered a previous commitment to visit New Mexico where he was running in another primary. As a result, the voters were spared the fourth confrontation.



Picking up steam. Broadcast coverage of the 1972 election campaign moved into second gear last week with reporting of the California primary. This was the scene in NBC's West Coast election headquarters Tuesday night.

An ad-libbed evening of California coverage

Court-imposed delay in vote count for that state's crucial primary sends network newsmen scrambling for ways to fill big chunk of time

Television's big event in the series of 1972 presidential primary elections—the pivotal California contest—was complicated first by a state request that the networks withhold projections of winners until balloting was completed and then by a surprise federal court order that had the effect of delaying the vote count for three hours. Even though the two circumstances apparently were not related, the court order succeeded in accomplishing what the state request sought.

NBC-TV did not project South Dakota Senator George McGovern as winner of the state's 271 delegates until 2:23 a.m., EDT (23 minutes after the polls closed in California), on Wednesday, June 7. ABC-TV projected the winner at 2:25 a.m. and CBS-TV at 3:25 a.m. The delay in the vote count kept NBC-TV on the air until 3:13 a.m., EDT, and CBS-TV telecasting until 3:37 a.m. ABC-TV's network news was only on the air from 12:12:30 a.m., EDT.

The complicating maneuvers began the day before the June 6 primary when California Secretary of State Edmund G. Brown Jr. sent telegrams to the three commercial television networks asking that they refrain from projecting the results of the primary election until the balloting was completed. Because of complex voting procedures and extensive local ballot listings in the San Francisco area, it was anticipated that voting in that city could be slowed by as much as two hours.

"We knew in San Francisco that even though the polls closed at 8 o'clock [PDT], the law provides that anybody in line when the polls close should be allowed to vote," Thomas Quinn, assistant to Secretary of State Brown, told BROADCASTING. "It was our feeling and belief that it was going to take about two hours in San Francisco after the polls closed before everybody completed casting their ballots. It was also our feeling that people waiting in those lines, by hearing projections, might either leave the line or it might affect their vote."

Mr. Quinn indicated that his office was hoping to head off a problem that first manifested itself in the gubernatorial election in California in 1966 when the polls in San Francisco were kept open an hour later than in other parts of the state and a number of voters later complained that they already were hearing projections via television that Ronald Reagan had defeated Edmund (Pat) Brown Sr. (the current secretary of state's father) before they had an opportunity to cast their ballots. In direct response to that situation, the California state legislature, in 1967, passed a law saying that returns couldn't be counted anywhere until all polls were closed. It was this law that was to snarl the vote count on June 6.

But first, William Sheehan, vice president and director of television news for ABC News, in responding to Secretary of State Brown's request concerning projections, said that in keeping with longstanding network policy to withhold projections until poll-closing time had passed, "we will avoid projections . . . until the process of balloting in San Francisco has been completed."

NBC News President Reuven Frank, however, told Mr. Brown that while the reason for his concern about projections was understood and respected, "the disadvantages you see in broadcasting projections are so conjectural, as compared with the substantial interest in such projections of the national viewing audience, that the balance of public interest is clearly in favor of broadcasting the projections." Though "respectfully" declining Mr. Brown's request, Mr. Frank assured

him that projections would not be broadcast until after 8 p.m. California time—what was to have been the legal closing time of the polls—and would be based on returns already released by election officials. (No response was received from CBS-TV.)

The controversy was made academic by a federal judge who on election day, in response to a citizen-group petition, ordered the polls in San Francisco to be kept open to 11 p.m., PDT, three hours past the normal closing time, to assure that all eligible voters would have an opportunity to cast ballots. (The problem in San Francisco was a long and involved slate of issues and candidates requiring use of two voting machines to complete a single ballot.) The judge's order delayed, until the San Francisco polls closed, any tabulations of results in California's primary election.

The secretary of state's office was notified of the court decision extending the polling time at about 5:30 p.m., California time. Many election officials around the state, at the local level, apparently didn't know about the court decision. Through inadvertence or improper understanding of the law, some registrars of voting offices began releasing tabulations of votes soon after all the polls but those in San Francisco closed at 8 p.m. PDT. For the networks—ready to go, pre-emptions scheduled, but with little useful information to supply to viewers—it was fortunate that some votes did slip through. Yet it was just a trickle—just 1% of the state total at 8:30 p.m., merely 4% at 9:30 p.m.

The secretary of state's office, after conferring at length with the California attorney general about the interpretation of the law, began notifying every county voting office in the state, ordering them to cease counting votes and not to resume until 11 p.m. While the networks were not in a panic, they were hard-pressed to come up with meaningful information. At NBC-TV, for example, well-laid plans for live coverage of election returns had to be constantly revamped.

Originally NBC was to present a 90-minute special pre-empting *The Tonight Show Starring Johnny Carson* in the East, going on 8:30-10 p.m. PDT. But the cry went up in NBC-TV's West Coast studios in Burbank that "we may not have anything to put on."

A contingency plan was set up with an 8:30-9 p.m. live election special report, followed by the *Nichols* series from 9 to 10, a five-minute election report from 10 to 10:05, followed by *Action Playhouse* until 11, when election coverage would take over until conclusion. But as the confusion over the delayed vote count mounted, NBC finally wound up with a half-hour special report from 8:30 to 9, an election bulletin at 9:30 (interrupting the *Nichols* program with the announcement that a survey of selected precincts showed Senators Humphrey and McGovern "quite close," in some cases separated by only 1%), and straight election coverage from 10 p.m. to 12:13 a.m. PDT. The network's total time on the air with election coverage was two hours and 48 minutes. John Chancellor was the principal

reporter, with David Brinkley presenting evaluations. Additional coverage of the California primary election results was provided in the June 7 edition of the *Today* show, which originated from NBC Burbank, and going on the air as it did at 4 a.m., live to the East Coast, very nearly conflicted with the network's special election coverage.

CBS-TV presented its initial special report at 8:30 p.m. PDT. It was a five-minute broadcast reporting the delay in counting the vote. The network's coverage resumed at 10:13 p.m. PDT and continued through 12:37 a.m. In all, CBS was on the air two hours and 29 minutes.

Walter Cronkite anchored the coverage from Los Angeles. Author Theodore H. White and news correspondent David Schoumacker provided analysis of the returns. Also reporting were correspondents Mike Wallace from Houston and Bruce Morton in Los Angeles and reporter Michele Clark, also from Los Angeles. Coverage also was including on the *CBS Morning News*, anchored in Los Angeles by John Hart.

ABC network news was on the air from 9-9:30 p.m. PDT. The network projected the winner at 11:25 p.m., feeding information to local stations that indicated Senator McGovern would win by a 5% margin. The senator's actual margin of victory, with 99% of the votes counted in the state, was a 45-to-40 percentage lead over Senator Humphrey.

ABC's half-hour special report was anchored by Howard K. Smith in New York and Harry Reasoner in Los Angeles. Also participating in the program were correspondents Sam Donaldson, Bill Matney and Steve Bell.

Actually, perhaps the longest sustained coverage of the California primary was provided by KNBC(TV) Los Angeles. The local station was on the air from 7:30 p.m. to 1:30 a.m. (including cutaways to the network) with election returns. According to the station, A. C. Nielsen overnight ratings gave KNBC an average per quarter hour rating of 13.3 over the 24 quarter hours of election coverage.

Coverage on the networks also included the results in the primaries in New Jersey, South Dakota and New Mexico.

Sec. 315 repeal move hinges on Staggers

Macdonald bill stalled despite conference of Democratic chiefs

House Democratic leaders met last week in an attempt to map strategy on a bill to repeal Section 315 of the Communications Act for presidential and vice-presidential candidates in the general election. But their efforts to persuade Commerce Committee Chairman Harley O. Staggers (D-W. Va.) to act on the measure have thus far been unsuccessful.

Said to be included in the meeting last Wednesday (June 7) were Speaker Carl Albert (Okla.), Majority Leader Hale Boggs (La.), Majority Whip Thomas P. O'Neill Jr. (Mass.), Mr. Staggers and Communications Subcommittee Chair-

man Torbert H. Macdonald (D-Mass.), who introduced the bill two months ago (BROADCASTING, April 17).

An identical bill cleared the Senate in March (BROADCASTING, March 27), but the House measure is still in the Communications Subcommittee awaiting an indication from Mr. Staggers that he wants it reported to the parent Commerce Committee.

One broadcast industry representative expressed some hope last week that the "log jam" on the bill will be broken in the next two weeks. But he said he thought that the House leadership is, for the time being, willing to wait for Mr. Staggers to change his mind.

The broadcast spokesman also pointed out that the appeals court decision granting free prime-time to Representative Shirley Chisholm (D-N.Y.) on CBS and ABC (see page 54) puts broadcast journalists "in even more of a strait jacket" in providing free time to major presidential candidates.

FCC asked to back Ashbrook equal-time plea

Ohio presidential hopeful turns to commission after networks refuse time to answer Nixon busing address

The presidential campaign committee of Representative John Ashbrook (R-Ohio) has asked the FCC to make the three networks give their candidate equal time to answer President Nixon's March 10 televised address on school busing.

Two months ago the Ashbrook for President Committee sent letters to ABC, CBS, and NBC, contending Mr. Nixon's address was political in nature and asking for a half hour of free prime time to present Mr. Ashbrook's case that a constitutional amendment rather than legislation is the best and quickest way to end forced busing (BROADCASTING, April 10).

The networks denied that request, asserting that the telecast was coverage of a news event and hence exempt from the equal opportunities requirement of Section 315 of the Communications Act.

"The position taken by the networks with respect to that broadcast is completely unwarranted by Section 315," said Pat Korten, news secretary of the Ashbrook committee, in a letter to the FCC dated June 1. "If the networks' position were sanctioned, an incumbent President would be afforded precisely the sort of advantage over his opponents in primary and general elections, under the guise of creating 'newsworthy' events, that Section 315 is designed to preclude."

Mr. Korten pointed out that the last sentence of Section 315 states that exemptions from the section do not relieve broadcasters, in presenting news programs, "from the obligation . . . to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

This obligation, Mr. Korten said, has not been met "in this instance, or in the literally scandalous general blackout that the networks have imposed upon Con-

gressman Ashbrook since the announcement of his presidential candidacy over five months ago."

The Ashbrook committee asked the commission to issue a ruling stating that the equal-time requirements of Section 315 apply to the March 16 telecast, and that the networks' fairness obligations extend to both the presidential broadcast and to coverage of the Ashbrook campaign.

Summit retrospective

Returning newsmen remember how Poles turned off coverage when Nixon got lost in crowd

U.S. correspondents who traveled with the President to the Moscow summit fell to comparing notes last week and agreed that one bit of local television coverage during the trip was unique.

In Warsaw on June 1 the President gave his secret-service agents palpitations and befuddled the Polish television crews who were covering ceremonies at the tomb of Poland's unknown soldier when he disappeared into a huge and enthusiastic crowd. While the President was out of sight, the Polish cameraman, using a portable live camera, turned his lens toward the sky. The Polish commentator simply quit talking. Both resumed their work when the President was reclaimed from the crowd.

U.S. network news producers praised the cooperation they received from the Polish broadcast system. They rated it better than the service provided by the Russians.

Poland's television system is modeled after Russia's, with one national channel originating in Warsaw and local services in eight major cities. The country claims 4.5-million television sets, of which perhaps 30,000 are color. Set owners are charged a fee of \$13 a month.

Polish program services operate on both channels from 4 to 11 p.m. Monday-Friday and 9 a.m. to midnight on weekends.

A newsmen's parting is not sweet sorrow

Pressman switches to WNEW-TV; critical resignation letter draws equally sharp reply from Frank

Gabe Pressman, reporter for WNBC-TV New York for more than 17 years, has resigned to join Metromedia Inc.'s WNEW-TV New York, effective June 19. Mr. Pressman's salary at WNBC-TV was reported to be in the \$80,000-to-\$90,000-a-year range and his remuneration at WNEW-TV is understood to be higher.

In his letter of resignation to WNBC-TV, Mr. Pressman said he was certain that he and the station management could agree on salary terms. But he added that he was an advocate of "hard-news coverage" and "more profound investigative reporting" and did not believe that NBC is "the best milieu for this kind of local broadcast journalism."

Reuven Frank, president of NBC News,

replied sharply in a letter to Mr. Pressman, saying NBC News "is still committed to the 'hard news coverage' and 'profound investigative reporting' that you cite in your letter. The latitude we gave you—including your own program, your own staff and (forgive me) your own chauffeur—attests to that commitment. Because we share your belief that investigative reporting is vital to television journalism, we hoped to see more of it from you than we did."

In announcing the appointment last Wednesday (June 7), Lawrence P. Fraiberg, vice president and general manager of WNEW-TV, called Mr. Pressman "a reporter's reporter" who represents "the kind of journalism we are interested in."

Wasilewski decries Red Lion philosophy

NAB head says Supreme Court must alter its thinking, fears erosion of radio-TV by advocacy journalism

Vincent T. Wasilewski, president of the National Association of Broadcasters, maintains that broadcasting's First Amendment troubles stem from the U.S. Supreme Court.

Addressing the Missouri Broadcasters Association last week, he said that the Supreme Court was wrong in the Red Lion decision in 1969, when it held that differences in the news media justify differences in application of the First Amendment standard.

"I believe [this thinking] is a disaster for the nation's principal news media. I believe it, too, must be changed," he said, after noting that the Supreme Court has changed its mind on a number of issues over the years—slavery, income taxes, separate but equal facilities for the races.

A second problem for broadcasters is intimidation, the NAB president said, particularly in election years. And, he added, it is bipartisan.

After citing recent criticisms of broadcasting (from J. Patrick Gray III, now Federal Bureau of Investigation director; from Patrick J. Buchanan, presidential speech writer; from Senator Robert Dole [R-Kan.], chairman of the Republican National Committee; from Senator Robert Byrd [D-W. Va.], and most recently from Clark MacGregor, presidential congressional liaison aide, who charged advocacy journalism). Mr. Wasilewski castigated the idea of advocacy news.

"Advocacy and journalism," he said, "are mutually exclusive concepts . . . It certainly has no place in radio or television news—nor in any form of news."

He continued: "Any extensive practice of advocacy journalism in radio and television would imperil the trust of our audiences, which we have built up over the years and would result in a restriction of our journalistic freedoms . . ."

The place for advocacy, he said, is in editorials, in interviews and in discussion programs.

Broadcasting, as critics note, is regu-

lated, he said, and some is necessary, "but that must not be allowed to serve as an excuse for regulating freedom of speech."

Lower sees virtues in fairness doctrine

However, ABC News head warns against outside judgments; cites surveys as proof of impartiality

The FCC's fairness doctrine is "not a particularly onerous news burden" and certainly does not require broadcast newsmen to produce "toothless programming," Elmer W. Lower, president of ABC News, told the anniversary convention of the International Press Institute, meeting in Munich, Germany, last Tuesday (June 6).

"We do not shy from controversy because of it," he said. "Controversy is the stuff of the social process, and journalists are duty-bound to report it, and to report it fairly. We journalists, by our choice of profession, have a commitment to fairness."

But, Mr. Lower continued, "most assuredly, the fairness doctrine does not mean that the government, whether the FCC, Congress or the courts, has the right to substitute its editorial judgment for that of the broadcaster . . ."

"There is nothing wrong with fairness. There is a great deal wrong with intimidation of broadcasters under the guise of 'enforcing' fairness. The broadcast press should not be made into a common carrier for others' ideas. Thus far it has not been, and thus far, I think, our surveys have shown we've lived up to our obligation to be fair while producing a strong, valid editorial product."

The surveys he mentioned were part of a continuing series commissioned by ABC News to evaluate the content of its evening newscasts. The first study, for 1969, drew skeptical reaction at that time from some critics of TV news because the man who supervised it, Dr. Irving E. Fang, associate professor of journalism and mass communication at the University of Minnesota, had once worked for the ABC News election unit. Since then, Dr. Fang has been joined in the surveys by Professor Leslie Moeller of the University of Iowa School of Journalism, and Dr. William Baxter, associate dean of the University of Georgia School of Journalism. Neither of them, Mr. Lower noted, had worked for ABC News before.

In 1970, 31% of the time devoted to news and 33% of the time spent on commentary were evaluated as likely to be pleasing to an administration supporter, while 34% of the news and 36% of the commentary were rated as likely to be displeasing, Mr. Lower reported. In 1971, he said, 27% of the news was judged pleasing, 28% displeasing, while 33% of the commentary was rated pleasing and 18% displeasing. Material that was not rated as either pleasing or displeasing to an administration supporter was held to be either neutral or balanced.

IDC makes it easier

Founder of ad-monitoring system announces simpler method of getting its cues on tape

International Digisonics Corp., Chicago, whose visually encoded TV monitoring system is the subject of a current FCC inquiry, last week announced an agreement with Telemet Co., Amityville, N.Y., aimed at simplifying the technical procedures of its system.

IDC said it has placed an order with Telemet for two prototypes of a video-tape encoder/verifier which will enable the firm to place identification signals directly on electronic tape. Under the present method, IDC said, it is necessary to transfer the identification signal from a film code strip to the tape itself, and to subsequently use four video-tape machines and a keyer-switcher. With the encoder/verifier, IDC said, the need for the film strip is eliminated and only two video-tape machines are needed.

John Fletcher, IDC director of technical operations, said the decoder/verifier will cause a substantial reduction in the amount of time and equipment necessary for the coding process. He said it will also make possible a more simplified checking of the encoded product by simply playing back the master tape on the machine's verifier section.

IDC has now invested some \$7 million in its system. The FCC inquiry, which is seeking guidelines for visual encoding, has solicited numerous comments from broadcasters, production houses and advertisers—broadcasters generally being opposed to the IDC system. In response to broadcast criticism (they feel that the system is incompatible with film product) IDC has been urging advertisers to use tape instead of film in commercials they wish to be coded.

Bullish forecast for color

Industry sales of color television picture tubes are expected to reach a record high in 1972, according to John B. Farese, executive vice president, RCA Electronic Components. He said U.S. sales of color sets in the first quarter of the year are approximately 25% ahead of the 1971 pace, and he added that "an eight-million color set year is a distinct possibility." Mr. Farese estimated that demand for color picture tubes in Canada and the U.S. will rise 20% and 50%, respectively, in 1972 over 1971.

Stereo moves to AM band

Kahn Research plans to ask FCC for permission to test new system

A stereo AM radio transmission system has been developed by Kahn Research Laboratories, Freeport, N.Y., which hopes to test it on the air late this year, subject to FCC approval.

The tests are to be made in conjunc-



Slow-speed video. Longines-Wittnauer, New York, and Autophon, Zurich, Switzerland, developed a new timing system utilizing television which will be used in the 1972 Munich Olympics. Video Longines employs an Ampex video-tape recorder which tapes 100 frames per second (compared to 25 frames per second for an ordinary recorder) with the exact running time superimposed on the screen. The closed-circuit system can then be played back instantly for judging track, cycling and swimming events. Two such units will be used for the Munich games.

tion with Pacific & Southern Broadcasting's WWDJ(AM) Hackensack, N.J., outlet.

Leonard Kahn, president of the laboratories, was reluctant to reveal details before the application for FCC test authority is filed. But he indicated that the system basically employs the upper and lower sidebands of the assigned carrier frequency, putting "left-hand information" on one and "right-hand information" on the other. Thus two AM sets, one tuned slightly above and the other slightly below the assigned frequency, would receive the broadcast in stereo. Mr. Kahn said a patented device prevents distortion when a single receiver is being used and is tuned squarely on the frequency.

