We interrupt our new product* announcements to bring you "The RIFLEMAN" third release.

* FOR FIRST-RUN SYNDICATION

JUVENILE JURY
26 family half-hours, in color, Host: Jack Barry

SEVEN SEAS
A spectacular color hour on each of the seven seas of the world.

Towards The Year 2000
26 exciting color half-hours dealing with the challenges of the future.

* FOR THE NETWORKS

THE REEL GAME
Weekly ABC prime-time half-hour game shows in color, Host: Jack Barry

ABC Movie Of The Week
IN SEARCH OF AMERICA starring sky, Blythe and Vera Miles

CHUCK CONNORS STARS IN 168 HALF HOURS
Nothing succeeds like success and The Rifleman. With its proven rating history, is back in action on WNEW New York, KLIX Los Angeles; WFAA Dallas and KMOL Fort Worth. Its New York success: Delivered 350% more women than previous programs in the same time slot and increased current leading's women by 230%. The Rifleman could do the same job for you... call us!

FOUR STAR ENTERTAINMENT CORP
550 MADISON AVE, NEW YORK, N.Y. 10022
PHONE 265-8433
Twin Citians are great people

(TAKE OUR SQUIRTS, PEE WEEs AND BANTAMS, FOR INSTANCE)

Sure, we've got pretty buildings, ten thousand lakes and parks galore, but it's our people that make our market great! . . . including 6-year-old goaltenders with nerves of steel! We're a young market, as the averages go. And healthy and vigorous and well-educated. We're second in the nation in percent of ninth graders completing high school and always at the top in lowest percent of draftee rejection in armed services qualification tests. Great people! And great consumers! Worth spending some time with . . . on the station they look to for action, insight and full-color entertainment. "Take 5" for news, Carson, Frost, young-married's programming and a prestige environment. You'll reach the great people on:

KSTP-TV
MINNEAPOLIS • ST. PAUL

A Division of Hubbard Broadcasting Inc., WOOG-TV, Tampa-St. Petersburg, KOB-TV, Albuquerque. Contact your nearest Petry office or Jim Dowdle at 612-645-2724.
I’LL TAKE SWEDEN

BOB HOPE
TUESDAY WELD
FRANKIE AVALON
DINA MERRILL
JEREMY SLATE

UA Showcase Six
OFFERS YOU I’LL TAKE SWEDEN.

ONE OF 30 OUTSTANDING FILMS FROM

United Artists Television
Entertainment from Transamerica Corporation
use WGA\-TV to keep your sales running ahead

WGA\-TV reach and in-depth coverage are unapproached because it delivers most viewers in its multi-city market*. Two other great selling factors: a big 50% color penetration; above-average stability and prosperity in its Channel 8 area.

*Based on November 1970 ARB estimates subject to inherent limitations of sampling techniques and other qualifications issued by ARB. Available upon request.

WGA\-TV Channel 8 • Lancaster, Pa.
Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
Where it counts
If agency mathematicians are correct, there was sharp change in ranking of TV networks according to going prices of their average prime-time minutes in fourth quarter of 1970 as compared with same 1969 period. Agency people, who try to keep track of such things, estimate NBC-TV's pricing was highest at average between $52,000 and $52,500; ABC-TV was second at close to $48,000, and CBS-TV's third at about $47,500. Comparable averages for fourth quarter of 1969 put CBS first at little over $55,000, NBC second at more than $53,000 and ABC third at just under $43,000.

Open season?
FCC is expected soon to issue notice of inquiry that could lead to more license renewals challenges, from would-be broadcasters filing competing applications as well as from citizen groups simply protesting renewals. Inquiry would seek definition of "substantial service" as used in commission's Jan. 15, 1970, policy statement on comparison hearings involving renewal applicants; commission said it would favor incumbents if they could demonstrate such service. Stations that did not meet FCC's criteria—and these would probably, though not necessarily, be cast in terms of percentages of service—would find themselves more attractive targets for challenges and protests than stations that measured up to government's standards.

Question still being pondered at FCC staff level is whether criteria should be used as guide in renewal processing. Number of other items, all dealing with current review of license-renewal procedure, are being readied for presentation to commission along with notice of inquiry. One is new application form for television. Others are proposed rules extending time for filing renewal applications from 90 to 120 days ahead of renewal due-date, and requiring scheduled announcements inviting comments on their performance and to maintain for public inspection, file of complaints they receive (Broadcasting, Dec. 7, 1970).

Morning line
If new generation on boards of National Association of Broadcasters prevails, 1971 slate of chairmen to be elected in June will look like this: Richard Chapin, Stuart Stations, Lincoln, Neb.—chairman; Andrew M. Ockerhausen, WMAI-FM Washington—chairman radio board. Richard Dudley, Forward Stations, Wausau, Wis., former radio board chairman is seen as possible candidate for joint board chairman. Vice chairmanship prospects have not yet jelled, but Don Campbell, WMAI-TV Baltimore, is being talked up for TV board.

Next in line
Although there's no timetable, President's select committee on government reorganization, headed by West Coast banker Roy Ash, will make study of independent agencies its next order of business. And prospects are that Federal Trade Commission, which has caused new unrest in business sector, and FCC, caught in cross-fire involving allocations, ownership, program controls and minority protests, will be among first to be examined.

Ash committee recommendations dealing with reorganization of executive-branch agencies directly responsible to President are currently under executive scrutiny. Independent agencies, whose members are nominated by President and confirmed by Senate, are regarded by Congress as arms of legislature.

Heeding the word
At least two television networks—CBS-TV and NBC-TV—are busy developing new children's programs for fall following that private meeting at which FCC Chairman Dean Burch once again pressed his plan for 90-minute daily program for children rotated among networks (Broadcasting, Dec. 21, 1970). Though networks won't say they'll agree to Mr. Burch's program pattern or confirm specific plans, CBS-TV is understood to have several projects in development, as has NBC-TV, where one project is half-hour show that may be offered to affiliates at supplemental charge. ABC sources said planning is continuous, but only specific they could discuss was Curiosity Shop, scheduled for next season and announced several months ago.

Everybody's in
Selection of successor to FCC's late chief engineer, William H. Watkins, who died Jan. 3, expected to be made in next couple of weeks. Among those mentioned as candidates or prospects are Raymond E. Spence, deputy chief engineer; Julian Dixon, chief of Technical Division, Harold L. Kassens, chief of Rules and Standards Division; Curtis Plummer, chief of Field Engineering Bureau and one-time chief engineer; C. Phyll Horne, engineering assistant to Chairman Dean Burch, and A. Prose Walker, communications consultant, former FCC Allocations Branch chief and former director of engineering at National Association of Broadcasters. Job pays about $37,000 a year.

Chance of reprieve
CATV systems, particularly smaller ones, would be able to delay start of program origination, and perhaps avoid it entirely, under proposal being considered by FCC. System requesting waiver of rule—which becomes effective April 1—could hold off until commission denied request. (Commission uses that procedure in dealing with requests for waiver of other CATV rules.) And commission staff would process waiver requests from larger systems first.

Proposal reflects uncertainty some commissioners are said to feel over wisdom of cablecasting rule, which applies to systems having more than 3,500 subscribers. These commissioners are said to have been impressed by data from National Cable Television Association and Rand Corp., indicating that commission may have been unduly optimistic in assuming 3,500-subscriber systems could sustain cablecasting.

One to one
KPRC-AM-TV Houston is splitting its national representation. Effective Feb. 1, KPRC-AM will switch to Major Market Radio (Jerry Glynn, president). KPRC-TV will continue its long affiliation with Edward Petry & Co. Both stations are owned by Houston Post, and both are long-term NBC outlets. Jack Harris is president of Post's broadcast division.

Fat's out of fashion
Among austerity proposals to be considered by board of directors meeting of National Association of Broadcasters at LaQuinta, Calif., this week: elimination of nine-man Finance Committee, with budgets to be developed by seven-man Executive Committee, subject to concurrence of full board; holding of committee meetings (with possible exception of code-board sessions) in Washington where records and staff are, entailing minimum expense in staff travel.
HOW WOULD YOU LIKE TO GROSS ONE MILLION EIGHTY FIVE THOUSAND DOLLARS A YEAR BETWEEN 11:10AM AND 4:00PM MONDAY-FRIDAY?

Bill Randle does . . . on WERE, Cleveland. (And is top-rated as well.) □ You can too . . . if you’re an AM general manager or major radio station owner in one of the top 50 markets, and are willing to spend $15-30,000 during the next year. The cost depends on your market, individual station problems and availability of performers. □ If you’re interested, you can call Bill Randle between 9:00 A.M. and 4:30 P.M. any weekday at 216/696-1300.

**BILL RANDLE**
Radio Station WERE
1500 Chester Avenue
Cleveland, Ohio 44114
National Association of Broadcasters' television code review board proposes measures for tightening TV commercial-time standards, but some agencies and representatives feel proposals do not go far enough. See...

**Touch-up job on TV time standards ... 18**

TVB president Pete Cash predicts 8% rise in retail merchants' investment in local TV in 1971; tells annual retailers convention members cigarette loss will be virtually equalized by increased new business. See...

**Answer to lost cigarette revenue? ... 20**

Bill to limit both broadcast and nonbroadcast political campaign spending will be introduced when 92d Congress convenes this week. Co-sponsors are Senators Mike Gravel (D-Alaska) and James B. Pearson (R-Kan.). See...

**A ceiling on all political spending? ... 26**

Leading CATV operators in New York oppose recommendation by New York State Public Service Commission that it join FCC and local authorities in regulating cable systems in state. See...

**CATV's see no need for PSC plan ... 28**

FCC is given conflicting counsel on whether to grant WHDH-TV Boston's request that it reopen case, in which WHDH Inc. lost license, to determine if decision was based on sufficient number of commissioners. See...

**FCC faces issue over WHDH-TV vote ... 30**

In appeals court case involving Midwest Video Corp., Justice Department goes on record as arguing that FCC has gone 'too far' in restrictions it has imposed on pay CATV. See...

**Justice faults FCC for curbs on CATV ... 36**

Spectrum-allocation problem will receive complete and lengthy examination jointly by FCC and Office of Telecommunications Policy. Study could result in reallocation of government-used space. See...

**A high-level spectrum study ... 37**

Federal district court throws out suit brought by three housewives over alleged excessive violence in 'Wild, Wild West' program. Plaintiffs should seek relief first from FCC, it says. See...

**Court throws out antiviolence case ... 43**

Two mid-season replacement programs from CBS and one from NBC receive few laurels; CBS's 'Family' garners most attention with mixed reactions; NBC's 'Griffith' product and CBS's 'Strange Report' elicit yawns. See...

**Second season lands with dull thud ... 44**

FCC will take closer look at time factor in exclusivity of nonnetwork TV programing and related problem of helping UHF stations and CATV systems to gain freer access to nonnetwork material. See...

**How to help UHF, CATV get material? ... 48**

---

**Departments**

<table>
<thead>
<tr>
<th>Department</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT DEADLINE</td>
<td>9</td>
</tr>
<tr>
<td>BROADCAST ADVERTISING</td>
<td>20</td>
</tr>
<tr>
<td>CHANGING FORMATS</td>
<td>53</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>31</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>5</td>
</tr>
<tr>
<td>DATEBOOK</td>
<td>13</td>
</tr>
<tr>
<td>EDITORIALS</td>
<td>74</td>
</tr>
<tr>
<td>EQUIPMENT &amp; ENGINEERING</td>
<td>37</td>
</tr>
<tr>
<td>FATES &amp; FORTUNES</td>
<td>60</td>
</tr>
<tr>
<td>FOCUS ON FINANCE</td>
<td>57</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>62</td>
</tr>
<tr>
<td>LEAD STORY</td>
<td>18</td>
</tr>
<tr>
<td>THE MEDIA</td>
<td>28</td>
</tr>
<tr>
<td>MONDAY MEMO</td>
<td>16</td>
</tr>
<tr>
<td>OPEN MIKE</td>
<td>14</td>
</tr>
<tr>
<td>PROGRAMING</td>
<td>43</td>
</tr>
</tbody>
</table>

---

**Broadcasting**

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

**Subscription prices:** Annual subscription for 52 weekly issues $14.00. Add $4.00 per year for Canada and $6.00 for all other foreign countries. Subscriber's occupation required. Regular issues $1.00 per copy. **Broadcasting Yearbook** published each January, $13.50 per copy.

**Subscription orders and address changes:** Send to Broadcasting Circulation Department, 1735 DeSales Street, N.W., Washington, D.C. 20036. On changes, please include both old and new address plus address label from front cover of the magazine.

---

BROADCASTING, Jan. 18, 1971
Now watch!
KTEW, Tulsa, Oklahoma,
(formerly KVOO-TV)
has appointed
Blair TV.

With over half a million in population, the Tulsa metropolitan area has been gaining ground as one of the Southwest’s leading marketing areas. Long a center for the oil and aerospace industries, upward mobile Tulsa is now emerging as one of the nation’s greatest river ports, connected by water with industry extending from the Great Lakes to the Gulf of Mexico, by means of the important new Arkansas Verdigris Navigation System, whose effects may well prove more far-reaching than those of the St. Lawrence Seaway. Pace-setting station in the Tulsa area with strong leadership in prime time periods is KTEW, Channel 2. (Previously, KVOO-TV. And now under the Scripps-Howard banner.) For everything you need to know about the burgeoning Tulsa market and about KTEW, call your Blair man.

BLAIR TELEVISION
America’s leading television representative
A Division of John Blair & Company
Onward and upward

Network TV revenues in 1970 increased 2.1% to $1,733,671,700, according to estimates released Friday (Jan. 15) by Television Bureau of Advertising. They were compiled by Broadcast Advertisers Reports and compare with 1969 total of $1,697,420,500.

For fourth quarter, sales were off about 3.58% to $518,797,500.

December billings were down 8% to $157,403,900, with daytime down 13.4% and prime time down 5.3%. For full year, daytime was up 2%, prime time up 2.2%. Figures are estimates of TV networks' net revenues from sales of time and programing.

Digisonics wants more time

International Digisonics Corp. has asked FCC to continue for another 120 days IDC's authority to operate its trouble-plagued electronic system for monitoring commercials under relaxed standards. Ninety-day period commission gave company on Oct. 22, 1970, to operate under eased standards and, at same time, to find solution to technical problems, runs out Jan. 20 (Broadcasting, Oct. 26, 1970).

But National Association of Broadcasters, in letter filed with commission Friday (Jan. 15), said IDC should not be granted further waiver of rules unless it can demonstrate ability to transmit its coded commercial in compliance with relaxed standards.

John B. Summers, NAB chief counsel, said NAB Technical Committee studies and reports from NAB member stations indicate that IDC-coded patterns "in many instances" do not comply with relaxed standards. Commission, Mr. Summers said, "should not condone any continuation of such degradation of the television picture."

This is contradiction of assertion in IDC attorneys' letter that extension of waiver would not interfere "in any way with television broadcast viewing."

IDC attorneys said that additional 120 days would permit company to complete studies it has begun and to suggest "research-based, permanent solution." They noted it would also permit those broadcasters, whose concern about rules violations led to relaxation of standards to continue carrying material encoded by IDC for its national advertiser clients.

Mr. Summers, in his letter, said that if IDC cannot provide licenses with encoded patterns within standards in rules, commission should reopen rulemaking proceeding to consider whether rules should be amended. Present rules were adopted in response to petition from IDC.

And, in reopened proceeding, Mr. Summers said, commission should consider other matters about electronic monitoring that have troubled some broadcasters—those relating to prior notice to broadcasters that they will receive encoded commercials and to license control over use of such material.

Sarnoff on consumerism

Business community and its advertising agencies risk harmful political crusade if they do not respond more to articulate consumer demands, according to Robert W. Sarnoff, RCA chairman and president.

This warning was contained in address prepared for delivery to Poor Richard Club in Philadelphia Saturday (Jan. 16), when he was to receive club's 1971 gold-medal award for distinguished service in areas of information and communications.

He said consumer unrest was rooted in both real and imagined offenses. These offenses, he said, sprouted from overstated claims, poor service, inflated charges and neglected customer needs.

"Its potential danger lies in the development of a political crusade that could lead to overreaction," he said, "with results as unfortunate for the public as for business."

Urging business and agencies to respond quickly and effectively to legitimate public demands and desires, Mr. Sarnoff said: "We must insure that advertising claim matches business performance."

There must be rapport between business and consumer, he said, and first step toward this communication is close cooperation between agencies and business management.

"The important point," Mr. Sarnoff continued, "is that at a time when the flow of new products and the increased impact of the media has placed the highest value on expertise, your profession must be a partner in marketing rather than simply a transmission line for the sales message." And, he added, business has obligation to insist upon active role.

Many violations charged to advertisers and agencies by FTC, he believes, are due to communications gap.

He urged audience to stop thinking of consumerism as movement and associate it instead with individual who wants to be treated in honest and straightforward way.

MGM, Fox talk merger

Discussions looking to merger of MetroGoldwyn-Mayer and 20th Century-Fox Film Corp., leading film producers, were reported under way Friday (Jan. 15).

James T. Aubrey Jr., MGM president and former head of CBS-TV network, announced that "encouraging" conversations in principle had already been held, without reference to approval of specific terms.

Mr. Aubrey's disclosure was in statement issued Thursday (Jan. 15) in which he said discussions had been held with some Fox stockholders, including Broadway producer David Merrick; Harry and Richard Brandt, executives of Brandt Theaters and Trans-Lux Corp., respectively, and Davis Factor, chairman of Max Facor & Co.

Mr. Aubrey said earlier talks had centered on plan whereby MGM would exchange one of its shares for each two shares of Fox stock outstanding. It could not be learned how many Fox shares Merrick-Brandt-Factor group held, but industry sources speculated it may run from 500,000 to as many as 1.5 million of Fox's approximately eight million shares outstanding.

Both Fox and MGM have had financial problems in recent years and have had changes in top-level corporate structures.

Mr. Aubrey emphasized that discussions were still in preliminary stage and that any ultimate agreement would be...
subject to approval by MGM board and stockholders, and would also be subject to such securities and other laws as may be applicable.

Feminists air grievances

National Organization for Women and other women's groups challenged television and print advertising's image of women Friday (Jan. 15) during three-hour conference with representatives of national advertising agencies.

Although press was not admitted to "dialogue with women," NOW held news conference later, detailing scope of discussion.

Among 21 advertising agencies said to have sent representatives to "dialogue" were: Young & Rubicam; Foote, Cone & Belding; Doyle Dane Bernbach; Leo Burnett; Della Femina, Travisano & Partners, and Well Rich Greene.

New York was charged by agencies with being composed of 'avant-garde' types not representative of American women.

Agencies also defended commercials, which NOW and other women's groups found offensive, by saying they must appeal to broadest range of people in shortest possible time.

Deborah Biele, coordinator of NOW's image committee, said that was strongest point of agencies' argument. But she added that in last year, women's groups have thrived throughout country, and that younger generation, now in school, would not sit still for demeaning image of women presented in advertising.

APBA sports study

Hoping to find ways to provide innovative and extra services for broadcasters in 1970's, Associated Press Broadcasters Association has assigned its performance committee and three subcommittees to scrutinize AP-wire sports report and to survey wire usage, generally.

Performance committee is headed by Charles Fred Douglas, WKZO(AM) Kalamaoo, Mich. Sports subcommittee is headed by Charles Whitehurst, WPMY-TV Greensboro, N.C. Ron Mires, KPIX-TV San Francisco will be chairman of subcommittee looking at AP picture report, and Frank Scott, KLSN(AM) Omaha, will survey desire for co-operative news and feature beeper and actuality service.

Audio-gear rules proposed

Federal Trade Commission is studying possibility of requiring manufacturers of radios, phonographs, tape players and other home-audio gear to use standard base for rating amplification power.

In rules proposed last week, FTC suggested prohibiting makers from advertising certain audio capabilities of amplifying units—such as "watts" of power output or "power frequency response"—without providing additional technical information that could affect volume and quality of sound produced by products.

There is currently no single industry standard for rating amplifying units. FTC said that "wide abuse of output ratings has occurred as a result of use of ratings based on numerous standards and testing methods."

Public hearings on proposed rules will be held April 15.

George Smith to retire

George Smith, former Broadcast Bureau chief and now legal assistant to Commissioner Robert E. Lee, will retire from commission Jan. 31. He will be succeeded in Mr. Lee's office by Sidney Goldman, 37, former commission staff member who is now assistant regulatory counsel for Western Union.

Mr. Smith, who is 69, was 25th employee, in 1928, of Federal Radio Commission, forerunner of FCC. He was first chief of new commission's license bureau, before leaving to enter private law practice in Washington.

He returned to government in 1962 as legal adviser to Commissioner Lee. Four years later he was named chief of Broadcast Bureau, post he held until September 1970, when he returned to Mr. Lee's office.

Mr. Goldman, who graduated from University of Miami Law School and did graduate work at New York University Law School, was member of commission's Common Carrier Bureau staff from 1962 until 1967.

He left commission for Communications Satellite Corp., served as special assistant to financial vice president, until January 1970, when he joined Western Union.

Reiner names Keshin

S. J. Reiner Co., Lake Success, N.Y., marketing organization, has elevated Mort Keshin to president of its broadcast division and has appointed Frank J. Howlett as manager of media planning for unit.

Reiner formed division last summer as independent media service with Mr. Keshin as executive vice president. Mr. Howlett recently was with Lennen & Newell as vice president and media manager.

An NBC look at America

A one-hour documentary entitled Which Way, America? is being made available to NBC-affiliated television stations. The program, which features National Urban League director Whitney Young, was produced by KNBC-TV Los Angeles. It was to be transmitted to affiliates Saturday (Jan. 16) for local scheduling.

The documentary was aired on KNBC-TV Los Angeles on Friday, Dec. 18, and on WNBC-TV New York Sunday, Jan. 10. Plans at other NBC-owned stations are as follows: WRC-TV Washington will present the program Sunday, Jan. 24, 4-5 p.m.; WNYC-TV Cleveland, on Saturday, Feb. 6, 5-6:30 p.m.; and WMAQ-TV Chicago on Sunday, Feb. 7, 3-4 p.m. (All times are local.)

Slump at filmways

Filmways Inc., New York, diversified entertainment complex including station ownership and TV-motion picture production and distribution, reported decline in earnings and revenues in first quarter of fiscal year. For three months ended last Nov. 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.12</td>
<td>$0.31</td>
</tr>
<tr>
<td>Revenues</td>
<td>16,786,000</td>
<td>25,966,000</td>
</tr>
<tr>
<td>Net income</td>
<td>262,000</td>
<td>608,000</td>
</tr>
<tr>
<td>Shares, outstanding</td>
<td>1,831,000</td>
<td>1,822,000</td>
</tr>
</tbody>
</table>

Note: 1969 per-share earnings figures and shares outstanding are those of Filmways Inc. for the year ended Nov. 30, 1969. The company acquired the Filmways Inc. on April 21, 1969, and financial data for the year ended Nov. 30, 1969, is presented in this report for comparison purposes.

Week's Headliners

Mr. Spielvogel

Carl Spielvogel, executive VP and general manager, McCann-Erickson, New York, elected chairman of executive committee. Carson Magill, executive VP, member of board of directors and head of McCann-Erickson's West Coast operations, named member, executive committee. David M. Ricaud, executive VP and member of board of directors, New York, named member, executive committee.

Henry P. Bernhard, chairman, Ogilvy & Mather Inc. Continental (Europe) offices, elected vice-chairman and member of executive committee of O&M in New York. Mr. Bernhard, a member of board of directors at O&M International, became head of offices in Germany, Italy, Belgium, Luxembourg, Netherlands, Austria and France in 1968.

For other personnel changes of the week see "Fates & Fortunes"
...the art of broadcasting the maximum radiated signal without distortion, thumping, pumping or other undesirable effects. Automatic Level Controllers made gainsmanship possible. CBS Laboratories developed the original Audimax Automatic Level Controller more than 10 years ago and has been the leading supplier to the industry ever since.

Now, the new Audimax 4440—fourth generation Audimax—gives the industry new standards—adjustable recovery time, expanded return-to-zero function, long life Tantalum capacitors, space-saving slimline design and money saving add-on stereo capability.

You can set new standards of gainsmanship—increase your market coverage—improve quality. Write for full details or call to order (203) 327-2000.

Model 4440—Price $725  Model 4450 (Stereo)—Price $1,295
YOU MAY NEVER SEE A 4-FOOT LONG LOBSTER*

BUT... in Greater Western Michigan you'll see a tighter grip on the food spending market through economical WKZO.

In Greater Western Michigan—WKZO serves up the big food spenders. There are more than twice as many Kroger and A&P stores in our area as compared to the No. 2 station.

Your Avery-Knodel man can give you the recipe on smart buying in Greater Western Michigan—find out what's cookin' at WKZO.

*A lobster measuring 48" from claws to tail was caught off New England. It weighed 34 pounds!
A calendar of important meetings and events in communications

January

Jan. 18—New deadline for reply comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Oct. 1, 1970 (Doc. 18877).


Jan. 19-22—Board meeting, National Association of Broadcasters, LaQuinta hotel, LaQuinta, Calif.


Jan. 24-25—Meeting of Idaho Association of Broadcasters, Downtown hotel, Boise.

Jan. 24-26—Meeting of Oklahoma Association of Broadcasters, Hilton inn, Oklahoma City.


Jan. 27—Clinic on station programming, New Jersey Broadcasters Association, Ramada Inn, East Brunswick.

Jan. 27-28—Meeting of Georgia Radio and Television Institute, University of Georgia, Athens.


Jan. 31—Entry deadline, American Research Bureau's 3rd annual contest to honor innovative uses of audience research data. Entry blanks obtained from Chairman, Innovator Awards Committee, American Research Bureau, 4350 Ammendale Road, Beltsville, Md. 20705.

February

Feb. 1—Deadline for reply comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891).

Feb. 1—Deadline for reply comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894).

Feb. 1—Deadline for reply comments on FCC's proposed rules concerning enforcement of local, state and federal regulation of CATV (Doc. 18892).

Feb. 1—Deadline for reply comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18697-A).


Feb. 2—Annual stockholders meeting, Walt Disney Pictures, Los Angeles.

Feb. 2—Deadline for reply comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.

February 4—Eighth annual Canadian Radio Festival, featuring Cher Huntley as speaker, Toronto.

Feb. 4-5—Annual convention, Louisiana Association of Cable TV Operators. Ramada inn, Monroe.

Feb. 4-6—New Mexico Broadcasters Association convention. Palms motor hotel, Las Cruces, N.M.


Feb. 5—FCC hearing on license renewal of WP00(AM) Jacksonvile, Fla. Jacksonville (Doc. 19126).


Feb. 15—Deadline for filing comments on FCC's proposal to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Dec. 14, 1970 (Doc. 18877).


Feb. 16-18—Meeting of South Carolina Association of Broadcasters. Wade Hampton hotel, Columbia.


March

March 1—New deadline set by FCC for filing all applications for domestic communications-satellite systems in 4 and 6 GHz bands or higher. Previous deadline was Dec. 1, 1970 (Doc. 16495).


March 9—Meeting of New York Association of Broadcasters.

Major convention dates in '71


"HOW SMALL CAN YOU GET?"

It may be of interest to know that though we have had clients in 18 of the top 25 markets (currently we are working in 11 of them) we now have two clients below the top 125 markets.

Why... Although it's important to know how you are doing competitively if you own a station in the top 25, it's even more important to know how you are doing in smaller markets. Fewer dollars go into smaller markets and with increased costs of operation, that coveted No. 1 position is more important in a smaller market than a big one. The truth is you can't get too small to need to know how you are doing attitudinally in any market.

It might also be interesting to know that at any given time, about half our client list is No. 1 in their respective market, and they use the information we gather and recommendations we make to keep them that way.

The balance of our client list is composed of aggressive stations that are working toward that No. 1 position.

Our methods are both simple and complex. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making specific follow-up suggestions—these are all part of it. Give us a call for a no obligation presentation. Make your life a little easier.

OpenMike®

Common cause

EDITOR: On behalf of our company—and, in fact, on behalf of the entire spot-TV industry, if I may be so bold as to speak for such a large group—many thanks for your article regarding the standard billing week and month (BROADCASTING, Dec. 7, 1970).

I am happy to report that we are learning of more and more companies that are moving toward these standard billing cycles. Unquestionably, your editorial (BROADCASTING, Nov. 16, 1970) helped to convince any number of people of the importance of adopting this standardization.—Kenneth P. Donnellon, director, corporate information, The Katz Agency, New York.

Well... at least it arrived


Raps Johnson editorial

EDITOR: I'm not a radical politician, and I don't believe that I'm a member of the "great unwashed," yet I would protest vehemently against your editorial of Dec. 21, 1970, entitled "Freakout."

It would seem to me that comparing Nicholas Johnson to a junkie is the same kind of headline-grabbing tactics that you so eloquently deplore in your editorial.

I have trouble... with your suggestion to cut down on the number of FCC commissioners as a method for eliminating Mr. Johnson from the commission. If we are to follow your suggestion to its logical conclusion, an acceptable method for shutting up Vice President Agnew would be to eliminate the office of the Vice Presidency.—Richard P. Rubenstein, The Ultimate Mirror (An Alternate TV Movement), New York.

NAB can't do it alone

EDITOR: Re: your "NAB '71" editorial (BROADCASTING, Dec. 28-Jan. 4):

Many broadcasters are completely typical, sincere, dedicated Americans: They will do anything to preserve their freedom except contribute time, effort or money. NAB, alone, cannot get broadcasters off their apathy or government off our backs. NAB is far from perfect. It is exactly what broadcasters have made it. And, by the way, during the past 25 years, I do not recall BROADCASTING urging broadcasters to join NAB, to support NAB, to promote NAB, to write frequently to NAB with constructive criticism.—J. C. Stallings, president, KEE(AM)-KEFM(FM) Nacogdoches, Tex.

A Lishman legacy

EDITOR: To your obituary for Robert W. Lishman, chief counsel to the House Subcommittee on Investigations (BROADCASTING, Dec. 21, 1970), I would like to add a note about his role in the passage of the Public Broadcasting Act of 1967.

At that time, prior to the organization of the Subcommittee on Communications and Power, it was Robert Lishman who was chief of staff for the Interstate and Foreign Commerce Committee which took up and approved the Public Broadcasting Act. That act continued the educational broadcasting facilities program and created the Corp. for
Public Broadcasting.

Mr. Lishman's work in the passage of the act was most vigorous and thorough and was of critical importance in its passage. We will remember him with respect and affection.—Chalmers H. Marquis, executive vice president, National Association of Educational Broadcasters, Washington.

A young radio fan asks help
Editor: I am 15 years old and have a hobby of collecting and studying anything I can find on the subject of old-time radio. I have books on the subject, autographed pictures, an antique Philco radio, copies of the old Radio Guide magazine...

I would like to obtain an old microphone. It doesn't matter if it works or not. I don't know the technical name for it, but the model looks like a small silver shoebox on a stand.

I don't have much money, so if I get an offer I can't afford, I will have to have some time to earn and save the money. But if any one of your readers can help me I would appreciate it.

In case you're wondering, I read your magazine as often as possible at our local station, WELP.—Herbie Rutterbush, 103 Ridgeland Circle, Easley, S.C. 29640.

Color corrector for Ampex
Editor: We read with great interest your item describing the new Ampex tape reproducer (Broadcasting, Jan. 11). It might interest your readers to know, however, that the new Ampex ACC-1 features the CBS Laboratories' color corrector device reported previously in Broadcasting. As the Ampex release points out, the ACC-1 "programs the color corrector developed by CBS Laboratories to eliminate color variations that often result when programs or commercials are assembled from tape and film of varying quality."

—Leo J. Murray, director of information services, CBS Laboratories, Stamford, Conn.

Suggests favoritism
Editor: The Dec. 21, 1970, "Closed Circuit" item about Congressman B. F. Sisk prompts this note. He is evidently in a heated campaign with Hale Boggs for majority leader of the House. The latter has never been unfriendly to broadcasting. Could your item be construed as favoring one candidate and thus be interpreted as unkindly by Hale?—Fred Weber, executive vice president, Rust Craft Broadcasting, New York.