He also indicated that Kahn Laboratories, an affiliate of the ElectroSpace Corp., expects later to license manufacturers to build stereo AM sets that can receive both sideband transmissions in a single unit, eliminating the need for two sets.

The development came publicly to light when WWDJ announced plans to test the system "during the last quarter of this year," subject to FCC approval. Mr. Kahn said the FCC application was in preparation and would be filed shortly.

Kent Burkhart, president of Pacific & Southern's radio division, said WWDJ would present special programming, ranging from rock to semi-classical selections, to appeal to a full range of listeners during the test period. Stereo, he said, "will be dynamite for AM."

Peak sales. International Video Corp., Sunnyvale, Calif., which makes and markets color video-tape recorders and cameras, reported record sales of \$12.7 million for nine-month period ended April 29. Figure represents 64% increase over \$7.8 million registered for comparable period previous year and reportedly 11% greater than entire previous fiscal year.

Beat the clock. Chrono-Log Corp. has introduced Chronolog TV Studio Digital Clock System, which provides precise digital time source for inserting time on video signal for display in studios, closed-circuit TV systems, recording on video tape or for on-air broadcast. Series 60,000 consists of digital clock and one insert/keyer for each video source on which time is to be displayed. System price is \$3,200. 2583 West Chester Pike, Broomall, Pa. 19008.

Canadian sale for RCA. RCA has announced that Canadian government has bought advanced RCA video equipment for first data acquisition facilities installed outside U.S. to receive direct TV transmissions from National Aeronautics and Space Administration's earth resources technology satellites. RCA said equipment is valued at about \$500,000. It will be placed at central receiver site in Prince Albert, Sask., and at Canadian Centre for Remote Sensing in Ottawa.

MCI seeks first public offering

Prospectus filed with SEC says securities' value hinges on FCC microwave applicant approval

MCI Communications Corp., Washington, an applicant before the FCC to construct a nationwide microwave communications system, has announced an initial public stock offering of 3 million common shares which, following the transactions, will represent approximately 26% of the firm's outstanding stock.

The offering, covered in a registration statement filed with—but not yet acted upon by—the Securities and Exchange Commission, is expected to net MCI an aggregate of \$30 million. The stock will be offered at \$10 per share. Blyth & Co., New York, will underwrite the sale.

In addition to its proposed microwave system, which reportedly will involve more than 600 relay stations covering 11,600 route miles, MCI Communications and its 17 carriers own 50% of MCI Lockheed Satellite Corp., one of eight applicants at the FCC for a domestic communications satellite system. The company owns about 9% of MCI-Lockheed Satellite; the carriers, 12 of which are controlled by MCI Communications, owns 41%; the Lockheed Aircraft Corp. owns the remaining 50%.

A prospectus issued by MCI Communications in connection with the public

offering emphasized that the securities in question "involve a high degree of risk." It noted that no revenues can be expected until the proposed microwave system is put into operation, and that construction of the system is subject to FCC approval. Other vital considerations, the firm warned, include the fact that the proposed system is dependent on other local interconnection sources, requires "extensive" financial underwriting (an estimated \$90 million is needed) and is subject to restrictive bank credit.

MCI has reached an agreement with the First National Bank of Chicago and three other institutions for a credit line of \$64 million, subject to various conditions. The firm also noted that it has never paid any cash dividends on its common stock and does not contemplate doing so "in the foreseeable future."

Principal officers and stockholders of MCI Communications are William G. McGowan (board chairman and treasurer) with 17.5% of the firm's 8,390,019 outstanding shares, and John D. Goeken (president), with 17.7%. Mr. Goeken is also president of Microwave Communications Inc., an associated firm. According to the prospectus, Mr. McGowan was paid a salary of \$50,000 last year, and Mr. Goeken, \$51,040. They control 1,466,550 and 1,482,049 shares, respectively.

Other members of the company's board of directors include Kenneth A. Cox (senior vice president), former FCC commissioner and now an attorney with

the Washington communications law firm of Haley, Bader and Potts. Michael H. Bader, a senior partner in that law firm, is also a director. Mr. Cox holds a total of 21,000 MCI common shares.

Following the public offering, MCI Communications will have 11,390,019 outstanding common shares, 74% of which will be held by the owners of the current outstanding stock.

WHDH insurgents blocked

Garfinkle faction's proxies not recognized by management; Clancy slate still in charge

A new court fight appeared likely for the Boston Herald-Traveler Corp. (now officially WHDH Inc.) last week after the management staved off, at least temporarily, attempts by insurgent stockholders to oust President Harold Clancy and install two new directors of their own (BROADCASTING, June 5).

The insurgents, led by Henry Garfinkle of New York, who personally or through his Manhattan News Co. holds about 16%—the largest single block—of the company's stock, showed up at the Wednesday (June 7) stockholders meeting with about 292,000 shares of proxies as against about 250,000 held by Mr. Clancy and his supporters, according to representatives of each side.

But each side promptly challenged the other's proxies, and in the ensuing pro-

ceedings management held its slate of nominees re-elected, and the dissidents' nominees were not nominated or were not allowed to be nominated. All this occurred over the protest of counsel for Mr. Garfinkle, who charged that the actions were illegal and promised further action to overturn them, probably in court. After the meeting the re-elected slate of directors met and reelected Mr. Clancy president.

Five days earlier, in a calmer meeting, the stockholders approved the sale of the Boston Herald-Traveler newspaper facilities to the Hearst Corp. for a revised figure of \$8.64 million (BROADCASTING, May 22) and changed the corporate name to WHDH Inc. Sale of the newspaper was made necessary by the company's loss of channel 5 (WHDH-TV) last March, according to officials.

WRG profits rise

Wells, Rich, Greene, New York, reported a 19.3% gain in net income for the six months ended April 30. Charles Moss, president, noted that increased earnings and revenues for the first half reflected "a constant emphasis on cost controls as well as new business."

For the six months ended April 30:

	1972	1971
Earned per share	\$ 0.99	\$ 0.85
Revenues	9,204,910	7,952,886
Gross billings	61,396,750	53,945,750
Net income	1,624,729	1,361,620
Average shares outstanding	1,643,127	1,600,916

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Broadcasting Stock Index

Weekly market summary of 118 stocks allied with broadcasting

Stock symbol	Exch.	Closing June 7	Closing May 31	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N 67 7/8	72 1/4	- 4 3/8	- 6.05	76 1/4	51 1/4	7,146	485,034
ASI COMMUNICATIONS	ASIC	O 2 1/4	2 1/8	+ 1/8	+ 5.88	5	2	1,815	4,083
CAPITAL CITIES	CCB	N 60 3/4	63	- 2 1/4	- 3.57	64 1/4	48	6,446	391,594
CBS	CBS	N 52	55	- 3	- 5.45	57 7/8	45 1/2	28,096	1,460,992
COX	COX	N 43 1/8	42 1/4	+ 7/8	+ 2.07	49 3/4	36 1/4	5,827	251,289
FEDERATED MEDIA	O	3	3			3 7/8	2 7/8	820	2,460
GROSS TELECASTING	GGG	A 18	18 5/8	- 5/8	- 3.35	23 7/8	12 1/4	800	14,400
LIN	LINB	O 18 1/8	18 1/2	- 3/8	- 2.02	22 3/8	15 1/2	2,296	41,615
MOONEY	MOON	O 10 3/4	10 7/8	- 1/8	- 1.14	10 7/8	4	250	2,687
PACIFIC & SOUTHERN	PSOU	O 15 1/8	16 5/8	- 1 1/2	- 9.02	18 1/4	10 3/8	1,929	29,176
RAHALL COMMUNICATIONS	RAHL	O 17 1/2	15 1/2	+ 2	+ 12.90	29	8	1,037	18,147
SCRIPPS-HOWARD	SCRP	O 22 3/4	22 3/4			27	18	2,589	58,899
STARR	SBG	M 23 3/4	25 3/8	- 1 5/8	- 6.40	28 1/4	15 1/2	1,182	28,072
TAFT	TFB	N 51	52 1/4	- 1 1/4	- 2.39	57 1/4	41 3/4	3,845	196,095
Broadcasting with other major interests							TOTAL	64,078	2,984,543
ADAMS-RUSSELL	AAR	A 5	4 7/8	+ 1/8	+ 2.56	8 3/4	4 3/4	1,250	6,250
AVCO	AV	N 15	15 3/8	- 3/8	- 2.43	20 7/8	15	11,489	172,335
BARTELL MEDIA	BMC	A 4 3/8	4 5/8	- 1/4	- 5.40	7 1/8	4 1/8	2,257	9,874
BOSTON HERALD-TRAVELER	BHLD	O 15	16	- 1	- 6.25	30	11	589	8,835
CHRIS-CRAFT	CCN	N 6 5/8	6 7/8	- 1/4	- 3.63	8 3/4	5 5/8	3,980	26,367
COMBINED COMMUNICATIONS	CCA	A 33 1/4	33 3/8	- 1/8	- .37	42 1/2	29 5/8	3,148	104,671
COWLES COMMUNICATIONS	CWL	N 10 3/4	9 7/8	+ 7/8	+ 8.86	12 1/2	9 1/2	3,969	42,666
DUN & BRADSTREET	DNB	N 76 5/8	75	+ 1 5/8	+ 2.16	80 1/4	63	1,287	98,616
FUQUA	FQA	N 24	24 3/8	- 3/8	- 1.53	27 7/8	20 7/8	8,120	194,880
GABLE INDUSTRIES	GBI	N 30 5/8	30 1/2	+ 1/8	+ .40	32 1/4	24	1,872	57,330
GENERAL TIRE & RUBBER	GY	N 28 1/8	27	+ 1 1/8	+ 4.16	32 5/8	24 5/8	19,483	547,959
GLOBETROTTER COMMUNICATION INC	GL8TA	O 14 3/4	17 1/4	- 2 1/2	- 14.49	20 1/2	9 1/4	2,820	41,595
ISC INDUSTRIES	ISC	A 7 3/4	8	- 1/4	- 3.12	9	6	1,646	12,756
KANSAS STATE NETWORK	KSN	O 7 3/4	7 7/8	- 1/8	- 1.58	7 7/8	6 1/2	1,621	12,562
KINGSTIP INC.	KTPP	O 15 1/2	15 1/2			22	14 1/2	1,154	17,887
LAMB COMMUNICATIONS	O	3 1/4	3 1/2	- 1/4	- 7.14	4 7/8	2	475	1,543
LEE ENTERPRISES	LNT	A 28 3/4	27 3/8	+ 1 3/8	+ 5.02	30	17 1/2	3,289	94,558
LIBERTY CORP.	LC	N 19	18 3/4	+ 1/4	+ 1.33	21 5/8	17 1/2	6,753	128,307
MCGRAW HILL	MHP	N 18 7/8	18 5/8	+ 1/4	+ 1.34	20 7/8	16 1/8	23,327	440,297
MEREDITH CORP.	MOP	N 22 1/8	23 1/2	- 1 3/8	- 5.85	30 3/4	22 1/8	2,772	61,330
METROMEDIA	MET	N 37 1/2	38 1/4	- 3/4	- 1.96	38 7/8	27 1/4	5,956	223,350
MULTIMEDIA INC.	O	43	42 1/4	+ 3/4	+ 1.77	44	14	2,408	103,544
OUTLET CO.	OTU	N 15 3/4	16 1/2	- 3/4	- 4.54	19 3/8	14 3/4	1,335	21,026
POST CORP.	POST	O 26 1/2	24 1/4	+ 2 1/4	+ 9.27	30	9	942	24,963
PUBLISHERS BROADCASTING CORP.	PUBB	O 2 5/8	2 1/4	+ 3/8	+ 16.66	4 7/8	1 5/8	919	2,412
REEVES TELECOM	RBT	A 3 1/4	3 3/8	- 1/8	- 3.70	4 1/4	2 3/8	2,292	7,449
RIDDER PUBLICATIONS	RPI	N 33 1/8	33 1/8			34 1/2	26	8,324	275,732
ROLLINS	RDL	N 37 3/4	37 7/8	- 1/8	- .33	38 3/8	33	12,131	457,945
RUST CRAFT	RUS	A 34	34			36 3/4	24	2,318	78,812
SCHERING-PILOUGH	SGP	N 113 1/2	113 1/4	+ 1/4	+ .22	114 1/2	82 5/8	2,547	289,084
SONDERLING	SDB	A 17 7/8	18 1/8	- 1/4	- 1.37	30 3/4	17 7/8	1,005	17,964
STORER	SDBK	N 43 5/8	45	- 1 3/8	- 3.05	47 1/2	31	4,223	184,228
TURNER COMMUNICATIONS	O	7	6 1/4	+ 3/4	+ 12.00	7	2	1,328	9,296
WASHINGTON POST CO.	WPD	A 33 3/4	33 5/8	+ 1/8	+ .37	35 1/2	23 1/2	4,789	161,628
WOMETCO	WOM	N 23 3/8	24	- 5/8	- 2.60	25 7/8	18 1/2	5,789	135,317
CATV							TOTAL	157,607	4,073,368
AMECO	ACO	O 2 5/8	2 3/4	- 1/8	- 4.54	12 3/4	1 1/2	1,200	3,150
AMERICAN ELECTRONIC LABS	AELBA	O 6 3/4	6 1/4	+ 1/2	+ 8.00	9 3/4	3	1,670	11,272
AMERICAN TV & COMMUNICATIONS	AMTV	O 40 1/2	43	- 2 1/2	- 5.81	43 1/2	17 1/4	2,462	99,711
BURNUP & SIMS	BSIM	O 22 1/2	20 1/8	+ 2 3/8	+ 11.80	22 1/2	6 3/4	6,572	147,870
CABLECOM-GENERAL	CCG	A 13 1/4	13 1/2	- 1/4	- 1.85	18 1/4	12 3/4	2,395	31,733
CABLE INFORMATION SYSTEMS	O	3 3/4	4 1/2	- 3/4	- 16.66	4 3/4	1 3/4	955	3,581
CITIZENS FINANCIAL CORP.	CPN	A 10 1/2	11 1/4	- 3/4	- 6.66	15 1/4	10 1/2	2,355	24,727
COLUMBIA CABLE	CCAB	O 18 1/2	18 1/8	+ 3/8	+ 2.06	29	18 1/8	900	16,650
COMMUNICATIONS PROPERTIES	COMU	O 13 5/8	13 5/8			27 3/8	11 1/8	1,917	26,119
COX CABLE COMMUNICATIONS	CXC	A 32	33 1/8	- 1 1/8	- 3.39	34 5/8	23 1/4	3,555	113,760
CYPRESS COMMUNICATIONS	CYPR	O 20 5/8	21 1/4	- 5/8	- 2.94	21 1/4	7	2,707	55,831
ENTRON	ENT	A 4 7/8	5	- 1/8	- 2.50	9 1/4	3 5/8	1,320	6,435
GENERAL INSTRUMENT CORP.	GRL	N 23 7/8	25 1/8	- 1 1/4	- 4.97	29 1/4	20 3/4	6,501	155,211
LVO CABLE INC.	LVOC	O 13 3/4	13 3/4			16 1/2	6 3/4	1,466	20,157
STERLING COMMUNICATIONS	STER	O 5 5/8	5 5/8			7 3/4	3 1/2	2,162	12,161
TELE-COMMUNICATIONS	TCOM	O 29 3/4	29 3/4			30 3/8	15 1/2	3,856	114,716
TELEPROMPTER	TP	A 35 1/8	35 3/8	- 1/4	- .70	39 3/8	28 1/8	13,472	473,204
TIME INC.	TL	N 49 1/4	53	- 3 3/4	- 7.07	64 3/4	49 1/4	7,278	358,441
VIACOM	VIA	N 21 1/2	21 3/4	- 1/4	- 1.14	28 1/2	15 1/2	3,771	81,076
VIKOA	VIK	A 12	11 1/2	+ 1/2	+ 4.34	19 3/4	8	2,344	28,128
Programming							TOTAL	68,858	1,783,933
COLUMBIA PICTURES	CPS	N 12 1/8	11 1/2	+ 5/8	+ 5.43	14 7/8	9 1/8	6,342	76,896
OISNEY	DIS	N 185 1/4	185 1/4			188	132 3/4	13,223	2,449,560
FILMWAYS	FWY	A 6 1/4	6 5/8	- 3/8	- 5.66	8	4 7/8	1,849	11,556
GULF & WESTERN	GW	N 40 3/8	41 3/4	- 1 3/8	- 3.29	44 3/4	28	15,816	638,571
MCA	MCA	N 29	29 1/2	- 1/2	- 1.69	35 7/8	25 5/8	8,182	237,278
MGM	MGM	N 18	18 5/8	- 5/8	- 3.35	21 1/2	17 1/4	5,895	106,110
MUSIC MAKERS	MUSC	O 2 3/8	2 3/4	- 3/8	- 13.63	3 3/4	1 1/8	534	1,268
TELE-TAPE PRODUCTIONS	O	1	1			2 7/8	1	2,190	2,190
TRANSAMERICA	TA	N 19 3/8	20 1/2	- 1 1/8	- 5.48	23 1/2	18 1/8	64,571	1,251,063

	Stock symbol	Exch.	Closing June 7	Closing May 31	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitalization (000)	
							High	Low			
20TH CENTURY-FOX	TF	N	10 7/8	12 7/8	- 2	- 15.53	17	10 7/8	8,562	93,111	
WALTER READE ORGANIZATION	WALT	O	2 1/8	2 1/4	- 1/8	- 5.55	4 1/8	1 3/8	2,414	5,129	
WARNER COMMUNICATIONS INC.	WCI	N	46 5/8	46 1/4	+ 3/8	+ .81	47 5/8	31 1/4	16,221	756,304	
WRATHER CORP.	WCO	A	12	12 5/8	- 5/8	- 4.95	17 7/8	9 7/8	2,164	25,968	
Service									TOTAL	147,963	5,655,004
JOHN BLAIR	BJ	N	20 1/8	22	- 1 7/8	- 8.52	22 3/8	16 3/4	2,600	52,325	
COMSAT	CQ	N	67 5/8	67 7/8	- 1/4	- .36	75 3/8	56 5/8	10,000	676,250	
CREATIVE MANAGEMENT	CMA	A	14 1/4	14 1/2	- 1/4	- 1.72	15 1/2	9 3/8	1,056	15,048	
DOYLE DANE BERNBACH	DOYL	O	30 3/4	32	- 1 1/4	- 3.90	32	24	1,872	57,564	
ELKINS INSTITUTE	ELKN	O	3	3			16 3/8	3	1,664	4,992	
FOOTE, CONE & BELDING	FCB	N	13 1/8	13 1/8			14	10 5/8	2,176	28,560	
GREY ADVERTISING	GREY	O		16 3/4			18	9 1/4	1,209	20,250	
INTERPUBLIC GROUP	IPG	N	33 1/4	33	+ 1/4	+ .75	33 1/4	22 3/4	2,239	74,446	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	15	15 3/4	- 3/4	- 4.76	17 3/4	5 7/8	825	12,375	
MCCAFFREY & MCCALL		O		12			16 1/2	7	585	7,020	
MOVIELAB	MOV	A	2	2 1/8	- 1/8	- 5.88	3 1/8	1 5/8	1,407	2,814	
MPD VIDEOTECHNICS	MPD	A	5 1/8	4 3/4	+ 3/8	+ 7.89	7 1/8	4	547	2,803	
A. C. NIELSEN	NIELB	O	48 1/2	48 1/4	+ 1/4	+ .51	50	37 5/8	5,299	257,001	
OGILVY & MATHER	OGIL	O	45 1/2	45 1/4	+ 1/4	+ .55	45 1/2	16	1,716	78,078	
PKL CO.	PKL	O					9 1/2	1 3/4	778	1,361	
J. WALTER THOMPSON	JWT	N	46 3/4	48	- 1 1/4	- 2.60	48	40 1/4	2,711	126,739	
WELLS, RICH, GREENE	WRG	N	22 7/8	23 1/2	- 5/8	- 2.65	27 7/8	19 5/8	1,618	37,011	
Manufacturing									TOTAL	38,302	1,454,637
AOMIRAL	ADL	N	19 1/2	22 1/4	- 2 3/4	- 12.35	27	17 1/8	5,163	100,678	
AMPÉX	APX	N	7 5/8	7 5/8			15 1/8	7	10,875	82,921	
CARTRIDGE TELEVISION INC.		O	33 5/8	33 3/8	+ 1/4	+ .74	43 1/2	16 1/2	7,557	254,104	
CCA ELECTRONICS	CCAE	O	4 7/8	4 7/8			6 1/4	2 1/4	2,083	10,154	
COLLINS RADIO	CRI	N	15 5/8	16 5/8	- 1	- 6.01	19 7/8	13 3/8	881	13,765	
COMPUTER EQUIPMENT	CEC	A	3 1/4	3 5/8	- 3/8	- 10.34	4 5/8	3	2,421	7,868	
CONRAC	CAX	N	32 3/8	34 3/4	- 2 3/8	- 6.83	39 3/8	27 1/8	1,259	40,760	
GENERAL ELECTRIC	GE	N	67 3/4	68 3/4	- 1	- 1.45	70 7/8	58 1/4	182,123	2,338,833	
HARRIS-INTERTYPE	HI	N	54 3/4	55 1/8	- 3/8	- .68	59	48 1/4	6,365	348,483	
MAGNAVOX	MAG	N	37 5/8	40	- 2 3/8	- 5.93	52 1/4	36 1/4	17,476	657,534	
3M	MMM	N	151	153 3/8	- 2 3/8	- 1.54	158 3/4	129 1/4	56,300	8,501,300	
MOTOROLA	MOT	N	109	110 5/8	- 1 5/8	- 1.46	114 1/2	80	13,522	1,473,898	
OAK INDUSTRIES	OEN	N	14 5/8	15 3/8	- 3/4	- 4.87	17 1/2	9 5/8	1,638	23,955	
RCA	RCA	N	35 1/2	36 7/8	- 1 3/8	- 3.72	45	34 1/4	74,352	2,639,496	
RSC INDUSTRIES	RSC	A	3	3 1/8	- 1/8	- 4.00	4 3/8	2 7/8	3,458	10,374	
TEKTRONIX	TEK	N	53	55 3/4	- 2 3/4	- 4.93	58	32 3/4	8,128	430,784	
TELEMATIION	TIMT	O		7 3/4			13 3/4	6	1,050	8,137	
WESTINGHOUSE	WX	N	50 1/4	52 1/8	- 1 7/8	- 3.59	54 7/8	43	86,927	4,368,081	
ZENITH	ZE	N	45 1/4	45 7/8	- 5/8	- 1.36	50 1/2	41 3/8	19,031	861,152	
									TOTAL	500,609	2,172,277
									GRAND TOTAL	977,417	18,123,762

Prices for Burnup & Sims reflect 2-for-1 stock split.

Standard & Poor's Industrial Average	120.30	122.49	2.19
A-American Stock Exchange M-Midwest Stock Exchange	N-New York Stock Exchange O-Over the counter (bid price shown)	A blank in closing price columns indicates no trading in stock.	
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.			

Fates & Fortunes®

Broadcast Advertising

Hanley M. Norins, creative director, Young & Rubicam, Los Angeles, and **Frazier R. Purdy** and **Myron Slosberg**, associate creative directors, New York, elected senior VP's.

James L. Ramsey, creative supervisor, Young & Rubicam, Detroit, joins Grey Advertising there as VP and creative director on Ford corporate account.

Charles Greene and **Robert S. Phillips**, creative supervisors, Gramm-Grey, Dusseldorf, Germany, elected VP's, Grey Advertising, New York.

Daniel A. Boone, account supervisor, D'Arcy-MacManus International, Bloomfield Hills, Mich., named VP.

No. 2 in Texas. William P. Hobby Jr., president and executive editor of the *Houston Post*, whose family also owns KPRC-AM-TV there, has been nominated by Texas Democrats as their choice for lieutenant governor. (BROADCASTING, May 29). He won out over Wayne Connally, brother of former Treasury secretary (and former Texas governor), John B. Connally, in election runoff, receiving more than 56% of the votes cast. Mr. Hobby is unopposed in the general election.

Marianne McDermott, manager of broadcast business affairs, Ketchum, MacLeod & Grove, Pittsburgh office, named VP.

Dominick F. Rossi Jr., account supervisor, N. W. Ayer & Son, New York, elected VP.

Jesse Levinson, senior art director; **Nick Pappas**, creative and art supervisor; **Phil Slott**, copywriter, and **John Voulgaris**, creative supervisor, Ted Bates & Co., New York, elected VP's.

Alexander Mohtares, VP and creative director, Chirurg & Cairns, New York, named executive VP.

Martin Ozer, VP, group sales manager, Metro TV Sales, New York, named VP, Eastern sales manager. He succeeds **Gerald J. McGavick**, who became general sales manager, WCVB-TV Boston (BROADCASTING, March 13).

Arthur W. Califano, production super-

visor, McCaffrey & McCall, New York, elected VP.

Michael Hauptman, manager, retail sales development / marketing, ABC-owned radio stations, New York, appointed director of planning.

Michael Eisenberg, manager of nighttime sales analysis, CBS Television Network sales department, New York, appointed assistant director of sales development. He is succeeded by **James Cunningham**, senior sales analyst.

William C. Lyddan, formerly president and chief executive officer of defunct Lennen & Newell, New York, will assume presidency of Buchen Advertising there. He succeeds **G. W. Carrington**, who resigned last March. **Hill Blackett Jr.**, who joined Buchen last fall after serving as chairman of Clinton E. Frank, assumes same position there in Chicago office.

Grace F. Healey, director of research, Eisaman, Johns & Law, Los Angeles, named VP.

Franklin Fisher, account supervisor, Baker/Johnson/Dickinson, Milwaukee, named VP, Cooper/Strock/Scannel, agency there.

Albert T. Rochfort, account supervisor, Buddemeier Advertising, Baltimore agency, named VP and account executive, Waltjen Associates, agency there.

James J. Matthews, general sales manager, WGTU(TV) Traverse City, Mich., elected VP.

Henry J. Feeley and **Robert Hillebrandt**, account executives, Leo Burnett, Chicago, appointed account supervisors.

Ray Maselli, general sales manager, WHEN(AM) Syracuse, N.Y., joins KCMO-AM-TV and KFUM(FM) Kansas City, Mo., in similar capacity.

Thomas Lee Jones, promotion staff, Time-Life Books, New York, appointed director of communications, The Advertising Council there. He succeeds **George W. Hayden**, appointed campaigns manager at council.

S. Michael Komives, account executive, D'Arcy-MacManus-Intermarco, Chicago, joins Clinton E. Frank there in similar capacity.

Martin J. McNamara, product manager, J. B. Roerig, division of Pfizer Pharmaceuticals, New York, joins Lewis & Gilman, Philadelphia, as account executive.

James Joslyn, with sales staff, WLS-TV Chicago, appointed general sales manager. **Bruce W. Schneider**, former manager, St. Louis office, Adam Young, appointed manager of newly opened St. Louis office of Bernard Howard & Co., station rep.

Charles Kollwe, VP and copy group supervisor, Doyle Dane Bernbach, New York, appointed creative director, BBDO's San Francisco regional office.

Larry Duke, with sales staff, KARK-AM-FM Little Rock, Ark., appointed general sales manager.

William D. Alford, general sales manager, WMT-TV Cedar Rapids-Waterloo, Iowa, appointed agricultural sales director for licensee Orion Broadcasting Group which



Robert J. Rawson, deputy chief of FCC Broadcast Bureau, retires June 30 after 26 years with commission, 37 with government. He joined FCC in August 1946 as general attorney, later served as assistant chief then chief of hearing division, chief of renewals and transfers division and, since December 1970, in his present job. He expects to enter private law practice.

also owns: WMT-AM-FM, WAVE-AM-TV Louisville, Ky.; WFRV-TV Green Bay, Wis.; WJMN-TV Escanaba, Mich., and WFIE-TV Evansville, Ind.

Media

Tally Simpson, director of broadcast relations, **James Martinson**, manager of station development, Cy N. Bahakel Broadcasting, Charlotte, N.C.-based group owner, named VP's.

Edward J. Schuelein, general manager, KRCG(TV) Jefferson City, Mo., elected VP of licensee, Mid-America Television.

Russell Wittberger, general manager, WMYQ(FM) Miami, elected VP of licensee, Bartell Broadcasting of Florida.

Laurence C. Windsor Jr., director of advertising and promotion, Sterling Communications, New York, named VP and director of public affairs.

Peter V. O'Reilly, former VP and general manager, WTOP(AM) Washington, appointed general manager, WRC-AM-FM there. He succeeds late **Harry A. Karr Jr.** (BROADCASTING, May 8).



Bob Hingle, supervisor, affiliate relations/clearance, ABC-TV, New York, appointed regional manager, affiliate relations, covering Texas, Oklahoma, Kansas, Missouri, Mississippi, Louisiana and Arkansas.

William Dilday Jr., former director of personnel, WHDH-AM-FM-TV Boston, joins WLBT(TV) Jackson, Miss., as general manager. He succeeds **Robert L. McRaney Jr.** (BROADCASTING, April 24, June 5).



Patrick Marz, in business department of ABC Radio News, appointed business manager, ABC Radio News, New York.

Carter C. Hardwick Jr., former senior VP of Cosmos Broadcasting and general manager of its WTOL-TV Toledo, Ohio,

joins WCBD-TV Charleston, S.C., as general manager. **Douglas M. Bradham**, operations manager, WCBD-TV, appointed director of business affairs.

Howard A. Burkat, community-services manager, WCBS-TV New York, appointed manager of advertising and promotion, succeeding **William Mandel**.

Irvine B. Hill, executive VP and general manager, WCMS-AM-FM Norfolk, Va., named president.

Gene Autry, **Ina Autry**, **William D. Shaw**, **Clair L. Stout**, **Forrest Shumway**, **Andrew J. Chitica** and **Walton S. Reid** elected to one-year terms as directors of Golden West Broadcasters, Los Angeles, whose interests include KMPC(AM) Los Angeles; KSFO(AM) San Francisco; KEX(AM) Portland, Ore.; KVI(AM) Seattle; KTLA(TV) Los Angeles; California Angels baseball club; and minority interest in Los Angeles Rams football team. Messrs. Shumway, Chitica and Redi represent GWB stock owned by Signal Companies Inc., Los Angeles. Other directors represent majority stock interest held by Golden West Broadcasters.

Karl M. Wiener, assistant controller, Avco Broadcasting, Cincinnati, appointed controller. **Michael P. Hall**, general ledger accountant, appointed accounting manager.

Ralph G. Gellatly, manager, Touche Ross & Co., Detroit-based accounting firm, joins Rahall Communications Corp., St. Petersburg, Fla., as corporate VP-controller.

William H. Wills, formerly with WLWT(TV) Cincinnati, joins WGN-AM-TV Chicago as assistant manager of PR and advertising. **Mary E. Zerler**, assistant publicity director, WGN, appointed director of publicity.

Lois Shoeholz, production assistant, WBZ-TV Boston, appointed community services director.

Hugh Turner, president and general manager, WTIM-AM-FM San Rafael, Calif., retires from radio after 35 years, to be associated with Nightingale-Conant Human Resources Co., Chicago.

Mattie Majors, with WJMO(AM) Cleveland Heights, Ohio, joins WKBN-AM-TV Youngstown, Ohio, as minority affairs coordinator.

Jeff Bell, communications instructor, Graham Junior College, Boston, joins WSAZ-TV Huntington, W. Va., as promotion manager.

Programing

David Levy, executive producer and creator of *Sarge* series for NBC-TV, joins Paramount Television, Hollywood, as TV development executive with responsibility for developing programs for network and syndication release.

Oswaldo Barzelatto, general manager of Screen Gems de Mexico, appointed VP in charge of Latin American operations for Screen Gems International, with headquarters in Mexico City.

Charlie Smith, director of national field services, Children's Television Workshop, New York, appointed assistant to presi-

dent of CTW and director of station relations. **Ronald Townsend**, business manager for field-services program of CTW, appointed director of national field services.

Theodore W. O'Connell Jr., VP and assistant to president, CBS-TV, named VP for program services, New York. He assumes administrative duties formerly divided among other officers of program department and will also serve as liaison between program department and other operating units of network.



Mr. O'Connell

David Freedman, director, talent and program administration, NBC-TV, West Coast, named VP of business affairs, Paramount Television, Hollywood.

Thomas F. McAndrews, president, Malibu Motion Picture Productions, Los Angeles, joins Paramount Television, Hollywood, as program executive.

James V. Shannon, head of own marketing consultancy, New York, joins Viacom International there as head of marketing activities of licensing and merchandising department.

Gerald L. Adler, VP in charge of production for Cinema Center 100, North Hollywood, Calif., CBS feature-film production unit, appointed executive producer for Warner Bros. Television, Burbank, Calif., with responsibilities for current program series production and for liaison between production units and program departments of networks. **Enid Moore**, manager of publicity, advertising and promotion, MGM-TV, named manager of network relations in Warner's New York office.

Al Adolph, former sales representative with Warner Bros. Television, appointed Western division sales manager, Four Star Entertainment, Los Angeles.

Evelyn F. Burkey, executive director of Writers Guild of America East, retires after 18 years service. She continues with guild on consultant basis. **Leonard Wasser**, assistant to Miss Burkey, appointed guild's acting executive director, and **Paul A. Erbach**, assistant executive director, appointed associate executive director.

Samuel Gang, head of his own Global TV distribution firm, New York, joins National General Television there as director of international sales. **B. Crenshaw Bonner**, formerly with National Telefilm Associates, Atlanta, appointed Southern division manager, Atlanta. **Ben Colman**, account executive with National General Television, appointed Eastern division manager.

Allan B. Connal, manager, NBC Sports, New York, appointed executive producer.

Herb Schaefer, Northeastern district manager, Buena Vista Distribution Co., Burbank, Calif., distribution division of Walt Disney Productions, retires. **Joe**

ABC stripes for seven. Seven executives elected VP's of ABC, broadcasting division of ABC Inc.: Seymour Amlen, director, primary research, ABC-TV; Frank Brill, director, talent, ABC-TV; Robert F. Fountain, director, news sales, ABC-TV; Norman H. Grant, general manager, TV facilities and services, broadcast operations and engineering, Los Angeles; Albert T. Primo, director, news, ABC-owned TV stations; Frederick J. Schuhmann, general manager, TV facilities and services, broadcast operations and engineering, New York, and Edward D. Williams, director, management information systems, ABC.

Brecheen, Washington branch manager, Buena Vista Distribution, retires.

Bruce L. Wolfson, director of syndication for EUE/Screen Gems Video Services, appointed executive director of Lewron Television Inc., New York.

Broadcast Journalism

Leo McElroy, news director KABM(AM) Los Angeles, elected chairman of California Associated Press Television and Radio Association.

Cary Simpson, WTRN(AM) Tyrone, Pa., elected president, Pennsylvania Associated Press Broadcasters Association. **Jack Clements**, WCAU-AM-FM-TV Philadelphia, elected first VP. **Jim Rowley**, WLAN-AM-FM Lancaster, Pa., elected second VP.

Gil Butler, anchorman and reporter, WTOP-TV Washington, appointed White House correspondent.

Michael Von Ende, former assistant news director, WBZ-TV Boston, joins KYW-TV Philadelphia as news director. Both are Westinghouse stations.

Albin Krebs, reporter for *New York Times* and author of its "Notes on People" column for past year, appointed TV correspondent for *Times*, responsible for coverage of all facets of news in TV field.

Tony Hernandez, assistant sports director, KGO-TV San Francisco, appointed sportscaster for WCBS-TV weeknight *Eleven O'Clock Report*. He succeeds **Andy Musser**, who continues covering National Football League games for CBS-TV and serving as an anchorman on *Sports World Roundup* on CBS Radio.

Rick Moore, director of news and public affairs, WSIX-AM-FM-TV Nashville, joins

WLKY-TV Louisville, Ky., as anchorman and news director.

Peter Gamble, with news department, WWDC-AM-FM Washington, joins WCAU(AM) Philadelphia as newsman.

Andy Brigham, assistant news director, WKBW-TV Buffalo, N.Y., appointed news director, WHEN-TV Syracuse, N.Y. Mr. Brigham succeeds **Art Goodwin**, appointed managing editor of *Noon Report*. **Ron Curtis**, anchorman, WKBW, appointed managing editor of *Six and Eleven O'Clock News*.

Gene Handsaker, reporter, editor and feature writer for 29 years in Los Angeles bureau, Associated Press, retires to do daily radio interviews from Hollywood to be distributed by AP Voice Features.

Cable

John L. Tatta, executive VP and general manager, Sterling Manhattan Cable Television, New York, named president of Sterling Nassau Cable Television, subsidiary of Sterling Communications, New York, serving Jericho-Hicksville area. Mr. Tatta's vacated post will not be filled.

Henry Bovin, director of engineering, CBS, New York, joins Sterling Manhattan Cable Television there as general manager of engineering operations.

Joseph W. Benes, VP and general manager of Coachella Valley Television, Palm Desert, Calif., elected president of California Community Television Association.

Music

R. F. Frohlich, PR director of American Society of Composers, Authors and Publishers, New York, appointed assistant to ASCAP President Stanley Adams.

Don Tegeler, former music director, WHN(AM) New York, joins WPEN-AM-FM Philadelphia in similar capacity.

Michael Murphy, announcer KOMO(AM) San Antonio, Tex., appointed music director, KITE(AM) there.

Equipment & Engineering

Ronald M. Baker, chief engineer, WGTU-TV Traverse City, Mich., elected VP.

Paul G. Hansil, product manager, Ampex audio-video systems division, Atlanta office, appointed southeast regional manager. **Roger Miller**, senior field service engineer, Dallas office, appointed sales engineer for audio-video division, covering areas of Mississippi, Louisiana and southern Texas.

Allied Fields

William G. Harley, president, National Association of Educational Broadcasters, Washington, awarded honorary doctor of laws degree from alma mater, University of Wisconsin, for his national and international contributions to educational broadcasting over 35 years. Mr. Harley put university's WHA-TV Madison on air in 1954 and ran it for seven years.

Irving Klein, former executive VP of Independent Television Corp., New York (BROADCASTING, June 5), joins law

Big-board board. Robert W. Sarnoff, chairman and chief executive officer of RCA Corp., New York, has been named by New York Stock Exchange as one of 10 members to represent public on its proposed new 21-member board of directors. Panel—committed to serving public interest and strengthening stock exchange as public market—replaces present 33-man board, which included only three public members.

firm of Klein, Freedman & Brett, New York, where he will specialize in entertainment and TV fields. 645 Madison Avenue, New York 1022. Telephone: 832-2800.

Fay Gillis Wells, White House correspondent, Storer Broadcasting, named winner, Charlotte Friel Memorial Award, sponsored by CBS Inc.

Richard L. Brown leaves FCC's Cable Television Bureau, Washington, to join Farrow, Cahill, Kaswell, Sagura & Rader, Washington communications law firm.

Deaths

John M. Camp, 60, president, J. M. Camp & Associates, Wheaton, Ill., agency, and owner and president of WPOW(AM) New York, WHAZ(AM) Troy, N.Y., and KWBA(AM) Baytown, Tex., died June 6

at his home in Wheaton of cardiac arrest. He is survived by his wife, Ruth, two daughters and three sons.