(No favoritism was intended in an item that merely reported Mr. Sisk's demonstrated attitudes toward broadcasting. Some congressional observers now give him a slighter chance for his desired prize.)
Testing television commercials: A critical view

TV-commercial testing is alive and flourishing. It should be: we need this kind of information. However, it is debatable whether the current state of the art justifies the often uncritical respect we accord it.

There are a large number of research firms engaged in this endeavor. They share an interesting tendency to derive very different outputs (evaluations) from the same input (a TV commercial). This is remarkable performance. Some contend that differing techniques are responsible for these differing outputs, but it is difficult to accept that as an excuse. Just compare the business of TV-commercial testing to that of product testing, which also employs a variety of techniques. Regardless of research technique, the product is judged on standard criteria of performance—over-all acceptability, acceptability on specific product attributes, and in some instances estimates of sales.

To repeat: The important point is that there are standard criteria. This is not the case in TV-commercial testing.

The most striking fact about all the techniques TV-testing services provide is the pastiche of claims and criteria. One can literally select a service to provide anything desired: awareness, recall, clutter, attitude change, image, brand choice, subconscious reactions, and so on.

It is not an uncommon experience to have the same commercial tested by two different services and find that one has declared it effective while the other, with equal sincerity, has branded it a failure. Quite obviously, each service is providing an evaluation based upon different yardsticks of performance. Thus, many times marketing management is asked to flip a coin to decide which evaluation, if any, is the correct one.

It is fair to ask one simple question: With all the various criteria floating around, what are we trying to accomplish when we test TV commercials?

In the long run, we try to assure ourselves that we have an effective selling commercial. The data supplied is designed to contribute to an understanding of the commercial's assets and liabilities. In other words, we are seeking diagnostic information such as awareness and recall, from our testing services. It is assumed that alternative test commercials will perform in the sales area in a ratio equal to their test results. How often is this true?

At this juncture, it is worth repeating some of the limitations of the diagnostic information provided. Our testing techniques have revived Adam Smith's economic man in assuming that we are dealing with a rational creature, the consumer, who makes decisions on considered factual data. Are advertising decisions rational?

Moreover, the measurement of attitude change assumes a hierarchy of effects leading to eventual sales. This hierarchy proceeds on course from developing awareness, measuring recall, changing attitude from neutral or negative to positive, trial of the product, repeat sale and ultimate customer loyalty to a product. The concept is fine for model builders, but is perhaps less useful in evaluating commercials. The real world doesn't move in such nice order.

Nobody has ever indicated that the measurements we are getting from TV testing are in any way related to generation of sales and profits. There is no proof that they are predictive of success in the marketplace.

Furthermore, the results they provide are not comparable between services—or, at times, within a service. When the same service is asked to test the same commercial at another time, different results may be obtained. It has happened.

I don't wish to break any rice bowls, but the question seems inescapable: If obtaining diagnostic information rather than sales results is the prime purpose of testing TV commercials, is it necessary to produce the commercials at all to obtain this information? It seems like simple logic to get the diagnostic facts before, not after, a commercial is produced. Isn't it better to determine what the message should be before you start on the journey rather than when you're halfway down the road? Under the present system, as a case in point, a commercial that has been produced is often used regardless of test results. Is this necessary?

It would appear that diagnostic information could be obtained more readily and inexpensively by exposing ideas or story boards to small groups, which provide the most flexible milieu for acquiring diagnostic data—rather than by exposing finished commercials in theaters or on the air. One can probe attitudes more deeply with this technique and get an interplay of opinions.

We may be reluctant to admit that the results obtained from TV-commercial testing are not as definitive as we purport them to be, since this will diminish the researcher's place in the corporate structure. But we are measuring with a very gross instrument, and should not be putting a micrometer on a yardstick. We need to recognize the limitations of these techniques and the lack of standard criteria, and not be definitive about test results. We must recognize that in this area, management's judgment is still very necessary.

---

Sol Katz has been in charge of research and marketing at Warwick & Legler Inc., New York, since 1960 when he joined the agency as a vice president. He became a member of W&L's management committee in 1966 and was elected a senior vice president in 1968. His previous experience was all in the research field, with three different agencies: manager of consumer research for the former Biow Co., later as assistant research director at The Geyer Co. and for five years research director for Donahue & Coe.
Reflecting community spirit while preserving community pride

There's a unique educational program taking place in three elementary schools in Pittsburgh's black communities. It's called Project Self-Esteem and involves 210 fifth graders whose curriculum consists of art, music, dance, social studies, drama and photography, as well as after-school activities.

As part of its continuing series of TVII Reports, WIIC-TV recently telecast a half hour color film appraisal of Project Self-Esteem. The program, titled "I Am Someone," and produced by the WIIC-TV Public Affairs Department, was more than a mere look at an isolated experiment. It showed dramatically what human beings instilled with a motivating force can accomplish. In this case, it was the desire to restore the sense of being "someone" to black children who have been separated from their heritage and identity. But the proof of the Project's success brought to the fore meanings far deeper.

WIIC-TV, in examining a community project, came up with a projection that may well be the forerunner of all the communities of the future.

A reflection of Pittsburgh

WIIC Television
**Touch-up job on TV time standards**

Code board acts to reduce nonprogram elements, but not enough to satisfy reps and agencies

The National Association of Broadcasters' television code-review board came up last week with proposals for tightening TV commercial-time standards in a package that, on first examination, portended only a slight squeeze.

"A step in the right direction" was the most enthusiastic reaction turned up last Thursday afternoon (Jan. 14)—the day details became available—in a Broadcasting spot-check of some of the agency, advertiser and broadcast executives who have been closely identified with time-standards issues over the years.

At least one member of the code board itself was not satisfied with the progress that had been made toward cleaning up so-called clutter. But some of the observers tempered their lukewarm appraisals by noting that they had not had time to analyze the recommendations in the few hours since they became known.

The proposals, subject to action by the NAB's television board, would:

- Redefine prime time as any three and a half consecutive hours designated by the broadcaster between 6 p.m. and midnight. The present definition is three consecutive hours in the same span. Thus an additional half-hour would be subject to the tighter restrictions applicable to prime time.
- Reduce the allowable amount of nonprogram material in prime time from 10 minutes an hour to nine minutes and 30 seconds per hour.
- Provide that no more than four nonprogram announcements be scheduled consecutively within programs and no more than three during station breaks. The limits currently are the same, but they apply only to commercials. Thus promotional announcements and billboards would be counted equally with commercials in this tally.

As now, however, exemptions would be

---

**Agency executives tackle TV clutter**

Quintet volunteers plan as supplement to proposal advanced by NAB code board

A detailed plan for cleaning up television clutter from an agency point of view was revealed last week as the TV code-review board of the National Association of Broadcasters was putting the finishing touches on its own plan.

The agency executives' plan was developed by Gene Accas of Leo Burnett Co., Pete Bardach of Foote, Cone & Belding, Dick McHugh of Needham, Harper & Steers, Bob Liddel of Compton, and George Simko of Benton & Bowles—acting on their own, not as representatives of their respective agencies.

As described by Mr. Accas, their proposals in essence would:

- Establish three categories of broadcast material: "Program" (all entertainment, news, information or public-affairs material, "advertising" (all paid product or service announcements) and "all other" (anything that is neither program nor advertising material).
- In prime time, limit "advertising" to eight minutes an hour, including all network and station commercial time. In nonprime time, the limit would be 14 minutes an hour.
- Schedule in-program advertising material in "pods" of one to two minutes each, with program material on both sides of the commercial unit.
- Limit the number of consecutive commercial announcements to four in a two-minute in-program "pod," two in a one-minute "pod," three in a 60-second station break and two in a 30-second station break.
- Limit the number of program interruptions in prime time to three in programs up to 30 minutes in length, four in programs up to 60 minutes, five in programs up to 90 minutes, and seven in programs up to 120 minutes or more—all these exclusive of station breaks, if any. In nonprime time, the comparable limits on interruptions would be four, six, nine and 12, respectively. The limits proposed for programs 120 minutes or longer would not apply to sports and special events, where more interruptions occur naturally.
- Delete program bumpers (title cards identifying the show in mid-program), voice-over promotion announcements, color-program identification, network identification, most station identification (reducing it to the FCC-required minimums), commercial billboards and lead-ins (except for fully-sponsored programs).
- Standardize commercial station breaks at one 60-second and one 30-second break per broadcast hour.
- Limit production credits to 30 seconds per program regardless of its length—and run them on the left half of the screen only.
- Standardize program promos, match them to production credits—and run...
provided for public-service announcements and promos for the same program, and for a single sponsor who wishes to reduce the number of interruptions.

- Put a 40-second limit on program credits, which currently often run closer to 60 seconds. Feature films would be exempt. In the past there has been no time limit on credits but all in excess of 30 seconds per program have had to be counted against allowable non-program time. This requirement would be continued.

- Provide certain exemptions for news programs, a program form that historically has been held to be more adaptable to commercial interruptions than entertainment programs. If scheduled within the three and a half hours designated as prime time, a 30-minute local news program would not be subject to prime-time standards. If more than one such newscast were scheduled in prime time, one of the news programs—at the station's designation—would not be subject but the others would be. Make code subscription mandatory for all NAB members. This has often been suggested before but always rejected because, among other things, many NAB members claim they cannot afford to abide by the code and might therefore resign from NAB. As of December, for example, the NAB had 542 TV-station members while the TV code had 404 station subscribers. But the recommendation this time, code sources said, is "more articulate." If adopted, it could create interesting situations both ways: Westinghouse stations for ex-

ample, are NAB members but resigned from the code because they considered it not strict enough. Would such stations, too, resign from the NAB rather than subscribe to the code?

- Keep the NAB code-review board task force, which developed the proposals adopted by the code board last week, in existence to study the feasibility of a new concept: creation of a new, intermediate class of prime time subject to time standards that would be stricter than those for nonprime time but less strict than those for prime.

Under this concept, the three and a half hours designated as prime time would be "prime time 1" and all other time between 6 p.m. and midnight would be "prime time 2," subject to intermediate requirements yet to be developed.

- Authorize the NAB research department to continue to explore the possibility of research on viewer attitudes toward time standards, and also make the issue of the total number of messages in specific time periods a subject of continual review.

The proposals were developed by a task force of six code board members in meetings Jan. 8 and 12 and adopted by the nine-man code board in a three-hour session last Wednesday (Jan. 13). They will be presented to the NAB TV board—which may adopt, amend or reject some or all—at its meeting this week at La Quinta, Calif.

The proposals stopped considerably short of some that had been submitted—including one advocated by a key code-board member, Mike Shapiro of WFAA-TV Dallas, as well as plans submitted earlier by John Blair & Co., station representative, and the Station Representatives Association.

The proposals also stopped far short of those contained in an elaborate plan developed by five agency executives and relayed to code leaders after the meeting last week (see below).

Mr. Shapiro said after the meeting he was not satisfied with the code board's recommendations, which he felt represented "some progress, but not enough."

Mr. Shapiro, a member of the code board we applied the ideas of this proposal to several program log sheets" and found that "without exception, the plan increased program time—improved the setting for most commercials—and, most important, reduced the number of different broadcast elements.

"Conceivably," he concluded, "broadcasters may feel we have pre-empted their prerogatives. We hope not, for there has been no attempt to do so. We have tried to develop innovative, useful, practical approaches that can improve the look of television in which we, as agents for advertisers, have a vital stake."

Copies of Mr. Accas's report were sent to members of the code board, though they had already completed their own recommendations and to BROADCASTING "in an effort to communicate to key broadcasters," as well as to appropriate officials of the American Association of Advertising Agencies and the Association of National Advertisers.
board's task force on commercial standards as well as the code board itself—it was on his motion that the review of time standards was undertaken—had wanted recommendations along these lines:

Reclassify public-service announcements and all promos as nonprogram material, and in addition, reduce allowable nonprogram material to nine minutes in prime time and 15 minutes (instead of the present 16) in nonprime; permit only two program interruptions per half-hour in prime time, neither to exceed 90 seconds in length, and count commercials between billboards and programs as interruptions; eliminate the integrated-multiproduct commercial classification, count each product mentioned as a separate commercial and allow no more than two products in a 60-second message and only one in messages under 60 seconds.

M. S. Kellner, managing director of the Station Representatives Association, said after the code board's proposals became known that "SRA is glad to see they're moving in the right direction but disappointed that none of its recommendations were acted on specifically." Officials of the Blair company could not be reached immediately for comment.

The Blair proposals were incorporated in a detailed plan that included eliminating all commercials between programs, limiting commercials to two minutes and interruptions to three per half-hour and providing for network affiliates to have, for national and local sale, one of every four commercial minutes in prime time and one of every six in nonprime. SRA had recommended adoption of the Blair plan and in addition asked that the number of products advertised be limited to two in a 60-second commercial and one in a 30-second message.

Code sources said the Blair and SRA plans had been considered by the code board and its task force, as had other proposals including one advanced earlier by the Association of National Advertisers.

They also expressed confidence that results of the proposals, if adopted by the full NAB board, would be apparent to viewers especially in terms of shorter credits, a reduction in network promos and, overall, through the application of prime-time standards to an additional half-hour of programing.

Some advertiser sources, who through ANA have been pushing for creation of more program time per hour, said that if the changes create more program time for the viewer, they are good to that extent. But they appeared doubtful about how close the practical results would come to their own objectives in cleaning up clutter and providing a more attractive atmosphere for their commercials.

Some agency sources were even more skeptical, asserting that the creation of an additional half-hour of prime time would, in the words of one executive, "increase the broadcasters' revenues," and questioning whether proposed changes would be noticed by viewers.

One broadcast executive in New York summed up his reaction this way: "The mountain seems to have labored and given us a couple of mice."

The NAB TV board session this week will be part of four days of meetings by the TV and radio board.

Present at the New York meetings were all members of the code-review board: Robert W. Ferguson, WTRF-TV Wheeling, W.Va., chairman; Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S.C.; Max Bee, KWTN-TV Tacoma, Wash.; Morton S. Cohn, WLOS-TV Asheville, N.C.; Thad M. Sandstrom, WIBW-TV Topeka, Kan.; Alfred R. Schneider, ABC, New York; William H. Tanksersley, CBS, New York; Herminio Traviesas, NBC New York, and Mr. Shapiro. Messrs. Ferguson, Batson, Shapiro, Schneider, Tanksersley and Traviesas were on the task force.

---

BroadcastAdvertising

Can retailing fill the cigarette gap?

That's aim professed by TVB's Cash, RAB's David, who say television and radio are past testing stage

Retail merchants' investments in local television in 1971 should rise about 8% to almost $750 million, Norman E. (Pete) Cash, president of the Television Bureau of Advertising predicted last week. And radio, too, is a growing major force for retailers, Miles David, president of the Radio Advertising Bureau, asserted at the 60th annual convention of the National Retail Merchants Association in New York.

Mr. Cash told the retailers, "We're predicting enough new television business this year to virtually recover the cigarette loss—even in the face of an uncertain economy."

Mr. Cash also said the day of testing television has ended. He then referred to tests conducted by Sears Roebuck and Montgomery Ward. "Sears has done it and they are convinced. Ward has done it," he said. Because of this, Mr. Cash said, future research dollars will be spent by retailers learning how to use television effectively. "The tests only test the testers," he said. "(That's) why I predict the end of tests of television."

He challenged figures released by the Bureau of Advertising of the American Newspaper Publishers Association showing that today's young people, between the ages of 15 and 23 years, were watching television less but reading more. (Broadcasting, Jan. 11, 1971).

Referring to a nationwide survey conducted by R. H. Bruskin in November 1966 and again in January 1970, Mr. Cash said, "In both 1966 and 1970, young people read newspapers, 64% of them had read one yesterday. And the time spent reading a paper had increased from 24 minutes a day in 1966 to 26 minutes a day in 1970.

"The 1966 study found 77% of the young people exposed to TV yesterday and the 1970 study found 83%. And time spent viewing also went up, from 136 minutes a day to 158," he told the retailers.

In backing up his predictions for an 8% higher retail investment in television, Mr. Cash cited nine-month figures for 1970. During the first nine months of 1970, he said, the number of commercials for the top 10 local categories rose 13%, the number for department stores, 27%.

"And that growth," he said, "moved department stores ahead of the financial category in number of commercials and now the stores are local television's second largest advertisers in number of commercials, second only to the auto-
What’s to Fill All That Prime Time?

Eleven hours a week will be taken from the television networks when the FCC’s prime-time access rule goes into effect. Where will stations get the programming to keep their audiences at night?

That may be the biggest question in television broadcasting right now, and Broadcasting’s editors are searching out its answers. They’re preparing a Special Report for the February 15 issue, which is timed to coincide with the annual meeting of the National Association of Television Program Executives.

Never has the station programer’s job been more essential; never has the NATPE met in more urgent times. The Broadcasting issue with its special program report will be distributed to everyone who attends the NATPE conference, in Houston, February 16-19. It will also be seen by the more than 120,000 influential who read the magazine regularly.*

Where else could you get that big a double whammy for your advertising message?

For details, call the nearest Broadcasting office. Closing date: February 1.

*Source October 1970 Readerhip Survey showing 3.2 readers per copy.
WHEN WJAC-TV IN JOHNSTOWN DOES A SERIES ON COMMUNITY PROBLEMS, EVERYONE'S AN EXPERT.

The series is titled VIEWPOINT. The issues range from air pollution to vocational training. And anyone in Johnstown is likely to get into the act.

An electronic town meeting, each VIEWPOINT program presents authorities who discuss a vital community topic, plus an invited studio audience that contributes its share to the controversy, plus home viewers who phone in their comments.

How does WJAC-TV decide what topics to air? The station asks the experts, of course—interviews both the Johnstown VIP and the man-in-the-street for program suggestions.

WJAC-TV believes this continuing dialogue with the community is one reason VIEWPOINT has received such an enthusiastic reception. Could be there’s something to participatory democracy, after all.
# TELEVISION INNOVATORS

## hrp blue

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAPI-TV</td>
<td>Birmingham</td>
<td>NBC</td>
</tr>
<tr>
<td>WTPA</td>
<td>Harrisburg</td>
<td>ABC</td>
</tr>
<tr>
<td>WTIC-TV</td>
<td>Hartford</td>
<td>CBS</td>
</tr>
<tr>
<td>KHOU-TV</td>
<td>Houston</td>
<td>CBS</td>
</tr>
<tr>
<td>WJAC-TV</td>
<td>Johnstown</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS-TV</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WCKT</td>
<td>Miami</td>
<td>NBC</td>
</tr>
<tr>
<td>WSIX-TV</td>
<td>Nashville</td>
<td>ABC</td>
</tr>
<tr>
<td>KSLA-TV</td>
<td>Shreveport</td>
<td>CBS</td>
</tr>
<tr>
<td>KTVI</td>
<td>St. Louis</td>
<td>ABC</td>
</tr>
<tr>
<td>KOTV</td>
<td>Tulsa</td>
<td>CBS</td>
</tr>
</tbody>
</table>

## hrp gold

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WRGB-TV</td>
<td>Albany/Schenectady/Troy</td>
<td>NBC</td>
</tr>
<tr>
<td>WBEN-TV</td>
<td>Buffalo</td>
<td>CBS</td>
</tr>
<tr>
<td>WANE-TV</td>
<td>Fort Wayne</td>
<td>CBS</td>
</tr>
<tr>
<td>WFMY-TV</td>
<td>Greensboro/High Point/Winston-Salem</td>
<td>CBS</td>
</tr>
<tr>
<td>WATE-TV</td>
<td>Knoxville</td>
<td>NBC</td>
</tr>
<tr>
<td>WJIM-TV</td>
<td>Lansing/Flint/Jackson</td>
<td>CBS</td>
</tr>
<tr>
<td>WTMJ-TV</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>WTAR-TV</td>
<td>Norfolk</td>
<td>CBS</td>
</tr>
<tr>
<td>KOIN-TV</td>
<td>Portland</td>
<td>CBS</td>
</tr>
<tr>
<td>WSYR-TV</td>
<td>Syracuse</td>
<td>NBC</td>
</tr>
<tr>
<td>WMAL-TV</td>
<td>Washington, D.C.</td>
<td>ABC</td>
</tr>
</tbody>
</table>
**Books for Broadcasters**

**Broadcast Management**

by Ward L. Quaal and Leo A. Martin

Explores, in detail, all management problems in American radio and television ... including audience, radio and television programming, engineering and technical factors, national and local sales, profit management, personnel matters, and government regulations. 272 pages, charts, tables, notes, index $8.95

**Radio Broadcasting, an introduction to the Sound Medium**

edited by Robert L. Hilliard

An up-to-date, basic text on the principles and techniques of modern radio broadcasting. Five prominent educators, each with an extensive background in commercial and educational broadcasting, combine their talents to bring you a "how-to" course on 1) Management and Programming ... 3) Producing and Directing ... 4) Writing ... 5) Performing. 192 pages, 20 illustrations, sample scripts, notes, index $6.95

**Writing for Television and Radio, 2nd Edition**

by Robert L. Hilliard

Used as a text in over 100 colleges and universities, this practical guide is valuable for home study. Covers commercials, public service announcements, news, features, spot reports, documentaries, interviews, games and quiz programs, music and variety shows, women's and children's programs. With the addition of sample scripts, this workbook will aid you in developing your own technique and style. 320 pages, sample scripts and excerpts, index $6.95

**The Focal Encyclopedia of Film and Television: Techniques**

By Raymond Spottiswoode, General Editor

This authoritative volume covers all the British and American practice. More than 1500 entries in alphabetical order and cross-referenced are interspersed with short explanatory definitions of the thousand and one terms the reader will encounter in practice and in literature. 1000 illustrations were specially designed for this work. A survey of some 40,000 words—almost a compact book of its own—sums up the overall picture of both fields. 1124 pages, 6¾" x 9", 1000 illustrations, 10,000 index entries. $37.50

**Television News**

by Irving E. Fang

Analyzing in detail the who, what, when, where, and especially the how of television newscasting, this comprehensive book explores all the skills required by the TV journalist—writing, filming, editing and broadcasting. 285 pages, over 50 illustrations, notes, glossary, appendices, index $8.95

**Audio Control Handbook**

3rd Edition

by Robert S. Oringel

Now expanded and brought up to date, this standard text-handbook explains every phase of audio control in easy-to-understand, non-technical language. 171 pages, 145 photographs and diagrams, glossary, index $7.95

**The Technique of Documentary Film Production**

Revised Edition

by W. Hugh Baddeley

Now revised and updated throughout, this practical guidebook deals with all aspects of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution. 268 pages, 63 diagrams, glossary, index $10.00

**Understanding Television**

An Introduction to Broadcasting

edited by Robert L. Hilliard

Six well-known educators present a basic understanding of the major areas of television broadcasting. Informative examples serve as bases for practice exercises and projects. 256 pages, 75 illustrations, notes, index $8.95

**Broadcasting Book Division**

1735 DeSales St., N.W.
Washington, D. C. 20036

**Name**

**Address**

**City**

**State**

**Zip**

ORDER FROM

**Broadcasting Book Division**

1735 DeSales St., N.W.
Washington, D. C. 20036

Send me the books I've checked below. My payment for the full amount is enclosed.

□ 101. Broadcast Management, $8.95
□ 102. Radio Broadcasting, $6.95
□ 103. Writing for TV and Radio, $6.95
□ 104. 1971 Broadcasting Yearbook, $13.50
□ 105. The Focal Encyclopedia of Film and Television, Techniques, $37.50
□ 106. Technique of Documentary Film Production, $15.00
□ 107. Understanding Television, $6.95
□ 108. Television News, $8.95
□ 109. Audio Control Handbook, $7.95

□ 110. Order enclosed. My payment is enclosed for $________

□ Visa

□ MasterCard

Name

Address

City

State

Zip
mobile dealers who themselves increased 4%.”

Sears’s TV investment in the first nine months of last year, Mr. Cash told the NRMA, increased 68% from $10.8 million to $18.1 million. Wolworth’s rose 84% to $4.8 million from $2.6 million. Ward’s climbed 79% to $2.2 million against $1.3 million for the comparable 1969 period. A&P spent 79% more or $2.2 million against $1.2 million.

“These [A&P] figures do not reflect a 37-market TV schedule in late fall,” Mr. Cash told the retailers. “This marked the first time the home office provided funds for a market-by-market-television campaign.”

Mr. David, RAB president, said radio is growing as a major force for retailers. He then outlined with Robert H. Alter, RAB executive vice president, ways to use radio effectively with a media mix.

“Media mix,” Mr. David noted, “is more and more the philosophy of retailers who were once newspaper-only advertisers.” He told how Barney’s, a New York City men’s-wear store, had almost $1 million in cash sales in five days in the summer of 1970 with a combination of radio, newspaper and television.

He said the store’s advertising agency conducted a survey during this period and found that 66% of the customers heard of the sale through radio, although television and newspapers also were used.

He and Mr. Alter listed for the NRMA ideas for increased sales by using a media-mix. Item selling, Mr. Alter said, such as promoting car appliances, washer-dryers, air conditioners, can be effectively promoted on radio. Other ideas for increasing sales, Mr. David said, were to buy heavily in a one-time segment of the broadcast day, or in effect, have a newspaper section of the air, to zero in on specific consumer groups and consumer interests.

Use radio on Sundays, the merchants were told, to push for Monday sales. Pay attention to the weather and promote merchandise according to the changes, RAB said, and another area of advertising the NRMA was told, was use of a store spokesman—a live, personal logo.

Warehouse sales, all-night sales, marathon sales, 13th-month sales, big discount sales, were all promoted successfully with a media mixture of radio, TV. And newspapers, it was reported.

Senator Moss would put warning in smoking ads

Senator Frank E. Moss (D-Utah), who was instrumental in getting cigarette ads banned from the air, said last week he planned to introduce legislation requiring use of the health warning which now appears on cigarette packages in all advertising and on vending machines.

The proposed bill, which is now in the drafting stage, would also require cigarette packages and ads to carry a statement of tar and nicotine levels.

“Inclusion of the health warning and tar and nicotine content wherever cigarettes are sold is the next logical step in providing our citizens with the essential information on these dangerous substances,” Senator Moss said.

The legislation prohibiting the broadcast advertising of cigarettes enjoined the Federal Trade Commission from requiring health warnings in advertising prior to July of this year. It is unlikely that Senator Moss’s proposal could be enacted into law before that time, even if it is introduced early in the 92d Congress.

Senator Moss lauded the cigarette and broadcasting industries for statements in which they pledged to comply with the spirit as well as the letter of the Cigarette Labelling Act, under which broadcast ads were taken off the air (Broadcasting, Jan. 11).

An advance analysis of President’s speech

Gulf Oil Corp., Pittsburgh, through Young & Rubicam Inc., New York, has purchased full sponsorship of a 30-minute NBC-TV News special that will immediately precede network coverage of President Nixon’s State of the Union message Friday at 9 p.m., EST. The special to broadcast from 8:30-9 p.m., EST, will feature Dr. Daniel P. Moynihan, former assistant to the president for urban affairs.

In the special, The Welfare Plan: An Explanation, Dr. Moynihan, interviewed by NBC News correspondent Edwin Newman, will explain the administration’s proposal for welfare reform and for sharing federal revenues with state and local governments, which President Nixon has indicated will be among the important topics of his message.

Agency appointments:

- General Foods Corp., White Plains, New York, has appointed Young & Rubicam, New York, as its agency for Cool ‘N Creamy line of frozen puddings. Account bills approximately $4
A ceiling on all political spending?
Gravel, Pearson preparing measure expected
to limit outlays for all campaign media

Senators Mike Gravel (D-Alaska) and James B. Pearson (R-Kan.) will hold a
news conference Wednesday (Jan. 20) to announce co-sponsorship of what
will apparently become the second bill
placing comprehensive limits on political
campaign spending to emerge from the
Senate in the 92d Congress, convening Thursday.

The measure—which is still undergoing last-minute alterations—reportedly
will place ceilings on both broadcast and nonbroadcast spending and
probably will include a maximum-rate provision for broadcast and other
media. Staff members involved in drafting the proposals declined to provide
details prior to the conference. An aide to Senator Gravel described the draft
as an "omnibus" bill that would treat all media and attempt to meet the ob-
jections raised by President Nixon as he vetoed last year's political-broad-
casting bill (S. 3637).

Other bills are in work:
A staff assistant to Minority Leader
Hugh Scott (R-Pa.) said last week sever-
ral draft proposals involving methods
of placing comprehensive limits on campaign spending were awaiting the
senator's consideration.

None of the proposals are said to
involve ceilings on specific media, such as radio-TV.

Aides to Senator Charles McC. Mathias Jr. (R-Md.) have also been
involved in formulating what has been labeled the "administration's" bill,
though it is not certain whether Senator
Mathias will actually co-sponsor the
final product.

Backings the Gravel-Pearson bill will
be former Health, Education and Wel-
fare Department Secretary John Gard-
er, chairman of Common Cause (citizens' lobbying group), who is slated to
be present at the Wednesday news con-
ference.

Common Cause last week filed suit in Washington district court to enjoin the
national committees of major politi-
cal parties from violating federal election
tions passed in 1925, which pro-
hibit contributions exceeding $5,000 to
or on behalf of any candidate for fed-
eral office and the receipt or expenditure of contributions exceeding $3 million in
any calendar year by a political com-
mittee.

If successful, the action could severely curtail campaign spending in all media. The suit seeks to declare unlawful the cir-
cumvention of the laws by:
- Establishing a multiplicity of dummy political committees for the same
candidate and soliciting contributions to two or more of them by the same
person totaling more than $5,000 in a single year.
- Establishing numerous purportedly "state and local" committees for the
same candidate which receive funds totaling more than $5,000 from a single
person in a single year.
- Arranging for an individual to make contributions in excess of the
$5,000 limit by making multiple contributions not exceeding $5,000 each in
the names of other members of his family.
- Arranging for banks and other lenders to make loans of more than
$5,000 to contributors with the knowl-
edge that the money will be used for
contributions to a single candidate or
political committee.
- Receiving and spending more than $3 million in a calendar year, including
funds collected through some of the
above devices.
- Inducing contributors to believe that the above practices are lawful.

"Political spending has gotten out of hand," Mr. Gardner commented. "We
have moved perilously close to the time when no American will be able to run
for federal office unless he is wealthy or willing to put himself under obligation
to sources of wealth."

Mr. Gardner said he hoped that the legal action will result in a definite
judicial decision interpreting the campaign contribution and spending limita-
tions of the 1925 laws.

A representative of the Committee for a More Effective Congress, which along with Common Cause was involved in
a consulting capacity with the Gravel-
Pearson bill, will also be present at the
news conference. A spokesman said that, while the committee supported the intent and thrust of the bill, it was not
in complete agreement with some of its
particulars. The spokesman said CMEC
would continue to work with other con-
gressmen on further campaign spend-
ing measures in the offing.

What's on tap at
AAF conference

A new category of advertising is sched-
uled to get top billing at the 13th annual
government-affairs conference sponsored by the American Advertising
Federation.

The AAF meeting, Feb. 1 to 3 in Wash-
ington, will hear a panel discus-
sion on "Political Advertising—Its Role
in the Elective Process" with Represen-
tative John B. Anderson (R-Ill.); Sam-
uel J. Archibald, Executive Prac-
tices Committee; Douglas L. Bailey,
Bayly, Deardorff & Bowen, and
Charles Guggenheim, Guggenheim Pro-
ductions, as members of the panel. The
last two were active as consultants during the 1970 congressional campaign.
Mr. Anderson introduced a bill (H.R.
last month that would impose spending restrictions and provide blocks of TV and radio time for all candidates, to be paid out of federal funds (Broadcasting, Dec. 7, 1970).

Another panel will be on advertising and the law, with Mary Gardiner Jones, Federal Trade commissioner; W. Robert McLeLlan, assistant secretary, Department of Commerce; Ira Millstein, New York lawyer, and William Rogal, Washington lawyer. John Reilly, Washington attorney, will be the moderator.