Helen S. Mark, 87, widow of Leroy Mark, founder of American Broadcasting Co., died May 31 in San Mateo, Calif. In 1924 her husband put WOL(AM) Washington on air. In 1944 WOL was traded for WMT(AM) Cedar Rapids-Waterloo, Iowa, owned by *Des Moines Register & Tribune's* Cowles Broadcasting. Mrs. Mark was president of licensee American Broadcasting Co. for 25 years following her husband's death. She is survived by two daughters and two sons.

Dick Thames, 29, sportscaster for WAPT(TV) Jackson, Miss., died June 2 in aircraft accident while on assignment at air show. Mr. Thames was to have received sportscasting award from Mississippi Broadcasting Association on the following day. He is survived by his parents.

John Mannix, 46, general manager of KRAA(FM) Little Rock, Ark., died May 14 at Veteran hospital there after brief illness. He is survived by his wife, Mary Lou, and six sons.

Donald E. Moore, 28, producer-director, WWJ-TV Detroit, died May 20 at Old Grace hospital there after lengthy illness. He had been with station for three years.

John Roeburt, 63, author of radio-TV dramas, died May 22 at his summer home, Fire Island, N.Y. He is survived by his wife, Agda, two daughters, and one son.

Lee Erwin, 57, television writer, died of cancer June 4 in Los Angeles. Mr. Erwin wrote scripts for such TV series as *All in the Family*, *The Danny Thomas Show* and *The Dick Van Dyke Show*. He is survived by his wife, Libby.

For the Record®

As compiled by BROADCASTING, May 31 through June 6, 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—presubmit 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

Final action

■ McGill, Nev.—FCC adopted amendment of TV table of assignments by reassigning Richfield, Utah, ch. 13 to McGill as educational channel, and replacing it with ch. 8 (presently assigned to McGill) (Doc. 19463). Action June 1.

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Jackson,

Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, scheduled conference for June 12, for purpose of affording parties opportunity to state respective positions regarding petition to reopen record by Channel 3 Inc. filed June 1 (Docs. 18845-9). Action June 2.

Call letter applications

■ Los Angeles Unified School District, Los Angeles—Seeks *KLCS(TV).
 ■ New Mexico State University, Las Cruces, N.M.—Seeks *KRWG-TV.

Call letter action

■ Redwood Empire Broadcasting Co., Santa Rosa, Calif.—Granted KFTY(TV).

Existing TV stations

Final actions

■ KINY-TV Juneau, Alaska—Broadcast Bureau granted mod. of license covering change of studio location to 231 South Franklin Street, Juneau, and operate trans. by remote control from studio location. Action May 26.
 ■ *WMFE-TV Orlando, Fla.—FCC granted application of Florida Central East Coast Educational Television Inc., for change in facilities of *WMFE-

TV ch. 24, Orlando. Action May 24.

■ WWJ-TV Detroit—FCC granted application by Evening News Association for renewal of license for WWJ-TV Detroit. In action, commission denied petition to deny by Inter-Faith Centers for Racial Justice Inc. (IFC). In separate but related action, commission dismissed complaint by National Association of Theatre Owners of Michigan Inc., requesting denial of the WWJ-TV renewal application. Action June 1.

■ KAUS-TV Austin, Minn.—FCC accepted application by Minnesota-Iowa Television Co. (KAUS-TV ch. 6 Austin, Minn.), to permit omnidirectional operation. Action May 24.

■ XETV(TV) Tijuana, Mexico—FCC denied applicant network TV programs to Mexican XETV. Decision was prepared under supervision of Commissioner Robert T. Bartley (Doc. 18606). Action May 24.

■ KTAL-TV Texarkana, Tex.—FCC approved payment of \$15,000 to Office of Communication of United Church of Christ (UCC) by KCMC Inc., [KTAL-TV] Texarkana, for UCC's activities on behalf of groups opposing 1968 renewal of KTAL-TV license. Action June 5.

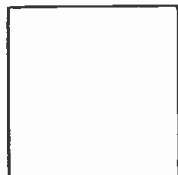
■ Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, on request of Chief of Broadcast Bureau, extended through June 15 time to file responses to petition of Dubuque Communications Corp. (Doc. 19339). Action May 30.

■ Chief Hearing Examiner Arthur A. Gladstone in San Juan, Mayaguez and Ponce, all Puerto Rico (Telesanjuan Inc. [WTSJ(TV), WMGZ(TV) and WPSJ(TV)]), TV proceeding, scheduled hearing for Sept. 19 in San Juan, and following completion of required sessions in San Juan, further hearing sessions for Oct. 4 in New York; and set certain procedural dates (Docs. 19353-5). Action June 2.

■ Hearing Examiner Isadore A. Honig in matter of Alabama Educational Television Commission—for renewal of licenses for *WAIQ(TV), Montgomery, Alabama, et al., granted request by applicant and postponed date for exchange of affirmative case exhibits from May 30, to later date to be determined at further prehearing conference, and scheduled further prehearing conference for June 8 (action May 30); in separate actions, granted request by Edwards, Farrell and Suits, and extended to June 16, time to file motion to compel answers to interrogatories, Action May 30; and granted motion by applicant and extended to June 6 time to answer interrogatories and for filing further objections based on burdensomeness by AETC (Docs. 19422-30). Action May 31.

Other actions

■ Review board in Daytona Beach, Fla., TV proceeding, denied petition by Cowles Florida Broadcasting Inc. (WESH-TV Daytona Beach), of comparative efforts issue. Proceeding involves mutually



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exclusive applications of Cowles for renewal of its television license and modification of its authorized facilities at Daytona Beach, and of Central Florida Enterprises Inc. for CP for new facility at Daytona Beach (Docs. 19168-70). Action May 23.

■ Review board in Daytona Beach, Fla., TV proceeding, denied motion by Cowles Florida Broadcasting Inc. (WESH-TV Daytona Beach), for addition of issues based on fact that Central Florida Enterprises Inc. does not propose to have studio located in Orlando, Fla., area (Docs. 19168-70). Action June 2.

■ Review board members Pincock, Berkemeyer and Kessler in Lynchburg, Va. (WLVA-TV), denied application of WLVA Inc., for CP to move trans. site, increase ant. height, and make other changes for WLVA-TV ch. 13 Lynchburg and for waiver of rules (Doc. 18405). Action May 26.

Call letter applications

- WURD(TV) Indianapolis—Seeks WHMB-TV.
- WSJS-TV Winston-Salem, N.C.—Seeks WXII-TV.

Call letter actions

- KOGO-TV San Diego—Granted KGTV(TV).
- KLZ-TV Denver—Granted KMGH-TV.
- WFBM-TV Indianapolis—Granted WRTV(TV).

Network affiliations

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.

■ KIFI-TV Idaho Falls, Idaho (The Post Co.)—Agreement dated Nov. 4, 1971, effective Sept. 1, 1971, through Sept. 1, 1973. Programs delivered to Salt Lake City. Network rate \$327; compensation paid at 30% prime-time.

■ WBFF-TV Baltimore (Chesapeake Engineering Placement Service Inc.)—Agreement dated May 15, effective Nov. 14, 1971, through Sept. 1, Network rate \$170; compensation paid at 30% prime-time.

■ WUAB-TV Lorain-Cleveland, Ohio (WUAB Inc.)—Agreement dated Jan. 19, effective Dec. 1, 1971, through Jan. 1, 1973. Network rate \$840; compensation paid at 30% prime-time

New AM stations

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Salem and West Derry, both New Hampshire (Salem Broadcasting Co., New Hampshire Broadcasting Corp. and Spacetown Broadcasting Corp.), AM proceeding, on request of Spacetown Broadcasting Corp. extended to June 12 time in which Spacetown may reply to oppositions to its May 12 petition to dismiss applications (Docs. 19434-6). Action June 1.

■ Hearing Examiner Jay A. Kyle in Pineville, La., and Dermott, Ark. (Robert Cowan Wagner and Southeast Arkansas Radio Inc.), AM proceeding, rescheduled hearing for Sept. 12 in accordance with May 31 prehearing conference (Docs. 19473-4). Action May 31.

■ Hearing Examiner Jay A. Kyle in Pineville, La., and Dermott, Ark. (Robert Cowan Wagner and Southeast Arkansas Radio Inc.), AM proceeding, granted petition by Southeast Arkansas Radio Inc. for leave to amend its application to reflect minor changes in business interests, issuance of stock of Southeast, general audience survey, financial and amendment to its by-laws on shareholders meeting held May 15 (Docs. 19473-4). Action June 5.

■ Hearing Examiner Ernest Nash in Fajardo, Puerto Rico, and Frederiksted, St. Croix, Virgin Islands (Fajardo Broadcasting Corp. and Carlos A. Lopez-Lay), AM proceeding, on request of applicants, postponed hearing scheduled for June 14, subject to further order of examiner (Docs. 19386-7). Action May 30.

Other actions

■ Review board in Springfield and Joplin, both Missouri, AM proceeding, granted A-W Broadcasting Co. extension of time through June 9, to file reply to oppositions to its petition to enlarge issues, and through June 15, to file reply to oppositions to its further petition to enlarge issues. Proceeding involves mutually exclusive applications of A-W Broadcasting Co. and Queen City Broadcasting Co. for new AM's on 1550 khz, and William B. Neal to change facilities of KQYX on 1560 khz from 250 w to 10 kw DA-D at Joplin (Docs. 19480-2). Action May 30.

■ Review board in Salem and West Derry, both New Hampshire, AM proceeding, allowed Salem Broadcasting Co. extra time through June 13 to file opposition to petition by New Hampshire Broadcasting Corp. to enlarge issues. Proceeding involves applications for 1110 khz at Salem and West Derry (Docs. 19434-6). Action May 26.

Initial decision

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio, proposed in initial decision grant of application of Circleville Broadcasting Co. for CP for new daytime AM at Circleville on 1540 khz, with 1 kw DA. (Doc. 28858). Action May 31.

Call letter applications

- Community Broadcasting Co. of Hartsville, Hartsville, S.C.—Seeks WSDC.
- Town & Country Radio, Smithfield, Va.—Seeks WAYM.

Call letter action

■ Clark Broadcasting Co., Waterloo, Iowa—Granted KLEU.

Existing AM stations

Final actions

■ KSRM Soldatna, Alaska—Broadcast Bureau granted CP to change ant.-trans. and main studio location to Mile 6, Kalifornsky Beach Road, Soldatna. Action May 31.

■ KDON Salinas, Calif.—Broadcast Bureau granted CP to make changes in ant. system. Action May 31.

■ KCNO Alturas, Calif.—Broadcast Bureau granted license covering CP to increase daytime power and install new trans. Action May 31.

■ WCRA Effingham, Ill.—Broadcast Bureau granted license covering use of former main trans. for alt.-main trans. Action May 25.

■ Gettysburg, Pa.—FCC denied petition by Times and News Publishing Co., applicant for renewal of WGET (1320 khz, 500 w, 1 kw-LS, DA, U) Gettysburg, and Raystay Co., for approval of agreement. Action May 24.

■ KIT Yakima, Wash.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action May 31.

Other actions

■ Review board in Smyrna, Ga., set oral argument for June 20 on exceptions and briefs to initial decision released July 1, 1971, denying application for transfer of control of Jonquill Broadcasting Co. (WYNX Smyrna), from Laurence N. Polk Jr. to Times-Journal Inc. and M. W. Kinney Jr. (Doc. 18784). Twenty minutes have been allocated for oral argument to Times-Journal Inc. and M. W. Kinney Jr., to Laurence N. Polk Jr. and to Chief, Broadcast Bureau. Counsel for Times-Journal Inc. and M. W. Kinney Jr. may reserve part of time for rebuttal. Action May 30.

■ Review board in Cleveland Heights, Ohio, license-renewal proceeding (WJMO and WLYT(FM)), granted Friendly Broadcasting Co. extra time through May 26 to file responses to appeal from reverse ruling filed by Broadcast Bureau. Applications of Friendly Broadcasting Company for renewal of licenses for stations WJMO and WLYT(FM) Cleveland Heights were set for hearing January 26 (Doc. 19412). Action May 30.

Call letter applications

- WFBF Fernandina Beach, Fla.—Seeks WYHI.
- WGEI Indianapolis—Seeks WNIR.

Call letter actions

- WIII Homestead, Fla.—Granted WRSD.
- WMIL Milwaukee—Granted WZUU.

New FM stations

Applications

■ Apache Junction, Ariz.—Harold R. Harkins. Seeks 107.1 mhz, 3 kw. HAAT minus 903 ft. P.O. address Box N, Apache Junction 85220. Estimated construction cost \$16,152.25; first-year operating cost \$5,600; revenue \$24,000. Principals: Harold R. Harkins (100%). Mr. Harkins is part-time announcer-engineer for KXTC(AM) Phoenix. He is also stand-by announcer-engineer for night duty for KTAR(AM) Phoenix. Ann. May 9.

■ St. Charles, Mo.—St. Charles Broadcasting Co. Seeks 97.1 mhz, 100 kw. HAAT 837 ft. P.O. address 526 Hollywood Place, Webster Groves, Mo. 63119. Estimated construction cost \$129,064; first-year operating cost \$60,000; revenue \$75,000. Principals: Florence Powers (20%), Paul L. Bair (15%), et al. Mr. Bair is freelance broadcaster for Pulitzer Broadcasting Co., radio and TV firm in St. Louis.

He also does public relations for C.C.U.A., organization that gives religious viewpoint of contemporary social scene in St. Louis. Ann. May 9.

■ Neenah-Menasha, Wis.—Total Radio Inc. Seeks 100.1 mhz, 3 kw. HAAT 300 ft. P.O. address c/o Radio Station WYNE, Box 92, Appleton, Wis. 54911. Estimated construction cost \$70,500; first-year operating cost \$47,823; revenue \$40,000. Principals: Earl Gilling (30%), Melvin J. Andre (30%) and Carl J. Tutera (40%). Mr. Gilling is president of dairy company in Kaukauna, Wis. He also has interests in plywood, retail and banking in Wisconsin and Michigan. Mr. Andre is director of bank in Madison, Wis. He also has extensive real estate holdings. Mr. Tutera is secretary-treasurer and 33 1/3% owner of WYEE(FM) Sun Prairie, Wis. He also has 20% interest in WBOO(AM) Baraboo, Wis. Ann. May 9.

■ *New Britain, Conn.—Central Connecticut State College. Broadcast Bureau granted 90.1 mhz, 10 w. HAAT not applicable. P.O. address 1615 Stanley Street, New Britain, Conn. 06505. Estimated construction cost \$4,770; first-year operating cost \$7,000; revenue none. Principals: Board of trustees for state college. Action May 11.

Actions on motions

■ Hearing Examiner David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, due to conflict in examiner's calendar but with oral concurrence of parties during informal conference, rescheduled hearing tentatively for Aug. 7 (Docs. 19410-1). Action May 31.

■ Hearing Examiner David I. Kraushaar in Pica-yune, Miss. (Tung Broadcasting Co. and Andres Calandria), FM proceeding, on petition by Andres Calandria, extended through June 16, time to file reply briefs to proposed findings of fact and conclusions of law due June 9 (Docs. 19345-6). Action June 1.

■ Hearing Examiner David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, granted petition by WIOO Inc. for leave to amend its application for purpose of meeting questions raised by Cumberland Broadcasting Co. in petition for enlargement of issues regarding WIOO's financial qualifications (Docs. 19468-9, 19471). Action May 30.

■ Hearing Examiner James F. Tierney in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, granted petition by Sun City Broadcasting Corp. for leave to amend its application to reflect change in stockholder's status in another application (Docs. 19087-8). Action June 2.

■ Hearing Examiner James F. Tierney in Blairstown, N.J. (Benjamin J. Friedland and Warren Broadcasting Corp.), FM proceeding, granted joint request for approval of agreement by applicants; granted application of Warren Broadcasting; dismissed with prejudice application of Benjamin J. Friedland; and terminated proceeding (Docs. 19437-8). Action May 25.

Rulemaking petition

■ Acting Chief, Broadcast Bureau, Robert J. Rawson, on request of Indian Nation Broadcasting Co., (KINB Poteau, Okla.) extended through June 14, time to file responses to petition for rulemaking in matter of amendment of FM table of assignments for new class C allocation and deletion of class A allocation at Poteau. Action May 25.

Rulemaking action

■ Modesto and Manteca, both California, and Albuquerque, N.M.—FCC amended FM table of assignments with assignment of ch. 244A to Modesto and ch. 272A to Manteca. Requests for assignment of ch.'s 278 and 268 to Albuquerque were denied. (Doc. 19297). Action June 1.

Call letter applications

- WJDB Radio Inc., Thomasville, Ala.—Seeks WJDB-FM.
- KVOY Radio Inc., Yuma, Ariz.—Seeks KVOY-FM.
- Meade County Broadcasting Co., Brandenburg, Ky.—Seeks WWMG(FM).
- J & R Electronics Inc., Iron Mountain, Mich.—Seeks WJNR-FM.
- Brookdale Community College, Lincroft, N.J.—Seeks *WBJB-FM.
- Fisk University, Nashville—Seeks *WRFN(FM).
- Roy Davis, Red Bank, Tenn.—Seeks WSIM(FM).
- D K Television Inc., Corsicana, Tex.—Seeks KCIR(FM).
- Hampden-Sydney College, Hampden-Sydney, Va.—Seeks *WWHS-FM.
- Spokane Falls Community College, Spokane, Wash.—Seeks *KSFC(FM).

Call letter actions

■ Radio San Juan Inc., Durango, Colo.—Granted KIUP-FM.

Summary of broadcasting

Compiled by FCC May 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,343	3	19	4,365	56	4,421 ¹
Commercial FM	2,286	1	48	2,325 ²	15	2,442
Commercial TV-VHF	503	2	6	511 ³	15	526 ³
Commercial TV-UHF	184	0	6	190 ³	62	252 ³
Total commercial TV	687	2	12	701	77	778
Educational FM	488	1	9	508	72	580
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	117	0	7	124	12	136
Total educational TV	203	3	9	213	14	227

* 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.

- Christian Fellowship Mission Inc., Sarasota, Fla.—Granted WKZM(FM).
- University of Georgia, Athens, Ga.—Granted *WUOG(FM).
- William Joseph Dunn, Lowell, Ind.—Granted WLCL-FM.
- Kirkwood Community College, Cedar Rapids, Iowa—Granted *KCCCK-FM.
- Manhattan Broadcasting Co., Manhattan, Kan.—Granted KMKF(FM).
- Hoy Communications Corp., Biddeford, Me.—Granted WIDE-FM.
- Stereo Corp., Lewiston, Me.—Granted WBLM(FM).
- Rivers Country Day School, Weston, Mass.—Granted *WRSB(FM).
- KMON Inc., Great Falls, Mont.—Granted KNUW(FM).
- Highland Park High School, Highland Park, N.J.—Granted *WVHP-FM.
- American Christian College Inc., Tulsa, Okla.—Granted KBJH(FM).
- Southwestern Inc., Memphis—Granted *WLYX-FM.
- Vermont State College, Johnson, Vt.—Granted *WJSC-FM.

Designated for hearing

- Chief, Broadcast Bureau, in Sacramento, Calif., set for hearing applications for new FM set for hearing applications of California Stereo Inc. and Interact Inc., for new commercial FM to operate on ch. 29.3 at Sacramento (Docs. 19515-6). Action May 31.

Existing FM stations

Final actions

- WCOF-FM Immokalee, Fla.—Broadcast Bureau accepted data filed March 3, in accordance with commission's second report and order adopted Nov. 3, 1971, and released Nov. 5, 1971, in Doc. No. 19160, showing proposed operation on 95.9 mhz, ch. 240, change trans. and studio location to on Williams Road, one mile west of Highway 41, Bonita Springs, Fla.; change trans. and ant.; made changes in ant. system; change station location to Bonita Springs; ERP 3 kw; ant. height 300 ft. (Doc. 19160). Action May 25.
- WWBA-FM St. Petersburg, Fla.—Broadcast Bureau granted CP to install new ant.; change ERP to 57 kw and ant. height to 360 ft.; remote control permitted. Action June 1.
- WMCF(FM) Stuart, Fla.—Broadcast Bureau granted CP to change trans. to studio building on same property; and make changes in transmission line. Action May 26.
- KVOR-FM Colorado Springs—Broadcast Bureau granted CP to change trans. location to 5.25 miles south southwest of Colorado Springs on Cheyenne Mountain, south of Colorado Springs; change studio location and remote control to 600 East Brookside Street, Colorado Springs; install new trans.; install new ant.; make changes in ant. system; ERP 25 kw; ant. height 2,130 ft.; remote control permitted. Action May 30.
- WNUS-FM Chicago—Broadcast Bureau granted CP to change trans. location to Kemper Building, Wacker Drive at Washington Street, Chicago; change ant. system; ERP 33 kw; ant. height 600 ft.; remote control permitted. Action June 1.
- WNWY-FM Norway, Me.—Broadcast Bureau accepted data filed May 5 in accordance with commission's report and order adopted Nov. 10, 1971,

and released Nov. 12, 1971, in Doc. 19116, to change frequency to 92.7 mhz, ch. 224 (Doc. 19116). Action May 26.

- KWKI(FM) Kansas City, Mo.—Broadcast Bureau granted license covering changes; ERP 70 kw; ant. height 290 ft. Action May 25.
- KWIL-FM Albany, Ore.—Broadcast Bureau granted license covering changes; redescribe studio-remote control location as 2.5 miles east of Albany on State Highway 20, Albany; ERP 100 kw; ant. height 1,160 ft. Action May 25.
- WVVV(FM) Blacksburg, Va.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 2.70 kw; ant. height 310 ft.; remote control permitted; condition. Action May 31.

Call letter applications

- WPEX-FM Pensacola, Fla.—Seeks WMEZ(FM).
- WPKM(FM) Tampa, Fla.—Seeks WEZX(FM).
- WCTW-FM New Castle, Ind.—Seeks WMDH(FM).
- WOC-FM Davenport, Iowa—Seeks KIIK(FM).
- KMED-FM Medford, Ore.—Seeks KITM(FM).

Other action

- Review board in Hartford and Berlin, both Connecticut, FM proceeding, granted motion by WHCN Inc., for extension of time through June 9 in which to respond to request by Communicom Media to dismiss WHCN Inc.'s petition to enlarge issues. Applications of WHCN Inc. for renewal of license of WHCN(FM) Hartford and of Communicom Media Inc. for new FM to operate on ch. 290 in Berlin, were set for hearing by commission order released March 4, 1970 (Docs. 18805-6). Action June 2.

Call letter actions

- KRBT(FM) Woodland, Calif.—Granted KSFM(FM).
- WDEC-FM Americus, Ga.—Granted WIPE(FM).
- WHSI(FM) Savannah, Ga.—Granted WJCL-FM.
- KWKH-FM Shreveport, La.—Granted KROK(FM).
- WMOU-FM Berlin, N.H.—Granted WXLQ(FM).
- WLVP(FM) Franklin, N.J.—Granted WSUS(FM).
- WFMC-FM Goldsboro, N.C.—Granted WOKN(FM).
- WHNC-FM Henderson, N.C.—Granted WXNC(FM).
- WGLN(FM) Sylvania, Ohio—Granted WXEZ(FM).
- WBBW-FM Youngstown, Ohio—Granted WQOD(FM).
- KTOD-FM Sinton, Tex.—Granted KMIO(FM).
- KMWX-FM Yakima, Wash.—Granted KFFM(FM).
- WMVM(FM) Milwaukee—Granted WZUU-FM.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries and SCA when appropriate: WBZ-TV and *WGBH-TV, both Boston, WHYN-TV Springfield, WKBG-TV Cambridge, WSMW-TV Worcester, WTEV(TV) New Bedford, all Massachusetts. Action May 28.
- Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WEVD-AM-FM New York, WGBB(AM) Freeport, WHUG(FM) and WKSJ(AM), both Jamestown,

WLNQ-AM-FM Sag Harbor, WLSV(AM) Wellsville, WONO-FM Syracuse, WRCN-FM Riverhead, all New York; WRLB(FM) Long Branch, N.J.; WTBO(AM) Warwick, N.Y.; WWDJ(AM) Hackensack, N.J.; *WAMC(FM) Albany, N.Y.; WAWZ-AM-FM Zarephath, N.J.; WBLB(FM) Peekskill, WCGR(AM) Canandalua, WBVM(AM) Utica, all New York; WCHR(FM) Trenton, N.J.; WEKT(FM) Hammondsport, WFAS(AM) White Plains, WFSR(AM) Bath, WGMF(AM) Watkins Glen, WGSN(AM) Huntington, WGVA(AM) Geneva, WHHO-AM-FM Hornell, WHLD-AM-FM Niagara Falls, all in New York; WHTG-AM-FM Eatontown, N.J.; WICY(AM) Malone, WIRD(AM) Lake Placid, WJTN-AM-FM Jamestown, WKBW(AM) Buffalo, all New York; WKER(AM) Pompton Lakes, N.J.; WWYD(FM) White Plains, WZOW(FM) Utica, *WAER(FM) Syracuse, *WBFO(FM) Buffalo, *WCSQ(FM) Central Square, *WCWP(FM) Brookville, *WECW(FM) Elmira, *WEOS-FM Geneva, all New York; *WFDU(FM) Teaneck, N.J.; *WFMU(FM) East Orange, N.J.; *WFUX(FM) New York; *WGLS(FM) Glassboro, N.J.; *WGSU(FM) Geneseo, *WHCL-FM Clinton, both New York; *WHPH(FM) Hanover, N.J.; *WHRW(FM) Binghamton, *WICB(FM) Ithaca, *WIRQ(FM) Rochester, all New York; *WJSV(FM) Morristown, N.J.; *WKCR-FM New York; *WNII(FM) Hackettstown, N.J.; *WNYE(FM) Brooklyn, *WRCU-FM Hamilton, *WRHO(FM) Oneonta, *WRPI(FM) Troy, all New York; *WRRH(FM) Franklin Lakes, N.J.; *WRUR-FM Rochester, *WRVO(FM) Oswego, *WSHR(FM) Lake Ronkonkoma, all New York; *WSOU(FM) South Orange, N.J.; *WTSO-FM Potsdam, N.Y.; *WTSR(FM) Trenton, N.J.; *WVHC(FM) Hempstead, N.Y.; WKBS-TV Burlington, N.J.; WKBW-TV Buffalo, WTEW(TV) Albany, WNNY-TV Carthage, *WNYE-TV New York, WLPH(AM) Little Falls, WMBO(AM) Auburn, WMSA(AM) Massena, WNDR(AM) Syracuse, WNYC-AM-FM-TV New York, all New York; WPRB(FM) Princeton, WQMR(FM) New Brunswick, WRNJ(FM) Atlantic City, all New Jersey; WRNW(FM) Mount Kisco, WSLU(FM) Canton, WUFO(AM) Amherst, WYBR-FM Ithaca, WNNY Watertown, all New York; KBYR(AM), KNIK-FM and KTVA(TV), all Anchorage, KFRB(AM) and KTVE(TV), both Fairbanks, both Alaska; KRIG(AM) Odessa, Tex.; KYAK(AM) Anchorage; WABG(AM) Greenwood, Miss.; *WCFM(FM) Williamstown, Mass.; WLOT(AM) Marinette, Wis.; WNTY(AM) Southington, *WRTC-FM Hartford, both Connecticut; WDOS(AM) Oneonta, WBOB(AM) Owego, WENT(AM) Gloversville, *WEOK-AM-FM Poughkeepsie, all New York; WERA(AM) Plainfield, N.J.; WBLB(AM) Syracuse, WFLR-AM-FM Dundee, WGHQ-AM-FM Kingston, WGLI(AM) Babylon, WHDL-AM-FM Olean, WHUC(AM) Hudson, WHUD(FM) Peekskill, WIBX(AM) Utica, WIGS-AM-FM Gouverneur, WIRY(AM) Plattsburgh, WIRZ-AM-FM Johnstown, all New York; WJDM(AM) Elizabeth, N.J.; WJIL(AM) Niagara Falls, N.Y.; WILK-AM-FM Asbury Park, N.J.; WKAJ-AM-FM Saratoga Springs, WKAL-AM-FM Rome, WLN(AM) Peekskill, N.Y.; WSUS-FM Franklin, N.J.; WMCR(AM) Oneida, N.Y.; WMID(AM) Atlantic City; WNBC-AM-FM New York, WNBZ(AM) Saranac Lake, both New York; WOBB(FM) Toms River, N.J.; WOSC-AM-FM Fulton, WRFM-FM New York, WRLX(FM) Auburn, WRVR(FM) New York, WSEN-AM-FM Baldwinsville, WSWF-AM-FM Seneca Falls, WSLB(AM) Ogdensburg, all New York; WSNJ-AM-FM Bridgeton, N.J.; WSNY(AM) Schenectady, WTFM(FM) Lake Success, WTHE(AM) Mineola, WYOS-AM-FM Liberty, WVOX-AM-FM New Rochelle, WYBG(AM) Massena, all New York; WCMC-TV Wildwood, N.J.; WED-TV Buffalo, WSYE-TV Elmira, both New York; *WBGD(FM) Newark, N.J.; *WCNY-TV Syracuse, N.Y.; WADB(FM) Point Pleasant, N.J.; WADY(FM) Buffalo, WALY(AM) Herkimer, WBLI-FM Patchogue, WBNR(AM) Beacon, WBNY-FM Buffalo, WBRV(AM) Boonville, all New York; WCAM(AM) Camden, N.J.; WCB-AM-FM New York, WCKL(AM) Catskill, all New York; WCMC-AM-FM Wildwood, N.J.; WDCX(FM) Buffalo, WDLA(AM) Walton, WDLA-AM-FM Port Jervis, WSYR-AM-FM Syracuse, all New York. Action May 31.

Other actions, all services

- William B. Ray, chief of complaints division, Broadcast Bureau, informed CBS that its policy of requiring indemnification forms of legally qualified candidates could be inhibiting as to the content of candidate's use of station's facilities; serves no useful purpose; and places unreasonable burden and restriction on use of station which is inconsistent with no-censorship requirement of Section 315. Ruling followed complaint by D. J. Leary, national media director, Humphrey Campaign, against CBS's Los Angeles stations KNXT-TV and KNX(AM) that stations had denied Senator Humphrey, legally qualified candidate for nomination for President in California primary election June 6, equal opportunity under Section 315 of Communications Act, by demanding submission of indemnification forms personally signed by senator. Action May 30.
- FCC denied complaints by Los Angeles Mayor Sam Yorty and Representative Shirley Chisholm

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(D.-N.Y.), asking for equal time on CBS and ABC networks to respond to programs on which Senators George McGovern and Hubert Humphrey, candidates for Democratic nomination for President have or will appear. Commission said that programs in question are bona fide news programs and are exempt from equal opportunities requirements of Section 315 of Communications Act. Action June 2.

Translator actions

■ Mountain City, Nev.—Broadcast Bureau granted CP's for new VHF translators to serve Mountain City, operating on ch. 9 by rebroadcasting programs of KBOI-TV ch. 2 Boise, Idaho; and ch. 13 by rebroadcasting programs of KTVB(TV) ch. 7 Boise. Action May 24.

Modification of CP's, all stations

- *KPOO(FM) San Francisco—Broadcast Bureau granted mod. of CP to change trans. location to 1201 California Street, San Francisco; change trans. and ant.; make change in ant. system; ERP 245 w.; ant. height 410 ft.; remote control permitted; conditions. Action May 24.
- *KPOO(FM) San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 19. Action May 26.
- *KCRW(FM) Santa Monica, Calif.—Broadcast Bureau granted mod. of CP to extend time to Aug. 15. Action May 26.
- *KEPC(FM) Colorado Springs—Broadcast Bureau granted mod. of CP for extension of time to Dec. 15. Action June 1.
- *WPKN(FM) Bridgeport, Conn.—Broadcast Bureau granted mod. of CP for extension of time to Dec. 4. Action June 1.
- WFOY-FM St. Augustine, Fla.—Broadcast Bureau granted mod. of CP for extension of time to Nov. 12. Action May 26.
- WHE-30 Warner Robbins, Ga.—CATV Bureau granted mod. of CP to extend completion date of CARS to Nov. 31. Action May 23.
- Brandenburg, Ky.—Broadcast Bureau granted mod. of CP to change studio location to trans. site at Highway 79 and 105, southwest of Brandenburg; delete remote control; change trans. and ant.; ERP 3 kw; ant. height 190 ft. Action May 26.
- *WAMH(FM) Amherst, Mass.—Broadcast Bureau granted mod. of CP for extension of time to Dec. 7, 1972. Action May 26.
- KNIM-FM Maryville, Mo.—Broadcast Bureau granted mod. of CP for extension of time to Nov. 28. Action June 1.
- WQMR(FM) New Brunswick, N.J.—Broadcast Bureau granted mod. of CP for extension of time to Aug. 1. Action June 1.
- Nassau College Association Inc., Garden City, N.Y.—Broadcast Bureau granted mod. of CP for extension of time to Nov. 5. Action June 1.

Ownership changes

Applications

- KOLI(AM) Coalinga, Calif.—Seeks assignment of license from C. W. Mizner to Pleasant Valley Broadcasting for \$47,500. Seller: C. W. Mizner. Buyers: Roger A. Pond (25%), Jim E. Henderson (25%), Donald K. Allen (25%) and George C. Allen (25%). Mr. Pond is account executive for KLYD-AM-FM Bakersfield, Calif. Mr. Henderson is owner of commercial laundry service in Bakersfield. He is also owner of independent home and commercial delivery milk service in Bakersfield. Donald Allen is president and 33 1/2% owner of KLYD-AM-FM Bakersfield. He was formerly newscaster for ABC News in Los Angeles. George Allen is vice president and 33 1/2% owner of KLYD. Ann. May 8.
- WEXT(AM) West Hartford, Conn.—Seeks assignment of license from Grossco Inc. to WEXT Inc. for \$425,000. Sellers: Michael E. Schwartz, president, et al. Buyers: R & S Communications. R & S Communications is company formed to own, hold and manage broadcast properties and is 100% owner of WEXT Inc. Principals of R & S: Harry L. Reiner (50%) and Bernard Sherl (50%). Mr. Reiner is certified public accountant. Mr. Sherl is attorney. Ann. May 8.
- KMLB-AM-FM Monroe, La.—Seeks transfer of control of KMLB Inc. from R. L. Vanderpool Jr. (1500 shares before, none after) to Cyrene Broadcasting Corp. (none before, 1500 after). Consideration \$350,000. Principal: Robert E. Powell (100%). Mr. Powell was formerly vice president, TV sales, of KNOE-TV Monroe, La. Ann. May 8.
- KKGf(AM) Great Falls, Mont.—Seeks assignment of license from Big Sky Broadcasting Co. to Meyer Great Falls Inc. for \$362,500. Sellers: W. L. Holter. Buyers: Meyer Great Falls Inc. (100% owned by Meyer Broadcasting Co.). Principals of Meyer Broadcasting: Marietta M. Ekberg (99.2%) and William A. Ekberg (0.8%). Mrs. Ekberg is

majority owner of KFYZ-AM-FM-TV Bismarck, KUMV-TV Williston and KMOT(TV) Minot, all North Dakota, and KOYN(AM) Billings, Mont. Mr. Ekberg has interest in those stations. Ann. June 2.

■ WOPI(AM) Bristol, Tenn.-Va.—Seeks assignment of license from Tri-Cities Broadcasting Co. to Thomas Ray Tolar Sr. for \$142,000. Sellers: E. O. Roden, president, et al. Buyers: Thomas Ray Tolar Sr. (100%). Mr. Tolar is under one-year management contract for WVIX(AM) Pensacola, Fla. Ann. May 31.

■ KEEZ(AM) San Antonio, Tex.—Seeks assignment of license from The Camel Co. to San Antonio Broadcasting Inc. for \$175,000. Sellers: William D. Balthrope, president, et al. Buyers: L. Lowry Mays (42%), Samuel Maurice Jorrie (42%) and Thomas J. Moran (16%). Mr. Mays is president of Mays & Co., investment bankers. He also has interests in real estate and furniture. Mr. Jorrie is 50% owner of Jorrie Furniture Co. in San Antonio. He also has real estate and banking interests. Mr. Moran is vice president of Jorrie Furniture Co. Ann. May 8.

■ KTVW(TV) Tacoma, Wash.—Seeks transfer of control of KTVW Inc. from estate of J. Eloy McGaw, Marion O. McGaw, executrix, to Blaidon Mutual Investors Corp. Consideration: \$112,907. Principals of Blaidon Mutual Investors Corp.: Donald Wolfstone (80%), et al. Mr. Wolfstone is 85% owner of Wolfstone Investment & Real Estate Co. in Seattle. He also has major interests in property management, general construction, personal entertainment management and classified advertising brochure in Seattle. Ann. May 8.

CATV

Final actions

- KMN-77 Sierra Vista, Ariz.—CATV Bureau granted license covering CP of CARS. Action May 23.
- WKT-83, WKT-84, North Fort Meyers, Bayshore, Estero, Fort Meyers Beach, North Naples and Bonita Springs, all Florida—CATV Bureau granted assignment of CP of CARS local distribution station to Swanco Broadcasting Inc. Action May 23.
- WDV-68, WDV-69 Columbus, Ga.—CATV Bureau granted transfer of control of licensee corporation, CARS, to Community Telecommunications Inc. Action May 19.
- Scottsbluff Cable TV Co., Scottsbluff, Neb.—CATV Bureau granted request for extension of time to and including May 31. Action May 25.
- Alliance Cable TV Co., Alliance, Neb.—CATV Bureau granted request for extension of time to and including May 31. Action May 25.
- Kimball Cable TV Co., Kimball, Neb.—CATV Bureau granted request for extension of time to and including May 31. Action May 25.
- Sidney Cable TV Co., Sidney, Neb.—CATV Bureau granted request for extension of time to and including May 31. Action May 25.
- Capitol District Better TV Inc., village of Colonic and town of Colonic, both New York; Capitol Cablevision Systems Inc., town of Guilderland, Albany, village of Menands and Watervliet, all New York; Mid-Hudson Cablevision Inc., town of Catskill, village of Catskill, city of Hudson, village of Athens, and town of Athens, all New York—CATV Bureau denied pursuant to commissioner's rules, motion to accept late pleading filed May 15, on behalf of Albany Television Inc., insofar as it requests consideration of objections to applications for certificates of compliance filed by referenced CATV systems; pleadings will be treated as filed and will be considered outside of certifying process. Action May 25.
- WLI-92 Poughkeepsie, N.Y.—CATV Bureau granted CP for new CARS studio to head end link station, to be used with CATV system in Poughkeepsie; trans. location, Reservoir Square, Poughkeepsie. Action May 24.
- Kingsport, Tenn.—CATV Bureau granted CP for new CARS local distribution station to be used with CATV system in Kingsport; trans. location, Bays Mountain Peak. Sullivan, Tenn.: WLD-71 granted CP for new CARS local distribution station to be used with CATV system in Kingsport; trans. location, WKPT-FM tower. Sullivan; WLD-72 granted CP for new CARS studio to head end link station to be used with CATV system in Kingsport, Tenn.; trans. location, southeast Kingsport, Kingsport. Action May 12.
- Torrington/Lingle Cable Co., Torrington, Wyo.; Sterling Community TV Co., Sterling, and Logan, both Colorado; Sidney Community TV Co., Sidney, Neb.; Scottsbluff County Community TV, Gering, Scottsbluff, and Terrytown, all Nebraska; Midwest Cable Television Inc., Akron, Haxton, Holyoke, Wray, and Yuma, all Colorado; Bayard, Minature, Mitchell and Morrill, all Nebraska; Laramie Community TV, Laramie, Wyo.; Kimball Cable TV, Kimball, Neb.; Fort Morgan Cable TV, Fort Morgan, and Morgan county, both Colorado; Cable Colovision, Cheyenne, Wyo.; Brush Community Television Co., Brush, Colo.; Alliance Community TV Co., Alliance, Neb.—CATV Bureau granted petition filed May 16, on behalf of Frontier Broadcasting Co., requesting extension of time until June 20 to reply to oppositions to petitions for special

relief. Action May 26.