During the three-day meeting, AAF members will also hear Dean Burch, FCC chairman: Miles W. Kirkpatrick, FTC chairman; Aileen Adams Cowan, Center for the Study of Responsive Law, Washington Representative John H. Buchanan Jr. (R-Ala.); Virginia Knauser, presidential assistant for consumer affairs; Victor Elting Jr., Quaker Oats Co., Chicago, the chairman of AAF: and Elisha Gray, Whirlpool Corp., chairman of the Council of Better Business Bureaus.

The final session will be a news panel with John Chancellor, NBC, and Ray McHugh. Copley Newspapers, among the panelists. Theodore Koop, CBS Washington vice president, will preside.

' Better-Music' rep aims at offering 'good music'

Formation of Better MusicRadio Representatives Inc. as a station representative firm was announced last week in New York. Robert Dore, formerly president of the radio rep firm, Dore and Allen Inc., will head the new company which will represent only radio stations with what he calls "good music" formats.

According to Mr. Dore, the firm was organized on a one-format basis because "other representatives with a variety of radio-station formats cannot promote 'good music' radio stations at the expense of stations with other formats."

The station roster includes WCNG(AM) Miami and WBAAM(AM) Tampa, Fla. The office in New York is at 45 East 51st St. Phone (212) 935-9333.

Business briefly:

Anheuser-Busch Inc., St. Louis, through D'Arcy Advertising there, plans to repeat 90-minute John Wayne special, Swing Out Sweet Land, on NBC-TV April 8 in 8:30 p.m. spot as part of continuing major broadcast promotion for Budweiser beer in 1971. Ed McMahon continues as air spokesman for heavy schedules of radio and TV spot plus network TV participations. This year's slogan: "When you say Budweiser, you've said it all."

Alberto Culver Co., Melrose Park, Ill., through J. Walter Thompson, Chicago, introduces new hair treatment, Get Set Swinging Body, using network TV participations plus magazines. Heavy spot TV drive in major markets is to be added beginning in May.

Shurfine-Central Corp., Northlake, Ill., through Norman, Norman, Moore & Baird Inc., Detroit, will turn to spot radio to promote its Mother Hubbard Turn You On Sale starting Feb. 22. A longtime TV client, Shurfine will now use a saturation schedule on key-market radio stations during the sale, scheduled for Shurfine's 9,000 nationwide retailers. National spots, featuring a contemporary musical theme, have been prepared for stations around the country, to be followed by local tags featuring items and prices.

Coal, sculptor star in spots for gas company

A ton of coal was used by EUE/Screen Gems, New York, to make a 30-second TV spot for Columbia Gas System Inc., Charleston, W. Va., through Vic Maitland & Associates, Pittsburgh.

The commercial features New York sculptor Bob Mumford chiseling block letters of the word "gas" from the coal with the following copy: "Today we all know that we must make the very best use of our natural resources. For example, the energy in coal could air-condition your home and run your water heater and your dryer without dirt or air pollution. It's done by changing plentiful coal into clean modern gas. It's called gasification. We're working on this and other exciting new ways to meet your ever-increasing need for clean valuable gas energy."

Beginning airtime for the spot is March 1 throughout markets in seven states: Maryland, New York, New Jersey, Ohio, Kentucky, Virginia and West Virginia. Expenditures for the campaign are about $150,000.

P&G spots scrubbed from show on pollution

CBS-TV said last week that two one-minute commercial positions for Procter & Gamble products were deleted from the CBS News program, Is Mercury a Menace?, telecast on CBS-TV last Tuesday (Jan. 12) from 10-11 p.m.

A CBS-TV spokesman said the network suggested to P&G that it might want to eliminate the spots since the program dealt with environmental pollution. According to CBS-TV, P&G agreed. It was reported that commercials for Top Job, Crisco, Cascade and Mr. Clean were pulled off the telecast. The spokesman said the commercial positions were bought by other advertisers.

Family Theatre series of specials being carried on NBC-TV this season.

Zenith Radio Corp., Chicago, through Foote, Cone & Belding there, last week began three-month "value spectacular" sales promotion event making heavy use of participations on NBC-TV and CBS-TV programs. Magazines also are being used.
CATV's see no need for PSC plan

Three-hundred page report sent to Rockefeller proposes wide regulation powers for N.Y. state

Cable-television leaders in New York fired back last week at a far-reaching proposal by the New York State Public Service Commission that it join the FCC and local authorities in regulating CATV in the state (Broadcasting, Jan. 11).

The 300-page report, submitted to and released by Governor Nelson Rockefeller, said such matters as franchising, rates and general supervision should be municipal functions and the establishment of technical standards and operational requirements should be handled by the FCC.

But the PSC also maintained that it should share authority in many of these areas and singled out others where it would be dominant. It said it should be empowered, for instance, to convert a CATV system to complete common-carrier status whenever the system "reaches a certain size, say 50,000 subscribers."

When that happened the system would no longer be permitted to originate programs as required by the FCC, but the PSC said this problem could be solved by the system's creation of a programming "affiliate." Even more outright challenges to FCC positions were raised in other sections of the report.

Officials of both Teleprompter Corp. and Sterling Manhattan Cable, two of the leading CATV operators in New York, characterized the PSC's recommendations as arbitrary, discriminatory, unnecessary, potentially stifling to the growth of CATV in New York and devoid of any apparent useful purpose.

Al Stern, president of Television Communications Corp., a multiple-system owner based in New York, in a statement issued last week said: "This proposal is based on the assumption that CATV systems can be considered public utilities and regulated as such. This is an unfounded assumption." He further stated: "No industry can function under three layers of regulation—local, state and federal. CATV cannot serve three masters and still adequately serve the public."

Morris Tarshis, director of New York City's bureau of franchises, was also sharply critical of the report, which in many respects took positions contrary to those adopted by the city in granting Manhattan franchises to Teleprompter and Sterling Manhattan. He called the report "premature" and said the recommendations would retard CATV if adopted.

Whether they would be adopted remained a moot question. There was no indication from the governor's office as to whether legislation would be introduced to implement them.

The report opposed FCC positions on a number of issues and recommended that the PSC "take an active role" in participation before the FCC "not only on matters under active state and local control, but also on matters exclusively subject to FCC control and matters which arguably should be controlled by no government."

The report continued: "Questions might well be posed as to whether [the programming] area should be kept free of government constraints as much as possible: How is compulsory origination by CATV systems 'reasonably ancillary' to the FCC's interest in over-the-air television broadcasting? Why should the 'equal-time,' 'fairness,' 'lottery' and 'sponsor-identification' requirements of broadcasting be carried over to CATV? Are not these matters—as well as the quantum of educational and other public-service programming—properly matters for local concern?"

The report also contended that the FCC's distant-signal policy "clearly is retarding the development of CATV in most sections of New York state" because "as nearly as can be determined" there is no independent TV station, which the policy was designed to protect, operating in New York state "apart from the New York City independents, which no one has suggested require protection." The PSC suggested that perhaps it should "consider whether the FCC's distant-signal policy makes sense in the context of New York state television broadcasting."

The report also maintained that requiring CATV systems to pay portions of their revenues to state or local educational organizations would have "a significant negative impact on CATV." Specifically it recommended that PSC "oppose the FCC's proposal to require CATV systems to pay 5% of gross revenues to the Corp. for Public Broadcasting."

Moreover, the report continued, "in order to afford municipalities maximum flexibility in bargaining with CATV applicants, it is recommended that the [PSC] oppose the FCC's proposal to limit municipal franchise fees to 2% of gross revenues—although such a limitation probably would be in the best interests of both CATV development generally and the long-term interests of the communities involved."

The report also asked for an amendment of state law to require municipal consent for local CATV operations whether they use their own lines or those of a telephone company—New York law does not now require municipal consent when phone-company lines are used—and also urged that the FCC "disclaim jurisdiction over telephone services designed to accommodate unaffiliated CATV operators having the necessary municipal consent."

More than that, the PSC urged that
Client-planner liaison unit set up by ARB

The American Research Bureau last week announced a realignment of its New York marketing staff and the creation of a new department for liaison between clients and product planners.

Robert L. Owens, vice president for broadcaster marketing, was named to the new position of vice president and director of marketing. He will coordinate all planning, marketing and servicing of ARB's media audience-measurement services.

At the same time, Norman S. Hecht, vice president for agency and advertiser marketing, was named vice president and director of the new market-analysis department; William N. Shafer, vice president for television station sales, was appointed vice president for broadcaster marketing; and Alain Tessler, vice president for agency and advertiser services, was named vice president for agency and advertiser marketing.

The reorganized client-services department is designed to provide faster response to marketing staff requests for special information and answers to particular research problems. The new manager of marketing services in ARB's Beltsville, Md., office is Richard J. Glaspell, former assistant to the president for client services.

The new market analysis department was created to coordinate client requirements with product planning, ARB said. The director, Mr. Hecht, is responsible for the analysis of new industry needs and opportunities for measuring and reporting on the radio and television audiences.

Welpott retires

Raymond W. Welpott, president of the NBC-owned Television Stations division, will retire from that post, effective July 1. Mr. Welpott, who will be 56 years old in March, has chosen early retirement after a broadcast career that has spanned 30 years. He joined the NBC O&O operation in 1958 (it included radio at that time) as a general executive and has served as vice president and general manager of the company's WRCV-AM-TV Philadelphia. He was named an executive vice president of the O&O division in 1962 and later that year, president. He began his TV-radio career with the General Electric broadcast operation in 1941 and was assistant general manager when he left in 1957. From 1957 to 1958 he was vice president and general manager of WXYZ-AM-TV Oklahoma City. NBC officials said his successor has not yet been selected.

FCC permit phone companies not only to provide channels for other CATV systems but also to "engage directly in those communications services (including one-way and two-way video originations) which do not involve the retransmission of television broadcast signals."

In fact, the report continued, "with the uncertainties prevalent about technological developments, it may well be that telephone companies, some years hence, will be in the best position to render some of the services now predicted for CATV systems, and indeed, they may be in the best position to perform the CATV transmission function as well (through leased channels)."

The PSC also asked for authority to, among other things, certify existing franchises and approve new ones, require interconnection of systems, set minimum standards for franchise holders and enforce quality standards, control renewals and transfers of franchises and forbid landlords to interfere with or charge for CATV installations for tenants.

The report quoted data from the New York Cable Television Association indicating that there are 138 operating systems in the state serving about 299,000 subscribers or about 35% of the TV homes in those areas and about 5% of all TV households in the state. In addition, franchises are outstanding but not operational in 63 other communities, and 251 franchise applications are pending in the state.

The report also said financial data supplied by the state board of equalization and assessment, covering 86 systems for the year 1969, showed they had $27.5 million in net investment and working capital, $14.8 million in gross earnings and almost $2.2 million in net earnings, with a 7.92% return on net investment and working capital and with operating revenues amounting to 56.7% of net investment.

The report said 21 of the 86 systems operated at a loss. In all, 33 had gross revenues under $25,000, 21 between $25,000 and $100,000, 17 between $100,000 and $250,000, 12 between $250,000 and $1 million and three had more than $1 million gross revenues.

CFWC gets $675,000 grant

The Community Film Workshop Council in New York has been awarded a $675,000 grant from the Office of Economic Opportunity. The council, with 11 workshop sites throughout the U.S. and Puerto Rico, was formed in July 1968 and funded mainly by OEO to train members of minority groups for possible careers as TV or film cameramen, soundmen, newswriters or editors.
Winner resists WHDH reopening

Boston Broadcasters, awarded channel 5, urges FCC to stick by challenged decision

The FCC was given conflicting counsel last week on whether to grant WHDH-TV Boston's request that it reopen the case in which WHDH Inc. lost its license to operate on the channel 5 facility. WHDH wants the FCC to determine whether the decision was based on a vote of a sufficient number of commissioners.

Boston Broadcasters Inc., which was awarded the franchise in the decision adopted by a 3-to-1 vote, said the commission should not only dismiss the petition as "one of the most portentious attacks upon the commission's integrity" ever to come before the agency, but should "censure" WHDH.

But Charles River Civic Television Inc., one of three losing applicants in the case, said the commission should check into the allegations of WHDH petition. "The very integrity of the commission's decision-making processes could be involved," it said.

WHDH's petition was based on a story in Broadcasting quoting former Commissioner James J. Wadsworth as saying that the "only reason" he voted for the commission decision was the attitude WHDH officials toward the "undue influence" the firm had attempted to exercise on the commission "in the past" - a reference to the ex-parte activities of the late Robert Choate, then president of WHDH. He noted that WHDH officials had indicated they found nothing wrong in Mr. Choate's actions.

The commission's Jan. 23, 1969, opinion did not reach an ex parte issue but, rather, was based on diversification-of-ownership-of-media and integration-of-management-and-ownership issues. The other commissioners voting for the final result were Robert T. Bartley and Nicholas Johnson.

WHDH said that if the statements attributed to Mr. Wadsworth were true, then only two commissioners, less than a majority of the four-quorum participating, voted for the critical findings. It also said that the decision denied it due process and constitutes a "fraud" on it. The petition asked the commission to request the U.S. Court of Appeals, which has jurisdiction over the case, to remand it for a hearing on whether the decision was the product of a proper quorum.

Charles River also asked the commission to request the court to remand the case to look into the matter. If the facts alleged in WHDH's petition are true, it said, "they could very well vitiate the entire commission decision."

And if they are not true, that should be determined also: "no cloud should hang over this phase of the proceeding."

The BBI said that the commission lacks the authority "to inquire into the motives of a commissioner in casting his vote," other than in cases where there is evidence that his vote was obtained through fraud or was the result of bias.

Furthermore, it said, the commission should consider the factors triggering the former commissioner's comment - an interview with Harold Clancy, president of WHDH's parent corporation, the Herald Traveler Corp., published by Ad East, a New England advertising monthly. In it Mr. Clancy roundly denounced the commission for its decision in the case and attacked Mr. Wadsworth and other commissioners.

"To permit WHDH to use Mr. Wadsworth's instinctive response to its slanderous attack as a springboard to engage in an illegal search of the reasoning processes of participating commissioners would be outrageous, and would constitute an invitation to every disgruntled losing applicant to attack the integrity of participating commissioners until they are forced to defend themselves with a public statement," BBI said. It added that the interview and WHDH petition "manifest a continuing contempt for the commission warranting dismissal of the petition and censure of WHDH's conduct."

In any case, BBI said, the motivation attributed to Mr. Wadsworth is supported by the record in the case. BBI pointed out that the hearing examiner, in findings to which WHDH did not take exception and with which the commission adopted, noted that various WHDH officials indicated they felt that Mr. Choate's off-the-record meetings with the then-FCC Chairman, the late George McConnaughey, had not been improper.

BBI also saw the petition as "consistent" with WHDH's economic motivations to prolong the operation of WHDH-TV and as "an impermissible abuse of the commission's processes - another reason, in BBI's view - for censuring WHDH. BBI estimated that on the basis of before-taxes net earnings of Boston's three VHF and UHF stations in 1969

**FEATURED BY AMERICA'S OUTSTANDING MEDIA BROKER**

**NEW ENGLAND AM:**

$290,000 Profitable station-only fulltimer in 2-station market. Less than 2 times gross.
$125,000 down; balance in extended payout.

$275,000 Excellent daytime facility in a principal market with over $400 million dollars retail sales. Station owns valuable land. Operating profitably for absentee owner. 29% down and liberal terms which will permit amortization out of earnings.

$100,000 EXCLUSIVE — fulltimer in single-station market. In the black for absentee owner. Ideal for owner-operator. $25,000 down; 10-year payout can be handled out of earnings.

Contact Joe Sitrick or Jack Harvey in our Washington office.

**BLACKBURN & COMPANY, INC.**

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

**WASHINGTON, D.C.**

1725 K Street, N.W. (202) 333-9270

**CHICAGO 60601**
333 N. Michigan Ave. (312) 345-6460

**ATLANTA 30309**
1655 Peachtree Road, N.E. (404) 875-5626

**BEVERLY HILLS 90212**
9405 Wilshire Blvd. (213) 274-4151

30 (THE MEDIA) 71-2

BROADCASTING, Jan. 18, 1971
$21,149,838—WHDH realized a net profit of over $7 million that year, or an average of $600,000 “each month that it can delay final resolution of this case.”

**Changing Hands**

**Approved:**

The following transfers of station ownership have been approved by the FCC (for other FCC activities see “For the Record,” page 64).

- **WPOK-AM-FM** Pontiac, Ill.: Sold by Dorothy L. Meythaler and Merton J. Gonstead to Richard D. and Mrs. Tommie Lou Lashbrook and Naomi and Egbert B. Groen for $275,000. Mr. Groen has been Illinois state senator since 1962. Mr. Lashbrook is air personality with WGN(AM) Chicago, management-development consultant and has a minority interest in southern Illinois oil wells. WPOK(AM) is a daytimer on 1080 kHz with 1 kw. WPOK-FM operates on 103.1 mhz with 3 kw and an antenna 185 feet above average terrain.

- **KBOM(AM)** Bismarck-Mandan, N.D.: Sold by Richard Power to Russell Matthias Sr. and son William Matthias for $212,750. Mr. Power owns 50% of WJON(AM) St. Cloud, Minn. Mr. Matthias Sr. is Chicago attorney; son is in investment banking. KBOM is on 1270 kHz with 1 kw day and 250 w night.

**AM owner’s character faces FCC scrutiny**

An alleged misrepresentation by the majority owner of WHEL(AM) New Albany, Ind., has prompted the FCC to designate that station’s renewal application for hearing.

The commission last week said information given by Grady A. Sanders in an application to purchase KGA(AM) Spokane, Wash., raised “serious questions” regarding Mr. Sanders’s character qualifications. Mr. Sanders is majority stockholder of Shell Broadcasting Inc., licensee of WHEL.

Following an investigation by the FCC staff of Mr. Sanders’s transfer application, it was charged that he misrepresented his financial position in the application: that he had given faulty information regarding interests held in KGA and WHEL by KGA Inc., the KGA licensee, and that he violated the commission’s rules governing the filing of contracts. The last charge stemmed from Mr. Sanders’s failure to present a copy of an April 1968 agreement (which was later canceled), in which he and William Campbell contracted to buy KGA from its former licensee, Liddie Broadcasting Corp.

**Vic-Way wins OK in bid for black AM**

FCC approval of merger of two of eight applicants for St. Louis station upheld

FCC approval of an agreement permitting owners of two of the nation’s black-owned radio stations—WCHB-AM-FM Inkster, Mich.—to expand their ownership interests—to KWK(AM) St. Louis—has weathered an appeal to the U.S. Court of Appeals for the District of Columbia.

The agreement provided for the merger of two of eight one-time competing applicants for the 1380 kHz frequency, whose previous occupant had lost its license in a license-revocation proceeding, and for the dismissal of the remaining six applications.

Principals of the surviving application, Vic-Way Broadcasting Co., which was granted by the commission, are Dr. Haley Bell and his sons-in-law, Dr. Wendell Cox and Dr. Robert Bass, who own and operate the Inkster stations. The three dentists had been principals in Vic-Way Broadcasting Co. which they merged with that of Archway Broadcasting Co.

Under terms of the agreement put forward by all eight applicants, the remaining applicants were withdrawn in return for reimbursement of their out-of-pocket expenses.

The action climaxed a proceeding begun in 1965, two years after the commission revoked the license of KWK Radio Inc., because of fraudulent treasure-hunt contests broadcast in 1960. The eight applicants who eventually settled their differences in the agreement approved by the commission operated the station jointly under an interim grant as Radio Thirteen Eighty Inc.

The commission action was opposed who have an unfair-labor-practice suit who have an unfair-labor-practice suit pending against KWK before the National Labor Relations Board.

The employees had questioned Vic-Way’s financial ability to pay the withdrawing applicants, alleged unfair labor practices, and charged an unauthorized transfer of control of the interim operation.

The court, in a brief, unsigned order, said it agreed with the commission that the issues—other than the one involving unfair labor practices, on which it expressed no view—“are without substance.”

**ANNOUNCING**

the appointment of Milton Q. Ford as an associate assigned to the Northeast territory, bounded by Maine, Pennsylvania and West Virginia on the South. He will headquarters in our Washington, D.C. office.

Even though a law graduate, Milton chose to follow his part time college broadcast experience as a life long career, first as a radio and television air personality; later in management and ownership capacities. His diversified knowledge of broadcast operations qualifies him to counsel with buyers and sellers. Contact Milton at your first opportunity. We are certain he will win your confidence.
Durgin: new rule will hurt TV quality
But despite pinch of FCC regulation, NBC-TV head sees network gains

Both the public and advertisers may suffer as a result of the loss of special network programs under the FCC's new prime-time regulation, Don Durgin, president, NBC-TV, told the Broadcast Advertising Club of Chicago last week.

Mr. Durgin told the BAC Tuesday: "I expect very many special programs to be squeezed out because of the networks' physical inability to schedule them. What irony—since special programs by definition represent quality and diversity both in content and production sources."

Quoting the dissenting opinion of FCC Chairman Dean Burch to the commission's ruling, Mr. Durgin agreed that the new policy will curb diversity instead of encourage it. The FCC will allow a network to feed only three hours per evening prime time to affiliates instead of the three and one-half hours.

"The 90-minute program—often the hallmark, no pun intended, of a quality show—simply can't be scheduled unless some kind of patchwork is put together or a complex all-special night created," Mr. Durgin explained, "and that can be done on relatively few occasions." He said, however, that specials will remain "a vital, if smaller, part of the NBC schedule."

Mr. Durgin was optimistic about television in the new decade, despite problems. He noted NBC research findings that are encouraging.

"Viewing on the three networks is up 1.4 rating points for the season to date compared to the same period a year ago," he noted, explaining, "that's an addition of approximately 1.7 million viewers per minute. Viewing time for 1970 was up to five hours and 55 minutes a day in the average home, the eighth consecutive year of increase. Ninety-nine percent of households with incomes of $10,000 or more now have at least one TV set and 95% of all adults view television one or more times a week.

"This is not the profile of a declining medium," he continued, stating that despite the alarm raised by some, neither cable TV nor video cassettes will replace regular TV as the great mass medium. Both CATV and cassettes, he said, will become supplementary media but the sheer economics of average-household entertainment spending will not permit them to become successors to commercial TV.

Turning to industry efforts to replace lost cigarette revenues, Mr. Durgin noted just one category alone, TV advertising by foreign cars, would be ranked more importantly if it were not for its usually being lumped with domestic-auto advertising. Today this subcategory "is greater than that for many major non-automotive groups," he noted, "and on some stations the foreign cars run even bigger schedules than the domestic giants."

Mr. Durgin said that "if television is holding its own in the economic climate of today, it should do even better as that climate improves." He predicted total TV revenues will increase about 7% each year during the next four years. Also, he said, "the share of the advertising dollar put into broadcasting is going to grow—at even a greater rate than it has in the past five years."

Mr. Durgin expressed concern about the trend to smaller commercial units simply for the sake of efficiency. He stressed that impact and program association have value-added significance, perhaps too long overlooked since the program sponsorship period of the 1950's.

"I cannot get over the fact—and the examples—that the advertiser who is clearly identified with a program that entertains or informs people has a running headstart on the competition," Mr. Durgin said, recalling the successes of such advertisers as Kraft Foods, Hallmark, Gulf Oil and Chevrolet.

Mr. Durgin also noted the complaints of advertisers and agencies about clutter diluting advertising effectiveness and representing TV's biggest problem. "But away from the Greenbrier, the Homestead, the Broadmoor, Camelback and the other watering holes," he observed, "the professional advertising staffs under the men denouncing clutter are hard at work to break down the advertising unit into smaller and smaller pieces."

Mr. Durgin said flexibility to advertiser requirements need not mean simply fragmentation as the continuing improvements in program and commercial practices over the years have demonstrated. "I think the emphasis may shift away from simply buying 30's and 60's in scatter-plans toward more traditional, as well as more unorthodox, forms of sponsorship," he said, "thanks to the new and rewarding possibilities that recent innovations suggest. TV will continue to be the most effective advertising medium in the 1970's as it has been in the 1950's and 1960's."

Firestone aims to buy, operate radio stations
Firestone Communications Inc., New York, has been formed to acquire and operate radio stations in major markets and expand into other communications-oriented businesses ("Closed Circuit," Dec. 14, 1970).

Bertram R. Firestone, board chairman of Baker-Firestone Corp. and a principal in Baker-Firestone Properties, real estate development and construction firms, will serve as chairman of the executive committee of the new corporation. Other officers are William N. Farlie, Jr., board chairman, who previously was vice president for administration for RKO General; James R. Lightfoot, president, who formerly was general manager of WBBAM (AM) Boston, and John G. McGoldrick, secretary, who is a member of the New York law firm of Baer & McGoldrick.

Corporate headquarters of Firestone Communications is at 375 Park Avenue, New York 10022. Telephone is (212) 838-8246.

Joint consideration sought in RKO cases
The FCC's Broadcast Bureau last week requested the commission to reopen the record in the KHJ-TV Los Angeles renewal case to specify an issue involved in the WNAC-TV Boston renewal proceeding. The bureau also asked the commission to designate the KHJ-TV case for consolidated hearing with the WNAC-TV proceeding on that one issue.

The issue involved in both cases is whether, in view of evidence concerning alleged anticompetitive practices by RKO General Inc. or its parent General Tire and Rubber Co., RKO should be disqualified from remaining the licensee of the stations or whether a comparative demerit should be assessed against RKO.

RKO is seeking to retain channel 9
Los Angeles in the face of a competing application by a group of Los Angeles businessmen operating as Fidelity Television Inc. In the Boston channel 7 case, WNAC-TV's renewal application is being weighed against applications for the facility by two Boston groups, Community Broadcasting of Boston Inc. and The Dudley Station Corp.

In its petition last week the Broadcast Bureau said it has selected and reviewed some 2,000 documents from the files of General Tire as prospective exhibits in the WNAC-TV proceeding.

"It is clear from a review of these documents that the record to be made under this issue in the WNAC-TV proceeding will have as direct and material bearing on the qualifications of RKO General Inc. to be the licensee of KHJ-TV as it will on the qualifications of RKO General Inc. to be the licensee of WNAC-TV," the bureau said. It added that it believes the commission should have before it the record to be made in the WNAC-TV case under the anti-competitive practices issue when it decides the KHJ-TV case. This is particularly true, it was said, since the civil antitrust action brought by the government against General Tire and three of its subsidiaries, including RKO, was terminated by consent decree prior to the trial (Broadcasting, Aug. 31, 1970).

Minimum wage for time salesmen?

Labor Department slates hearings on proposal opposed by NAB; broadcast newsmen eyed, too

The Department of Labor's Wage-Hour Division begins hearings Feb. 2 on proposals to establish a minimum weekly earning test for outside salesmen to bring them under exempt status from wage-hour minimums. The proposed change in wage-hour regulations would apply to TV and radio stations. At present, outside salesmen in any industry are exempt.

Also to be heard are proposals to exempt TV and radio newsmen from wage-hour rules.

TV and radio owners, under the leadership of the National Association of Broadcasters, are preparing to oppose the salesmen move on the ground that such a salary test for exemption would affect the hiring and training of new broadcast salesmen. They also contend that it would cause serious record-keeping problems since broadcast salesmen traditionally do most of their work outside their offices.

Most experienced broadcast salesmen receive weekly earnings in excess of the predicted level that may be established by the Labor Department, according to Ron Irion, director of NAB's Broadcast Management Department. If a weekly earning test is imposed, he noted, this would react against new hires, since the minimum weekly wage might be more than beginning broadcast salesmen receive during their training period. It would also, he said, impose a burden on station management that would have to maintain records on hours worked for each of the non-exempt salesmen.

A national employer group, the Interindustry Wage-Hour Steering Group, has retained Clarence Lindquist to present the industry viewpoint at the hearing. Mr. Lindquist was for 10 years wage-hour administrator until his resignation in 1969. NAB is a member of this group.

In opposing the revision that would result in the exemption from wage-hour rules of broadcast newsmen, NAB has suggested that they fall under the professional category. Professionals are exempt from the wage-hour rules.

Again, Mr. Irion noted, the current exemptions ($125 weekly for adminis-
Frontal assault on ‘male chauvinism’

FCC gets stack of filings urging get-tough policy on sex bias in broadcasting

There is growing support for a petition by the National Organization for Women asking the FCC to include women in the enforcement section of its equal-employment rules.

In its rulemaking petition last month, NOW pointed out that, although the commission has banned all employment discrimination in the industry, it requires broadcasters to file reports on employment projects concerning only Negroes, Orientals, American Indians and Spanish-surnamed Americans (Broadcasting, Dec. 7, 1970).

Over 20 organizations and individuals have filed comments in favor of NOW’s petition. Many of them echo allegations by NOW that the industry does discriminate against women in employment.

Mrs. Bella S. Abzug, Democratic congresswoman-elect from New York’s 19th district, charged that women have been “deliberately excluded from the section [of the rule] designed to provide enforcement.” She said there are few women in professional positions at the three networks and she predicted programming would improve if women were employed in the industry in “sizable numbers.”

She also noted that the TV program that has been most widely acclaimed in the past year, Sesame Street, is produced by a woman, and deplored “the degrading and insulting stereotypes [of women] that dominate much of current programming.”

Both the National Citizens Committee for Broadcasting and the Office of Communication of the United Church of Christ agreed that discrimination against women in broadcasting is reflected in programming.

“Frustrating, even hypocritical” was the way the Unitarian Universalist Women’s Federation described the exclusion of women from the enforcement section of the rule.

John W. Gardner, former secretary of health, education and welfare, and former chairman of the National Urban Coalition, told the commission that discrimination against women in employment is not only unfair, but “results in a tragic waste of talent.”

Mr. Gardner, now chairman of a “citizens’ lobby,” Common Cause, added that broadcasting, because of its important role in society, “is in a particularly strategic position to exercise leadership in ending discrimination based...
LVO Cable Inc., CATV subsidiary of LVO Corp., Tulsa; Williams Brothers Co., a Tulsa pipeline and construction firm; and William D. Swanson.

The franchise was granted after a 10-month investigation by a study committee.

LVO officials estimate the project will cost nearly $10 million, but that it will help attract additional high-technology industries to Tulsa. Tulsa Cable plans to construct a system with the capability to deliver 27 channels to home subscribers and the potential for two-way communications.

Tulsa Cable also proposed local origination, including entertainment, educational, cultural, business, children's, news, weather and sports channels.

College station sit-in ends; lawsuit pending

A 45-day student sit-in at WCWP(FM) Brookville, N.Y., C. W. Post College's student-run, noncommercial station, ended last Wednesday (Jan. 13) after the vice president of student affairs gave a 15-minute ultimatum.

Dr. Alan Beeman told the students, who first occupied the station Nov. 30, 1970, after it was closed down because of alleged use of obscenity (BROADCASTING, Dec. 7, 1970), to either vacate the premises or be forcibly evicted and face suspension. A short time later, 25 students left the building with sleeping bags, personal belongings and pets. Stating they did not want violence, the students said they would rely on the courts to win their point.

On Nov. 30, the radio station was closed down by Dr. Julian Mates, dean of the fine arts division. He said pornographic literature had been read over the air, and that the shutdown was to protect the station's license. College officials claimed then that FCC regulations barring obscenity had been breached at the same time Steven A. Post was fired as station director.

Mr. Post brought suit on Dec. 9 in the Second U.S. District Court in Brooklyn, N.Y., to force the college to reinstate him and reopen the station (BROADCASTING, Dec. 14, 1970).

After the suit was filed, a student-faculty committee investigating the obscenity charges recommended the rehiring of Mr. Post. Although Robert L. Payton, president of the college, agreed, he was overruled by the trustees of Long Island University, of which C. W. Post is a branch. Mr. Post's contract was terminated, and he was given three months salary.

The purpose of removing the students from the radio station, a college spokesman said, was for the resumption of broadcasting, scheduled about Feb. 1, first day of the spring term.

U.S. District Court Judge John Bartels was expected to rule on whether to hear or dismiss the suit on Friday (Jan. 15) or today (Jan. 18). Mr. Post and the students, who call themselves the Collective, have joined forces in the suit. William Kunster, who is representing them, is arguing in the suit that the college's action violates the First Amendment and that the rights not only of the students, but also of the listeners, have been violated.