Actions on motions

- Hearing Examiner Isadore A. Honig in Dayton, Wash. (Touchet Valley Television Inc.), CATV cease and desist proceeding, approved settlement agreement of Dec. 9, 1971, as modified Jan. 6; approved compensation of \$2,000 to Touchet Valley Television Inc.; granted joint motion for termination of hearing; and terminated proceeding, with no cease and desist order against Touchet Valley being issued. Action June 1.
- Hearing Examiner Isadore A. Honig in Dayton, Wash. (Touchet Valley Television Inc.), CATV proceeding, granted letter request by Columbia Empire Broadcasting Corp. and received in evidence its exhibit 1 and joint exhibit 2 (Doc. 18825). Action May 31.

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced June 2 (stations in parentheses are TV signals proposed for carriage):

- Verdo Corp., Scranton, Pa. (WNBP-TV, WDAU-TV, *WVIA-TV, all Scranton; WBRE-TV, Wilkes-Barre, WPHL-TV, Philadelphia, all Pennsylvania; WOR-TV and WPIX(TV), both New York.)
- Villas Cable Inc., Eagle River, Wis. (WSAU-TV and WAOW-TV Wausau, WAEO-TV Rhineland, WBA-TV, WLUK-TV Green Bay, all Wisconsin; and WNPB(TV) and WLUC-TV, both Marquette, Michigan.)
- Mooreland Television Co., Mooreland, Okla. (KOCO-TV, KWTV(TV), WKY-TV and *KETA-TV), all Oklahoma City.)
- Storer Cable TV of Florida Inc.—Fort Meade, Fla. (WESH-TV Daytona Beach, *WEDU(TV), WFLA-TV, WCLY-TV, WTWT(TV), *WUSF-TV, all Tampa, WDBO-TV, WFTV(TV), WSWB-TV Orlando, WTOG(TV) St. Petersburg, all Florida.)
- Diversified Communication Investors Inc., Littlefield, Tex. (KCBF-TV, KLBK-TV, *KXTX-TV, KSEL-TV, KMXN-TV Lubbock, WFAA-TV and KDTV(TV), both Dallas, KTVI(TV) Fort Worth, all Texas.)
- Valley All-Channel Cablevision of Moorhead Inc., Moorhead, Minn. (WDAY-TV, *KFMB(TV), KTHI-TV, all Fargo, KXJB-TV Valley City, all North Dakota; WTCN-TV Minneapolis; CJAY-TV Winnipeg, Man.)
- Lyons CATV Inc., Lyons, Kan. (KCKT Great Bend, KARD-TV and KAKE-TV, both Wichita, KTVH(TV), *KPTS(TV) Hutchinson, all Kansas; KBMA-TV Kansas City, Mo.; KWGN-TV Denver, Colo.)
- McPherson CATV, McPherson, Kan. (KARD-TV and KAKE-TV, both Wichita, KTVH(TV), KPTS(TV) Hutchinson, all Kansas; KBMA-TV Kansas City, Mo.; KWGN-TV Denver.)
- Peninsula Cable Corp., Williamsburg, Va. (WDCA-TV and WITG(TV), both Washington.)
- Peninsula Cable Corp., Hampton, Va. (WDCA-TV and WITG(TV), both Washington; *WCVE-TV, Richmond, Va.)
- Telvue Cable Alabama (div. of Bend Community Antenna Co.), Hoover, Vestavia Hills and Southwest Jefferson county, all Alabama (WTCG(TV) Atlanta; KPLR-TV St. Louis; WRIP-TV Chattanooga.)
- Malden Cablevision Co. Inc., Malden, Mass. (WOR-TV, WPIX(TV), both New York.)
- Everett Cablevision Co., Everett, and Medford Cablevision Co., Medford, both Massachusetts (WOR-TV and WPIX(TV), both New York; WREP(TV) and WOTV(TV), both Boston; *WSBE-TV, Providence, R.I.; WXPO-TV Manchester, N.H.)
- Thomaston Cable Television Co., City of Thomaston, Ga. (WSB-TV, WAGA-TV, WHAE-TV, WQXI-TV and WTCT(TV), all Atlanta; WRBL-TV, WYEA-TV, WYVM(TV), all Columbus; WCWB-TV and WMAZ-TV, both Macon, all Georgia.)
- Wharton County Cable TV Inc., City of El Campo, Tex. (KPRC-TV, KUHT(TV) KHOU-TV, KTRK-TV, KHTV(TV), and KVRL(TV), all Houston, KVUV-TV, Rosenberg, WQAI-TV, KENS-TV and KSAT-TV, all San Antonio, KTBC-TV, KVUE(TV), KHFI-TV, both Austin, KXIX(TV) and KAVU(TV), both Victoria, all Texas.)
- Moshannon Valley TV Cable Co., Phillipsburg Borough, Rush Township, South Phillipsburg Borough, Osceola Mills Borough, Chester Hill Borough, Decatur Township, Boggs Township, and Morris Township, all Pennsylvania (WOR-TV New York.)
- Merrimack Valley CATV Inc., Nashua, N.H. (WOR-TV and WPIX(TV), both New York.)
- Dubois Community Cable Television, town of Dubois, Wyo. (KTWO-TV Casper, KWRB-TV Riverton, both Wyoming; KID-TV and KIFI-TV, both Idaho Falls, Idaho; *KOET(TV) Ogden, Utah.)
- Onondaga Video Inc., town of Onondaga, N.Y. (WSYR-TV, WHEN-TV, WNY5-TV and *WCNY-TV, all Syracuse, WPIX(TV) and WOR-TV, both

New York, and WUTV[TV] Buffalo, all New York).

■ Medford Cable TV Inc., town of Medford, Okla. (KARD-TV and KAKE-TV, both Wichita, KPTS-TV and KTVH-TV), both Hutchinson, all Kansas; WKY-TV, KOCO-TV, KWTW-TV and *KETA-TV, Oklahoma City, and KOTV-TV, Tulsa, Okla.).

■ Armstrong Utilities Inc., Boardman township, Ohio (WFMJ-TV, WKBN-TV and WYTV-TV), all Youngstown, *WVIZ-TV and WKBF-TV, both Cleveland, and WUAB-TV Lorain, all Ohio.

■ State TV Cable, Orland, Glen City (surrounding Orland), Willows, and Glenn county (surrounding Willows), all California (KCRA-TV Sacramento, KOVR-TV Stockton, both California).

■ Tahuamemon Cable Vision Inc., Newberry, Mich. (WKBD-TV Detroit).

■ Van Buren TV Cable Co., Van Buren, Me. (WEMT-TV Bangor, Me.).

■ Sullivan Cable TV, Olney, Ill. (WGN-TV and WFLD-TV, both Chicago).

■ Clear Television Cable Corp., Borough of Beechwood, Ocean county, N.J. (WNJT-TV Trenton, N.J.).

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through June 6. Reports include applications for permission to install and operate CATV's, changes in fee

schedules and franchise grants. Franchise grants are shown in *italics*.

■ Kingsburg, Calif.—Hanford Cable TV Co. has applied to city council for franchise.

■ Hornby, N.Y.—Donald T. Benedict has been awarded franchise by town board.

■ Clayton, N.C.—Hyper-Video Inc. of Chapel Hill has been awarded franchise by board of commissioners.

■ Cando, N.D.—Ray Gordon and Robert Ramage have been awarded franchise by city council.

■ Copley Borough, Pa.—D. J. Cable Co. of Nazareth has applied to borough council for franchise.

■ Wake Village, Tex.—Texarkana Television Cable Co. has been awarded 15-year franchise by city council.

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Manager for exclusive small market radio station in New England. Must have many years radio management experience. Ninety percent of time devoted to sales. Twenty thousand per year plus commission. Send photo, complete resume, plus references first letter. Chance of a lifetime for right man. Write Box E-335, BROADCASTING.

Wanted manager for well established and profitable network radio station in southeast who is capable of expanding upward profit curve in face of sister FM and TV station competition. Splendid position for young and aggressive sales minded manager. Box F-77, BROADCASTING.

Sales manager needed now for top-rated full-time station in medium southern California market. Excellent potential for growth with the organization. Send resume to Box F-11B, BROADCASTING.

Sales

Sales manager for upper Midwest AM-FM. Should have ability to elevate billings in competitive market of 80,000. Station well accepted. Ideal community for families . . . no social problems. Box E-356, BROADCASTING.

Radio time salesman for mid-west suburban market. Earnings unlimited. AM-FM group operation. 312-898-1580. Many benefits. Box F-1B, BROADCASTING.

Major market contemporary radio station wants a gal or guy with sales pizzazz! If you're located in Ohio or Pennsylvania, and seek unlimited career opportunities with an excellent client list of both direct and agency clients, send a complete resume to Box F-42, BROADCASTING.

Ex-GI IO type strong on promotion and PR to start as time salesman with job of sales manager opening in August. Salary + commission + talent for play-by-play if capable. Hoosier FM'er in SM covering MM. Send resume—photo to Box F-109, BROADCASTING.

Salesman needed. Great opportunity. Jerry Hennen, KDMA, Montevideo, Minn.

Experienced sales manager wanted for top-rated, 5KW, 24 hour, modern country music station at 560 to replace deceased sales manager. If you are interested in living in the Big Sky country with all its environmental advantages, contact Al Donohue, KMON, Box 2285, Great Falls, Montana. Population: 70,000.

1,000 watt, full time single market station has opportunity for combination salesman-announcer. Sales ability first, announcing second, but must be professional all the way. We're talking good money for the right man. No telephone calls, please. Send tape, resume, photo to Ken Kilmer, Owner/Manager, KWBG, Boone, Iowa.

Sales Continued

Aggressive salesman, active account list. College town, 50 miles from Chicago. Send resume. Len Ellis, WAKE Radio, P.O. Box 149, Valparaiso, Indiana 46383.

Seasoned sales professional for Minnesota's fastest growing outstate metro market. We want a creative, mature, dedicated person to take over an active account list with annual commission in mid-teens and nowhere to go but up! Attractive fringe benefits. Mail personal and professional recommendations, resume, and track record to Andy Hilger, Manager, WJON Radio, St. Cloud, Minn. 56301. Applicants will be thoroughly checked before personal interview.

Experienced salesman to build direct sales force in excellent market. All info first letter, please. WPDC, Box 1600, Elizabethtown, Pa. 17022.

Midwest country-western market seeks a professional, full time salesman and disc jockey. If you are ambitious and an experienced salesman, investigate this fine opportunity. Send complete resume to P.O. Box 1209, Mt. Vernon, Illinois 62864.

Looking for independence, permanence and unlimited opportunity for personal earnings? Community Club Awards (CCA) has opening for mid-western sales manager. Full time, five day a week travel. Previous CCA sales experience advantage, but not required. Qualifications include aggressive sales attitude; must be self-starter with ability to address large groups of women; ability to sell station management and motivate station sales staff. Well dressed, youthful, under forty appearance. Proven job and financial stability. Must own late model car. Apply in writing and confidence if necessary, including recent snapshot. Personal interview successful applicant. Opening immediate. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, Conn. 06880.

Sales person needed with great opportunity to become sales manager of leading stereo rocker. Send resume including photo together with your requirements of salary or draw to Alvin L. Korngold, Box 13, Tucson, Arizona B5702.

Announcers

Major midwest market C&W has an excellent day-shift opening for good experienced jock. Send tape, resume to Box E-32B, BROADCASTING.

Announcer with mature voice for middle music network station in Texas gulf coast city. Box F-36, BROADCASTING.

5000 watts in northern major market—summers are hot—winters are cold. We have a very progressive middle of the road format in a competitive market. We are looking for a top pro loaded with creativity and personality. If you're our man we can afford you. Send tape, resume and photograph to Box F-76, BROADCASTING.

Announcers Continued

We need a morning person for a moving MOR to up tempo AM-FM combination in the area of a medium to major market in northeast Ohio. We need Creativity Plus! with no holds barred within the realm of reality. Some production, maybe some meter reading. It's your plum if you've got the talent to pick it. Send tape and resume including references. Box F-111, BROADCASTING.

One of the nation's best modern country stations has opening for bright, friendly jock with C&W, MOR or top 40 background. Midwest. Box F-128, BROADCASTING.

Experienced announcer . . . good voice/production. MOR, plus TV. Resume, tape, snapshot and salary requirements first letter. KODE, Box 46, Joplin, Missouri 64801.

5 KW AM station needs experienced announcer interested in account sales or servicing. Have opening for either/or combination. Expect FM/CP this summer. Top wages. KOLY, Mobridge, South Dakota.

Top 40 DJ with large market experience. First phone desired but not required. Not MOR—top 40; not scream top 40 but a warm moving blend in between. Call Tom Bell, 703-534-9625.

If you're an announcer-salesman looking for a home with advancements and good money call 314-586-8577 for manager. No collect. Would like 1st phone man but everyone considered. A fine opportunity.

Immediate opening—1st phone di, also interested in news for C&W AM in New Mexico. Send resume, tape, picture and salary requirement to: Interstate Broadcasting Company, Box 2121, Farmington, N.M. 87401.

Experienced Black dj—tight top 40 format—clear delivery on commercials & news. Must have car. Send tape and resume to Gary Lane, Program Director, Ohio & Murray Avenues, Atlantic City, New Jersey 08404.

Experienced morning jock who can communicate. Contemporary format, top pay. Ultra modern facilities. Send tape, resume and salary requirement. Eastern Broadcasting Corporation, P.O. Box 2697, Springfield, Illinois 62708.

Technical

Chief engineer for stable directional. Very fine equipment and pleasant family living conditions. No shift, combination or sales work. Please send salary requirements and resume to Box D-283, BROADCASTING.

Chief engineer for Memphis non-directional remote control radio station. Immediate opening. Box F-48, BROADCASTING.

Spanish speaking board operator. 3rd FCC license, experienced or will train. Box F-86, BROADCASTING.

Capable engineer. Join successful Rocky Mountain station staff. Help us plan two more operations. Ability to voice commercials helpful, but not required. Write Box F-93, BROADCASTING.

Technical Continued

Medium market station needs full charge engineer. We offer opportunity for growth. Write Monarch Network, P.O. Box 2090, Casper, Wyoming.

Chief engineer medium market AM-daytimer, stable directional shortly to begin construction of new facilities. Good operation fine market. No air shift required. Contact manager, WRRR Radio, Rockford, Illinois 61101.

First ticket engineer for maintenance and production work. No announcing. Call Ed Buterbaugh, 703-538-6937.

News

Somewhere out there is a dedicated young man who will take the job of news director in our young news department. He will work and sweat and work some more and take pride in watching it become the very best. He is not a prima donna who is unwilling to take direction. He does believe that an excellent news department is the frosting on the cake. So do I. If you eat, breathe and sleep news get me a resume, tape and recent pic (if available) in the mail now. Starting salary 150-165. Gas and complete ins. plan furnished. Gulf coast mod country. Equal Opportunity Employer. Box F-10, BROADCASTING.

Wanted, news director, good voice and gathering ability. Pleasant university community in resort area in northeast. Pay equal ability. All replies must include tape and resume first reply. Box F-66, BROADCASTING.

We don't want experience. We want dedication. If you're a college grad . . . under 25 and want to learn news . . . the top local radio news department in upstate New York will teach you. Hours: Awful. Pay: Poor to start. Still interested? Tape, resume to Box F-125, BROADCASTING. Equal opportunity employer.

Newsman, personable. Some experience preferred. Must be prepared to go beyond routine digging. Strong on actualities. Write Manager, KVOC, Casper, Wyoming 82601.

Half time newsman, public radio station. Excellent opportunity to get graduate degree. Must be able to report, write, and deliver news. Degree required, 3 years experience preferred. An equal opportunity employer. Send resumes and tape to Chairman, Radio-TV-Film Dept., Oklahoma State University, Stillwater, Oklahoma 74074.

Newsman for large market R & R Station. Heavy on public affairs and contact with top public officials in nation's Capital. Call Joe Salvo, 703-533-3237.

WMID-Atlantic City—seeks experienced news director—good writer, good delivery. Must have car. Send tape and resume to Gary Lane, Program Director, Ohio & Murray Avenues, Atlantic City, N.J. 08404.

Programing, Production, Others

Program director, creative, willing to assume responsibility and work hard, able to effectuate his own ideas in front of microphone. Box E-313, BROADCASTING.

Wanted, P.D. who understands how to put it all together in a modern country station. Good fringe benefits, chance for advancement to national P.D. Ship of growing chain. Good pay for right man. Send resume and sample of air work and production to Box F-24, BROADCASTING.

Assistant program director-announcer with extensive knowledge middle music needed by South Texas MOR station. Box F-37, BROADCASTING.

Art director for group owned, top 20, network affiliated station. Experienced, creative, art director will love working for progressive operation in top resort city. Box F-71, BROADCASTING.

Situations Wanted, Management

Aggressive general manager. Heavy sales background. Currently employed. Excellent track record. Can invest substantial cash. Prefer Pennsylvania or Eastern U.S. Box F-56, BROADCASTING.

Sales manager, highest local billing station in extremely competitive market . . . have managed in medium sized markets. Excellent MOR background, plus 10 years TV. Present contract expires July. I'm ready to manage your property! Box F-59, BROADCASTING.

Young broadcaster interested in radio management and possibility of purchase of small or medium market station in midwest or west. Box F-69, BROADCASTING.

Aggressive eastern sales manager seeks GM position in midwest. Experienced PD, news director, jock, sports. First phone. Big Ten degree. Family. Box F-106, BROADCASTING.

Veteran broadcasters—Past 13 years as broadcast journalist seeks management position in small market station. Knowledge all phases broadcasting. Opportunity outranks salary. Box F-119, BROADCASTING.

20 years experience—16 management. One of the creators of request radio. Super strong on sales, local and national. Can build a loyal, working staff by supplying, leadership in sales, ratings, administration. Call KATZ Radio, my competition in Minneapolis, ask them about me. Then call me at 612-472-3036. I'm proud of my record, let me tell you about it. Don't worry about the size of the market; yours might be the one. Gene Loffler, II, 1453 Park Drive, Mound, Minnesota 55364.

Executive seeks change. Experienced young executive will assume full charge. Top background in advertising, marketing and broadcast communications business. Have been president of company several years; handled all phases of broadcast creative activities, contracts, legal, personnel and sales management. Profit oriented. Have earned high income but will consider quality of association with high integrity company above immediate earnings. Please reply in confidence. P.O. Box 694, Harrison, N.Y. 10528.

Here today with tomorrow's success. General Manager—strong sales background with fresh programming ideas. Thoroughly qualified. Call or write Bob Larsen, 1053 W. Ogden Avenue, Naperville, Illinois 60540. 312-357-3716.

Sales

Experienced salesman/announcer/DJ looking for stable market on East Coast. Creative, mature, married, 24, vet, third ticket, tight board. Box E-339, BROADCASTING.

Experienced, 30, announcer, sales, management, 1st. Robert E. Lee, 182 S.E. 28th Court, Boynton Beach, Florida 33435.

Announcers

Solid Big Ten sports experience. Need chance to advance, in radio or TV sports. Box E-312, BROADCASTING.

Experienced young professional, family, prefer modern country, rock, adult contemporary. Strong on production and personality. Box F-19, BROADCASTING.

Talk jock for big market only. Specialize in probing interviews. Box F-22, BROADCASTING.

Mature man, experienced announcer, program director, sales, looking for permanent job with MOR station east or southeast. 3rd endorsed. Box F-32, BROADCASTING.

Salesman-announcer-first phone. Wishes to move into management. Ten years experience, middle forties. Box F-60, BROADCASTING.

Exciting, young (22) personality searching for top 50 station through Indiana—Ohio area where people really care. Ambitious, married with 1st, I'm ready to hear from you. Good references, 3 years experience. Make great music director. Box F-65, BROADCASTING.

1st phone broadcasting school graduate, mature, married man with college FM experience and strong military communications background seeking position any area as engineer, announcer or combo. Hard working and quick learner. Box F-72, BROADCASTING.

Try me! You'll like me! Heavy personality. Number one in market. Major market only. Box F-81, BROADCASTING.

Broadcast team seeking collegiate football, basketball, baseball play-by-play; east coast; full knowledge of game, production, interviews; 100 games experience. Box F-82, BROADCASTING.

After nearly five years with the same station, I'm ready for a change. Latest Pulse very kind to me in spite of being under the L.A. "umbrella." Good voice, wit, versatile, creative, excellent in production. Prefer AM with TV. Broadcasting is my profession, not hobby. Box F-84, BROADCASTING.

Experienced jock and program director with good ratings in medium market looking for a new challenge. Have first phone. Box F-87, BROADCASTING.

Australian DJ—major market experience looking for slot at progressive station in large market. No phone but no "no talent" either. Box F-98, BROADCASTING.

Florida stations—Looking for seven years experience? Maturity with enthusiasm? First ticket? Box F-100, BROADCASTING.

Available now—Man with 10 years experience. Produces, directs and stars, all for the price of one. Complete musical knowledge. Ratings sagging? Let's get together. (Southern area need not reply.) Tapes, resume, references. Write Box F-101, BROADCASTING.

Announcers Continued

I communicate with my listeners while I keep my show moving. And I'd like to move it to you (top 50) market. Creative top 40 personality, super production. First ticket. Box F-103, BROADCASTING.

Play-by-play football, basketball and baseball; 1st class, 5 years experience—MOR, some sales. 30 year old family man looking to settle with progressive sports minded station. Box F-104, BROADCASTING.

Large market country pro looking in midwest. However, considering good offers elsewhere, especially P.D. possibilities. First phone. Multi-experienced . . . sportscasting, rock—you name it! Nothing under \$700 monthly. Box F-107, BROADCASTING.

14 years experience radio-TV, play-by-play all sports—college graduate—3rd endorsed. Married—family. Box F-108, BROADCASTING.

Soul/blues jock, 3 years experience FM in major market. College, 3rd phone. Seek innovative, down home soul station. Box F-113, BROADCASTING.

Announcer, third class license, college, married, major and medium market experience, draft exempt. 317-545-2909. Box F-115, BROADCASTING.

New England! Young, experienced, outstanding board work, first. Prefer top-30. Personal interview necessary. No screamer, but cookin'! Box F-127, BROADCASTING.

Seven years top 40 experience. Desire permanent location. Tape, resume. Sunny Dodd, Anderson's Trailer Ct., Scottsboro, Ala. 35678. (205) 845-4158.

Broadcasting school graduate seeking chance. Have 1st phone tight board, mature voice. Prefer Pacific to Mid-west with one year on the job guarantee. Contemp. MOR top 40. Call, cable, or write: James E. Young, 17758 Gemini, La Puente, Calif., 91744, phone: (213) 964-2079.

Experienced first phone jock from N.E. Wisconsin small market top 40 station. Did morning air shift including 1/2 hour talk show. Also sales and production. Gary Ledesma, 116 N. Main, Medford, Wisconsin 54451 or 715-748-2617 for air check and resume.

First phone, seven years announcing experience with strong music and production ability. Call 404-794-8456.

No grocery store dj . . . top 40 personality ready for super-market. Creative, involved, strong production. First phone. 413-442-9051.

Good voice, seven years experience MOR/C&W. Available yesterday. Larry Reed, Box 103, Iuka, Kansas 67066. 316-546-3030.

West coast dj—relocate immediately. Experienced FM, minority, 1st ticket, any format progressive top 40. 24 yr. old, single. Call Joe Freddy 714-423-3447 or write 2861 Flax Drive, San Diego, Calif.

Third endorsed. Announcer/dj. Talented, stable, responsible. Looking for start in radio. W. Benjamin, 740 East 149th Street, Bronx, New York.

Experienced program director, FCC first ticket. Experience includes music, production, copy writing, continuity, news, dj-announcing. Seeking any challenging announcing position, or program, news director opening, if available. Will travel anywhere for right offer. Prefer personal interview. Let's get together today. Larry Kay, (516) 791-6557, 58 Fairview Ave., Valley Stream, New York 11581.

First phone. Heavy, entertaining. Call (305) 373-1894 anytime. Prefer West or South.

Experienced MOR jock . . . twenty-nine, currently program director in top 100 markets . . . experienced as music director, production and promotion manager. A pro looking for a pro station in or near a major city. Larry Stanfield (219) 483-0584 or 438-3763.

Experienced but starving announcer able to work any format any place for slave wages or less. Fred Boeticher, 329 Alameda Street, Marinette, Wisc. 54143.

Young man experienced in all phases of radio desires return to broadcasting. 1st phone, college. Prefer sports or news in southwest or midwest. Terry Ruysser, 713-783-7276.

Outstanding talk show host, heavy with female audience; experience news man; good production background; creative . . . available immediately because of format change at Detroit station: (313) 645-0665; 1710 Graefield Rd., Birmingham, Mich. 48008.

Imprisoned! Release my creative qualities for a reasonable salary. Currently working Florida market, but will relocate for MOR, contemporary. Top 40 or progressive almost anywhere. Tight board, fine production, excellent references, family man with responsibilities, 1st ticket but no engineer. Call John Humphreys 904-629-3347 for more information.

Announcers Continued

Mature voice wants dj in C&W or MOR. Broadcasting school grad. 3rd phone. Experience: 1 year at local FM part-time. Don McKittrick, Route 1, Sunset Apts., Springfield, Ill. 62707.

Black broadcaster. Any location. First phone. Good voice, accurate reader, tight production. Call Broadcasting Placement Office, Brown Institute, Minneapolis. 612-721-2485.

Black female dj seeks all night shift on any money making station. 3rd phone. N.Y. trained. A. Lundy, 91-35 193st., Jamaica, New York, Apt. 3-M.

Personable Basso who appreciates easy-listening format. Authoritative sound on news. Assistant advertiser. 3rd endorsed. Bud Markle, 616-946-3632. 1470 N. U. S. 31, Traverse City, Mich. 49684.

C&W dj for 8 1/2 years wishes to relocate in the West or South. Knows the music and the business. Reliable hard worker. Contact DJ, Rt. 3, Box 79A, Vermillion, South Dakota 57069.

Technical

Chief AM-FM, studio construction, proofs, automation experience. No announcing. Married. Presently employed. \$200 weekly minimum. Box F-21, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box E-304, BROADCASTING.

Major-market chief available. Specialize: Automation, stereo, directionals. Experienced, expensive. Chains considered. Box F-63, BROADCASTING.

Chief—AM-FM, mature, experienced construction maintenance and automation—no announcing. Box F-75, BROADCASTING.

Want small group of stations to maintain. Experienced in all phases of AM, FM and directional. Multi station engineering experience or work for consultant engineer. 12 years experience plus commercial pilot. Can make modest investment. Box F-120, BROADCASTING.

Highly experienced CE announcer prefers small market. Excellent references. 918-224-8821.

News

TV anchorman-extraordinary broadcast journalist with impeccable credentials seeks an opportunity to move from network radio into local television. Box E-322, BROADCASTING.

Top news reporter applicant last year city 100,000. Seeking news director's position comparable market or street reporter/editor larger market. Married-degree-military. Former news director-ten years broadcasting. Box F-20, BROADCASTING.

Experienced newsman looking—journalism degree, smooth delivery, good writer-reporter, small-medium markets. Box F-52, BROADCASTING.

Attorney-Cal. bar, 3B, B.A. degree, speech, theatre, English background, seeks radio-TV news, public affairs position. Prefer West Coast. Box F-67, BROADCASTING.

Attention: Virginia, West Virginia, North Carolina. 12 year broadcasting veteran desires to relocate near home. Primary interest—radio news. Good references. Write Box F-70, BROADCASTING.

Newspaper reporter wants broadcast news opportunity. Good voice. Prefer N.C. or Florida. Box F-B3, BROADCASTING.

Experienced, young, news director seeks position as newsman in northern Ohio, southern Michigan. Prefer Detroit, Toledo, Flint markets. Box F-90, BROADCASTING.

Law student seeks summer or longer. Experienced sports commentary and PBP, DJ. Pop or underground, news, production, programming, 3rd. Bright, articulate, eager. Box F-92, BROADCASTING.

Two years radio experience. MA in communication, 24, married. Seek radio reporter position. Available mid-August. Box F-96, BROADCASTING.

Medium radio-TV market: Want polished pro, good writing, reporting, air ability? I'm your man. Box F-123, BROADCASTING.

Newsman-dj-salesman. Dependable mature experienced newsman. Creative. Versatile. 3rd endorsed MOR dj. Tight board. Ex-football/baseball player sportscaster. P.O. Box 567, Carmel, New York.

Digger, who gets the news . . . first. Proven record. Strong on writing with original, ear-catching style. Good voice, authoritative delivery. 5 years experience. 914-331-0905, weekdays after one p.m.

Programing, Production, Others

Denver area rocker/alive-MOR . . . if your professional operation invests in better people to create and present your product, you'll appreciate this articulate, educated, humorous PD/morning man. Midwest-er who's done it all. Box E-303, BROADCASTING.

Program director. 10 years experience all phases public affairs/fine arts programming. Producer/performer with strong classical music background. BA degree plus. Prefer midwest location and opportunity to complete MA. Box E-306, BROADCASTING.

Successful contemporary program director seeking challenging station in competitive medium market. Documented track record, checkable references. Box F-2, BROADCASTING.

Programing/operations pro. Producer and/or maintain top sound, solid ratings. Thirteen years steady growth with two companies. Excellent voice. All adult formats. Prefer east. Box F-5, BROADCASTING.

C&W program director, 1 get results, majors only, replies confidential. Box F-64, BROADCASTING.

Experienced (15 years) in major market with college degree. Background includes sports director (play-by-play), telephone-talk, mid-day record show (MOR), news plus writing. Conservation award winner. Seeks job as P.D. or as Sports Director. Seeking advancement. Box F-68, BROADCASTING.

Award-winning newsman seeking PD slot, in small/medium market, in West/NW. 11 years BX experience, including dj. 25, single, stable, reliable. Now with large market 50 Kw'er. Available after July 15. Box F-91, BROADCASTING.

I seek program director or music director position in a medium market. Major market experience. First phone. Contemporary stations only. Box F-102, BROADCASTING.

Excellent copywriter . . . experienced sales, news, production . . . family . . . college. Box F-124, BROADCASTING.

31-year old sports pro seeks college football and basketball play-by-play or college and high school play-by-play. Will accept combination position such as news-sports or news-talk-sports. Will relocate for right opportunity. Excellent personal and professional references. Phone 317-966-5365 or write Patrick Hollan, 111 North 34th Street, Richmond, Indiana 47374. Only strong sports stations need reply.

TELEVISION

Help Wanted Sales

Professional salesman wanted. Southeastern VHF has immediate opening for experienced man. Salary, commission, active list and a chance for the right man to grow. Send complete resume. An equal opportunity employer. Box F-1, BROADCASTING.

Announcing

Director-announcer with dependability and originality. Must be able to handle board with accuracy and judgment. Texas station. Box F-15, BROADCASTING.

Technical

Working chief engineer for top 50, VHF, well-equipped full color TV station. Pleasant living and working conditions. Send resume and salary requirements to Box F-85, BROADCASTING.

California Central Coast television station has opening for qualified switcher at \$750 per month. Should be presently employed at switching. Only applicants with background of mature, common sense attitude and actions need apply. Box F-126, BROADCASTING.

WENY-TV, Elmira, New York, has immediate opening for switcher-engineer. Good working conditions. Contact Chief Engineer, Larry Taylor, at 607-734-3636.

Experienced video tape operator/editor RCA and Ampex VTR's for commercial production work. Tele-Color Productions, area code 703/683-3203. Contact Chief Engineer.

Do you like to travel? Do you like remote pick ups? Are you familiar with Norelco cameras? Ampex tape machines? Grass Valley technical equipment? Do you know audio and communications systems? National Teleproductions, the leader in top notch network pick ups with the best equipped mobile vans in the U.S.A., needs qualified remote engineers. The men we are looking for will join with one of our present engineers in forming a two man engineering team for each of our units. You will be responsible for the maintenance and operation of the unit. You should be friendly and personable in addition to being knowledgeable of large scale remote operations. You will be dealing directly with the networks and producers. For further information, call Terry Donohue 317-257-1581.

News

Assistant news director with experience and editorial skills for south Texas station. Box F-12, BROADCASTING.

Newsman-announcer with mature voice and good on-camera delivery for Gulf Coast VHF. Box F-14, BROADCASTING.

California TV station needs experienced self-starting news reporter/anchorman. A man who can do it all. Send resume and tape to Box F-112, BROADCASTING.

Broadcasting professional, with good knowledge of markets and station personnel in Virginia and the region, to direct news and public service information efforts of a university via radio and television. Must have baccalaureate degree and six years experience in radio and TV news and documentary production, programming, community relations, and management. Send resume to Box F-116, BROADCASTING. An equal opportunity employer.

Personality Weatherman. Warm, easy, natural delivery that fits into an interaction newscast. A man who takes the weather seriously but not himself. No cartoonists. Send tape and resume to Phil Corvo, Program Director, KIRO-TV, 3rd and Broad St., Seattle, Wash. 98121.

Television news: Experienced television newsman with abilities in gathering news, as well as strong air work for co-anchor position. Top salary for fully qualified individual. Contact M. D. Smith, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, Alabama . . . or call 205-539-1783.

2nd weatherman wanted. WCVB-TV Channel 5, Boston, has immediate opening for 2nd weatherman. Must be an accredited meteorologist capable of handling all weather assignments. Send full details, resume, tape if possible to Larry Pickard, Director of News and Public Affairs, WCVB-TV, 5 TV Place, Needham, Mass. 02192. An equal opportunity employer.

Weatherman, TV news field reporter. Must have on-camera experience, and be able to handle film assignments, shooting, editing and writing. Handle weathercasts at six and ten PM. Contact Aldy Swanson, News Director, WEAU-TV, Eau Claire, Wisconsin 54701. (715) 832-3474. A Post station.

Programing, Production, Others

Director with technical aptitude and creativity for VHF in Texas resort city. Box F-13, BROADCASTING.

Immediate opening for experienced television operations manager. Must be strong on all phases of television, especially creative TV production and supervision of production crew. Will consider any salary requirement if justified by experience and abilities. Box F-117, BROADCASTING.

Promotion assistant for major independent station in the midwest. Must be hard-working, self-motivating pro with thorough knowledge of writing, production and on-air technique. Reply Box F-121, BROADCASTING.

Studio crew member (camera, floor, break-director) for ETV Station. \$7000. Equal opportunity employer. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, New York 14203.

WTVJ Miami—Traffic operations manager. In charge of 10-person department responsible for sales and program traffic for #1 TV station in Florida. Experience in supervising similar operations required. Equal opportunity employer. Send resume and complete details of experience in various types of systems to WTVJ, 316 N. Miami Avenue, Miami, Florida 33128.

Situations Wanted Announcing

Personality presently employed at northeastern MOR 2 1/2 years experience, 3rd, 29. Black without the stereotype sound. Part of the new Black breed in broadcasting. I am not just another pretty face and can be used as utility man, TV booth announcing, commercials, weather, game show host + radio personality. Wanted, job with a future and a chance to grow. Send for air check, picture and resume. Box F-110, BROADCASTING.

5 years experience. Last 2 years in Washington-Baltimore TV market. Talk show/personality, children shows/producer and writer, staff announcer, news, weather, and sports. Tony Alexi, 2310 Viers Mill Road, Rockville, Md. 20851. (301) 424-7698.

Technical

Recommended first phone operations engineer, all production facilities. Box F-79, BROADCASTING.

Experienced chief, large and small markets, U and V available. Box F-80, BROADCASTING.

News

TV anchorman-extraordinary broadcast journalist with impeccable credentials seeks an opportunity to move from network radio into local television. Box E-322, BROADCASTING.

Attention medium-large markets! As a versatile, dependable pro. Box F-55, BROADCASTING.

If you believe today's audience is tired of just politics, police, and pollution; if you believe local features, human interest, and the offbeat will hypo news ratings; if you're seeking a news director of assignment editor to give your news shows a new look; if you have the experience and the ratings as proof of success. Box F-88, BROADCASTING.

Radio newsman, two years experience, wants TV reporter position. MA in communication, 24, married. Available mid-August. Box F-97, BROADCASTING.

Is there a middle market station serious about news; doing thoughtful reports? Like to join you. Box F-99, BROADCASTING.

Anchorman with 15 years experience can make an audience open their eyes, mouths and hearts. Personal interview only. Call 515-423-8434.

Dig, write, delivery, M.A. Walt Noon, 2155 Alta Vista Circle, Twin Falls, Idaho 83301. Phone 208-734-2220.

Programing, Production, Others

Broadcast pro. Production. Writing. Programing. Top track record as television personality. Thirteen years steady growth with two companies. Seek challenging job on and/or off air. Prefer east. All considered. Box F-6, BROADCASTING.

Will both announce, work projection, studio crew, etc. Have BA degree and experience. Box F-53, BROADCASTING.

Experienced creative photographer/cinematographer; four years in TV; familiar all phases still and movie photography lighting, processing, editing. Presently lab director midwest TV station. Box F-62, BROADCASTING.

Operations manager, director with background as production manager, announcing, engineering, currently employed, seeks major market west/southwest relocation. Film production/direction particularly strong. Just under 30, married, stable, with extensive experience in all areas of television and film production. Desire responsible, rewarding position. Pressure, challenge are not undesirable to me. May I forward a letter and resume? Box F-73, BROADCASTING.

Funny copy, voices, production, direction for film, TV or audio at agency, production house or broadcast facility for the summer. NE preferred. First phone. Good teeth. Box F-74, BROADCASTING.

Director/cameraman, N.Y.C. cameraman TV film, 13 years experience. Freelance directing for CATV. Desires similar position. Box F-89, BROADCASTING.

Program/operation manager seeking challenging TV market or cable opportunity. Strong in programing administration, film buying, dedicated professional. Box F-95, BROADCASTING.