Emile Zola Berman, representing the college board of trustees, in arguing for dismissal, said the federal court has no jurisdiction over the matter, which he claims is strictly an internal problem.

Should Judge Bartels hold for a dismissal, the college spokesman said Mr. Kunster and Mr. Post will appeal. They are prepared to take their fight, the spokesman said, to the Supreme Court.

TV viewing hits new high

Contrary to those who seem to think TV viewing has plateaued or dropped off, TV-set usage per television household continued up last year to a new high average. A. C. Nielsen Co.'s Nielsen Television Index last week reported that in 1970 TV-set usage per TV household per day "set a record . . . with a figure of 5.9 hours. This compares to 1969's figure of 5.8." NTI further reported that "January 1970 also set a record for the highest month of all-time viewing: 7.0 hours compared to the January 1969 figure of 6.6 hours. Monthly records were also set in February, April, June, September, October, November and December 1970."

GTE will get out of CATV

FCC's restrictions on cable ownership prompted the move

General Telephone & Electronics Corp., New York, through its subsidiary GTE Communications Inc., is offering for sale its remaining cable-television properties.

Wenton F. Stewart, vice president and general manager of GTE Communications, said the sale was in response to the FCC order of Feb. 4, 1970, which prohibits a telephone company from operating and owning CATV systems where it also supplies telephone service.

GTE operates 20 CATV systems serving 32 suburban and rural communities. Of these communities, 20 are covered by GTE telephone companies.

The FCC ruling was based in part on the prediction that cable systems in the future may be the basis of new forms of communication services to the home, competitive with services that are currently offered or may be offered by telephone companies. The order becomes effective on March 16, 1974.

General Telephone Co. of the Southwest, a GTE subsidiary, earlier appealed the FCC ruling in the U.S. Circuit Court of Appeals in New Orleans.

Mr. Stewart said that the FCC order prevents GTE Communications from supplying the quality and variety of CATV service that it believes should be provided. Therefore, he said, the company decided that funds invested in CATV properties could be better used in other GTE operations.

The systems for sale are in Novato, San Bernardino and Sun City, all Calif.; Athens, Ga.; Macon, Ga.; Hazlehurst, McRae, Sandersville, Toccoa and Vidalia, all Georgia; Charleston and McComb, both Illinois; Angola and Winchester, both Indiana; Adrian, Tecumseh and South Haven, both Michigan; Kiski Valley, Pa., and Edmonds and Arlington-Marysville, both Washington.

In December, GTE sold five other CATV systems. Mr. Stewart said the subsidiary is in final negotiations for the sale of two others.

Four of the systems already sold to Storer Broadcasting Co. for an undisclosed amount of money are located in Bartow, Bradenton, Lake Wales and Sarasota county, all Florida, Telecable Corp., Norfolk, Va., bought the other system in Bloomington-Normal, Ill.

GTE declined to name the proposed buyer for the other systems located in Levelland and Brownfield, both Texas.
Justice faults FCC for curbs on CATV

Department fears rules on pay CATV may hamper growth of the industry

The Department of Justice, which has frequently been at odds with the FCC over its proposals for regulating CATV—the department frequently feels they are too restrictive—is now on record, in a U.S. appeals court, as arguing that the commission has gone "too far" in the restrictions it has imposed on pay-CATV.

The department expressed its views in a brief filed with the appeals court in St. Louis in a case involving Midwest Video Corp. The company is appealing commission rules that require systems with more than 3,500 subscribers to originate programing and that impose on CATV systems that engage in pay television operations the same restrictions the commission has adopted for pay-TV broadcast stations (Broadcasting, Oct. 19, 1970).

The filing of separate briefs by Justice and the commission in the case is in itself indicative of the two agencies' conflicting views. Normally, they coordinate their views in a single brief in opposing appeals of actions.

And, in a technical sense, the department supports the commission's position that Midwest's petitions should be dismissed. It says that the points on which it does not concur with the commission are not properly raised in the appeal.

But it made clear its view on the substantive question involved. In its passage reflecting the position it has taken in pleadings filed with the FCC in various CATV proceedings, Justice said that the commission would be departing drastically from established law if it were to "relegate an emerging mode of non-broadcast electronic communication to a secondary role."

"Such an important and far-reaching change is for Congress alone to make," it said. "In the absence of a clear congressional mandate, therefore, the adoption of any regulation which restricts CATV cablecasting so as to unduly handicap the growth and development of CATV conflicts with existing congressional policy—particularly the important policy of competition embodied in the antitrust laws."

Thus, it added, "there is substantial ground for arguing that the restrictions on pay CATV go too far." As in the case of broadcast pay-TV stations, CATV systems charging subscribers on a per-program or per-channel basis are limited in the kinds of programing they may offer, so as to avoid siphoning off programing from free television, and from carrying commercials.

But, Justice said, in employing the same rationale in the two instances, the commission failed to consider the differences between the two media, and the different kinds of authority it has over them. Because of its "express statutory authority to retain the limited radio spectrum," the commission has the power to hold pay television to "a supplemental role in broadcasting," Justice said.

But in the case of CATV, Justice added, the courts have held that the commission's authority to regulate is limited to that which is "reasonably ancillary" to its responsibilities in the broadcast field. And "no radio spectrum usage" is involved in pay CATV, it said.

The department believes the commission has the authority to require CATV systems to originate programing. It notes that the rules could be written to make the weight of CATV systems to pick up and relay television signals on their originating programing. The rules are to become effective April 1.

Despite its misgivings over the substantive aspect of the rules, the department cites two procedural grounds for dismissing the Midwest Video suit. One involves the company's contention that pay-CATV rules are invalid because the commission's notice of proposed rulemaking did not indicate they were to be considered; the rules were announced in the commission order denying petitions for reconsideration of the program-origination rules. Justice said that Midwest never objected to that aspect of the case in pleadings before the commission and, consequently, is barred from seeking judicial review.

The other ground involves petitions for reconsideration of the pay-CATV rules which were filed by other parties. Since these are still pending, Justice said, the commission's decision is not final for purposes of judicial review.

Public broadcasting gets its $11 million from HEW

Fears of noncommercial broadcasters that the full amount of funds appropriated by Congress to support the Public Broadcasting Act facilities program for fiscal 1971 would not be spent by the Department of Health, Education and Welfare have been allayed.

In a telegram sent to congressmen who had queried the department at the urging of noncommercial broadcasters, James Caldwell, an assistant secretary and controller of HEW, said: "We are pleased to be able to tell you that the decision has been made to spend the full $11-million appropriation."

Until this announcement only some
A high-level spectrum study

At Whitehead's urging, OTP and FCC join forces to look into that growing allocations problem

The Office of Telecommunications Policy and the FCC have embarked on a joint, long-range study aimed at improving the efficiency of the use to which the radio spectrum is put in the United States.

The study—expected to last between six months and a year—could result in reallocation of spectrum space now reserved for government use to nongovernment use; such a reallocation, involving 26 mhz between 890 and 942 mhz, occurred in June 1968 (BROADCASTING, June 10, 1969).

But the principal purpose is to find ways in which constantly increasing demands being made on the spectrum—a fixed resource—can be accommodated. And with the study due to range across all uses to which the spectrum is being put, it can be expected to result in a hard look being given the block of spectrum assigned to UHF television, much of which is not used.

However, officials of both agencies made clear that a multidiscipline approach will be employed in the study—the social and economic as well as the technical implications of various proposals will be considered. "We don't contemplate moving any broadcasting service," one OTP spokesman said.

The study is the inspiration of Dr. Clay T. Whitehead, director of OTP, a fact left in little doubt by his office. Without waiting for the FCC, it issued a news release last week reporting that Dr. Whitehead had announced the spectrum review and that the commission had accepted his invitation to participate in it. The exchange of letters occurred last month.

In his letter to FCC Chairman Dean Burch on the subject, Dr. Whitehead noted that one of the responsibilities assigned his office by the executive order that created it involves the "development, in coordination with the FCC, of a comprehensive long-range plan for improved management of all electromagnetic spectrum resources."

Dr. George Mansur, deputy director, OTP, will be in charge of the OTP side of the study. Raymond Spence, the FCC deputy chief engineer, will head the commission side. They have not yet determined the shape of the study or its precise goals. But as a first step, Dr. Whitehead has asked the Interdepartment Radio Advisory Committee (IRAC), composed of representatives of agencies using government frequencies, to prepare a report by Feb. 1 on the nature and magnitude of the government's use of the spectrum.

Texas AM-FM owner fined $20,000 by FCC

The FCC has ordered Howard W. Davis, sole owner and general manager of KMTC(AM) and KISS(FM) San Antonio, Tex., to pay $20,000—the maximum fine allowable of $10,000 for each station—for repeated rule violations. Violations cited were incorrect adjustment of the AM's directional antenna array and failure to operate the FM with the specified licensed power. In the same order the commission granted the stations' renewal application for the rest of the term expiring Aug. 1.

Commission action followed Broadcast Bureau exception to an initial decision by Hearing Examiner Charles J. Frederick. A hearing was designated in June 1968 to determine whether the...
licenses should be granted renewal because of questions relating to the licenses' technical and character qualifications and whether his replies to official commission notices of violations misrepresented facts or were lacking in candor.

The hearing examiner concluded in December 1969 that Mr. Davis had not misrepresented facts or lacked candor in dealing with the commission; that he had the requisite technical and character qualifications to be a licensee and that the station licenses should be renewed. The examiner recommended a fine of $2,000 to assure stricter compliance with the rules.

The Broadcast Bureau argued that the examiner's findings ignored a great deal of evidence concerning the extent of the technical violations and that he overlooked evidence which "convincingly establishes that (Mr.) Davis made misrepresentations, that he failed to disclose information and that he exhibited a long-term lack of candor with the commission." The bureau added that Mr. Davis gave elaborate replies to cover "his procrastination" in correcting the technical problems.

In response to the bureau's contentions, Mr. Davis argued that virtually all of the problems connected with its two stations were corrected long before this case was designated for hearing and that only two significant violations occurred in the operation of the stations, both resulting from latent defects in equipment.

In issuing the maximum fine, the commission said Mr. Davis was chiefly concerned with "painting an optimistic picture" and "obscuring his own procrastination" rather than making full and open answers. "Little confidence can be placed in his assertions that the delays were caused by matters beyond his control in light of his prolonged failure to take the direct actions required to correct the violations on KMAC and KISS(FM)," the commission said.

Noting that the licensee has no technical expertise and must rely on others to advise him on engineering matters, the commission said that while licensees are not expected to know personally how to meet technical requirements, they are expected to find and be responsible for the employment of competent personnel who are diligent in performing these tasks.

**FCC adopts new way to figure radiation**

It modernizes methods so computers can be used on directional patterns

The FCC last week amended its rules to specify a standard method for calculating directional AM antenna radiation. The method will be used in evaluating interference, coverage and overlap of mutually-prohibited contours, replacing the existing maximum expected operating value (MEOV) concept.

Primary purpose of the new rules is to standardize, in certain respects, factors employed in the design of directional radiation patterns for AM's so that the radiation can be reproduced mathematically, making possible computerized channel studies for determining nighttime interference. MEOV, the existing system, is approximate, is not computed mathematically and has no fixed relationship to the basic antenna pattern.

The new rules would require that interference and service determinations be made through use of a "standard radiation pattern." The pattern is constructed by adding components of specified size to the theoretically computed pattern, producing an envelope sufficiently large to contain the measured fields of the operating antenna.

In its 1965 rulemaking notice, the commission proposed an addition to the mathematical equation for measuring antenna radiation. The addition was a figure equal to 10% of the root means squared (RMS), which is the size an antenna pattern would be if it were nondirectional. Subsequently, in a proposed modification of its first rulemaking proposal, the commission suggested a substitution for 10% of RMS—3% of the root sum squared (RSS), which is the square root of the sum of the squares of the individual tower fields in an antenna array (Broadcasting, Nov. 24, 1969).

In adopting the new amendments, the commission said it will no longer require that a measured pattern be furnished in connection with a proof of performance; a substitution of the measured fields will be sufficient. Also a statement of the RMS value of the pattern is to be included in the submission, the commission added.

Since each standard pattern will be larger than the presently accepted theoretical pattern, and "paper" increases in the level of interference to Canadian and Mexican stations might occur, the commission said it would make every effort to persuade those countries to adopt the standard pattern for new assignments. The commission said that if understandings can be reached, the use of the same pattern for each station for determining interference to both domestic and foreign stations—an important objective of this proceeding—should become feasible.

The new rules apply only to new assignments and to major changes in existing assignments. The commission said minor changes would be made under existing procedures and that applications filed before the effective date of the new rules would be examined and processed according to the rules and procedures in effect at the time of filing. Further action will be taken when it is feasible to convert existing patterns to standard format, the commission said, possibly by public notice or by a rulemaking procedure. In either case, the commission noted it would draw on the comments filed in this proceeding and would incorporate them in any new formal proceeding.

The commission said that while it

---

**Technical topics:**

**Carrier deviation measurement** • New AM frequency monitor has been introduced by McMartin Industries, Omaha. It provides digital readout of frequency deviations of operating carrier of AM transmitters in range of 540-1600 khz. Unit has three operating modes: normal, using 10-second gate time, displays deviations from zero to +39 hz in presence of modulation; second, with one-second gating, permits readjustment of transmitter frequency without modulation; and third, wide-band mode for correction of wide-frequency deviations, uses 0.1-second switching and increases the range to +390 hz. Indicator lamps operate for deviation in excess of 10 and 20 hz.

**Alphanumeric displays** • Telemation Inc., Salt Lake City equipment manufacturer, has introduced new TCG-1425 character generator. It features full- and partial-page number and letter displays for TV application with up to 14 lines of 25 characters each. Unit includes automatic line-by-line centering, deletion of letter or line with keyboard control; and clear-page control to delete entire display. Flashing control is included to emphasize letter, word or group of words. It also provides horizontal crawl display and features larger characters than on earlier models.

**Watch your sound** • Gates Radio Co., Quincy, III., has added to its line of broadcast equipment Audio Control Center, which combines complete program audio and monitoring amplifiers. Its use is primarily intended for program automation systems and is available in mono or stereo versions. Unit combines V.U. metering, program output and audio monitoring in five-and-half-inch rack-mount unit.

38 (Equipment & Engineering)
was not establishing rules to govern the acceptability of standard patterns incorporating radiation minimums lower than required by the general rules, it would consider such proposals on an individual basis.

New proposed rules for TV translators

FCC wants comparability in requirements for TV, FM rebroadcasts

The FCC last week proposed rule revisions that would make television translator stations conform to the new regulations covering FM translators.

The rules adopted by the commission last September in creating a new FM translator service were based on TV translator rules and rule modifications. The commission said it was suggesting changes in television translator rules that have become inconsistent or ambiguous.

One proposal would specify that a translator application will not be granted if the station would be within the predicted grade B contour of an adjacent channel TV station.

The commission also proposed that a translator operating with 100 w or more on an assigned and unused channel will be protected against interference by other translators, but need not protect other translators.

A rule was also proposed prohibiting translators from causing interference to the input signals of other translators.

The proposed rules would also specify that the contours of TV stations that the commission will consider in determining the location of a translator will be those computed without regard to certain terrain-limiting factors. Additionally, the rules would embody the policy that a TV station has a right to program exclusivity within its principal city.

The commission also proposed to incorporate into the TV translator rules the existing ban against crossownership of a TV translator and a CATV system serving the same area.

Present rules prohibiting the use of translator transmitting antennas to reinforce the station's signals, by combining the outputs of more than one final radio frequency amplifier, would be amended to make the rule inapplicable to 1 w translators west of the Mississippi River, where the combination of the outputs would not exceed 10 w.

A translator licensee wishing to rebroadcast the signals of an intermediate translator station would need only to obtain permission from the primary station whose programs are proposed to be retransmitted, rather than the consent of the intermediate translator.

The commission invited comments on the desirability of the right of networks to intervene in rebroadcast matters, and on limitations that might be imposed by primary station licensees on conditions for rebroadcast consent.

Deadline for filing comments is Feb. 22; replies are due March 4. The vote on the proposals was 5-to-0 with Commissioner Thomas J. Houser not participating and Commissioner H. Rex Lee absent.

Simpler rules sought for auxiliaries

The National Association of Broadcasters has recommended that the FCC allow more flexibility in its rules on the auxiliary broadcast services.

In a petition for rulemaking, NAB asked the commission to revise its rules relating to remote pickup broadcast stations, auxiliary broadcast studio-transmitter links (STL), intercity relay stations and television auxiliary broadcast stations.

Remote pickup facilities should be licensed as complete systems, consisting of one or more mobile units or base stations, NAB said. It suggested the system be assigned a call sign and each mobile unit receive a numerical designation. This procedure would reduce the commission's administrative workload and facilitate the addition or deletion of mobile units in a system, it said. Minimum performance standards for remote pickup equipment may be necessary to implement this "system" concept, it added.

Regarding aural broadcast STL and intercity relay stations, NAB said hourly observations at the receiving end of such facilities by a first- or second-class operator are unnecessary and suggested that observations be made on a periodic basis by anyone associated with the overall operation of the station. Logging and ID requirements should be reduced to a minimum, it added, and the rules "should recognize means whereby the remote control location is constantly aware of conditions at the transmitter whether or not the transmitter is activated."

Adjustment and maintenance of TV auxiliary equipment should be made by first- or second-class operators, but unlicensed personnel should be permitted to operate it on a routine basis, NAB said.
Performance chart for TV-network affiliates

Station's share of network audience is coupled with population figures to yield index of effectiveness

(Following is a revised version of a feature that appeared in Broadcasting's combined issue of Dec. 28, 1970 - Jan. 4, 1971. The original contained a number of errors and should be discarded.—The Editors.)

How can the value of an affiliate to its network be determined? Absolute audience size and share of market are two obvious yardsticks, but they are clearly only part of the answer. To get a complete picture, a measurement that permits effective national comparisons is also necessary.

One such measurement is the size of the audience a station delivers for the network compared to the size of the population in its market. This relationship can be expressed as a simple index number. For example, Baltimore contains 1.09% of U.S. households. The ABC-TV affiliate, WJZ-TV, delivers 1.18% of the ABC-TV network prime-time audience for an index of 108 (1.18 divided by 1.09)—an above-average performance.

The following tabulations were prepared from the Nielsen station index. They provide a market-by-market summary of the relative value of each market to the network, a list of the affiliate stations within that market and the number of quarter-hours of network programing carried. The figures are based upon the four weeks ending March 11, 1970, and are reported for the average prime-time program, 7:30-11:30 p.m., Sunday through Saturday.

Two cautionary notes concerning use of the figures are in order:

■ Comparisons between different affiliates of the same network may be clouded in some smaller markets. The reason is that total network audience for these markets may receive a slight boost from stations outside the market or stations that carry only a few hours of network programing—although neither is listed on the chart unless its individual contribution to total audience is substantial.

■ Comparisons between affiliates of different networks cannot be absolute because the base figures are different. The total size of each network's average national prime-time audience must be considered.

"Telesatus" appears in Broadcasting each month.

### Telestatus

**TELEVISION**

**Performance chart for TV-network affiliates**

Station's share of network audience is coupled with population figures to yield index of effectiveness

<table>
<thead>
<tr>
<th>Station</th>
<th>Market Household %</th>
<th>Market Value Index</th>
<th>Qtr Hrs H.R. Carried</th>
<th>DNA H.R. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Abilene, Sweetwater, Tex. | 0.12 | 0.17 | 142 | 0.13 | 108 | KTXS-TV 52 | 18 |
| Ada-Andmore, Okla. | 0.07 | 0.08 | 114 | 0.04 | 57 | KETN-TV 93 | 15 |
| Albany, Ga. | 0.12 | 0.12 | 100 | 0.09 | 75 | WAST-TV 95 | 14 |
| Albany-Schenectady-Troy, N.Y. | 0.67 | 0.51 | 57 | 0.70 | 104 | WTEN-TV 78 | 22 |
| Albuquerque, N.M. | 0.31 | 0.32 | 103 | 0.30 | 97 | KOGM-TV 79 | 22 |
| Alexandria, La. | 0.11 | 0.16 | 45 | 0.08 | 73 | KDZA-TV 97 | 19 |
| Alexandria, Minn. | 0.12 | 0.16 | 133 | 0.08 | 67 | KDZA-TV 97 | 19 |
| Atlanta | 0.06 | 0.08 | 99 | 0.50 | 94 | WAGA-TV 81 | 21 |
| Augusta, Ga. | 0.24 | 0.40 | 166 | 0.32 | 133 | WRDW-TV 71 | 24 |
| Austin, Tex. | 0.16 | 0.29 | 161 | 0.29 | 161 | KTRAN-TV 28 | 8 |
| Bakersfield, Calif. | 0.18 | 0.15 | 108 | 0.11 | 73 | KBAK-TV 97 | 15 |
| Baltimore | 0.12 | 0.11 | 109 | 0.13 | 120 | WMAR-TV 91 | 16 |
| Bangor, Me. | 0.13 | 0.08 | 62 | 0.14 | 108 | WABI-TV 97 | 11 |
| Baton Rouge | 0.24 | 0.53 | 220 | 0.33 | 138 | WAFB-TV 92 | 15 |
| Beaumont-Port Arthur, Tex. | 0.21 | 0.19 | 93 | 0.28 | 110 | KBMT-TV 85 | 16 |
| Billings, Mont. | 0.10 | 0.15 | 150 | 0.14 | 140 | KODK-TV 80 | 19 |
| Binghamton, N.Y. | 0.25 | 0.13 | 52 | 0.33 | 122 | WBNF-TV 97 | 8 |
| Birmingham, Ala. | 0.72 | 0.98 | 138 | 0.91 | 126 | WAPI-TV 95 | 25 |
| Boise, Idaho | 0.14 | 0.34 | 243 | 0.21 | 150 | KBOI-TV 22 | 16 |
| Boston | 2.55 | 3.19 | 125 | 2.22 | 87 | WHDH-TV 85 | 18 |
| Buffalo, N.Y. | 0.94 | 0.99 | 105 | 1.01 | 107 | WKBW-TV 91 | 11 |
| Burlington, Vt. | 0.19 | 0.19 | 42 | 0.36 | 121 | WCAX-TV 97 | 7 |
| Butte, Mont. | 0.06 | 0.13 | 217 | 0.12 | 90 | K2XLF-TV 46 | 33 |
| Casper, Wyo. | 0.06 | 0.08 | 133 | 0.09 | 150 | K2XMF-TV 60 | 21 |
| Cedar Rapids, Iowa | 0.49 | 0.43 | 110 | 0.52 | 133 | KCRG-TV 97 | 20 |
| Charleston-Deanur-Charleston, Ill. | 0.43 | 0.48 | 111 | 0.50 | 116 | WCIA-TV 97 | 16 |
| Charleston-Huntington-Parkersburg, W.Va. | 0.09 | 0.54 | 76 | 0.53 | 80 | WCHS-TV 93 | 13 |

### Broadcast}

**BROADCASTING**, Jan. 18, 1971
<table>
<thead>
<tr>
<th>Location</th>
<th>Market Household %</th>
<th>Market Network Index</th>
<th>Station</th>
<th>Gln Hours Carried</th>
<th>DMA H. N. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charleston, S.C.</td>
<td>0.20</td>
<td>.21</td>
<td>WUSA-TV</td>
<td>95 17</td>
<td>.25 153</td>
</tr>
<tr>
<td>Charlotte, N.C.</td>
<td>0.65</td>
<td>.33</td>
<td>WBTB-TV</td>
<td>97 8</td>
<td>.25 153</td>
</tr>
<tr>
<td>Chattanooga</td>
<td>0.34</td>
<td>.31</td>
<td>WTVC-TV</td>
<td>97 16</td>
<td>.33 97</td>
</tr>
<tr>
<td>Cheyenne-Stirling-</td>
<td>0.10</td>
<td>.10</td>
<td>KFBC-TV*</td>
<td>40 13</td>
<td>.17 170</td>
</tr>
<tr>
<td>Scottsbluff, Wyo.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>4.26</td>
<td>4.17</td>
<td>WLS-TV</td>
<td>97 18</td>
<td>3.92 92</td>
</tr>
<tr>
<td>Chico-Redding, Calif.</td>
<td>0.15</td>
<td>.35</td>
<td>KHEL-TV</td>
<td>98 12</td>
<td>.25 166</td>
</tr>
<tr>
<td>Columbus</td>
<td></td>
<td></td>
<td>WCRH-TV</td>
<td>4 24</td>
<td></td>
</tr>
<tr>
<td>Cincinnati</td>
<td>0.96</td>
<td>1.09</td>
<td>WKRC-TV</td>
<td>93 16</td>
<td>.97 101</td>
</tr>
<tr>
<td>Clarksville-Weston, W.Va.</td>
<td>0.10</td>
<td></td>
<td>WBOY-TV</td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Cleveland</td>
<td>2.16</td>
<td>2.22</td>
<td>WWSOS-TV</td>
<td>97 18</td>
<td>1.94 90</td>
</tr>
<tr>
<td>Colorado Springs-Pueblo</td>
<td>0.22</td>
<td>.27</td>
<td>KROP-TV</td>
<td>97 23</td>
<td>.23 105</td>
</tr>
<tr>
<td>Columbus</td>
<td>2.35</td>
<td>1.56</td>
<td>WOLO-TV</td>
<td>17 10</td>
<td>.19 83</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>0.76</td>
<td></td>
<td>WTVS-TV</td>
<td>97 17</td>
<td>.95 125</td>
</tr>
<tr>
<td>Corpus Christi, Tex.</td>
<td>0.18</td>
<td>0.17</td>
<td>KTVI-TV</td>
<td>97 21</td>
<td>.21 116</td>
</tr>
<tr>
<td>Dallas-Fort Worth</td>
<td>1.45</td>
<td>1.34</td>
<td>WFAA-TV</td>
<td>97 16</td>
<td>1.36 94</td>
</tr>
<tr>
<td>Denver</td>
<td>0.72</td>
<td>0.61</td>
<td>KBTV-TV</td>
<td>97 15</td>
<td>.74 109</td>
</tr>
<tr>
<td>Des Moines-Ames</td>
<td>0.43</td>
<td>0.40</td>
<td>WOI-TV</td>
<td>95 15</td>
<td>.52 120</td>
</tr>
<tr>
<td>Fort Dodge, Iowa</td>
<td>2.36</td>
<td>2.36</td>
<td>WKYX-TV</td>
<td>97 18</td>
<td>2.09 89</td>
</tr>
<tr>
<td>Durham, N.C.</td>
<td>0.10</td>
<td>.11</td>
<td>WTVD-TV</td>
<td>95 10</td>
<td>.17 170</td>
</tr>
<tr>
<td>Dubuque-Kauka-Superior, W.</td>
<td>0.24</td>
<td>.26</td>
<td>WDKA-TV</td>
<td>97 19</td>
<td>.29 120</td>
</tr>
<tr>
<td>Eau Claire, Wis.</td>
<td>0.06</td>
<td>0.07</td>
<td>WEWA-TV</td>
<td>4 16</td>
<td>.06 100</td>
</tr>
<tr>
<td>El Paso</td>
<td>0.25</td>
<td>0.18</td>
<td>KTEL-TV*</td>
<td>95 14</td>
<td>.24 109</td>
</tr>
<tr>
<td>Erie</td>
<td>0.17</td>
<td>0.16</td>
<td>WNET-TV</td>
<td>96 18</td>
<td>.14 82</td>
</tr>
<tr>
<td>Eugene, Ore.</td>
<td>0.17</td>
<td>0.18</td>
<td>KEZI-TV</td>
<td>93 15</td>
<td>.08 47</td>
</tr>
<tr>
<td>Eureka, Calif.</td>
<td>0.06</td>
<td>0.16</td>
<td>KIEM-TV</td>
<td>50 29</td>
<td>.10 166</td>
</tr>
<tr>
<td>Evansville, Ind.</td>
<td>0.27</td>
<td>0.35</td>
<td>WTVW-TV</td>
<td>26 24</td>
<td>0.71 110</td>
</tr>
<tr>
<td>Fargo-Valley City</td>
<td>0.25</td>
<td>0.18</td>
<td>KTHI-TV</td>
<td>97 12</td>
<td>.29 116</td>
</tr>
<tr>
<td>Flint-Saginaw-Bay City, Mich.</td>
<td>0.54</td>
<td>.68</td>
<td>WJRT-TV</td>
<td>91 21</td>
<td>.42 77</td>
</tr>
<tr>
<td>Florence, Ala.</td>
<td>0.07</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florence, S.C.</td>
<td>0.12</td>
<td>.03</td>
<td>WTVF-TV</td>
<td>98 20</td>
<td>.18 150</td>
</tr>
<tr>
<td>Fort Myers, Fla.</td>
<td>0.04</td>
<td>0.02</td>
<td>WAKU-TV</td>
<td>97 19</td>
<td>.07 175</td>
</tr>
<tr>
<td>Fort Smith, Ark.</td>
<td>0.10</td>
<td>0.21</td>
<td>KFSI-TVS</td>
<td>26 30</td>
<td>.23 230</td>
</tr>
<tr>
<td>Fort Wayne, Ind.</td>
<td>0.27</td>
<td>0.23</td>
<td>WPTA-TV</td>
<td>93 15</td>
<td>.30 111</td>
</tr>
<tr>
<td>Fresno (Visalia), Calif.</td>
<td>0.42</td>
<td>0.40</td>
<td>KJED-TV</td>
<td>97 17</td>
<td>.35 63</td>
</tr>
<tr>
<td>Glendale, Mont.</td>
<td>0.01</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Junction-</td>
<td>0.06</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Montrose, Colo.</td>
<td>0.67</td>
<td>0.46</td>
<td>WZZM-TV</td>
<td>91 17</td>
<td>.82 122</td>
</tr>
<tr>
<td>Grand Rapids, Calif.</td>
<td>1.12</td>
<td>1.05</td>
<td>KTRK-TV</td>
<td>97 17</td>
<td>.21 190</td>
</tr>
<tr>
<td>Great Falls, Mont.</td>
<td>0.40</td>
<td>0.41</td>
<td>WLUK-TV</td>
<td>93 18</td>
<td>.62 155</td>
</tr>
<tr>
<td>Green Bay, Wis.</td>
<td>0.52</td>
<td>0.47</td>
<td>WGBP-TV</td>
<td>93 17</td>
<td>.65 125</td>
</tr>
<tr>
<td>Greensboro-Winston Salem-Salem-</td>
<td>0.52</td>
<td>0.47</td>
<td>WGBP-TV</td>
<td>93 17</td>
<td>.65 125</td>
</tr>
<tr>
<td>High Point, N.C.</td>
<td>1.10</td>
<td>1.03</td>
<td>WLWV-TV</td>
<td>93 17</td>
<td>.47 105</td>
</tr>
<tr>
<td>Greensville-Brunswick, N.C.</td>
<td>0.24</td>
<td></td>
<td>WMBE-TV</td>
<td>97 6</td>
<td>.42 123</td>
</tr>
<tr>
<td>Greenville-Spartanburg, S.C.</td>
<td>0.47</td>
<td></td>
<td>WPSA-TV</td>
<td>95 14</td>
<td>.52 85</td>
</tr>
<tr>
<td>Herlingen-Weslaco, Tex.</td>
<td>0.14</td>
<td>.33</td>
<td>KGBT-TV</td>
<td>42 22</td>
<td>.18 128</td>
</tr>
<tr>
<td>Harrison, Va.</td>
<td>0.06</td>
<td>.09</td>
<td>WUSA-TV</td>
<td>16 21</td>
<td>.03 50</td>
</tr>
<tr>
<td>Hartford-New Haven, Conn.</td>
<td>0.98</td>
<td></td>
<td>WSNB-TV</td>
<td>97 17</td>
<td>1.59 113</td>
</tr>
<tr>
<td>Harrisburg-Laurel, Me.</td>
<td>0.06</td>
<td>.10</td>
<td>WSNB-TV</td>
<td>97 17</td>
<td>.04 66</td>
</tr>
<tr>
<td>Honolulu</td>
<td>0.31</td>
<td>.32</td>
<td>KHON-TV*</td>
<td>91 20</td>
<td>.26 118</td>
</tr>
<tr>
<td>Houston</td>
<td>1.12</td>
<td>1.05</td>
<td>KHOU-TV</td>
<td>97 17</td>
<td>1.01 90</td>
</tr>
<tr>
<td>Huntington-Decatur, Ala.</td>
<td>0.13</td>
<td></td>
<td>WSMV-TV</td>
<td>97 14</td>
<td>.18 126</td>
</tr>
<tr>
<td>Idaho Falls-Pocatello, Idaho</td>
<td>.09</td>
<td></td>
<td>KIFI-TV</td>
<td>48 27</td>
<td>.12 133</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>1.10</td>
<td>.10</td>
<td>WLWA-TV</td>
<td>93 17</td>
<td>1.06 96</td>
</tr>
<tr>
<td>Jackson-Greenwood, Miss.</td>
<td>.39</td>
<td>.88</td>
<td>WJTV(TV)</td>
<td>4 19</td>
<td>.47 121</td>
</tr>
<tr>
<td>Johnstown-Altoona, Pa.</td>
<td>0.47</td>
<td></td>
<td>WJRZ-TV</td>
<td>97 21</td>
<td>.57 121</td>
</tr>
<tr>
<td>Joplin, Mo.-Pittsburg, Kan.</td>
<td>0.21</td>
<td></td>
<td>KODE-TV</td>
<td>97 17</td>
<td>.16 78</td>
</tr>
<tr>
<td>Kansas City-St. Joseph, Mo.</td>
<td>1.01</td>
<td>1.20</td>
<td>KMBC-TV</td>
<td>97 18</td>
<td>1.08 106</td>
</tr>
<tr>
<td>Klamath Falls, Ore.</td>
<td>0.03</td>
<td>.07</td>
<td>KOTI(TV)</td>
<td>40 26</td>
<td>.05 168</td>
</tr>
<tr>
<td>Knoxville, Tenn.</td>
<td>0.43</td>
<td>.24</td>
<td>WTVK-TV</td>
<td>97 8</td>
<td>.51 118</td>
</tr>
<tr>
<td>La Crosse, Wis.</td>
<td>0.12</td>
<td>0.08</td>
<td>WKBK-TV</td>
<td>8 5</td>
<td>.22 183</td>
</tr>
<tr>
<td>Lafayette, La.</td>
<td>0.29</td>
<td>0.27</td>
<td>KATC-TV</td>
<td>97 21</td>
<td>.27 135</td>
</tr>
<tr>
<td>Lake Charles, La.</td>
<td>0.07</td>
<td>0.06</td>
<td>KPLC-TV</td>
<td>97 21</td>
<td>.07 135</td>
</tr>
<tr>
<td>Lancester-Lebanon-</td>
<td>0.58</td>
<td>0.55</td>
<td>WPFJ-TV</td>
<td>97 13</td>
<td>.49 84</td>
</tr>
<tr>
<td>Harrisburg-York, Pa.</td>
<td>0.47</td>
<td></td>
<td>WJTV(TV)</td>
<td>98 8</td>
<td>.64 110</td>
</tr>
<tr>
<td>Lansing, Mich.</td>
<td>0.26</td>
<td>0.17</td>
<td>WJWL-TV</td>
<td>85 26</td>
<td>.26 100</td>
</tr>
<tr>
<td>Laredo, Tex.</td>
<td>0.03</td>
<td></td>
<td>KGNV-TV</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BROADCASTING, Jan. 18, 1971
<table>
<thead>
<tr>
<th>City</th>
<th>Market % Network</th>
<th>Market % Nielsen</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>0.12</td>
<td>0.88</td>
<td>20</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Lexington, Ky.</td>
<td>0.22</td>
<td>0.11</td>
<td>27</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Lima, Ohio</td>
<td>0.08</td>
<td>0.08</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Lincoln-Martinsburg, Neb.</td>
<td>0.45</td>
<td>0.39</td>
<td>78</td>
<td>78</td>
<td>78</td>
</tr>
<tr>
<td>Little Rock, Ark.</td>
<td>0.56</td>
<td>0.56</td>
<td>83</td>
<td>83</td>
<td>83</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>0.45</td>
<td>0.45</td>
<td>83</td>
<td>83</td>
<td>83</td>
</tr>
<tr>
<td>Louisiana</td>
<td>0.05</td>
<td>0.05</td>
<td>97</td>
<td>97</td>
<td>97</td>
</tr>
<tr>
<td>Lubbock, Tex.</td>
<td>0.12</td>
<td>0.08</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Macon, Ga.</td>
<td>0.17</td>
<td>0.17</td>
<td>73</td>
<td>73</td>
<td>73</td>
</tr>
<tr>
<td>Madison, Wis.</td>
<td>0.21</td>
<td>0.21</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Marquette, Mich.</td>
<td>0.09</td>
<td>0.09</td>
<td>36</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>Mankato, Minn.</td>
<td>0.16</td>
<td>0.16</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Austin-Richmond, Conn.</td>
<td>0.07</td>
<td>0.07</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Memphis</td>
<td>0.22</td>
<td>0.22</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Meridian, Miss.</td>
<td>0.11</td>
<td>0.11</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Miami-Port Lauderdale</td>
<td>0.13</td>
<td>0.13</td>
<td>71</td>
<td>71</td>
<td>71</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>0.93</td>
<td>0.93</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>1.18</td>
<td>1.18</td>
<td>89</td>
<td>89</td>
<td>89</td>
</tr>
<tr>
<td>Mobile, Ala.</td>
<td>0.42</td>
<td>0.42</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Pensacola, Fla.</td>
<td>0.22</td>
<td>0.22</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Monmouth, Ind.</td>
<td>0.22</td>
<td>0.22</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>New Orleans</td>
<td>0.76</td>
<td>0.76</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>New York</td>
<td>0.78</td>
<td>0.78</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Norfolk-Portsmouth</td>
<td>0.57</td>
<td>0.57</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Odessa-Midland</td>
<td>0.15</td>
<td>0.15</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>0.61</td>
<td>0.61</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Orlando</td>
<td>0.55</td>
<td>0.55</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Oahu, Hawaii</td>
<td>0.22</td>
<td>0.22</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Pedura, Ky.</td>
<td>0.36</td>
<td>0.36</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Pecos, Tex.</td>
<td>0.05</td>
<td>0.05</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Peoria, Ill.</td>
<td>0.30</td>
<td>0.30</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>0.54</td>
<td>0.54</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Phoenix</td>
<td>0.63</td>
<td>0.63</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>1.82</td>
<td>1.82</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>0.80</td>
<td>0.80</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Portland-Peoria, Ore.</td>
<td>0.33</td>
<td>0.33</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Prescott, Ariz.</td>
<td>0.04</td>
<td>0.04</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Providence, R.I.</td>
<td>0.11</td>
<td>0.11</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Quinney, III-Kokomo, Iowa</td>
<td>0.21</td>
<td>0.21</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Raleigh-Durham, N.C.</td>
<td>0.42</td>
<td>0.42</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Rapid City, S.D.</td>
<td>0.06</td>
<td>0.06</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Reno</td>
<td>0.11</td>
<td>0.11</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Richmond-Petersburg, Va.</td>
<td>0.49</td>
<td>0.49</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Riverton, Wyo.</td>
<td>0.26</td>
<td>0.26</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Rochester, N.Y.</td>
<td>0.25</td>
<td>0.25</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Sacramento-Stockton, Calif.</td>
<td>0.89</td>
<td>0.89</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Salinas, Calif.</td>
<td>1.46</td>
<td>1.46</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>0.04</td>
<td>0.04</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>San Antonio, Tex.</td>
<td>0.52</td>
<td>0.52</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>San Diego</td>
<td>0.64</td>
<td>0.64</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>San Francisco</td>
<td>2.39</td>
<td>2.39</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Santa Barbara, Calif.</td>
<td>0.13</td>
<td>0.13</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Savannah, Ga.</td>
<td>0.15</td>
<td>0.15</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Seattle-Sammamish, Wash.</td>
<td>1.16</td>
<td>1.16</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Seattle, Wash.</td>
<td>0.57</td>
<td>0.57</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Springfield, Mass.</td>
<td>0.35</td>
<td>0.35</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Tallahassee, Fla.</td>
<td>0.14</td>
<td>0.14</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Tampa-St. Petersburg, Fla.</td>
<td>0.67</td>
<td>0.67</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Terre Haute, Ind.</td>
<td>0.26</td>
<td>0.26</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
</tbody>
</table>