Production manager desires position with TV station as director/producer or production manager. Experienced in all phases of production and supervision of continuity, film, art and news departments. Excellent references. Box F-114, BROADCASTING.

Producer-Director, cinematographer. 21 years experience, commercial educational. Bob Alshouse, (305) 562-6460.

M.S. in TV production; male, 24, single, can relocate. Need first break, salary open. Ed Steinmann, 1441 Orchard, Des Plaines, Ill. 60018. 312-824-0625.

Production manager/producer-director seeks new market challenge! 6 years VHF net affiliate; 6 years agency experience. Both top 25 markets! A.B. degree. Prefer West or Southwest. Joe Jaworski, 203-669-7889.

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Ampex MK X Headwheels: Will pay top dollar for used MK X Headwheels. Please contact Box E-329, BROADCASTING.

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Will trade Dynair input x 5 output routing switcher (new 1971) with audio follow for an 8-10 input studio switcher. Prefer switcher with effects if possible and must be in good condition. Write Department of Educational Communications, Washington Sanitarium & Hospital, Takoma Park, Maryland 20012, or call 301-891-7355.

For Sale Equipment

Heliast-xyroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

6 1/2" Andrews Rigid T/L 775' type B2503, 75 OHM 3 yrs. old, hangers, elbows, gas stop, misc. parts. Excellent condition. P.O. Box 188, Menomonee Falls, Wisconsin.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International. Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

1-RCA, TS-21 Video Switcher; 1-RCA, TP-11 Multi Plexer; 2-GPL, PA-100 16mm Film Projector; 1-RCA Turntable; 1-RCA, Opaque Pick-up Assembly. Contact Al Petzke, WTVO-TV, AC 815-963-5413.

RCA TR-4 Lo-band color video recorder, reasonable. Broadcast Equipment Service, Box 2989, Bon Air, Virginia 23235. 703-272-0693.

Patch panels-CoAxial, (2), 3/8" 50 ohm, 10 X 10 plus dummy load connection. Dielectric Communications Type 3233P. Unused. Complete specs available. Original cost about \$7000 each. S-W Elec., Box 23872, Oakland, California 94623, Telephone (415) 832-3527.

(1) Collins 642A-1 cartridge playback—\$200.00. (1) Collins PB150 cartridge playback—\$200.00. (1) ATC A-190—P190 cartridge record and playback—\$250.00. All running well—as is. Take all for \$600.00. Connecticut School of Broadcasting, 750 Main Street, Hartford, Conn., 203-232-9888.

Will trade Dynair 12 input x 5 output routing switcher (new 1971) with audio follow for an 8-10 input studio production switcher. Prefer switcher with effects if possible and must be in good condition. Write Department of Educational Communications, Washington Sanitarium & Hospital, Takoma Park, Maryland 20012, or call 301-891-7355.

RCA BTA-5F 5KW AM Transmitter, excellent condition. Hy-Power Electronics, Dallas, Texas. 214-272-5567.

Sale—closeout. 3 RCA TK41 studio cameras with lenses, tripods, Fearless heads, 300' cable each, package \$6,600 or \$2,650 each. Bell & Howell Jan projector mag/opt on base, \$850. EMI 4 1/2" B&W studio camera lenses and cables, \$1,500. Marconi Mark IV 4 1/2" B&W studio camera lenses, tripod, dolly, cable, \$2,500. RCA TK21B B&W film, Vidicon camera, \$600. All FOB, Las Vegas. Contact Frank Anderson, 702-870-2020, or John Ettlinger, 213-652-8100.

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INSTRUCTION

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Elkins in Cincinnati, 11750 Chesterdale.

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KXYZ radio, an ABC owned station is presently auditioning for a talented, creative Production Manager. You must be able to work proficiently on talent, agency and sales levels. Only mature professional broadcasters will be considered. Excellent salary, working hours, company benefits and working conditions. No air shift. Send resume and production tape to: Program Director, KXYZ Radio, 1602 Fannin Bank, Houston, Texas 77025.

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East Coast Major Market Station Needs A-1 Newsmen with Bright, Contemporary Sound and Strong Voice, Consistent "UP" Delivery and Solid Commercial. "Inside/Outside" Ability a Must. Top 5-Figure Salary and Fringes. Excellent Living and Working Conditions. Rush Tape and Resume to

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Applicants From All Races Desired

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Programing, Production, Others

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TELEVISION

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Box F-105, BROADCASTING

Help Wanted Programing, Production

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Traffic experience required. Upper Mid-West station. NBC affiliate in top 50 ADI market. Excellent salary and fringes.

Box F-25, Broadcasting

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Reply to Box F-61, BROADCASTING

Help Wanted Programing Production, Continued

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Immediate opening available for highly creative documentary photographer, experienced in both single and double system editing and photography.

We are seeking an award-winning photographer. Position offers good starting salary commensurate with experience and ability, and an attractive benefit program. Please send complete resume, including salary history to:

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CREATIVE TALENT with experience including 2 markets of top 10, will sacrifice dollars for right spot on air, in production, or both. Prefer Southwest, deep South, or West Coast. I'm a "young" 37, family man, and 20-year pro seeking position as talk or film host, weather personality, assistant PD, documentary producer, production manager. VTR and audiotape samples. Box E-349, Broadcasting.

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Box E-300, BROADCASTING

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Small market AM. Prefer northeast or New England. All replies confidential.

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MW	Small	FM	75M	29%	E	Small	Day	225M	29%
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Profile

Who is Harry Lois, and can he really walk on water?

Those who know, or think they know, George Haralampos (Harry) Lois have at one time or another called him an iconoclast, a genius, an advertising legend. Be that as it may, Mr. Lois considers himself as foremost an advertising man.

He made it twice in a lifetime on Madison Avenue, where few make it once. He formed a hot-shot agency, Papert, Koenig, Lois, only to leave it in 1967 and form another, Lois Holland Callaway, when, in his opinion, PKL stopped producing creative ads and turned out safe ads. "They sold," he says.

He made his million a decade ago when PKL went public at a time when few agencies would reveal minimal financial data. Yet he is only celebrating his 41st birthday this month.

George Lois, chairman of the board of his agency, son of a Bronx florist, former Golden Gloves competitor, sports buff who dreamed of becoming a professional athlete, was destined for the florist shop or the docks and a job as a longshoreman, were it not for an extraordinary talent and an obsession to design advertising in a life-style that he could accept as contemporary, relative and "good work."

Uninhibited, Mr. Lois says of himself: "Young creative people look to me as the innovator. The more established in the business think I am a crazy man."

About seven months ago an ad in *Business Week* magazine featured a photograph of Mr. Lois walking on water. The caption asked, "What makes George Lois so humble?" The copy read in part, "becoming an advertising legend in your own time leaves little to be humble about." (The ad came about, says Mr. Lois, when Bob Dolobowsky of Warren, Muller, Dolobowsky, agency for the magazine, needed "somebody doing something very different to get the series off to a great start. He thought of me. 'That crazy nut Lois will do it. And why not? Bob is a good friend. I did it.'")

Another ad in the series showed Sam Scali (Scali, McCabe, Sloves) immersed in water, depicting himself as an iceberg. Mr. Lois ran into Mr. Scali: "Sam, schmo! Do what I did. Walk on the rocks." Helmut Krone (formerly of Doyle Dane Bernbach and Case & Krone) wrote asking how the shot was "rigged." The reply was fired back: "The shot wasn't rigged. It's easy if you know how." He now suspects people in the business, though shocked at first, later kicked themselves at not having been the man in the picture ("Only my father didn't like it—couldn't understand what



George Haralampos (Harry) Lois, chairman, Lois Holland Callaway, New York; b. June 26, 1931, New York; attended Pratt Institute, New York, 1950-51; designer/art director, Reba Sochis Advertising, New York (design studio), 1951; U.S. Army infantry, Korean war, 1952-54; designer, CBS-TV, New York, 1954-56; art director, Sudler and Hennessey, then at Doyle Dane Bernbach, 1956-1959; co-founder, executive VP, creative director, Papert, Koenig, Lois, New York, 1960-67; co-founder, president, chief executive officer, Lois Holland Callaway, New York, 1967-71; present post, September 1971 continuing as chief executive officer; m. Rosemary Lewandowski (artist, professional name of Lewandowski Lois), Aug. 27, 1951; children—Harry, 14; Luke, 10; collector and student of primitive art.

kind of business I'm in to make me do a thing like that.")

In addition to his aquatic feat, other items in the Lois legend: his stunning design techniques (the Zum-Zum restaurants in New York are his, and he has consistently won awards for his *Esquire* magazine covers); his "escapades" (as he calls them) early in his career; his successful political advertising campaigns (for the late Democrat Robert Kennedy's 1964 and Republican Jacob Javits's 1962 Senate campaigns in New York while Mr. Lois was with PKL, and for Democrat Warren Magnuson of Washington in 1968 and Republican Hugh Scott of Pennsylvania in 1970 while at LHC) and of course, his affinity for television.

"Television is the most amazing medium in the world," says Mr. Lois. LHC has creative teams and Mr. Lois is on every project. A dedicated ad man, Mr. Lois lives with ideas and quickly sketches them out on paper. Working on a campaign, he'll draw the print ad ideas and sketch rough storyboards, including cam-

era positions and directions. And he's on the scene during a commercial shooting and the follow-through.

When he formed LHC, he was adamant that the agency market itself by creating good, powerful advertising. "We just can't sit and wait for business to come in," he told his colleagues. He looked for a business that was moderately successful, well managed, but unknown. Edwards & Hanly, a New York stock brokerage, became that firm.

"We wanted to make them famous fast," he says. Mr. Lois worked with his agency in pumping out commercials. The agency placed 180 spots (15's and 30's) over a six-week period. New Yorkers and client prospects soon knew of Edwards & Hanly ("Edwards & Hanly, where were you when I needed you?" said the TV commercial.)

All of his advertising life, Mr. Lois has been associated with clients who made it through advertising ideas—from Dilly beans to Xerox at PKL to Olivetti at LHC. (The Olivetti girls commercial now on television is Lois-conceived.)

Mr. Lois recalls how PKL put Xerox on CBS-TV (*CBS Reports*) when it had a limited \$250,000 budget. "We used a demonstrable commercial, changed the image of the copying machine, took it out of the dirty back room and gave it a clean-designed 'Xerox room' which no progressive business concern could be without." A Lois agency, he says, "doesn't usually get the easy guys, but the aggressive companies."

Many people have mixed fiction with the truth about Mr. Lois. He says the notion some people have that he "punches people" is not true. "They know I boxed in Golden Gloves. I won two but lost the third fight. I was 18. I was crazy but not a fighter."

Mr. Lois's escapades are hilarious as he relates them (He's a mimic who uses facial expressions and hands freely.) The better known incidents, which embellished the Lois legend, happened years ago.

At Lennen & Newell (a very brief stay, the agency was too conventional), he turned over an account man's desk—"I still remember the ink splatter it left on the wall"—when the agency official literally walked all over his ads. He was not fired, though he left a month later on his own.

While with Doyle Dane Bernbach, he defended a poster ad he made for Goodman Matzoh by "reasoning" with the client, as he later told Bill Bernbach, by climbing out onto a window ledge, three stories from the ground, "and still selling my work from out there." The client "bought" the poster and "he told me if ever I wanted to get out of advertising, I had a job as a matzoh salesman. I said, 'You make the matzoh, I'll make the ads.'"

Editorials

Taboo guide

It suddenly dawned on us, thumbing through the latest issue of *TV Guide*, that the advertising content of that fabulously successful publication provides a weekly record of discrimination against broadcasting. The issue at hand contained 13¾ pages of advertising that has been denied to radio or television by political action or political threat.

There were six pages of cigarette advertising, banned from the air by law. There were four pages of Army and Navy recruitment advertising, explicitly withheld from broadcasting by the same act of Congress that granted the appropriations for the print media. There were two and three-quarters pages of hard-liquor advertising, voluntarily rejected by broadcasters to head off repeated threats by Congress to take beer and wine commercials off the air. There was a page of Tampax advertising which the television code establishment eschews in fear of political reprisal.

It is not to begrudge *TV Guide* these utterly legitimate accounts if broadcasters feel especially abused upon seeing that publication so heavily burdened with advertising they are forbidden to accept. Without television, there would be no *TV Guide* to take the business.

Mr. Chairman

The flap over the probable election of Peter Storer to the chairmanship of the National Association of Broadcasters television board seems to be dying down. It was started, readers of this publication's May 29 "Closed Circuit" page will recall, after Storer Broadcasting Co. arranged with Theatrevision Inc. to test pay television on Storer's Sarasota, Fla., cable system. Some NAB directors thought the pay-TV association disqualified Mr. Storer from heading a board that contains antipay members.

There might have been a point if Storer's principal business were in cable or pay television. But as Mr. Storer himself has explained, in letters to the board members, the company's tilt is still very much toward on-the-air commercial TV. Mr. Storer is hardly the type to lead a movement toward destruction of Storer's main source of income.

Mr. Storer is as qualified now to be chairman of the television board as he was before the venture with Theatrevision was begun, which is to say he is eminently qualified. It is hard to imagine his defeat in next week's election.

A look to the top

On this page two weeks ago we cited the calculated campaign of administration spokesmen against what they characterize as the anti-Nixon bias of the news media.

The tempo was stepped up as the Moscow summit approached; indeed there was one wild assertion that "advocacy journalism" could wreck the Moscow deliberations.

Yet the drumfire continues. The June 5 issue of the Republican National Committee's publication, *Monday*, accused network commentators, newspaper and news magazines of distributing antiadministration propaganda.

What is coming out of this administration fits the tactics of dictatorships rather than the criticism of a free society.

Though administration spokesmen keep complaining that President Nixon is being treated unfairly, Mr. Nixon has not himself made such a charge.

Clarification is needed. President Nixon, we respectfully

suggest, should speak up. In this season of summits a media summit would be timely. The President should consider inviting deeply concerned leaders of the various news media—broadcasting, newspapers, magazines—to confer with him and his senior communications specialists. Otherwise the point of no-return may be crossed, with irreparable injury inevitable and the sanctity of the First Amendment subverted.

Inequality

It doesn't really matter whether the FCC was right in ruling that McGovern-Humphrey confrontations on network interview programs were exempt from the equal-time law or the Court of Appeals was right in reversing the commission on the same day. What matters is that the insidious equal-time law, Section 315, remains on the books.

Frank Stanton put his finger on the problem in denouncing the sequence of decisions. "This ridiculous confusion and uncertainty will force the broadcasters to limit their efforts to inform the people," the CBS vice chairman said. As this publication has pointed out repeatedly over the years, equal time is a delusion that leads only to less time for candidates who matter to the electorate. Somehow it must be repealed.

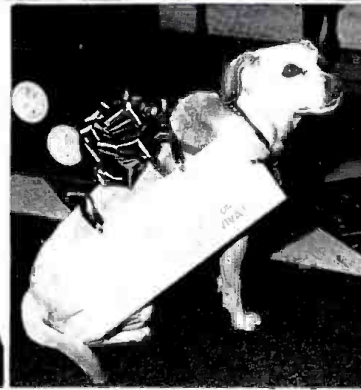
Tam Craven

Tunis Augustus Macdonough Craven, who died May 31 at 79, belongs in the communications hall of fame. He was the only person to serve two separated terms on the FCC (after having been its chief engineer). He was mainly responsible for the directional antenna, which allowed AM stations to proliferate. In his time he was the nation's foremost allocation expert.

Commander Craven came from a naval family, dating back to early times. If he hadn't been susceptible to sea sickness, he might have become a flag officer in the line. Instead he specialized in communications. In a life that spanned the era from spark transmitter to satellite, he was also a consulting engineer, manager of radio stations and consultant to Comsat. Few men in communications have had more diversified careers.



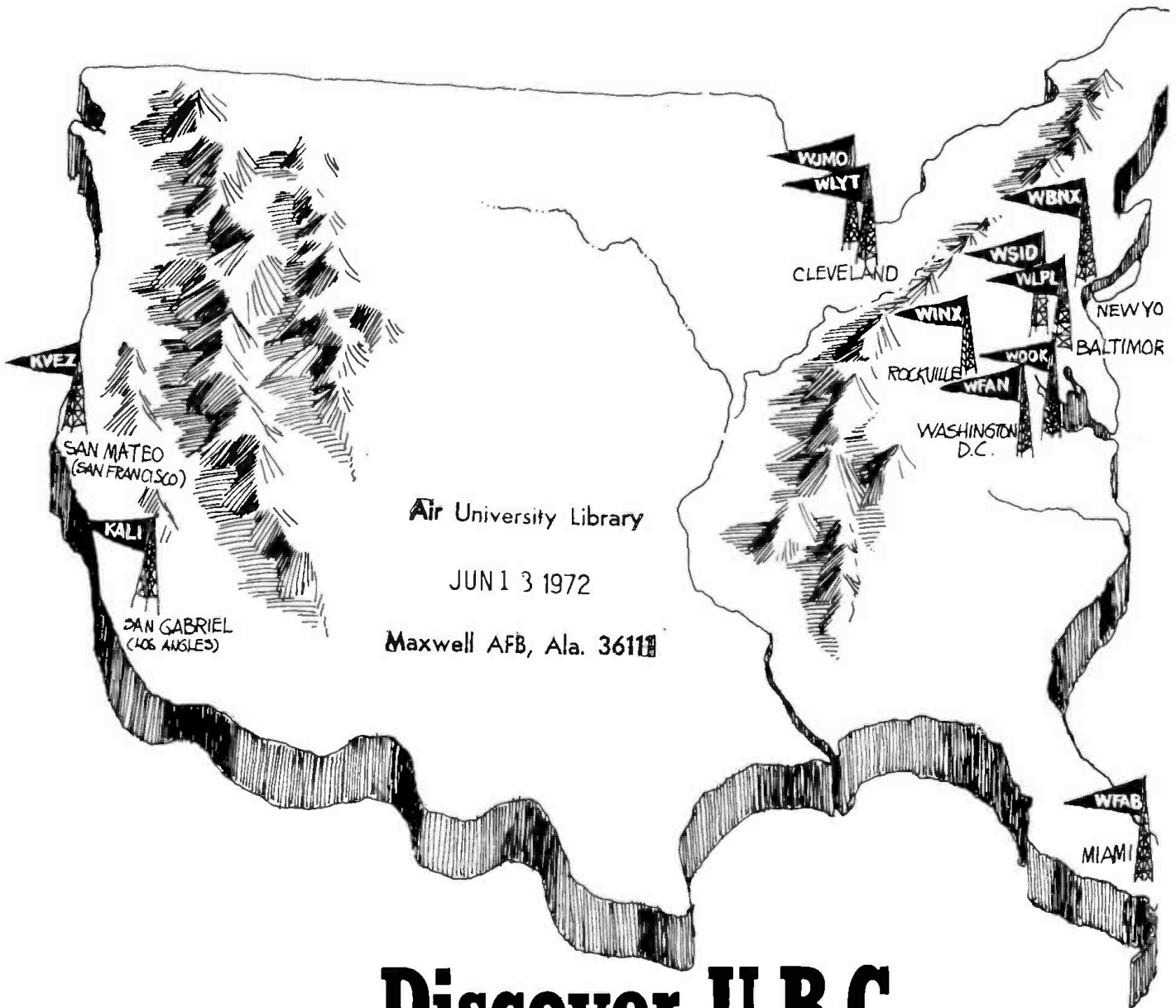
Drawn for **BROADCASTING** by Sid Hix
"I'll bet the government would think twice about suing the networks if Perry Mason was still on CBS."



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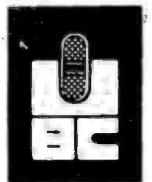
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