**Note:** The data represents the percentage of households in the respective market that are tuned to the ABC, CBS, or NBC networks.

**Broadcasting, Jan. 18, 1971**
Court throws out antiviolence case

Federal judge disclaims authority to move against 'Wild, Wild West' or other shows

Judge John J. Sirica, who sits in the federal district of Washington, D.C., is no great admirer of television or the FCC. But neither does he relish the role of censor, other than to supervise the television viewing of his children. With that—plus an apparent fund of respect for Senator John O. Pastore (D-R.I.) in his background—Judge Sirica last week threw out of court the complaint of three Maryland housewives against the showing by wtop-tv Washington of the action-adventure program, Wild, Wild West before 9 p.m. and the presentation by television generally of fictionalized horror and violence.

Judge Sirica literally cut off Walter Sweeney, counsel for the housewives, in mid-argument, with the observation that he (the judge) agreed with counsel for the principal defendants in the suit—wtop-tv; CBS Inc., which originated the program, and CBS Enterprises Inc., which syndicates it—that the plaintiffs were in the wrong forum. They should seek relief first from the FCC, he said.

But, Mr. Sweeney objected, his clients' point was that meaningful relief was not possible from the commission. The commission, he said, cannot enjoin the presentation of Wild, Wild West—which he described, in a quote from a National Association for Better Broadcasting review, as "sordid" and sadistic—but "this court can."

Judge Sirica was unpersuaded. He said that if the plaintiffs do not prevail before the commission, they can appeal to the U.S. Court of Appeals. "It does not require much seeing you have a case," he said. "I'm going to dismiss your complaint."

Mr. Sweeney was also unmoved. He said later he would ask the U.S. Court of Appeals in Washington to review Sirica's action, as well as an earlier one denying a request for a temporary restraining order directed against Wild, Wild West.

The three housewives brought their suit last October, after the commission had announced it was deferring action on a petition filed by Boston-based Foundation to Improve Television seeking the abolition of violence from children's programming. The commission said it wanted to await the results of the study the U.S. surgeon general is conducting into the impact on children of televised violence.

The housewives' suit—which FIT is backing—is after the same general results as those sought in FIT's petition. Besides seeking to have moved to a...
His reference to possible congressional review of the FCC if it is not performing its duties properly was more than a reflection of the view that the commission is subject to error. It was based on his own experience in 1944 as general counsel for a Select Committee of the House of Representatives that investigated alleged irregularities on the part of the FCC in connection with the sale of WBCA(AM) New York from Donald Fiamm to Edward J. Noble, board chairman of the old Blue Network. However, Judge Sirica re-signed from his committee post, accusing the panel of being bent on a "white-wash" (BROADCASTING, Dec. 4, 1944).

Judge Sirica recollected his experience as a congressional investigator in pointing out that he was "not always in favor of what the FCC has done." "But," he said, "that's different. I'm now a judge, and I'm bound by the rules." He was appointed to the bench by President Eisenhower in 1957.

The legal question at issue was not the only matter on which Judge Sirica disagreed with Mr. Sweeney. The attorney, in seeking to make his argument that the court was his clients' only recourse, suggested that Senator Pastore, chairman of the Senate Communications Subcommittee, was less than sincere in his efforts to persuade the networks to tone down violence on children's programming. It was at the senator's instigation that the surgeon general undertook this study involving televised violence. But Mr. Sweeney suggested that the senator, in hearings he conducted last year, was interested in "headlines" that would help him win re-election.

Judge Sirica, who earlier in the colloquy had spoken favorably of the senator's efforts in the field of children's programming, countered with the observation that the senator was re-elected because he is "a great public man."

Minutes later, he was saying that Charles Miller, counsel for the defendants, was right, that the housewives had failed to exhaust their administrative remedies and that they should petition the FCC. He told Mr. Sweeney: "You're in the wrong forum."

Second season lands with dull thud

'All in the Family' collects mixed reaction;
Andy Griffith, 'Strange Report' elicit yawns

Of the three new shows that have appeared so far as midseason replacements for autumn's obvious duds, the one receiving the most attention from critics was a U.S. version of a former British Broadcasting Corp. hit. In Britain it was called Till Death Do Us Part. In this country, it is called All in the Family and entered the scene last Tuesday (Jan. 12), via CBS-TV, 9:30-10 p.m. EST. (It was rejected in 1969 by ABC-TV).

The initial script—and the same is promised for subsequent efforts—was riddled with such heretofore forbidden epithets as "spics," "dumb polack," "spades" and "hebes." Observed Philadelphia Inquirer columnist Harry Harrison, one of the few who welcomed the show: "This is twitting-with-a-vengeance of TV's previously sacrosanct taboos on ethnic comedy, realistic fun from regrettably all-too-real foibles."

The producers obviously hope their product will be greeted with sophisticated laughs from a sophisticated television audience. But is there such an animal, at least enough of one to keep the show going? Bernie Harrison, TV critic of the Washington Star, is one who doubts it. "What works in England, where there is much more homogeneity, requires greater skill in a country where there is much more diversity, not less skill," Mr. Harrison observed. "That was what went wrong."

Interestingly, the most positive reviews came from four critics in Chicago, heartland of the so-called "silent majority." The principal character in Family, Archie Bunker, played by Carroll O'Connor, is, in fact, meant to be a member of that fabled "majority."

A second midseason entry is CBS-TV's The New Andy Griffith Show. The kindest thing that was said over-all about it was that it surpasses its disastrous predecessor, Headmaster—which, according to reviews of that show, was not too difficult an achievement.

The third new program to burst onto the living room scene was NBC-TV's Strange Report, a full-blooded British offering. It got mixed—mostly negative—reaction.

Still to be introduced in coming days as midseason replacements are The Smith Family, ABC-TV, Wednesday.

Most liked 'Family,'
CBS-TV survey claims

The new CBS-TV show, All in the Family, an attempt to satirize bigotry with use of familiar racial slurs, won general public acceptance, according to a CBS-TV spot survey, network officials reported last week.

Of 1,000 interviewees, the CBS spokesman said 62% in five cities—New York, Philadelphia, Chicago, St. Louis and Los Angeles—said they enjoyed the new entry. WBBM-TV Chicago reported that telephone calls favoring the show ran almost 7 to 1 ahead of those complaining about it. The tally was 135 for, 20 against.

CBS-TV President Robert D. Wood called the show, which depicts Carroll O'Connor and Maureen Stapleton as a typical "middle American" couple, innovative. "This program deals with a family which reflects various familiar stereotypes and whose differing viewpoints reveal a gap as wide as the Grand Canyon. We hope that, by throwing a humorous spotlight on their prejudices, by making them a source of laughter, we can show how absurd they are ..."
The Strange Report (NBC-TV, Friday, 10-11 p.m. EST)

"I won't stay home Friday nights just to see The Strange Report, but if I have a cold and haven't a single other thing to do, I might look at the show. Then, again, I might just go to sleep early."—Norman Mark, Chicago Daily News.

"... the show isn't half bad and displays possibilities of attracting a fair-sized audience. Friday's premiere was a high-class, albeit sometimes corny, whoodunit ..." Gary Deeb, Buffalo Evening News.

"... a fast-moving, entertaining, hour-long adventure drama. It has one drawback. The English accents of some supporting actors are hard to understand at times."—Francis Murphy, The Oregonian.

"... didn't look too promising ..."—James Doussard, Louisville Courier-Journal.

"... a plodding adventure drama. It offered very little new or exciting in the realm of mystery-solving. What it offered instead was a competent cast groping with some second-rate material ..."—Kay Gardella, New York Daily News.

"Melodrama buffs who expected something imaginatively offbeat from the pairing of the English studio responsible for The Avengers and the creator-producer responsible for The Man from U.N.C.L.E., Norman Felton, can't forget it."—Harry Harris, Philadelphia Inquirer.

'Strange' is a comer in New York Nielsens

Early rating returns in New York gave NBC-TV's Strange Report a high score and other replacement shows introduced by NBC and CBS in mid-season a mixed performance. Available last week were New York Nielsen overnight.

ABC's four replacement shows start with The Real Game tonight (Jan. 18).
at 8:30-9 followed by The Smith Family Wednesday, 8:30-9; Alias Smith and Jones Thursday, 7:30-8:30 and The Pearl Bailey Show Saturday, 8:30-9:30.

NBC has two replacement shows, which have started, and a third, From a Bird's Eye View, to be programmed in March. CBS has three replacement shows that have made their start, and last week announced a fourth, Men at Law, which will replace Storefront Lawyers on Wednesday, 7:30-8:30 p.m. EST, effective Feb. 3, but will retain one of the stars, Robert Foxworth, who will co-star with veteran "heavy," Gerald S. O'Loughlin. Harold Gast, producer of Storefront, will produce Men at Law.

First of the replacement series, reruns of the Jackie Gleason - Art Carney Honeymooners, started on CBS-TV Jan. 3 (Sunday). In the Nielsen overnight in New York, the show ran third in its 10-11 p.m. period that night and on Jan. 10 ranked behind a movie on ABC and The Bold Ones on NBC.

The New Andy Griffith Show (CBS) was third in its opener Friday, Jan. 8, in the 8:30-9 p.m. period, behind NBC's Name of the Game and ABC's The Partridge Family. On the same night, Strange Report (NBC) was a strong first with a 41 share in New York, topping CBS's movie and ABC's Tom Jones.

In other premiers, NBC's World Premiere Movie on Jan. 11, Monday, 9-11, had a 35 share in New York, beating out an ABC movie which had a 28 share and the CBS line-up of Mayberry, Doris Day and Carol Burnett with shares ranging from a low of 21 to a high of 26 for Burnett; and CBS's All In The Family on Jan. 12, Tuesday, 9-10, was a weak third, behind ABC's Movie of the Week and an NBC feature film.

NET plans live coverage of bombed FM's return

Pacifica Foundation-owned KPFT(FM) Houston, twice bombed and silenced (Broadcasting, Oct. 12, 1970, et seq.) returns to the air this week at a new site. And noncommercial broadcasting will be on hand with live coverage.

The Great American Dream Machine, produced by the NET division of the Educational Broadcasting Corp. and distributed nationally by the Public Broadcasting Service, will contain a segment from Houston Wednesday (Jan. 20) reporting on the reopening.

The FCC last week, under a temporary emergency authorization, granted KPFT permission to build and operate its station at a new site. In asking for that authorization, the station stated that NET planned live national coverage and that delays in returning to the air would not be in the public interest.

Pacifica Foundation had filed a formal application for approval of its new construction site, but due to commission rules requiring a 30-day waiting period before action on such a request for a major change in facilities, it could not act until that time.

The Dream Machine series will carry the opening of the station and feature a performance by singer Arlo Guthrie, one of whose songs was being played when the first bombing in May occurred. It will also report on attitudes in Houston toward dissent and talk with some of the station's personalities.

KFTP, like other Pacifica stations KPPA(FM) Berkeley, Calif.; KPFF(FM) Los Angeles, and WBAI(FM) New York, is listener-supported. Admittedly controversial programing is often broadcast.

The FBI has entered the bombing case, but neither it nor the local police has arrested any suspects.

Buckley challenges AFTRA domination

Suit claims belong-or-don't-broadcast rule violates free-speech right

Writer-television commentator William F. Buckley Jr. filed suit in U.S. District Court for the Southern District of New York last week, charging that his constitutional right of free speech was being violated because he must belong to the American Federation of Television and Radio Artists to appear on the air.

Mr. Buckley named AFTRA and RKO General Inc. in his suit. RKO General owns and operates WOR-TV New York, which carries the program, Firing Line, with Mr. Buckley as host-interviewer. National Review Inc., of which Mr. Buckley is president and sole stockholder, produces Firing Line, which is syndicated to more than 80 TV stations.

The complaint claimed that Mr. Buckley joined AFTRA under protest in 1966 when he started Firing Line. It added that under collective-bargaining agreements between the union and TV and radio stations, the outlets may not broadcast packaged programs, such as Firing Line, unless the performers are AFTRA members in good standing.

The suit asked the court to issue an injunction preventing AFTRA from taking any punitive action if Mr. Buckley withdrew from the union, failed to pay dues or disobeyed orders. It also requested the court to declare that the compulsory membership provisions of AFTRA were unconstitutional and to enjoin RKO General from "ceasing to buy or broadcast Firing Line" if the plaintiff left the union or failed to pay dues.

Mr. Buckley said his enforced membership in AFTRA as a condition to employment breaches his rights under the First, Fifth and Ninth Amendments of the Constitution.

Mr. Buckley, who acknowledges he is a conservative in his political views, held a news conference last Tuesday (Jan. 12), during which he invited other television commentators to join his lawsuit. He said many people who are labeled "liberal" have objected to the enroachment against the free-speech rights of citizens, and added: "I think it is time they join me in demanding that the individual has a right to join or not join, to pay dues or not pay dues to a private organization."

Network newsmen who took part in a meeting of the International Radio and Television Society in New York last week (see page 52) were asked whether they would actively support Mr. Buckley's position. The response was unanimously "no."

John Chancellor of NBC News said that, while he was "uncomfortable" with AFTRA, which has a substantial membership of people who are not in the news area, he thought it was necessary that news broadcasters be represented by a union. He recalled that colleagues had mentioned the possibility of a separate union being formed to represent news broadcasters.

Dan Rather of CBS News said he agreed essentially with Mr. Chancellor's view, that he was neither "fond" of AFTRA nor comfortable with the union.

Harry Reasoner of ABC News said AFTRA—and presumably the Buckley suit—has "no effect on what one does as a newsmen."
ABC-TV affiliates adjust with ease

Fill added prime time with delayed programs, features, syndicated fare

ABC-TV affiliates are largely filling the additional prime time the network has turned back to them at midseason by delaying some network shows, inserting feature films and by adding syndicated shows. At least some stations are developing, locally, half-hour community-service shows.

ABC, in the midseason revamp of its schedule, increased station time two- and-a-half hours weekly. The network, starting this week, ends its Thursday feed at 10:30 p.m. EST, instead of at 11 p.m.; the Saturday schedule at 9:30 instead of 10:30 and the Sunday-night feed now begins with FBI at 8—The Young Rebels formerly was in the Sunday, 7-8 p.m. period.

A key in the affiliates’ ability to reprogram prime time with a minimum of hitches was a change in plan requiring live clearance of prime-time programs in markets with three or more stations. As amended several weeks before the midseason’s start, ABC’s plan now will go into effect with the start of the 1971-72 season next fall, rather than now (Broadcasting, Dec. 14, 1970). Till then they can delay network programs into other prime-time periods not programed by the network.

Thus, ABC affiliates in the larger markets are delaying network programs in a rejuggling of schedules. According to both ABC-TV officials and affiliate spokesmen, a substantial number of stations is programing a local movie at 9 p.m. on Wednesday and delaying The Johnny Cash Show and The Young Lawyers. The stations are rescheduling either one of these shows, or both, another night.

The decision to program a feature film in prime time on Wednesday was based on counterprogramming motivations—this is the only night of the week in which a network movie is not scheduled.

In the majority of cases, stations moved Cash from Wednesday, 9-10, to one of two spots on the schedule, either on Saturday at 9:30 or Sunday at 7 p.m. The Thursday half-hour (10:30) has been filled by a number of stations with This Is Your Life, Laver Bros.’ syndicated show. Several markets, however, reported that they are producing a local community-oriented show. As at wkaw-tv Buffalo with Here and Now on local community issues, and with Assignment on wfil-tv Philadelphia and a similar show on wnhc-tv New Haven, Conn.

There were various combinations utilized to fill the Sunday, 7-8 p.m. period. Many stations, it was reported, moved in The Young Lawyers (from Wednesday, 10-11). Some others scheduled the off-network It Takes a Thief (syndicated by MCA-TV). Several stations indicated that they were showing a movie from 6 to 8 on Sunday. (In Philadelphia, feature films were inserted on both Wednesday at 9 and Sunday at 6; in another variation, in Buffalo feature films were slotted at 9 on Friday and the network shows pre-empted played on a delayed schedule elsewhere in prime-time).

It was noted by ABC-TV affiliate spokesmen that the decision to pre-empt the Wednesday 9-11 network schedule on a delayed basis permitted the stations to give live clearance to The Pearl Bailey Show, a midseason replacement. (Thus, as in one major market, the ABC affiliate has scheduled prime-time on Saturday with a block of musical game-show types, all from the network: Lawrence Welk (live clearance) at 7:30, Bailey (live) at 8:30, Cash on a three-day delay at 9:30 and The Reel Game (also a mid-season replacement show and scheduled by the network on Monday, 8:30-9) on a five-day delay at 10:30.

CBS’s Laurence takes Safer’s London post

CBS News said last week John Laurence will be moved to its London bureau to fill a vacancy left by the shift of bureau chief Morley Safer to New York as co-host of 60 Minutes on CBS-TV. Mr. Safer had replaced Harry Reasoner, who resigned to become New York anchor of ABC-TV’s weekend news show (Broadcasting, Nov. 23, 1970).

Mr. Laurence, CBS News correspondent since December 1965 and now designated CBS News London correspondent, is a news-reporting veteran of the Vietnam war, as is Mr. Safer. Mr. Laurence covered the war for nearly two years and also reported on The World of Charlie Company that was broadcast in July 1970. He also took part in several other CBS News specials and series ranging from reports on police and the cities, to the generation gap and Vietnam.

CBS last week also officially designated Dan Rather, White House correspondent, as anchorman replacement for Mr. Reasoner on the CBS-TV Sunday News show. Mr. Rather, who also will continue covering the White House, has been anchoring the Sunday broadcast since Nov. 15, 1970.

THE FRIENDLY GIANT

A stimulating and enriching children’s series... winner of the Sylvania and Ohio State awards for excellence.

This Canadian Broadcasting Corporation series has a successful 13-year history of creative programming.

Available in 15 minute color strips and ideal for weekday or weekend morning slots.

First run in all markets.

Available from

FILMS INCORPORATED

Contact:
Karl von Schallern, Director
Television Department
1144 Wilmette Ave.
Wilmette, Illinois 60091
Or Call: (312) 256-4730

BROADCASTING, Jan. 18, 1971
MTS gets pact for Ali-Frazier TV
FCC's ex-chairman's firm will handle closed circuit; $20-million TV intake seen

Chartwell Artists Ltd., New York and Los Angeles, has named Management Television Systems Inc., New York, to provide the closed-circuit network for the world's heavyweight championship bout between Joe Frazier and Muhammad Ali from Madison Square Garden on March 8, it was announced last week.

MTS, which is headed by board chairman E. William Henry, a former chairman of the FCC, will arrange for all the equipment, line connections and other technical details for the closed-circuit event. Mr. Henry said he is aiming to arrange for the telecasting of the bout in 750 locations in the U.S. and Canada, eclipsing the previous record of 268 for the second Ali-Liston fight.

Mr. Henry said MTS itself intends to supply equipment and personnel at about 125 locations and the remaining projectors will be assembled from other closed-circuit TV operators and industry sources. He estimated that approximately 150 sites will telecast the bout in color.

Chartwell, which holds the ancillary rights to the bout, has put up $4.5 million toward a $5-million guarantee, which will be divided evenly between the two fighters (Madison Square Garden Corp. has pledged the remaining $500,000). Chartwell has predicted the closed-circuit audience can reach as high as 1.5 million and gross revenues from the telecast will be from $20 million to $30 million.

Chartwell has revealed that Jack Kent Cooke, multimillionaire sports promoter and cable-TV owner, has advanced the $4.5 million of the guarantee pledged by Chartwell.

One of the unsuccessful bids for closed-circuit TV and other rights to the fight was made by NBC Enterprises in conjunction with Raritan Enterprises, the Johnny Carson-Sonny Werblin partnership that, among other things, packages the Carson Tonight show on NBC-TV.

The bid, reportedly the highest submitted, offered $5 million plus contingencies that could have raised the total to $6 million, but was withdrawn when representatives of the fighters failed to agree to all of the proposed terms.

NBC Enterprises, which has gained experience in arena bookings through its handling of the live, touring "Disney on Parade" show, had planned to handle the booking of theaters and arenas for closed-circuit coverage of the fight and also merchandise it around the world via satellite TV.

Winters/Rosen gears for production push
Winters/Rosen Productions, Los Angeles, which shifted its corporate sales headquarters to New York last month, is assembling a staff of 15 to market an expanded list of television series and specials in 1971.

Brad Marks, who was named executive vice president of Winters/Rosen Distribution Corp., New York, last December, said last week he has hired his first three sales executives. They are Stephen Leff, senior radio-TV account executive for McCann-Erickson, who has been named vice president in charge of special projects; Vic Bikel, formerly with Metromedia Producers Corp., and Marvin Levine, previously with American International Television, who have been appointed sales executives.

Mr. Marks said Winters/Rosen Productions has set a production budget of $10 million for 1971, including seven series and 18-22 entertainment specials, up from $3 million in 1969. Winters/Rosen sales headquarters is at 10 East 49th St., New York 10017. Telephone number is 838-5105.

Tinker severs ties with Fox
Grant Tinker for the past two years, vice president in charge of television at 20th Century-Fox, Los Angeles, has requested and received release from a long-term contract with the studio. It was reported that Mr. Tinker will begin independent production and several other undertakings projects.

How to help UHF, CATV get shows?
FCC asks comments on freer access; urges probe of exclusivity time factor

The FCC raised some basic questions concerning the exclusivity of nonnetwork television programming in a further notice of proposed rulemaking last week.

The commission particularly invited comments on ways to allow UHF stations and CATV systems freer access to nonnetwork material.

In the original rulemaking proposal issued in May 1968, the commission had proposed to prohibit agreements between stations and nonnetwork program suppliers that would prevent a television station in one community from presenting programs being offered by stations in another community (Broadcasting, May 13, 1968). The rule would apply to such nonnetwork programs as syndicated features and feature films.

The commission said last week it has concluded that the length of time of exclusivity should be more fully explored. It noted that contracts for nonnetwork programming are usually for an extended period and for multiple showings, and that exclusivity generally lasts as long as the right to broadcast under the contract, including multiple runs.

These facts raise the question of whether desirable programs are being rendered "unduly or inordinately unavailable" to other stations and their audiences and unavailable to any viewers while they are not being shown on the first station, the commission said.

The present method of distributing nonnetwork programming works "markedly" to the benefit of established VHF's and against new UHF's, it added. It asked whether the degree of exclusivity now permitted "is unnecessary for the well-being of the copyright owner, broadcaster or advertiser" and inhibits development of CATV origination capabilities.

The commission said it did not propose to set forth specific proposed rules and stressed that it had reached no conclusions on this aspect of exclusivity. However, it did raise these possibilities:

- Limiting the time of exclusivity to one or two years for film packages (with or without specifying the number of showings) or to one showing of a film or series.
- Eliminating all exclusivity.
- Restricting it to a short period (with or without specifying the number of showings) with no exclusivity permitted thereafter or, alternatively, with no ex-
Gates Color TV Transmitters for VHF and UHF

Featuring IF MODULATION for better hue and saturation

- FCC type approved!
- In use at commercial and government stations!
- Transmitters from 100 W to 220 kW!
- Remote control provisions built-in!
- Solid-state visual and aural exciters!
- Ceramic tetrode VHF power amplifiers!
- Five-cavity internal klystron vapor cooled UHF!
- Modulation capability to 3% with precise linearity!
- Equalization of envelope delay is continuously variable!

For additional information write Gates, Quincy, Illinois 62301.
1971 Broadcasting CATV Sourcebook

If you fill in the reservation form and return it—along with your payment—you will save at least $2 a copy. And you may wish to order several copies. If so, just indicate this on the coupon.

Most Complete and Up-to-Date CATV Data Available:
The 1971 CATV Sourcebook will contain the most complete and comprehensive material available at the time. Here is a partial listing of the useful information given for every operating system in the U.S. and Canada:

- Operator's name and full address—Area served, and its population; number of subscribers; when started; channel capacity and the TV stations it picks up—For TV stations carried: call sign and location, channel of broadcast and channel of carriage on the cable—O.A for picked off the air, or Mic for microwave—Additional services such as time-weather, FM, local live origination, news ticker, etc., will be shown plus number of channels and hours per week—Officers and owners, with ownership percentages—Finally, an industry first, a quick reference system that tells you at a glance which TV stations the FCC says must be picked up, and which are picked up by agreement. This means you no longer have to flip-flop back and forth between the back and front of the book as you had to with other old-fashioned directories—from text to map. All needed data is at your fingertips—in one place.

A Complete CATV Guide—But that's not all. The 1971 Broadcasting CATV Sourcebook will also include the following up-to-date listings:

- Group Ownership of both U.S. and Canadian Systems—Cross-Media Ownership of CATV, radio and TV stations in the U.S. and Canada—FCC Rules and Regulations for CATV, including CATV Program Suppliers

Equipment Directory—CATV Associations, including NCTA and state groups—Plus much more, like Federal Agencies important to CATV, state CATV and Bell System Coordinators, etc.

So don't delay. Fill in the form and return it, along with your payment. Remember, as soon as the 1971 CATV Sourcebook is off press, the price per copy will be at least $8.00.

Special Prepublication Reservation Send me my own copy of the 1971 Broadcasting CATV Sourcebook. My payment for copies @ $6.00 each is enclosed. □ Bill me.

Name: two initials and last name

Company Name

Address 36-71

City 54-65

State Zip Code

Title/Position

Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036
Legislative news in special hook-up

Washington state association underwrites daily feeds from capital at Olympia

A three-a-day legislative news feed from the state capital, Olympia, Wash., was inaugurated last week by the Washington State Association of Broadcasters.

The news reports are underwritten completely by the association. The cost is expected to run less than $1,000 a month while the legislature is in session.

The Washington state legislature meets every two years for two months, under state law. There are occasions, however, when the legislature is called into special session by the governor. WSAB also plans to use the phone service on those occasions.

This service is not a new one for WSAB. For the last 15 years it has sponsored a 60-minute daily news report on legislative activities. This was done over a telephone network with about 50 stations paying $50 per session for the service. Extra costs were borne by the state association.

Last year, however, under the new AT&T program-line formula, the cost troubled—from about $2,500 monthly to $7,500 monthly. This was too much for the state association to underwrite, according to James Murphy, a Seattle attorney who is state association president, and efforts were undertaken to find a new means of distributing legislative news.

One of them was via an over-the-air FM network. It was found, however, that at least six FM stations would have to be used to cover the state properly, and each one would have to use its main carrier for this purpose. It was found unfeasible to tie in that many stations because of programing conflicts.

The new Washington Radio-Television News Bureau system employs a freelance reporter at the state capital. He is Jay Van Dyke, a broadcast news stringer in Olympia.

Three times daily, at 11 a.m., 3 p.m., and 6 p.m., Mr. Van Dyke feeds four repeater-tape machines with a 60-second summary of legislative activities, plus an actuality. WSAB member stations call a special telephone number, and record for their own use this news from the state capital. The actuality is repeated at the end of the minute report so stations can tape that alone, to be used with their own commentary in their newscasts.

The special phone number is configured so that in the event the main phone is busy, a second and third machine is "hunted." The fourth tape machine is scheduled to be assigned to a reverse wide-area telephone-service number that will be available free of charge to all WSAB members. Since, however, the WATS number is expected to be busy during peak broadcast periods (drive time, for example), the other number is available to callers. The cost will be only for the phone call to Olympia.

Mr. Murphy said last week the new service has turned out well in its first week of operation. "At least," he said, "we have had no complaints yet."

The cost of the WATS service, Mr. Murphy said, will be around $750 a month; for the regular service, $120 a month.

Swayze in syndicated show

A new half-hour weekly news program, Thirty Minutes, with veteran broadcaster John Cameron Swayze, will be offered for syndication by A Plus Films this month. Thirty Minutes will be produced by United Press International and feature close-up film footage of world news and background to the news. National sales will be coordinated by Noah Jacobs, president of A Plus Films, 400 Madison Ave., New York.
The worth of a 'conversation'

Top TV correspondents question usefulness of Nixon's Jan. 4 telecast

The one-hour televised Conversation with the President loses value when it is treated by those in authority as a substitute for the regularly scheduled news conference. On the other hand, it can have "extraordinary value" as an addition or follow-up to presidential news conferences.

As it now the Conversation telecast—first employed on Jan. 4 with network TV correspondents interviewing President Nixon (Broadcasting, Jan. 11)—would appear of more value to the President than to journalists who cover his activities and consequently to the public's knowledge of his policies.

That was the substance of a critique of the Conversation format given by network announcers at a panel in New York last week. The occasion was a luncheon presented by the International Radio and Television Society.

NBC's representative on the panel was John Chancellor, who had participated in the Jan. 4 Conversation with the President. Mr. Chancellor said the correspondents on the live show "tried to cover ground that should have been covered by dozens of news conferences." The other panelists, Harry Reasoner of ABC and Dan Rather of CBS—agreed, Mr. Rather, in answer to a related question as to whether Mr. Nixon was "more impressive as a person than he appears to be in public," said that the President was "impressive in the latest Conversation, but we don't see enough of him in private" to give a further judgment.

The network announcers were unanimous in the belief that Vice President Agnew's intermittent attacks on news media had created no "intimidation" (as a questioner put it) of the networks. Mr. Rather said that the "net effect on workaday reporters" is to make them a "little tougher." He said he has seen no change in policy: "We continue on CBS to do as we did before [Mr. Agnew's statements], including analyses after the President's appearances on television."

Mr. Reasoner said Mr. Agnew's criticisms have not affected network journalism, and that, in his opinion, "Agnew is not Middle America." Mr. Chancellor said one reaction to Mr. Agnew's attacks was the assurance that "instant analysis will stay on the air."

The panel rejected criticism that U.S. morale in Vietnam is "better" than TV represents it to be. Mr. Reasoner said this was "nonsense" and, in his opinion, another complaint to add to many predicated on a belief that TV ought to screen the news. "We can't skip the bad news in the hope it will go away," he said. "If bad morale does exist, the country ought to know about it."

The correspondents agreed that electronic journalism also has been firm in resisting attempts to manage the news. But in one way, Mr. Reasoner said, the networks may have "run a little scared" by giving air time indiscriminately to the President. The grant of this time, he said, "has not changed news standards, and if anything, they [the networks] waste their [program] time."

Mr. Chancellor said that he doubted whether the President "should be able to walk into the living room at any time," and that this open-door policy would appear logically to bring up the question of access for other groups, particularly Congress's rights to the air—"but I look at this [the latter] with horror."

Weekly presidential news sessions urged

The presidential news conference has fallen on hard times. Clearly an ordeal for the President, the news conferences are becoming a frustrating experience for the newsmen involved; correspondents feel the conferences are too seldom held and are unproductive of fully developed answers.

Indeed, the president of the White House Correspondents Association, Peter Lisagor of the Chicago Daily News, in a letter to the President, was moved to remark on the "obligation" newsmen feel for trying "to preserve" the presidential news conference, "an institution that has served the public and the presidency well."

Mr. Lisagor's letter accompanied a memorandum Mr. Lisagor and some of his colleagues developed in response to the President's invitation, issued at his Dec. 10, 1970, news conference, for suggestions on how Mr. Nixon's meetings with the newsmen might be improved. But while the suggestions, if adopted, would meet the newsmen's objections, they would not ease the burden the conferences represent for the President, who prepares for them as a college student does final exams.

Many of the reporters' complaints, Mr. Lisagor said in his letter, would be solved simply by more conferences, held on a more regular basis. Mr. Nixon has had 17 news conferences in his two years, 12 of them televised, far fewer than his three predecessors.

The principal proposal contained in the memorandum is for weekly presidential meetings with newsmen. However, only the first of a series of four would be televised. The second and fourth would be "stand-up conferences" in the President's office, and the third a full-scale untelinewed news conference.

Another proposal is aimed at assuring follow-up questions, which are said to be "crucial to a coherent exchange." The memorandum suggests that continuity in questioning could be achieved by permitting a reporter to stand on his feet or get back to his feet to indicate he wants to pursue a matter, by the President asking if the question has been answered, or by dividing the conference into topical segments—domestic and foreign, for example. "It is recognized that the present TV format makes follow-up almost accidental," the memorandum said.

That was not the only critical reference to the televised conferences, which are attended by several hundred reporters. The memorandum suggested that the President would find it in his and the public's interest to experiment with the news-conference format "to avoid or minimize the present anarchy, often
incoherent pattern of the live-TV format, which tends to produce a show and not a serious inquiry.4 But the televised conference, the memorandum adds, is better than no conference, "even with its drawbacks."

The President has not yet had an opportunity to consider the proposals. The memorandum was presented to the White House on Jan. 4, but White House aides said Mr. Nixon did not see it before leaving the next day for a working vacation in San Clemente, Calif. He returned to Washington Thursday night.

FCC asks program logs for cablecasting systems

The FCC has taken the first step in requiring standardized program logging of CATV cablecast programming as part of a broad rulemaking inquiry into CATV. The rules, proposed last week, are intended to insure a uniform basis for maintaining cablecast programming data required by the revised annual CATV report and to simplify the gathering of this information, the commission said.

Under the proposal, the program log would be kept by a representative of the CATV system who would sign the log when starting duty and again when going off duty. The log would be retained for two years.

Entries, made at the time of the cablecast, would cover beginning and ending time of each program; type and source classification; identification of "channel lessee; name and political affiliation of any political candidate; identification of sponsor or sponsors; identification of who paid for commercial announcement or furnished materials or services for the programming; total duration of commercials in each hourly time segment with 24 as approximation of time consumed as possible; name or interest of organization involved in public-service announcements. If a CATV network supplies a program, the network would supply the CATV system with all information needed for the program log.

If automatic logging is to be used, the commission said the CATV system would have to submit a certificate attesting to the accuracy of the log. Information which cannot be incorporated in the automatic process would have to be maintained separately and similarly authenticated. The CATV system would be required to extract any information in the recordings requested by the commission and submit it in written log form along with the automated records.

In March 1969, the commission asked for comments on three draft

Changing Formats

The following modifications in program schedules and formats were reported last week.

- WJR-FM Detroit—Capital Cities Broadcasting Corp., effective Jan. 11, changed its format from middle-of-the-road popular music to an automated mixture of past and present contemporary music in stereo. New format features "top-30" hit singles. Switch was made to diversify programming in the Detroit area after finding that two AM's and six FM's, not including WJR-FM, were serving Detroit with MOR music. WJR-FM is on 96.3 mhz with 4 kw and an antenna 480 feet above average terrain.

- WWAM(AM) and wWTV-FM Cadillac, Mich.—Fetzer Broadcasting Co., effective Dec. 3, 1970, switched from a format of "upbeat-modern" music to the Nashville sound of "modern country" music from 7 p.m. to midnight, Monday through Saturday. WWAM operates on 1370 kHz with 5 kw day and 1 kw night. FM facility is on 92.9 mhz with 100 kw and an antenna 895 feet above average terrain.

CATV reporting forms. One of the drafts concerned program originations using the typical day or week as the basis for information on program sources and types of programming. A number of comments suggested that a composite week similar to that now used in logs being submitted with broadcast-renewal applications be substituted for the typical day or week, the commission said. The commission noted, however, that a standardized method of program logging must be developed before composite week programming information can be sought.

Comments on the proposed rules may be filed on or before Feb. 22; reply comments will be due March 4.

Creativity urged for prime-time programming

Television stations in the top-50 markets have "an unqualified opportunity" to develop creativity, responsibility and showmanship in programming as a result of the FCC's prime-time rule, Herb Jacobs, chairman of TelCom Associates Inc., New York, asserted last week.

Mr. Jacobs, who serves as program consultant and analyst to more than 100 station clients, told a meeting of the Radio and Television Research Council in New York that the ruling restricting network programming to three hours each night, effective next fall, will give outlets a period in which they can prepare themselves for the sternest competition in the future when multiple-channel programing proliferates.

Mr. Jacobs said TelCom clients have sought advice on which period they will have to plan programing. He said it is his belief that networks will fill the 8-11 p.m. portion, leaving the 7:30-8 p.m. segment for stations. He was confident the 8-11 p.m. period would be programed "not because the networks favor it," he said, but "because the largest contingent of their affiliates located in the Central Time Zone, are already having loud and clear fits about the prospects of twiddling their thumbs at 9:30 p.m." (CBS has said tentatively that it plans to program 7:30-10:30. NBC has indicated it would like to program 8-11. ABC has said only that it would like all networks to program 8-11).

Mr. Jacobs said the "phenomenal growth of television and its continuing acceptance as an advertising medium never permitted the majority of the nation's stations to experience a developmental period." In the "new world" moving around him, the broadcaster must become "deeply concerned about the competitiveness of the software on his channel," Mr. Jacobs stated.

"His screening can no longer be limited to scanning networks for re-run
pickup," he warned. "He can't wait for some other George to benchmark syndicated product. He is going to have to encourage production that may turn out to be junk as he seeks an effective program mix for his contemporary audience."

Mr. Jacobs observed that no one can foresee the form network service will take, adding that "their [networks'] economies are even more vulnerable than their affiliate's."

Compass forms division for cartridge business

George Schaffer, president of Compass Productions, Los Angeles, has announced formation of a separate division for the production, acquisition and distribution of video-tape cartridges. Mike Elliot, formerly president of Liberty/United Artists Distributing Corp., and vice president of Liberty/UA, will be in charge of the new division as a vice president of Compass.

Noting that Compass Productions has not made commitments to any announced playback system or configuration, Mr. Schaffer said his firm's efforts will be channeled toward all potential markets. Compass expects to provide product in response to user needs, either by rental or outright purchase.

Music service for automated

DCI Music Services, Dallas, will expand to offer music and format service for automated radio stations. Music will be offered on all-cart, reel-to-reel and a combination. DCI also will provide a consultation service. DCI has successfully sold music and "live" formatting of FM radio stations in more than a dozen markets for the past two years.

No work lag at Filmation

Teleprompter subsidiary develops low-budget series intended for cable use

Filmation Studios, Los Angeles, a major supplier of network children's programs, is expanding its horizons with the creation of several programs for cable television. Norm Prescott, senior vice president of the Teleprompter subsidiary, said two new half-hour programs would examine in detail historical figures.

Guest of Honor and a related spin-off show, Judgment, delve into the private and public lives of famous figures from history. The first show will restrict itself to American history with guest stars playing the roles.

Format for Judgment involves a trial of a controversial individual from history, such as Benedict Arnold, Jesse James and Adolph Hitler. Judgment was written by Irvin Tunick with the pilot expected to be filmed in mid-Feb.

Production of the Guest of Honor pilot is being completed this week, with production costs for the first 26 episodes placed by Mr. Prescott at $7,500 each.

Also being prepared by Filmation for CATV use is a children's game show designed to aid children in learning to spell. The program is expected to be used on Teleprompter's so-called "Children's Channel" on its New York City system.

Filmation is also developing several new series ideas for network television. Already planned is the change from animation to a combination animation/live format for CBS-TV's The Groovie Goolies, which will bring to life previously animated characters. The firm is developing Aesop's Fables, a cartoon program, in association with Lorimar Productions, Los Angeles, wherein there will be a contemporary application of the ancient sage's story morals.

A third show being prepared by the studio is based on an ecology theme with a group of students as central characters. Henry Silva stars in the half-hour series being prepared for network presentation.

Filmation is also developing programs for the syndication market. Kinder Kastle, a children's program designed to be both educational and entertaining, according to Mr. Prescott, will be sold to a sponsor and made available to stations in the middle of February. In the initial planning stages is a program based on "Johnny Horizon," a character created by the Department of the Interior as its symbol of conservation.

"This is our most successful year," Mr. Prescott claims. "At a time when most studios are laying off animators or closing down operations, we're able to continue for a full 12 months. We've got three hours of children's programs this season and expect to have four next year: This year we've started our first full-length animated feature film."

The motion picture, Return to Oz, is budgeted at $2 million and will feature the voices of Liza Minnelli, Milton Berle, Danny Thomas and several others. Release date is spring 1972.

MBS feeds environment series

The Mutual Broadcasting System will begin feeding to its affiliates on Feb. 3 a 25-minute public service series, Environment—The Big Commitment, which details the efforts major corporations are making in coping with air and water pollution, solid waste disposal, conservation and public health. The 13-week series, which is being produced by Radio and Television Roundup Productions, Maplewood, N.J., will be broadcast on Saturday (3:05-3:30 p.m.) and on Sunday (8:05-8:30 p.m.).

Opinion show is due on NBC

NBC-TV will begin a new weekly series of personal opinion, comment and analysis on Jan. 24 (Sundays, 6:630 p.m.) in which participants will write their remarks in advance and their observations will be taped individually. Titled Comment! and produced by NBC News, the series will present on its premiere program four former members of the Nixon administration: Dr. Daniel P. Moynihan, James L. Farmer, Dr. James E. Allen Jr. and Leon E. Panetta.
Special radio network for White Sox games

The Chicago White Sox, professional baseball team which recently disclosed it could not find a major Chicago station to carry its 1971 season schedule, announced last week the nucleus of a suburban-station network for its radio coverage. WFLD-TV Chicago continues video coverage.

The Sox club said WEAW-FM Evans- ton, Ill., which recently moved its transmitter to the top of the 100-story John Hancock building in Chicago, will be the key station this year to originate radio coverage for 14 exhibition games starting March 5 plus the regular season. Also signed are WTAO(AM) LaGrange, Ill., and WJOL-FM Joliet, Ill.

Chief announcer for the Sox radio coverage will be Harry Caray, former voice of the St. Louis Cardinals. Back- up man will be Ralph Faucher, sales manager and sports director at WTAO.

Hot Super Bowl contest targeted for Alaska fans

Alaskans planned to rub noses with their fellow football fans all over the continental U.S. last Sunday (Jan. 17) as they were scheduled to watch for the first time a live telecast of the Super Bowl from the Orange Bowl in Miami.

The broadcast was made possible following the takeover of the Alaska Communications System by RCA. RCA paid the U.S. Air Force, operator of the system, nearly $31.5 million for ACS. Last summer, the Alaska Public Utilities Commission granted authority for the sale of the system, which goes back to the days when Alaska was a territory.

The game was to be sent to Alaska via Intelsat satellite with signals picked up by the Comsat earth station at Talkeetna, Alaska, then via microwave to Anchorage. The Super Bowl was to be broadcast there by KENI-TV, an affiliate of NBC and ABC.

PBS to air series on drug abuse in February

The Turned On Crisis, noncommercial broadcasting's educational attack on the problems of drug abuse will turn on that situation beginning Feb. 1 on the nearly 200 stations served by the Public Broadcasting Service network. The series is a jointly sponsored effort of noncommercial WQED(TV) Pittsburgh and the Corp. for Public Broadcasting, which will provide grants to stations supplementing the national programing with local coverage.

National figures will participate in the series. Among them are: U.S. Surgeon General Dr. Jesse Steinfeld; tele-

vision personality David Susskind; non-commercial TV's Fred Rogers; and football player O. J. Simpson of the Buffalo Bills.

Individual programs will utilize the encounter session, talks by ex-addicts, and educational approaches such as the history of drug abuse, a day in the life of a family affected by narcotics, vocabulary and statistics on drugs, and visits to rehabilitation centers.

50 signed for hockey game

Approximately 50 TV stations have been lined up by Hughes Sports Network to carry tomorrow's (Jan. 19) National Hockey League all-star game from Boston, it was announced. The program, which pits the stars of the Eastern Division against those from the Western Division, will be broadcast 8:30-11 p.m. EST. Sponsor participations in the broadcast are Continental Insurance Co. and Keds Footwear, both through Doyle Dane Bernbach: Wilkinson Blades and Rapid Shave, both through Ted Bates & Co., and Brylcreem, through Kenyon & Eckhardt.

Vikoa arm to be sold

Vikoa Inc., Hoboken, N.J., has arranged for the sale of its entertainment division to Stephen F. Krantz, who had been president of the division. Vikoa said the properties had sustained a "substantial" loss in the fourth quarter of 1970. Mr. Krantz sold his production-distribution company to Vikoa two years ago and now has re-established his firm under the name of Steve Krantz Productions Inc., New York.

Program notes:

Lucy's here ■ Relocation of Lucille Ball Productions Inc. to Universal Studios, Universal City, Calif., becomes effective Feb. 1. Included in the agreement transferring LBP from Paramount is production of several feature films, some starring Miss Ball, and development of new television series, all to be produced at Universal. Production for 1971-72 season of Here's Lucy starts the first week in April.

Custom work done ■ International Recording Inc., Dallas, has named Tower Marketing, division of Tower Productions Inc., Peoria, Ill., as exclusive sales arm in 11 Middle West states. IRI does custom-sound tracks for radio-TV and related production services.

Immigrants in America ■ Story of America's immigrants, those who came to this land willingly and eagerly will be told in a 20-part documentary series of half-hour programs in a new Westing-
house Broadcasting Co. radio series *Gateway To Freedom*, late this month.

**Berle is back.** Veteran TV comedian Milton Berle will be host of a one-hour musical-comedy special, *The Milton Berle Show*, on Westinghouse Broadcasting Co. TV stations, week of Jan. 25. Guests on Screen Gems-produced show include pianist Roger Williams and comedienne Nancy Austin.

*Rifleman* lives on. Four Star Entertainment Corp. has placed the fifth, sixth and seventh runs of the half-hour western series, *The Rifleman*, into syndication and has completed sales to KTLA-TV Los Angeles, WLFI-TV Chicago and KGTV-FM Fort Worth. Four Star decided to make additional runs of the 168 black-and-white episodes available after wNEW-TV New York, which still held rights to the third and fourth runs, scheduled *Rifleman* from 4:4-30 p.m. and garnered satisfactory ratings.

**Community accent.** wPIX-TV New York reports that three of its weekly, half-hour community affairs series are being syndicated to other stations at no cost to these outlets. Sixty-five stations are carrying The *Golden Years*, devoted to interests of senior citizens; 13 outlets are telecasting Suburban Closeup, focusing on issues affecting residents of suburban, and 10 stations are presenting The *Jewish Dimension*, highlighting the role of the Jewish community in various facets of life.

**Racket special.** Triangle Television will produce and distribute to 16 states on the East Coast the Philadelphia International Indoor Tennis Championships, Sunday Feb. 14, 1-3 p.m. EST. Bud Collins and Jack Kramer will provide commentary for the matches.

**Right down the alley.** Celebrities will be competing in a new TV series of 26 half-hours. The National Bowling Council's *Celebrity Bowl* is expected to open this month in 50 major markets with an additional 75 markets by the end of 1971. Production is by 7-10 Productions, Hollywood.

**BMI gets its $1.6 million.** Broadcast Music Inc. had its $1,607,000 payday last Monday (Jan. 11). That was the day CBS, complying with a court order (BROADCASTING, Jan. 11), turned over a check for that amount to BMI in return for a retroactive license covering the CBS-TV network's use of BMI music during calendar 1970. Under the court order CBS will continue to pay BMI at an annual rate of $1,607,000—but the figure is changed in accordance with procedures prescribed by the court—until the complicated rate litigation between them is resolved.

**Promotion**

**Ford funds back R.A.D.A.R.S.**

The Ford Motor Co. has donated $2,500 to the National Media Anti-Crime Committee, based in Cleveland, to support the group's R.A.D.A.R.S. (Radio Announcements Describing Automobiles Recently Stolen) program nationally. The program was started last April 1 when John N. Jay, general manager, WABQ(AM) Cleveland, launched a campaign against public apathy toward crime and other major issues (BROADCASTING, April 13, 1970). At the time, eight Cleveland radio stations simultaneously broadcast descriptions of stolen autos. Mr. Jay last week credited the R.A.D.A.R.S. program for reducing auto thefts in the Cleveland area in 1970 by about 3,000.

**Firm sparked by sports promos.**

Public Relations Network/International, Chicago firm with affiliated public-relations agencies throughout the U.S. and abroad, has formed a new division, Public Relations Sports Network, designed to capitalize on growing promotion of sporting events. The post-TV trend of cigarette firms into sponsorship of auto racing, golf and tennis matches and similar events is viewed as one new significant aspect of the sports promotion market, according to Burt Zollo, firm president.

**Promotion tips.**

Have a heart. Broadcasters will support the 1971 Heart Fund campaign, conducted by the American Heart Association, New York, through the Heart Committee of the Broadcasting Industry. The committee's aims are to encourage industry support for the Heart Fund and assist the association in developing year-round educational programs for radio and TV use on health habits to reduce the risk of heart attacks and strokes. George T. Laboda, director of media, Colgate-Palmolive Co., and Donald H. McGannon, president, Westhouse Broadcasting Co., will serve as chairmen of committee's network division and station division, respectively.

**ETV promotes best seller.** British Broadcasting Co.'s 13-week series *Civilisation*, narrated by Kenneth Clark over Public Broadcasting Service has become a national bestseller in its book form, according to the Xerox Corp. Xerox donated $300,000 for the series which will be rebroadcast in the fall.

**B&B volunteers.** Benton & Bowles Inc., New York, has volunteered its services to the Muscular Dystrophy Associations of America. Agency will help in the development of association's 1971 promotion and advertising campaigns and the annual Jerry Lewis Labor Day telethon.
Company reports:
Metro-Goldwyn-Mayer, Culver City, Calif., reports its most successful quarter since 1968 with net income of over $2 million for the first twelve weeks of fiscal 1971. James T. Aubrey Jr., president and chief executive officer of the film studio said the profitable operation of the company during the first quarter was the result of "substantial economies, the consolidation of operations and better performance of recent films." He predicted continued profits for the second quarter. MGM had reported losses of $35.4 million for fiscal 1969 and a deficit of $8.2 million in 1970.

For the three months ended Nov. 21, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.42</td>
<td>$0.06</td>
</tr>
<tr>
<td>Revenues</td>
<td>38,685,000</td>
<td>38,842,000</td>
</tr>
<tr>
<td>Net income</td>
<td>2,508,000</td>
<td>328,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>5,866,492</td>
<td>5,683,381</td>
</tr>
</tbody>
</table>

Note: Included is an extraordinary item of $318,000 or five cents per share, part of which is said by MGM to be profit realized from sale of Boreham Wood Studios in England.

Taft Broadcasting Co., Cincinnati-based group owner, reported improved earnings for the nine months ended Dec. 31, 1970, as compared to the same period in 1969, and declared a quarterly dividend of 15 cents per common share payable March 15 to stockholders of record Feb. 15. Taft said two plus factors influenced earnings increase: elimination of Federal income tax surcharge July 1, 1970, and reduction in broadcasting expenses reflecting nonrecurring loss on production of syndicated TV show (discontinued during fourth quarter of last fiscal year).

For the nine months ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.55</td>
<td>$1.52</td>
</tr>
<tr>
<td>Consolidated net revenue</td>
<td>38,584,352</td>
<td>38,893,755</td>
</tr>
<tr>
<td>Consolidated net income</td>
<td>5,737,185</td>
<td>5,515,129</td>
</tr>
</tbody>
</table>

Kaufman and Broad Inc., Los Angeles-based home building firm with CATV interests through Nation Wide Cablevision, a wholly-owned subsidiary, reported an increase of over 41% in net income for fiscal 1970 over the previous year. Increases of over 51% were noted in revenues while earnings were up more than 38% for the same period.

For the year ended Nov. 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.11</td>
<td>$0.80</td>
</tr>
<tr>
<td>Revenues</td>
<td>152,000,000</td>
<td>100,500,000</td>
</tr>
<tr>
<td>Net income</td>
<td>6,500,000</td>
<td>4,600,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>5,885,617</td>
<td>5,735,825</td>
</tr>
</tbody>
</table>

Note: Above figures unaudited for 1970.

Financial notes:
- Communications Satellite Corp., Washington, has declared quarterly dividend of $12 1/2 cents per share on com-

New Issue
500,000 Shares
Walt Disney Productions
Common Stock
Price $148 per Share

Copies of the Prospectus may be obtained in any State only from such of the several Underwriters, including the undersigned, as may lawfully offer the securities in such State.

Kidder, Peabody & Co. Incorporated
Lehman Brothers Incorporated
Blyth & Co., Inc. The First Boston Corporation
Drexel Harriman Ripley Incorporated duPont Glore Forgan Incorporated
Eastman Dillon, Union Securities & Co. Goldman, Sachs & Co.
Hornblower & Weeks-Hemphill, Noyes Lazard Frères & Co.
Loeb, Rhoades & Co. Merrill Lynch, Pierce, Fenner & Smith Incorporated
Paine, Webber, Jackson & Curtis Salomon Brothers Incorporated
Smith, Barney & Co. Stone & Webster Securities Corporation Incorporated
Wertheim & Co. White, Weld & Co. Dean Witter & Co. Incorporated
Bache & Co. Incorporated Paribas Corporation

January 8, 1971.
mon stock, payable March 15 to shareholders of record Feb. 12.

- Distribution of certificates for approximately 190,000 shares of Optical Systems Corp., Los Angeles, common stock to shareholders of its parent firm, Pioneer Systems Inc., Manchester, Conn., has been completed. Pioneer now controls 82% of its previously wholly owned, non-public subsidiary. Distribution of stock was the result of merger of GN Communications Corp., Los Angeles, with Optical Systems (Broadcasting, Aug. 3, 1970). Optical Systems went public at the time of the merger. Approximately 3,035,000 shares of common stock are outstanding. Optical Systems is traded over the counter while Pioneer Systems is listed on American Stock Exchange. Optical is owner of "DeJoux" method of variable speed, shutterless motion-picture projection. GN is engaged in development of broadband communications gear and channel-leasing services for CATV.

Cigarette ad loss still key to stocks—analysts

Broadcast and related stocks generally were in the doldrums during November and December 1970, but began a broad rally during the end of December and earlier this month. Calculations based on the Broadcasting index for the period, Nov. 25, 1970, to Jan. 7, 1971, show each category exhibited a seemingly healthy rise. Gains occurred between the range of 16.8% for the

The Broadcasting stock index

A weekly summary of market activity in the stocks of 109 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Month of Jan.</th>
<th>1970-71</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>26%</td>
<td>+ 19.3%</td>
<td>7,073</td>
<td>185,866</td>
</tr>
<tr>
<td>ASI Communications</td>
<td>O 27%</td>
<td>+ 25%</td>
<td>1,789</td>
<td>3,511</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>31%</td>
<td>+ 10%</td>
<td>6,061</td>
<td>868,579</td>
</tr>
<tr>
<td>CBS</td>
<td>26%</td>
<td>+ 33%</td>
<td>3,381</td>
<td>101,870</td>
</tr>
<tr>
<td>Corinthian</td>
<td>12%</td>
<td>+ 17%</td>
<td>5,789</td>
<td>119,427</td>
</tr>
<tr>
<td>Cox</td>
<td>12%</td>
<td>+ 20%</td>
<td>1,038</td>
<td>20,859</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>20%</td>
<td>+ 20%</td>
<td>6,314</td>
<td>97,957</td>
</tr>
<tr>
<td>Metromedia</td>
<td>12%</td>
<td>+ 17%</td>
<td>7,547</td>
<td>112,452</td>
</tr>
<tr>
<td>Mooney</td>
<td>8%</td>
<td>+ 8%</td>
<td>250</td>
<td>1,345</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>31%</td>
<td>+ 20%</td>
<td>1,638</td>
<td>20,859</td>
</tr>
<tr>
<td>Rehali Communications</td>
<td>25%</td>
<td>+ 25%</td>
<td>1,040</td>
<td>24,180</td>
</tr>
<tr>
<td>Reese Telecom</td>
<td>24%</td>
<td>+ 15%</td>
<td>2,289</td>
<td>5,864</td>
</tr>
<tr>
<td>Scroops-Hippodrome</td>
<td>20%</td>
<td>+ 14%</td>
<td>2,589</td>
<td>52,427</td>
</tr>
<tr>
<td>Sonderling</td>
<td>16%</td>
<td>+ 12%</td>
<td>991</td>
<td>25,152</td>
</tr>
<tr>
<td>Starr</td>
<td>9%</td>
<td>+ 9%</td>
<td>481</td>
<td>1,149</td>
</tr>
<tr>
<td>Tait</td>
<td>26%</td>
<td>+ 9%</td>
<td>3,712</td>
<td>90,944</td>
</tr>
<tr>
<td>Total</td>
<td>109,108</td>
<td>+ 12%</td>
<td>7,789,411</td>
<td>7,789,411</td>
</tr>
</tbody>
</table>

Broadcasting with other major interests

- Arco AV N 15% 12% + 25% 25% 9 11,470 153,469
- Bartell Media BM C 5 5 + 11.1 14 39 2,254 11,270
- Boston Herald-Traveler O 27 27% + 35.7 44 24 575 15,785
- Chris-Craft CN N 9 8% + 8.4 11% 4% 3,797 30,870
- Combined Communications O 10% 10% + 10% 10% 5% 1,945 20,675
- Cowles Communications CWL N 8% 8% + 13.7 10% 3% 3,569 32,744
- Fuqua FOA N 15% 14% + 29.5 31% 7 6,314 89,975
- Gannett GCI N 35% 33% + 12.3 35% 18% 7,117 236,786
- General Tire GT N 23% 23% + 26.0 23% 12% 18,434 423,902
- Gray Communications GY O 6% 6% + 20.0 7% 3% 475 2,850
- ISC Industries LNT N 8% 8% + 7% 7% 475 9,785
- Iowa Communications NT O 25% 25% + 13.8 13.8 2 475 1,012
- Lee Enterprises LNT N 15% 14% + 29.0 20% 12 1,567 38,651
- Liberty Corp. LC N 21% 19% + 24.5 21% 13% 6,748 128,136
- LIN N 7% 7% + 24.3 24.3 3% 2,244 15,708
- Meredith Corp. MD N 21% 22% + 1.6 1.6 18% 2,744 59,682
- Dutch Company OTU N 15% 14% + 23.0 23.0 10% 1,342 19,633
- Plough Inc. PLO N 81% 80% + 8.6 8.6 55 6,683 550,840
- Post Corp. PO N 11% 10% + 7.8 17% 5% 713 746,650
- Publications Publications N 20% 19% + 16.6 22.2% 9% 6,217 115,015
- Rolen ROL N 27% 26% - 0.5 40% 19% 9,044 215,177
- Rust Craft RUS N 29% 29% + 3.0 32% 18% 1,159 34,191
- Sower SBR N 20% 20% + 7.7 30% 14 4,233 87,627
- Time Inc. TL N 44% 42% + 14.7 44% 25% 7,257 310,237
- Trans-National Comm. TRN N 15% 14% + 63.3% 4% 1/16 1,000 330
- Turner Communications TUR N 2% 2% + 8% 8% 1,328 2,656
- Wometco WOM N 19% 16% + 13.3% 20% 13% 5,817 104,706

CATV

- Ameco ACO A 7 7% + 38.7 16 4 1,200 9,156
- American Electronic Labs. AEL A 5% 5% 4% 2% 1,520 5,560
- American TV & Comm. AVE A 20% 19% + 21.5 21% 10 2,042 40,300
- Burnup & Sims CCG A 13% 14% - 7.3 23% 7% 1,505 23,481
- Cable System Systems CDD A 2% 2% 6% 6% 1,200 2,398
- Citizens Financial Corp. CN A 14% 13% + 20% 20% 19% 994 21,874
- Columbia Cable CPO A 10% 10% + 16.5 15% 6% 900 9,450
- Communications Properties CPN A 7% 7% + 18.0 18% 6% 1,800 15,050
- Cox Cable Communications COT A 21% 21% + 20.7 20.7 12 3,550 75,012
- Cypress Communications CYP A 7% 7% + 15.6 15.6 6% 1,579 11,753
- Entercom ENTER A 3% 3% + 8.6 8.6 2% 1,250 4,132
- General Instrument Corp. GRL A 17% 17% + 17.6 17.6 11% 6,250 95,250
- General Cable Communications GNC A 4% 4% + 9.8 9.8 3% 1,100 3,850
- Tele-Communications GOL N 15% 13% + 17.3 17.3 6% 2,704 35,004
- Teleprompter TP A 77% 78% + 11.1 130% 46 1,181 90,999
- Television Communications TT N 15% 16% - 19% 19% 15% 919
- Viscom VIA N 15% 16% + 28.5 27% 6% 2,316 20,844
- VITKA VITKA A 9 9% 9% 9% 9% 3,003 569,159

Total 58 ([FOCUS ON FINANCING] BROADCASTING, Jan. 18, 1971)
CATV category and 8.6% for manufacturing. Within these limits, the broadcasting category rose 14.8%, programming increased 14.2%, broadcasting with other major interests gained a gain of 14.1% and the service category moved up 12.6%. The average percentage change for all categories was a gain of 10.8%, while Standard & Poor's Industrial Average moved ahead only 6.9%.

According to Wall Street analysts, the upward swing is considered a general-year-end gain and part of the general interest generated by "these depressed groups." Thus the analysts do not interpret the rally as a true improvement, but only as meaning the climate of the stock market as a whole was improving. Wall Street analysts feel broadcast stocks still must contend with this, and for the next five months, with the loss of cigarette advertising. Analysts predicted a rough first quarter, with this roughness not expected to smooth out significantly until the third period. Until that time, one analyst said, the market will just be marking time.

Stocks are expected to continue moving up during this month, but should flatten out a little as the month progresses. But broadcast stocks are not predicted to truly rebound until the third quarter when they regain a lot of what they lost with the halt of cigarette advertising. As one analyst commented, "What we've seen the past few months is the bottom of the barrel. The industry will, I think, live through this cigarette thing."

### Stock List

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CPB</td>
<td>N</td>
<td>13 1/2%</td>
<td>12 1/4%</td>
<td>+ 33 1/8%</td>
<td>15</td>
<td>16 1/4%</td>
</tr>
<tr>
<td>DIS</td>
<td>N</td>
<td>15 1/2%</td>
<td>15 1/8%</td>
<td>+ 31 1/8%</td>
<td>15</td>
<td>16 1/4%</td>
</tr>
<tr>
<td>FWY</td>
<td>A</td>
<td>5 7/8%</td>
<td>7%</td>
<td>+ 5 7/8%</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>MCA</td>
<td>N</td>
<td>30%</td>
<td>30%</td>
<td>+ 4 1/4%</td>
<td>28</td>
<td>30 1/4%</td>
</tr>
<tr>
<td>MGG</td>
<td>N</td>
<td>20%</td>
<td>18%</td>
<td>+ 4 3/4%</td>
<td>18</td>
<td>20 1/4%</td>
</tr>
<tr>
<td>NGC</td>
<td>N</td>
<td>2 1/4%</td>
<td>2 1/4%</td>
<td>+ 1 1/4%</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>MOW</td>
<td>A</td>
<td>2 1/4%</td>
<td>2 1/4%</td>
<td>+ 1/2%</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>MOV</td>
<td>A</td>
<td>2 1/4%</td>
<td>3%</td>
<td>- 1/2%</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>MPO</td>
<td>A</td>
<td>5 3/4%</td>
<td>5 3/4%</td>
<td>+ 1/4%</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>NTN</td>
<td>N</td>
<td>10%</td>
<td>10%</td>
<td>+ 2 1/4%</td>
<td>10</td>
<td>10 1/4%</td>
</tr>
<tr>
<td>OPP</td>
<td>O</td>
<td>21%</td>
<td>21%</td>
<td>+ 2 1/4%</td>
<td>20</td>
<td>21 1/4%</td>
</tr>
<tr>
<td>PAL</td>
<td>O</td>
<td>10%</td>
<td>10%</td>
<td>+ 2 1/4%</td>
<td>10</td>
<td>10 1/4%</td>
</tr>
<tr>
<td>PKL</td>
<td>A</td>
<td>5 3/4%</td>
<td>5 3/4%</td>
<td>+ 1/4%</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>REG</td>
<td>A</td>
<td>16%</td>
<td>16%</td>
<td>+ 2 1/4%</td>
<td>16</td>
<td>16 1/4%</td>
</tr>
<tr>
<td>GOP</td>
<td>N</td>
<td>16%</td>
<td>16%</td>
<td>+ 2 1/4%</td>
<td>16</td>
<td>16 1/4%</td>
</tr>
<tr>
<td>WCO</td>
<td>A</td>
<td>7 1/2%</td>
<td>7 1/2%</td>
<td>+ 1/4%</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>WTR</td>
<td>A</td>
<td>7%</td>
<td>7%</td>
<td>+ 1/4%</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

### Service

| John Blair | BJ | 16 1/4% | 17% | + 27 1/4% | 23 1/4% | 10% | 2,583 |
| CJ          | CN | 15%      | 15% | + 25 1/4% | 21 1/4% | 13% | 1,919 |
| CM          | CA | 11%      | 12% | + 20 1/4% | 17 1/4% | 5%  | 558  |
| DMB         | O  | 21%      | 21% | + 23 1/4% | 19 1/4% | 10% | 1,654 |
| EMA         | O  | 10%      | 8%  | 12 1/4%   | 10%     | 10% | 585  |
| FCN         | N  | 9%       | 7%  | 7 1/2%    | 7%      | 1%  | 504  |
| APA         | A  | 10%      | 10% | + 4 3/4%  | 9%      | 3%  | 558  |
| FCR         | N  | 10%      | 9%  | + 1 1/4%  | 8%      | 3%  | 585  |
| FCB         | N  | 10%      | 9%  | + 1 1/4%  | 8%      | 3%  | 585  |
| CYW         | A  | 10%      | 9%  | + 1 1/4%  | 9%      | 3%  | 585  |
| MOV         | A  | 25%      | 25% | + 1 1/4%  | 24%     | 5%  | 2,583 |
| MOC         | A  | 5%       | 5%  | + 1 1/4%  | 4%      | 3%  | 1,919 |
| MPA         | A  | 10%      | 10% | + 1 1/4%  | 9%      | 3%  | 1,654 |
| MPO         | A  | 5%       | 5%  | + 1 1/4%  | 4%      | 3%  | 585  |
| MPA         | A  | 10%      | 10% | + 1 1/4%  | 9%      | 3%  | 585  |
| MOC         | A  | 5%       | 5%  | + 1 1/4%  | 4%      | 3%  | 585  |
| MPA         | A  | 10%      | 10% | + 1 1/4%  | 9%      | 3%  | 585  |
| MPA         | A  | 5%       | 5%  | + 1 1/4%  | 4%      | 3%  | 585  |
| MPA         | A  | 10%      | 10% | + 1 1/4%  | 9%      | 3%  | 585  |
| MPA         | A  | 5%       | 5%  | + 1 1/4%  | 4%      | 3%  | 585  |

### Manufacturing

| Admiral  | ADL | 9% | 8% | + 1 1/4% | 9% | 8% |
| Ampax    | APX | 17%| 16%| + 1 1/4% | 16%| 15%|
| CCA      | N  | 15%| 14%| + 1 1/4% | 14%| 13%|
| CEM      | A  | 4% | 4% | + 1/2%   | 4% | 3% |
| CNX      | A  | 16%| 15%| + 1/2%   | 15%| 14%|
| GER      | N  | 94%| 93%| + 1/2%   | 93%| 92%|
| HSB      | N  | 58%| 54%| + 1/2%   | 54%| 53%|
| MAG      | N  | 30%| 29%| + 1/2%   | 29%| 28%|
| MMM      | N  | 96%| 95%| + 1/2%   | 95%| 94%|
| MOT      | N  | 56%| 52%| + 1/2%   | 52%| 51%|
| RCA      | N  | 29| 26%| + 1/2%   | 26%| 25%|
| RSC      | R  | 3% | 2% | + 1/2%   | 2% | 1% |
| TWN      | O  | 9% | 8% | + 1/2%   | 8% | 7% |
| UW       | N  | 66%| 65%| + 1/2%   | 65%| 64%|
| ZEN      | N  | 40%| 39%| + 1/2%   | 39%| 38%|

### Standard & Poor Industrial Average

| Standard & Poor Industrial Average | 101.32 | 101.01 | + 0.6% |

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over-the-counter (bid price shown)
A little less character for a lot less money

TeleMation has a new titling generator that will produce one or two lines of 25 characters.

Sure that's less than the full page character generators but then it's less than half the cost and really handles all of your news flash and titling needs.

Find out more.
Talk to TeleMation.

TELEMATION, INC.

Tell me about your new titling generator
Tell me about all your equipment

Name ____________________________
Title ____________________________
Company ____________________________
Address ____________________________
City __________________ State ______ Zip ______

Broadcast advertising

Robert E. Newsham Jr., manager, Detroit office. Television Advertising Representatives, New York, elected VP.

Robert E. Galen, director, research, Blair Radio, New York, named VP.


George E. Pious, Midwestern director of sales, CBS-TV Stations National Sales, Chicago, appointed to newly created position of director of client and sales development, in rep's New York office.


Steve van Ophuijsen, account executive, ABC Radio, Detroit, appointed sales manager there, succeeding Gary Seslar, who becomes Eastern sales manager of networks' New York office.


Michael Di Stephano, media buyer, Tatham-Laird & Kudner; and George L. Ortiz, media planner, Masius Ltd.; join Warwick & Legler, New York, as media buyers.

Alan B. Barrows, account executive, KTVT(TV) Fort Worth, appointed national/regional sales manager, WSFA-TV Montgomery, Ala.

Zack B. Manning, and Roger F. Stockton, both with WSJS-AM-TV Winston-Salem, N.C., appointed regional sales manager and local sales manager, respectively.

Thomas J. Monaghan, sales representative, WKOK-AM-FM Sunbury, Pa., appointed local sales manager.

George E. Johnson, general manager, WKYT-TV Lexington, Ky., joins WDRB-TV Louisville, Ky., as general sales manager.


Lou Nielsen, account executive, WOC-AM-FM-TV Davenport, Iowa, appointed local AM-FM sales manager.

Robert A. Fishman, with WPHL-TV Philadelphia, appointed sales manager.

Weldon Donaldson, account executive, KFMB-TV San Diego, appointed local sales manager.

Warren A. Anderson, sales representative, WREX-TV Rockford, Ill., appointed local sales manager.

Darrell Anderson, formerly sales manager of ABC's KGO-TV San Francisco, joins ABC Television Spot Sales, New York, as regional sales manager.

Edward L. Zachary Jr., national sales manager, WOW-TV Omaha, appointed general sales manager.

Earle H. Rast Jr., general sales manager, KCST-TV San Diego, joins KMIR-TV Palm Springs, Calif., in same capacity.

Thurman W. Worthington Jr., media and production director, Chesapeake Advertising, joins WTR-AM-FM Norfolk, Va., as manager, FM sales.

Media

Curtis C. Messinger, assistant controller and assistant secretary, Time Inc., named VP and general manager, Time-Life Broadcast, New York.

Tony Moe, manager, WKOW-AM-TV Madison, Wis., named president, Horizons Communications Corp. of Wisconsin, with responsibility for WKOW-TV Madison, WAWO-TV Wausau and WXOW-TV La Crosse.

Mr. Moe

Roger Jeffers, with WHOP(AM) Hopkinsville, Ky., elected president, Community Broadcasters Association, New York. Mr. Jeffers succeeds John R. Henzel, with WHDL(AM) Olean, N.Y., who becomes vice chairman and treasurer. F. E. Lackey and Ronald Bonebrake named board chairman and VP-secretary, respectively.

Jeffrey P. Kuklin and Leo Säber, both...
program attorneys, ABC Television Network, New York, appointed associate directors-TV contracts.

Robert A. Mortensen, general sales manager, WWSW(AM) Pittsburgh, appointed general manager.

William T. Allott, Dallas management consultant specializing in data communications, named president, newly formed CPI Telecommunications, Houston, subsidiary of Communications Properties.

Robert A. Manning, general manager, WFXK-AM-FM, Sunbury, Pa., named executive VP.

William J. Lamb, treasurer, Educational Broadcasting Corp., New York, elected senior VP and director of corporate affairs.

John R. Boissy, senior sales account executive, WPIK(AM) Alexandria and WXRA-FM Woodbridge, both Virginia, appointed general manager of both stations.

William R. Rice, formerly general sales manager, WLS-FM Chicago, named VP and general manager, WDXY(AM) Chattanooga.

Gene Harris, operations coordinator, WSBK-TV Boston, appointed director, cablecasting, Eastern division, Storer Cable TV, Sarasota, Fla.

Don Hanley and Charles King, both with WOC-AM-FM Davenport, Iowa, appointed station manager and program director, respectively.


George M. Corwin, station manager, WIOU(AM)-WKKO-FM Kokomo, Ind., appointed general manager. He succeeds John Carl Jeffrey, who resigns.


Ted Leask, sales manager, WDAO(AM) Dayton, Ohio, appointed station manager.

Irvin C. Burkey, assistant manager and sales manager, KCSR(AM) Chadron, Neb., appointed manager.

David Parker West, producer, WJRW(AM) Newark, N.J., appointed general manager, noncommercial WFDU-FM Teaneck, N.J. He succeeds Vic Wheatman, who continues as consultant.

John Phillips, local sales manager, KGLO-AM-TV Mason City, Iowa, appointed general manager, WTAD-AM-FM and KHQA-TV both Quincy, Ill. Earl Schoborg, national radio sales manager, Lee Broadcast division, Lee Enterprises, succeeds Mr. Phillips at KGLO. All are Lee Enterprises stations.

**Programing**

Sld Weiner, administrative assistant to VP, syndication, Screen Gems, New York, appointed assistant of syndicated sales administration. Joe Abruscato, traffic manager for syndicated sales at Screen Gems, appointed associate director of syndicated sales administration.

Robert B. Sour, former president, Broadcast Music Inc. New York, named consultant on membership relations, American Guild of Authors and Composers, New York. Mr. Sour is continuing with BMI in consulting capacity.

Andrew P. Jaeger, president and general sales manager, Allied Artists Corp., named VP, Allied Artists Pictures Corp., parent company.

Harris Katleman, president, Four Star Entertainment Corp., elected VP. TV sales of parent Four Star International Inc., Los Angeles.

Joseph R. Weber, producer-director, WJYC-TV Cleveland, appointed production manager. Mr. Weber succeeds James Lyle, who resigns to form Lyle Creative Services there.

Edwin Cooperstein, director, sales development, Canyon Films, Phoenix, appointed general manager.

Tom Mann, program director, WAVY(AM) Dayton, Ohio, appointed operations director.

Lester B. Keats, TV director, WJAR-AM-TV Providence, R.I., appointed production manager.

Wayman J. Johnson, with WEAL(AM) Greensboro, N.C., appointed program director.

Irwin Rochman, director of business affairs, Learning Corp. of America, New York, educational films subsidiary of Columbia Pictures Industries, named VP, business and legal affairs.

Robert Foshko, executive producer-cultural programming, KCET(TV) Los Angeles, resigns to form American Inventory Associates there for production of entertainment projects.

**News**


Joe Dill, chief of Associated Press Baltimore bureau, appointed chief of AP's Nashville office, succeeding Frederick W. Moen, who becomes head of AP's Kansas City, Mo., bureau. Succeeding Mr. Dill in Baltimore is George Zucker, chief of AP's Honolulu bureau; Richard Daw, AP correspondent at Raleigh, N.C., succeeds Mr. Zucker in Honolulu and Melvin E. Lang, AP Miami correspondent, appointed correspondent at Raleigh, succeeding Mr. Daw.

Fred Partido, with WBBM(AM) Chicago, appointed managing editor. Al Swanson and Mary Laney join WBBM as news writers. Mr. Swanson was with WJHC(AM) Bloomington, Ill. Miss Laney was newscaster, Cor-Plex International, Chicago hotel cable TV firm.

Pat Dewing, producer, news and public affairs, WDOC-TV Duluth, Minn., joins WCCO-TV Minneapolis as news editor.

Jerry Wallace, reporter, WKCT(AM) Bowling Green, Ky., joins WBSK-TV there as sports director.

Michael T. Craig, producer, public-affairs division, Maine Educational Broadcasting Network, appointed legislative correspondent.

**Promotion**

Edward P. Weber, assistant promotion manager, WJW-TV Cleveland, joins WSPD-TV Toledo, Ohio, as promotion manager. Both are Storer Broadcasting stations.

**Allied fields**


**Equipment & engineering**

Arthur William Smith, program manager and advance planner, strategic systems, General Electric, joins American Electronic Laboratories, Lansdale, Pa., as product line manager-special projects, special communications and mechanical systems. Daniel F. Yaw, manager, antennas and microwaves, North American Rockwell, Columbus, Ohio, joins American Electronic Labo-
Eugene O. Edwards, general manager, Gates Radio, Quincy, Ill., division of Harris-Intertype Corp., named VP, sales.

Leo L. Darrigo, international sales manager, Visual Electronics, New York, appointed marketing manager.

Malcolm Burleson, VP, engineering and facilities, Metromedia Inc., resigns to establish Burleson Associates Inc., Washington consulting firm specializing in engineering, facility planning and operational services.

Abbreviations:
 actions.
 filings.
ior.
 Australia.
istant general
Stuart
ery, facility planning and
Broadcast Programing Services,
phens
International
in
Leo L. Darrigo, international
Gardner,
company secretary,
Sydney,
appointed business manager.

Deaths
Frank W. Townshend, 68, retired senior VP, Campbell-Ewald, New York, died in Fort Lauderdale, Fla., Jan. 7, after a short illness. He is survived by his wife, Theodora, and four daughters.

Samuel H. Kauffmann, 72, retired president and board chairman, The Evening Star Newspaper Co., Washington, died Jan. 12, at George Washington University hospital there after a long illness. During Mr. Kauffmann's presidency The Evening Star purchased WMAL (AM) Washington from M. A. Leese Optical Co. in 1938 and later expanded to establish WMAL-FM and WMAL-TV. He is survived by his wife, Miriam, two daughters, Mrs. George E. Lambphere and Mrs. Rockwell Hollands; two sons, Samuel H. Kauffmann III and John H. Kauffmann, president of The Evening Star Newspaper Co.

Earl E. Anderson, 84, one-time VP and chairman of finance committee of Blue Network, which later became ABC, and long-time financial adviser to late Edward J. Noble, former owner of ABC, died at his home in Upper Montclair, N.J. on Jan. 7. He was also associated with Mr. Noble at Beech-Nut Life Savers Inc., where he was chairman of executive committee. He is survived by his wife, Nona, and one daughter.

Malcolm R. Gurbarg, 43, VP, Ketchum, MacLeod & Grove, New York, died Jan. 3. Mr. Gurbarg joined KM&G in 1964. He is survived by his mother and sister.


He is survived by his wife, Harriet, and two sons.

Jeremy Ryan, 29, writer/producer, WCBS (AM) New York, died Jan. 6 at Columbia Presbyterian medical center there of cancer. He is survived by his wife, Soja, and two children.

Richard Kollmar, 59, radio actor/personality and husband of late Dorothy Kilgallen, died in his New York home Jan. 11, of apparent heart attack. He is survived by his second wife, Anne Fogarty, and three children.

Robert G. Henry, 44, manager, broadcast standards, KNBC (TV) Los Angeles, died Jan. 9 of apparent heart attack in Sunland, Calif. He had been with NBC for 22 years, starting as page in Hollywood. He is survived by his parents, brother and sister.

Leonard Anderson, 60, manager, integrated services, NBC, Chicago, died at his home Jan. 9 following heart attack. He joined NBC in 1933. He is survived by his wife, Irene, and two daughters.

For The Record

As compiled by Broadcasting, Jan. 6 through Jan. 12, 1971, and based on filings, authorizations and other FCC actions.

Abbreviations: AL—alternate.
ann.-announced.
ant.—antenna.
aur.—aural.
aux.—auxiliary.
CATV—community antenna television.
CH—critical.
hours.
CP—construction permit.
D—day.
DA—directional antenna.
ERP—effective radiated power.
kw—kilowatts.
MHz—megahertz.
mod.—modification.
N—night.
PSA—presumably service authority.
SCA—subsidiary communications authorization.
SHA—specified hours.
SSA—special service authorization.
STA—special temporary authorization.
trans.—transmitter.
UHF—ultra high frequency.
U—unlimited hours.
VHF—very high frequency.
vi.—visual.
w—watts.
—educational.

New TV stations

Actions on motions

- Chief, Broadcast Bureau, on request of Impart Systems Inc. extended through Feb. 1, time to file comments and through Feb. 15, time to file reply comments in matter of amendment of TV table of assignments, substituting ch. 6 for ch. 59 at New Haven, Conn. (Doc. 19047). Action Jan. 7.

- Chief, Broadcast Bureau, granted request of Music City Video Corp. and extended through Jan. 11, time to file comments and through Jan. 22, time to file reply comments in amendment of TV table of assignments (Clarksville, Tenn.) (Doc. 19045). Action Dec. 30, 1970.


Other actions


Existing TV stations

Final actions

- KROC-TV Rochester, Minn.—Broadcast Bureau granted CP to install precise frequency control.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>296-6400</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAMES C. MCNARY</td>
<td>Consulting Engineer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COHEN &amp; DIPPELL</td>
<td>Consulting Engineers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>Consulting Engineers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOHNES &amp; CULVER</td>
<td>Consulting Engineers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>Consulting Engineers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>Consulting Engineers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>Consulting Engineers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>Broadcast Engineering</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROSNER TELEVISION SYSTEMS</td>
<td>Engineers—Contractors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ORRIN W. TOWNER</td>
<td>Consulting Engineer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMMERICAL RADIO MONITORING CO.</td>
<td>Precision Frequency Measurements</td>
<td>324-3777</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BFM ASSOCIATES</td>
<td>Management Consultants</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PROFESSIONAL CARDS**

**DIRECTORY**

**SERVICE DIRECTORY**

---

**Contact Information**

**TOPIC:** Engineering and Consulting Services

**Note:** The text contains a mix of professional information regarding consulting firms, engineers, and other services. The content is quite dense and includes various contact details such as phone numbers, addresses, and services offered. It appears to be a directory or a list of directories, possibly for an association or professional organization.
Summary of broadcasting
Compiled by FCC, Dec. 1, 1970

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed</th>
<th>Total on Air</th>
<th>Not Authorized</th>
<th>Total Authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>STAs</td>
<td>CP's</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial AM</td>
<td>4,304</td>
<td>2</td>
<td>13</td>
<td>4,319</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,145</td>
<td>0</td>
<td>39</td>
<td>2,184</td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>408</td>
<td>2</td>
<td>12</td>
<td>511</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>155</td>
<td>20</td>
<td>29</td>
<td>168</td>
</tr>
<tr>
<td>Total commercial TV</td>
<td>652</td>
<td>21</td>
<td>41</td>
<td>678</td>
</tr>
<tr>
<td>Educational FM</td>
<td>418</td>
<td>0</td>
<td>15</td>
<td>433</td>
</tr>
<tr>
<td>Educational VHF</td>
<td>76</td>
<td>0</td>
<td>9</td>
<td>83</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>102</td>
<td>0</td>
<td>9</td>
<td>110</td>
</tr>
<tr>
<td>Total educational TV</td>
<td>176</td>
<td>2</td>
<td>18</td>
<td>196</td>
</tr>
</tbody>
</table>

*Special Temporary Authorization.

1 Includes 25 educational AM's on nonreserved channels.

2 Indicates four educational stations on non-reserved channels.


- WJHL-TV Johnson City, Tenn.—Broadcast Bureau granted CP to change ERP to vis. 224 kw. aur., 269 kw and ant. Height to 2,320 ft. Action Jan. 5.

- WLRK-TV Ponte, P.R.—Broadcast Bureau granted license to aux. ant. Action Jan. 5.

- WAKQ-TV San Juan, P.R.—FCC granted application for Telemedio Inc. to make changes in facilities of WAKQ-TV, Action Jan. 6.

Actions on motions


- Hearing Examiner Lenore G. Elrigh in Jackson, N.J.—Hearing Examiner's motion, on motion of Turner Broadcasting Co. et al. TV proceeding, on request of Channel 3 Inc., scheduled further prehearing conference for Jan. 7, dismissed petition by Civic Communications Inc. for leave to amend application to indicate change in location of public file containing Civic's application and fact that the applicant has published notice of this move (Docs. 18464-59). Action Jan. 9.

- Hearing Examiner Forest L. McClenning in Washington, D.C.—Review board granted petition by WAC-TV (Washington, D.C.), AFTRA, AFTRA-performing, for leave to amend application to include change in employment contract of license covering educational AM's approval for renewal of license of WAC-TV (Washington), TV station and applications for CP for same ch. by Community and The Dudley Station Corp. (Docs. 18759-61). Action Jan. 5.

Other action

- Review board in Boston TV proceeding, granted motion of KKO General Inc. for extension of time to Feb. 1, to file responsive pleadings to petition to enlarge issues filed by Community Broadcasting of Boston Inc., in proceeding involving KKO General Inc.'s application for renewal of license of WNAC-TV Boston and applications for CP for same ch. by Community and The Dudley Station Corp. (Docs. 18759-61). Action Jan. 7.

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) by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercials during program occupied by network commercials. ABC deducts 20% of network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.


CBS

- Formula: Same as ABC.


New AM stations

Final action

- Jasper, Ga.—Pickens Broadcasting Co. FCC granted 1580 kHz, 1 kw-D. P.O. address: Box 6, Jasper, Ga. 30143. Estimated construction cost $7,990; first-year operating cost $27,000; total, $33,000. Principal: Robert P. Schaub, sole owner. Mr. Schaub owns WLSB Copperhill, Tenn., for CP for new FM at Blueridge, Ga. Action Jan. 6.

Actions on motions


- Hearing Examiner Chester F. Naumovicz in Chattanooga, Tenn. (Jay Sadow WHRI) and Rock City Broadcasting Inc. for CP for new AM proceeding, granted petition by Rock City for leave to amend application in order to meet designated or prospective affiliation (Docs. 19020-12). Action Dec. 31, 1970.

Other actions


Existing AM stations

Final actions


64 (FOR THE RECORD)

BROADCASTING, Jan. 18, 1971
**New FM stations**

**Applications**


**Existing FM stations**

**Final action**

- **Broadcast Bureau granted requests for SCA operation on 87.9 mhz, 1 kw. Ant. height above average terrain 300 ft. radii from 1827 S. Bronson Ave., Los Angeles, Calif.; *WB(FL)FM* Muncie, Ind.; *WCTS(AM)* Minneapolis, Minn.; *KVTT(AM)* Dallas, Texas.** Action Dec. 29, 1970.

- **KRTN-FM Des Moines, Iowa; Broadcast Bureau granted license to change trans. and make changes in city.** Action Dec. 23, 1970.

- **WFMB-FM Madisonville, Ky.—Broadcast Bureau granted license to change trans. and make changes in city.** Action Dec. 23, 1970.

- **WUGC(AM)—Florida Broadcasting Bureau granted license to change trans. and make changes in city.** Action Dec. 23, 1970.

- **KNVL(AM)—Ord, Neb.—Seeks amendment of rules to allocate channel 280 to 103.9 mhz to Ord.** Action Jan. 11.

- **WEKO(AM)—Cabo Roja, P.R.—Seeks amendment of rules to allocate channel 252A to Cabo Roja.** Action Jan. 11.

**Renewal of licenses, all stations**

- **WKWD—Aurora, Ill.—Broadcast Bureau granted renewal of license to continue operation of station.** Action Jan. 31, 1970.

- **WZZZ—Streator, Ill.—Broadcast Bureau granted renewal of license to continue operation of station.** Action Jan. 31, 1970.

**Renewal of licenses, all stations (Continued on page 72)**
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Classified Wanteds 25¢ per word—$2.00 minimum.

Advertisements are submitted on postcards, which will be charged at the rate of $2.00 for four inches. Situations Wanted, 25¢ per word. Situations Wanted: $2.00 minimum. Each classified advertisement expressly repudiates any liability or responsibility for their custody or return.

Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy on a separate sheet of paper by letter or wire. Do not telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted posting is $2.00 per word—$2.00 minimum.

All other classifications 25¢ per word—$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday.

Help Wanted 30¢ per word—$2.00 minimum.

Classifieds will be inserted for one week. All other advertisements for two weeks.

Classifieds will be inserted on a space basis. All copy must be typed.

Classifieds will be inserted in the BROADCASTING section of the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.

Classifieds will be inserted in the Classified Advertising section of the newspaper.
Sales
Salesman with three years experience, married, excellent reference. Will work out of his own area within a year. Warm climate preferred. Box A-50, BROADCASTING.

16 years experience, seeking sales management and/or sports tie-in. RAB trained. Box A-119, BROADCASTING.

Conneciticut radio broadcasting account executive seeking next step. Seven years in current post, top business getter. Please write: P.O. Box 37, New Britain, Conn. 06050.

Announcers
Black kid, first phone pro. Phone M-139, BROADCASTING.

Pro with major market leader looking for major market announcing position with management possibility. Please submit resume on request. Box A-167, BROADCASTING.

Announcer -- diet - MOR top 40 -- 3rd endorsed -- heavy music background. College graduate. Resident-trained by NYC pro. Box A-1, BROADCASTING.

Announcer and sales 10 years. Business and sales background, 3rd phone, broadcast school, age 35, married. Will give you strong sales for opportunity broadcasting (Conn. only). Box A-6, BROADCASTING.

Employed now at a top Indiana station, 12:00 mid. to 5:30 a.m., want different hours. Over 5 years experience, experienced, college done. Call G.L., 317-966-2945 or Box A-9, BROADCASTING.

Dj-announcer -- 3rd endorsed -- broadcast grad/beginner/owner cares still looking for first break in radio/relocate. Box A-14, BROADCASTING.

Mature area with 14 exp. Now available to Bath-Wells, area. Call 301-776-4016 or Box A-30, BROADCASTING.


Modern country pro! Sales, copy, production, music director, personable D.J., organizer of format, program making, ALL references. Married 37. Seeking medium market teamwork. Must settle and have small home! Box A-3B, BROADCASTING.

Female D.J., tight board, good news, commercials, ready now. Box A-44, BROADCASTING.

Morning or afternoon drive . . . currently morning drive on top midwest station . . . 12 year veteran for tape & resume . . . write Box A-53, BROADCASTING.


1st phone D.J. and news, experienced, college degree. Box A-78, BROADCASTING.


Bright top 40 jock with first ticket. Writes excellent commercial copy. Produces polished spots. Box A-103, BROADCASTING.

I'm the program director your medium market rock station needs. Box A-104, BROADCASTING.


Chicagoland morning man, light-heavy, available for your team. Let's put it together today with his sound and humor. Box A-113, BROADCASTING.

Disc jockey, two years experience, small market board shift strictly, production. Send, etc., Ohio, Mich. area. Box A-117, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box A-117, BROADCASTING.

Announcer-Dj-sportscaster, former pro-baller-1 year station experience and 6 months professional broadcast. Solid junior performer. Box A-120, BROADCASTING.

Good all-around airman, mature, steady, all phases product. Top full time AM/FM slot. New York-to-Ohio. N.Y.-Tri-state area. To meet is to hire. Box A-121, BROADCASTING.

Announcers
10 year pro. Past experience Gulf-South, Florida, Midwest. New market. 12 years experience. Ideal and only the best offers considered. Box A-12b, BROADCASTING.

Professional announcer with over five years in most major radio and some TV. Top 10--open for ideas. Prefer Pittsburgh, Box A-123, BROADCASTING.

First phone announcer with five years experience available immediately for a position in the Ohio market. No engineering experience as yet, tight board, good sound, and am ready for you when you're ready for me. Need work yesterday! Box A-134, BROADCASTING.

Metro markets: Available February 1st. My afternoon drive show strong number one rated in market. First year in broadcasting, 30. Fully experienced professional, prefers open. Will not work past 6:00. Will consider any slot with right station. Box A-150, BROADCASTING.

Pennsylvania: 1st phone, expert, combo, voice sync/announcer. Box A-155, BROADCASTING.

First phone, experienced, MOR man, high ratings, 27, married, stable, all considered. Box A-165, BROADCASTING.

Five station survey leader wants job in small market, U.S. or Canada. Highly experienced in rock experiences and references. First phone, music directorам and news award. Box A-174, BROADCASTING.

Third phone looking for C&W station, 2 years experience, 24, Box A-177, BROADCASTING.

Black P.D. available now. First phone ticket. Production ace, super jock, 7 years experience, can run own board. Box A-179, BROADCASTING.

Professionally trained announcer, with third class license and endorsement, seeks sports or news position, will relocate. 350 Turk St, Apt. 205, S.F., Calif. 94102.


1st phone 10 years experience, smooth professional and bright delivery. Desire position with modern MOR or C&W. 25 and will consider all states. Exp. in programming and musical directing. BM Finance, 3615 S, Ocean Blvd., Deer Way Beach, Fla. 33025, 778-8768. Easy to work with.

Beginner 1st looking for young sound. Has own collection 50's to 70's over 10,000. Charles Mosler, 2534 N. Drake, Chicago, Ill. 60647.

First phone; radio, operations, program, music and traffic manager; announcer; promotion man, chief engineer. Television: producer, director, writer, commercial director, news announcer, program producer, video-maintenance engineer. Large medium or major market only. Bennett, (303) 676-0229.


Versatile, two year non-commercial experience most on-air phases, radio and TV--light rock, MOR, news, sports, features, interviews. Write any copy. Third endorsed. Responsible veteran. Locate anywhere. Tape, resume. Don Pike, Box 222, Glendale, Calif. 91207, BROADCASTING.

First phone: Broadcast school graduate, 27, seeks permanent position. DeWip, 605-352-2381.

Florida--available immediately! Experienced Small-medium market. 717-645-2994.

L.B.A. graduate, third endorsed, tight board, mature voice, wants DJ job in western Penn., or Pittsburgh area. Contact Drew, 223 Jones Drive, Bridgeville, Pa. 15017.

Ambitious top 40 (lock. Third endorsed tight board, and lots of enthusiasm. Also great on production and news. Broadcasting school graduate. Prefer West. Tape, picture, and resume: P.O. Box 4261, reading, Pa.

Seeking announcing job anywhere in U.S. Broadcast graduate from Cal state, California, Wisconsin and the School of Broadcasting Training. Available: Immediately. Prefer formats of actual broadcast experience at the School of Broadcast Training. Versatile. Dependable. Prefer AM but will do any type of format. Just received first class credit. Contact, and write Mr. Lynn Troxel III, 380 Melmore Street, Tiffin, Ohio 44883. Phone (419) 447-4686.
**Situations Wanted**

**Announcers continued**


Desire is the word, and I am loaded with it, 3rd grade experience - professional - needed - will relocate. Veteran - married. James Pyatt, 923 Riverside Dr., Apt. 101, Dayton, Ohio 45405.

Available now! Aggressive, mature announcer with 1st class station experience, pleases clients and likes some new jobs; also transmitter maintenance AM and FM, service work with a great organization. Will relocate if the salary and location is right. Bryan C. Simmers, R.D. #1, St. Thomas, Pennsylvania 17252.

Announcer, first ticket - five years experience - just left one of leading stations. Available immediately. Larry Helm, call person-person, 733-2476.

Dependable 1st phone announcer, 30, family man, 5 years experience all phases radio. Wasting per- manence at country format station. Call Dave Perkins, 817-734-6251.

Need a good play-by-play sportscaster, but can’t afford one? Need a personable musician and can afford that? Bingo! Two for one. Bob Montgomery, 191 Albert St., Las Vegas, Nev.


Experienced major market DJ, experienced in four years and 3rd ticket, searching for same. 519-324-3709. Write or phone L. E. Duncan, 1109 Bernice Ave., St. Ann, Missouri 63074.


Due to format change, experienced country DJ, desires to relocate. Presently working in major market job, but country is my thing. Fast paced show, tight board. First phone - no mainte- nance. Married. Available March 5th. Write: Lee Staley, 1231 Maple, St. Louis, Mo. 63136.

**Technical**

Microwave and/or transmitter installation and main- tenance. Grow up in an electronics-oriented family. Presently employed. Box M-145, BROADCASTING.

Chief for year AM-FM station, 17 years experience. North Central states only. Box A-34, BROADCAST- ING.

Chief engineer, years with commercial and U.S. Government stations. Experienced engineering, available, for construction, installation of new station or chief engineer position in Texas-southwest. Box A-149, BROADCASTING.


Chief engineer/announcer, six years experience de- edicated to broadcasting in mountain states. 1180 Pleasant St., Nobleboro, Idaho.

Resourceful and competent engineer, with installa- tion experience, Good announcing experience, 5 years experience. Want 1 or 2 small market stations to maintain. 812-482-2607, after 5 P.M. East coast pre- ferred.


18 years radio-TV maintenance, seeking position with future. C. L. Desch, Rt. 1, Box 171, Colony Heights, Va. 702-562-4016.

Responsible chief engineer/announcer available now. Reply to 606 West 31st St., Richmond, 23225.

**News**

Broadcast journalist — experienced (7 years) and proficient in all facets of news. Self-starter, com- munity-oriented professional consistently ahead of competi- tion in major market. All subjects and personalities. Good welded first phase professional. Box A-110, BROADCASTING.

College grad with major market radio seeks position on-air (news or announcer). Needs experience . . . has 4 years cable TV experience. Box A-145, BROADCASTING.


Fresno — aggressive midwest news director desires change. Unique TV & R degree. Dependable family. Box A-173, BROADCASTING.

Professional meteorologist available immediately for television-radio. Some experience. Contact 219- 659-5130.

Don’t settle for adequacy! Experienced newsmen seeks challenging position with medium or major market station. Will handle talk show. Call Eugene Steinberg, 803-554-0885.

Experienced, young aggressive newsmen looking for challenging news career. Phone (904) 355-4930.

Newswoman with 3½ years experience desires position in deep south area. Excellent voice and de- livery. Call 313-650-2877 or write John Philip, 600 C Street, Charleston, W. Virginia 50616.

**Programing, Production, Others**

Good voice, production. One year experience, broadcast, looking for good opportunity at community-oriented station. Box A-20, BROADCASTING.

Small market rock PD 2 years looking, Prefer West. University journalism degree. 25, Single. 3rd. Box A-36, BROADCASTING.

PD-medium market contemporary — degree — seven years experience — married — first phone. Box A-56, BROADCASTING.

Modern country program/music director. 8 years top references. Married. Box A-152, BROADCAST- ING.


Wanted, station in 30,000 plus market. Needing a working program director, Heavy on demos, tapes, comedy spots, personality programming, I’m interested in a P.O. position. Box A-167, BROADCASTING.

Black DJ, 4 years in top 15 market, would like to program a medium market. 1st phone. Will DJ also. Let’s talk. Box A-172, BROADCASTING.

A good radio job is hard to find. That’s why I’m still looking. Last four jobs in major markets. Pro- grammed two stations in two million plus market. A seasoned pro, happily married, 28, stable, vet, first phone, currently employed, the best of refer- ences. Make 1971 your year. Let a proven pro- producer program your station. All replies answered promptly. Contemporary only, please. Doug Gaetz, 5919 Diamond #836, Houston, Texas 77036.

Don Di Piro, 4933 Congress, Chicago. Degree, veteran, 36.

**Television Help Wanted**

Sales

Southern New England major VHF seeks experi- enced salesman. Excellent opportunity for creative and aggressive salesman able to handle all size accounts and agencies. Replies confidential. An equal opportunity employer. Box A-47, BROADCASTING.

Salesman — come to Washington, D.C. TV for good money and good growth. Join the professionals and build a career. Send resume to: Box A-84, BROADCASTING.

**Television Situation Wanted**

Management

Sales management position wanted by a top na- tional TV sales rep with 13 years television experi- ence (10 years station) including local sales. Ex- cellent references. Box A-156, BROADCASTING.

Sales

Top 50 Television markets only. TV sales—young, hard working aggressive salesman, Industry’s best references. Excellent track record. Box A-175, BROADCASTING.

Time has come to think of future. Over 13 years annoucing experience, 10 years play-by-play, 5 years sales experience, and 4 years management, all in radio. Southeast. Box A-179, BROADCASTING.

Announcers

Talk variety show host. Top ratings, 18 years broad- casting experience. College. Box M-27, BROADCAST- ING.

Attractive woman announcer available. Experienced as variety talk hostess, commercials, writing and producing. University degree. Will relocate anywhere for challenge. Box A-156, BROADCASTING.

**Technical**

Technical engineer—for southeastern public TV station converting to color and planning construction of public FM station. Experience in broadcast engi- neering required. College degree required. Resume must include experience, salary history, and expected references. Box A-145, BROADCASTING.

Experienced technician for studio operation and maintenance with first class license. Salary scale $15,000-$210 per week depending on qualifications and experience. Excellent fringe benefits with profit- sharing. Write Chief Engineer, WOTL-TV, P.O. Box 715, Toledo, Ohio 43601, equal opportunity employer.

News

Young (25 to 35) experienced newswoman wanted. Background in journalism. TV experience. Strong on writing. Good appearance and delivery for both radio and TV. News delivery. No one but professionals need apply. Top station in top 50 market, requires 3 years experience, salary and social requirements. Equal opportunity employer. Box A-111, BROADCASTING.

Midwest medium market TV-radio operation is in immediate need of experienced, familiar, and experi- ence with 16mm camera and editing is desirable. Will deliver market on all nights, weeks per week. Send resume, references and VTR to Box A-135, BROADCASTING.

Wanted: news-chief photographer, upper midwest market. Needs creative, experienced man with ad- ministrative ability and lab experience, able to head up 16mm photo team. Good starting salary and liberal benefits. Send complete resume, photo and catalog of your work to Box A-158, BROADCAST- ING.

You have immediate need for replacement of female news personality who plays a strong role in writing, producing and appearing on camera in key news programs. Contact Mr. Ralph Smith, WURL-TV, Peoria, Illinois.

Producer/director - medium market indi-Atlantic network station. A chance to do everything. Must have a complete knowledge and capability in field of graphics, continuity, set design and related areas. Long hours, hard work $10,000 a year. Write Box A-10, BROADCASTING.

TV director/continuity. Top twenty market looking for continuity/copywriter with production or TV directing experience. Follow through sales develop- ment and sell commercial spots. Ex- cellent potential. Good opportunity for director in small market with commercial writing experience. Send complete resume, sample copy, to: Box A-144, BROADCASTING.

Producer/director. Top pay for creative results. Call and/or resume to: Bob Musburger, WDAF-TV, Kan- sas City, Missouri. 816-723-4507.

BROADCASTING, Jan. 18, 1971
Newsman—write, film, edit. Five years experience. Dedicated. Box M-178, BROADCASTING.

News and weatherman—8 years experience. News anchorman, reporter, writer and talk show. Excellent political reporting, Employed and best references. Box A-122, BROADCASTING.

University trained, hardworking, newsman-announcer seeking more challenging position—have college prod. experience, writing ability, good voice and appearance. Willing to work nights. Box A-115, BROADCASTING.

My New Year's resolution, to move up! Television news, sports, weather...can write, film, edit, produce. Box 25, married. Box A-115, BROADCASTING.

Top notch newsman. Ratings show my value as anchorman, but also have love for reporting. Box A-122, BROADCASTING.

Excellent TV sportscaster. Currently #3 man in top 20 market. I will make your sports show interesting to watch. Box A-123, BROADCASTING.

Director: Number two man in top 5 VHF ready to move up. Six years solid experience in major markets. Box A-125, BROADCASTING.

Newsman, anchorman, 40 years old. Stable, want permanent position film medium market. Box A-138, BROADCASTING.

Award winning TV anchorman in top 30 market has exciting offer, 5 years experience. V.I.P. and complete resume on request. Will consider all inquiries. Box A-171, BROADCASTING.


Programming, Production, Others

Producer-director, Degree, experienced major market commercial—remote. Box A-129, BROADCASTING.

Young married veteran, five years experience, all aspects of TV. Seeks position of directing or production position; college grad, locate anywhere. Box A-108, BROADCASTING.

Producer/director—variety talk show; basketball, reciting, baseball, football, news; documentaries; commercials. Ten years solid experience all production areas. Now with NBC affiliate top ten market. I'll send resume and tape or come for interview. A 16x20, BROADCASTING.

Documentary-commentary. Experienced filmmaker specializing in controversial documentary features and series. Write, produce, direct creative and original documentaries. Paul Fisher, Number 1 Jib Court, Sacramento, California 95831.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 (turtle) St., Laredo, Texas 78046.

450 to 780 foot used tower, needed about August, 1971. D. R. Taylor, Chief Engineer, KGNV-TV, KGNV-TV, P.O. Box 30360, Lincoln, Neb. 68503 Phone 402-434-9251.

FOR SALE Equipment continued

G.E., transmitter type TI-42-A, modified—(2) used by WBMM-TV as main transmitter until October 1, 1969. Equipment still installed at 33 North La Salle, Chicago. To be sold as is, by buyer to remove, $25,000. RCA transmitter type TI-11, water-cooled—(2) used as a spare at the above location until October 1, 1969. Equipment still installed. Buyer to remove, $5,000. L. A. Pierce, WBMM-TV Chicago, Whirlpool 46000.

For sale: three (3) G.E. PE-250C updated color cameras. In "Mint" 5 lbs Mark II image enhancer, 200 lights, monitoring, encoder and decoder, single lens, cassettes, pan handle and 20 Acres for a 100 good pictures for a low price. Call Al Hilsstrom, KOOL TV (602) 271-2345.

Surplus equipment sale—All new and in original cartons—two 200 lb. lamps in on Ch. 7 and out on Ch. 3 and Ch. 5, $2,500.00 each Bell Spec. Effects $950.00—Two Allcine sound units, $125,000.00 each—Conrac CNC8/8C monitors, $150.00 each. For sale, many, many other bargains in used and surplus TV equipment, write or phone Robert Odell, Audio Exchange, 1414 North Friendly, Austin, Texas 78704, 213-651-5000.

Bell & Howell Jan 61/2D 16mm sound projectors—first made 1 year excellent condition $950.00 De Vry model 110 projector with same excellent condition $225.00 other 16mm sound projectors from $150.00, write for a complete list. Equipment Co., Inc., 6340 S.W. 2nd Terrace, Miami, Florida 33143.

Rent control R10 108 complete, all sending units for 5 KW transmitter, all relays for pre-sunrise, $50.00, Film Carrier, WREE, Ashe- ville, N.C. (704) 252-6703.

Ampex models 6000 and 7000 for CATV or ETV use. Readied. $150.00 pt. A-125, BROADCASTING.


For sale— Towers, U-20 Towers, 24/29 Bartlow Road, Peterborough, Ontario, Canada R3K 3B6.

Ampex 440A-1, 351-1 and 350-1. All new or rebuilt with full warranty. Also, two Bertan-Concept remoteStores, both in mint condition. Will sell one or all will consider trade of your old recorder. Photo Restaurant, 7107, 1080 Vine, Hollywood 90028, or call 213-611-3393.


Ampex designed Model 540 background music tape reproducer recorder. All new, never in condition, model available from VIF International, Box 1555, Min. View, Calif. 92040. (408) 739-9740.

Practically new 232' RG-17A/U on spool. $300.00 + shipping. Phone: M. L. Palmer, Inc., P.O. Box 1470, Flint, Michigan. 313-742-1470.

MISCELLANEOUS

Destiny's 11,000 classified gap lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 93215.

"1971 tests—answers" for FCC first class license, Plus Command's "Self-Study Test." Proven 9.95, Command Productions, Box 2648, San Francisco 94126.

Wetl 25 pages best one liners only $3.00! Shad's House of Humor, 3744 Apple Ave., Cincinnati, Ohio 45231.

Want to contact script writer(s) of Oscar wide movie, "Episode Gun, Will Travel." Write R. D. Pe- per, P.O. Box 1068, Palo Alto, Calif. 94303.

New York production company (Ingles, industrial shows, premiums records, film sound; seeks representatives) repre- sentation in Chicago and Toronto. Non- exclusive, high-commission basis. Box A-93, BROADCASTING.

Command Comedy. . . The "best" deepley comedy collection available anywhere! You must agree—or your money back!—$9.75, Command Box 26348, San Francisco 94126.

Prize Pizazz! Prize Pizazz! National brands for promos, Headphones, etc., $6.00 or trade, or better! For fantastic deal, write or phone: Telephone & Radio Inc., 16526 Van Nuys Blvd., North Hollywood, Calif. 91601, collect 312-3900.

BROADCASTING, Jan. 18, 1971
Radio Help Wanted—Programming, Production, Others

**WANTED: GENERAL MANAGER**

With modest amount of capital to invest in Suburban Radio Group East Coast area. Financial references furnished upon request.

**BOX A-133, BROADCASTING.**

**Top market radio performer available for drive time slot. MOR or rock. A-1 references. Let's talk. All replies in strict confidence.**

**BOX A-143, BROADCASTING.**

**Radio AND/OR TV PLAY-BY-PLAY MAN**

All sports, available now. Thoroughly seasoned, experienced sportscaster who knows and loves all sports. Just completed successful basketball season for medium-sized market powerhouse. Ready to move to top twenty situation. If you've got the spot, I've got the energy, talent and background it takes to do a thorough sports job for you. Looking for opportunity, money is secondary. **BOX A-154, BROADCASTING.**

**News**

**TELEVISION STATIONS**

We will be your Washington News Bureau. We're a news service organized to supply you with 50F newscasts and interviews with your legislators. Hard questions; not handouts. Write Video News Bureau, 301 S St., S.W. #104 Washington, D.C. 20024

**Television Help Wanted Management**

**VHF Television Station President/General Manager**

New mid-western network service regional television station seeks President/General Manager. Although well-financed by outstanding civic and business leaders, station board of directors prefer broadcast professional who will make financial investment in ownership. Individual selected must have broad programing (management) or sales (management) experience and be able to deal extensively with national rep and network station relations. Salary (plus bonus incentives) commensurate with experience and achievement level, but will be minimum of respective range at startup. This is a unique and outstanding opportunity for an individual to acquire a better than average equity appreciation. All replies are strictly confidential. They will be quickly answered.

**Box A-137, Broadcasting.**
**we're the mounties of the personnel business.**

AND WE ALWAYS GET YOUR MAN!

Why blow days and weeks of your valuable time hunting personnel. As a "search organization", we scour the country for qualified candidates. We evaluate 'em, dicker, negotiate, and persuade, if necessary. You get a choice of top people. Fill executive, sales and air talent positions fast — with men who last. Call Nationwide Broadcast Personnel, Inc. (312) 337-5318.

Nationwide Broadcast Personnel, Inc.
645 North Michigan Avenue • Chicago, Illinois 60611

---

**FOR SALE Stations continued**

1. **FLORIDA AM-FM**
   - $150,000
   - Single station market. Excellent terms.
   - William T. Stubblefield Co.
     - P.O. Box 17
     - Aldie, Virginia 22001
     - 703-327-8366

---

**FLORIDA RADIO STATION**

Growth opportunity in Palm Beach County. Substantial cash required. Principals only.

- BOX A-130, BROADCASTING.

---

**FOR SALE Stations continued**

<table>
<thead>
<tr>
<th>State</th>
<th>Market</th>
<th>AM</th>
<th>FM</th>
<th>Daytime</th>
<th>29%</th>
<th>Cash</th>
<th>Fulltime</th>
<th>29%</th>
<th>SW</th>
<th>81.5M</th>
<th>29%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tenn.</td>
<td>small</td>
<td>daytime</td>
<td>75M</td>
<td></td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Penn.</td>
<td>small</td>
<td>FM</td>
<td>160M</td>
<td></td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central</td>
<td>med</td>
<td>TV</td>
<td>1.1MM</td>
<td>cash</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N.Y.</td>
<td>med</td>
<td>daytime</td>
<td>225M</td>
<td>65M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West</td>
<td>metro</td>
<td>daytime</td>
<td>200M</td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>La.</td>
<td>small</td>
<td>daytime</td>
<td>70M</td>
<td></td>
<td>50%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wash.</td>
<td>med</td>
<td>fulltime</td>
<td>160M</td>
<td></td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NW</td>
<td>metro</td>
<td>daytime</td>
<td>135M</td>
<td>nego</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mich.</td>
<td>metro</td>
<td>AM &amp; FM</td>
<td>500M</td>
<td>cash</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SW</td>
<td>metro</td>
<td>FM</td>
<td>81.5M</td>
<td></td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Business Opportunity**

Years of hard work and investments in our industry, in one of America's major glamour markets, have brought us successfully to the point of expansion through merger, acquisition or sale, with major national broadcaster or group in radio AM, FM and TV.

Confidential discussions can be started through

- BOX A-91, BROADCASTING.

---

**FOR SALE Stations continued**

1. **FLORIDA.** High power major market daytime. Owner must sell. $350,000. Excellent terms.
2. **ROCKY MOUNTAIN REGIONAL.** Higher power and profitable. $900,000. 25% down.
3. **PACIFIC NORTHWEST.** $15,000 down.
4. **MIDWEST.** $15,000 down.
5. **TEXAS.** $20,000 down.

---

**FLORIDA RADIO STATION**

Growth opportunity in Palm Beach County. Substantial cash required. Principals only.

- BOX A-130, BROADCASTING.

---

**FOR SALE Stations continued**

- Ten states and 50 cities.
- Excellent opportunities.
- Principals only.
- Contact: CHAPMAN ASSOCIATES.

---

**FOR SALE Stations continued**

- Ten states and 50 cities.
- Excellent opportunities.
- Principals only.
- Contact: CHAPMAN ASSOCIATES.
For Sale Stations continued

LeBlue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

West Texas 1000 watt fulltimer in single station market, profitable, priced at less than twice gross ...

BOX A-169, BROADCASTING.

People Helping People
support your
MENTAL HEALTH ASSOCIATION

72 (FOR THE RECORD)

(Continued from page 65)

Richard W. Holloway, sole owner. Buyers: Farrel O'Quinn (28%), Mr. and Mrs. Eugene Rogers and Ferrell Leon O'Quinn (each 24%). Farrel O'Quinn owns WUFF (AM). Eastsound, Ga., has 80% interest in WULF (AM) Alma and WRAAM (AM) Baxley, both Georgia has 50% interest in four Georgia CATV systems, and has 50% interest in real estate firm. Mr. Graham is sales manager of WUFF. Ferrell O'Quinn owns trailer sales business. Ann. Nov. 27, 1970.

Actions


■ WJAT-AM Miami—Broadcast Bureau granted or license from Coastal Broadcasting System Inc. to Spanish International Communications Corp., for acquisition of liabilities by assignment of $1,150,000 and additional payment of $240,063. Sellers: Lapis (19.4%), et al. Mr. Lapis has interest in KHIP-TV San Bernardino, Calif. Buyers: Fouque Amusement Enterprises Inc. Frank E. Fouque (51%), Emil A. Scarragia (20%), Reynolds V. Anselmo (15%), etc. Mr. Fouque Amusement Enterprises deals with management of Spanish motion picture and entertainment facilities. Mr. Scarragia has numerous business and broadcast interests in Mexico; Mr. Anselmo is executive vice president of assignee. Action Jan. 6.

■ WILY-AM-FM Centralia, Ill.—Broadcast Bureau granted or license from Prairie Broadcasting Inc. to Prairie Broadcasting Co. for $175,000. Sellers: Stephen F. Bellinger, Robert S. Bowers, John W. Townsend, Ben H. Townsand and James Mudd (as a group), M. J. Mesier, Bellinger, W. Townsend and B. H. Townsand own 49%, 24.5% and 26.5%, respectively of WIZZ-AM-FM, Stromont, 26.5% and 18.5%, respectively of WDIZ (AM) Decatur, and 43.75%, 2% and 30%, respectively of sellers own former ownership of WBBM (AM) Centralia, Ill. (see above). Mr. Mudd has interest in WRAM (AM) Monmouth, Ill. (see below). Action Dec. 29, 1970.

■ WRAM (AM) Monmouth, Ill.—Broadcast Bureau granted or license from Prairie Broadcasting Inc. to Prairie Broadcasting Co. for $175,000. Sellers: Stephen F. Bellinger, Robert S. Bowers, John W. Townsend, Ben H. Townsand and James Mudd (as a group), M. J. Mesier, Bellinger, W. Townsend and B. H. Townsand own 49%, 24.5% and 26.5%, respectively of WIZZ-AM-FM, Stromont, 26.5% and 18.5%, respectively of WDIZ (AM) Decatur, and 43.75%, 2% and 30%, respectively of sellers own former ownership of WBBM (AM) Centralia, Ill. (see above). Mr. Mudd has interest in WRAM (AM) Monmouth, Ill. (see below). Action Dec. 29, 1970.


■ WNOH (FM) Syracuse, N.Y.—Broadcast Bureau granted assignment of license from Sentinel Heights FM Broadcast Inc. to Houston Broadcast Inc. for $79,000. Sellers: Sellers: Stephens Jacobs, et al. Mr. Jacobs has interest in WONH (TV) Springfield, Mass. Buyer: Mr. Bove, president-treasurer (69%), Blake Blair (22%), Mr. et al. Buyer: Mr. Bove (22% before, none after) and Aaron B. Moss (12% before, none after) to Mark Broadcasting Inc. (none, 100% before, after). Consideration: $170,000. Principals of Mark Broadcasting Inc. is James A. Sink, president (90%), and Renelle K. Sink (10%). Mr. and Mrs. Sink own WYKY (AM) Burnsville, N.C. Action Dec. 31, 1970.


CATV Application

■ Castro Valley, Calif.—California Community Television application of rules to raise from 3,500 to 10,000, subscriber rate at which CATV system must originate programming. Action Jan. 11.

Final actions

■ Martinez, Calif.—Cable Television Bureau granted CP for new relay station (studio head end link) to be used with system in Martinez. Action Dec. 23, 1970.

■ Fort Pierce and Vero Beach, both Florida—FCC authorized Florida Cablevision Corp. operator, to add signals of Miami stations WETH-TV and WMBH-TV and Vero Beach Cable systems. Action Jan. 6.

■ WEPF-99 Hudson, N.H.—Cable Television Bureau granted CP for (studio head end link) to provide programming for systems in addition to Public, Merrimack Amherst, and Milford, all New Hampshire. Action Dec. 29, 1970.

■ Beaver Falls, Pa.—FCC notified Tower Communications Corp. of proposed withdrawal of CP for WFMJ-AM Tower Systems Corp. that it no longer needs to provide program to WVPM-13 Pittsburgh against NBC programming of WFMJ-TV Youngstown, Ohio, on its CATV system at Beaver Falls. Action Jan. 6.


Other action

■ FCC extended closing date for filing of comments and replies on consolidated application for renewal and operation of newspapers and CATV systems (Doc. 58901). Action Jan. 6.

■ FCC proposed rules requiring standardized program logging of CATV cablecast programming. Proposed rules go into effect immediately after filing with FCC. FCC's action is step toward rulemaking and inquiry into CATV (Doc. 13597). would amend rules. These rules are necessary uniform basis for maintaining cablecast programming data required by revised annual CATV report. Senate's similarity gathering of this information. Action Jan. 13.

Initial decision

■ Hearing Examiner Ernest Nash in Crowley, La., CATV proceeding proposed cease and desist order against operator for failure to allow in station to halt further violations of program exclusivity by changing rules of carryover in carriage of signals of KHIN-TV Lafayette, La. (Doc. 19101). Ann. Jan. 4.
Soul on air: a full-time job for Lucky Cordell

Two new, younger air personalities at the station (retaining previous staff but rescheduling), plus a completely new package of on-air jingles, bridges and program introductions.

The image he seeks is bright and happy, with even a bit more emphasis on tight, well-paced production.

Ever since the years when he was program director and music director at wvON, Mr. Cordell has been proud of his status as being a tough man to deal with when record promoters try to push a new release he doesn't feel is appropriate. He recalls refusing many such records; and if he ever allowed them, he says, it was only after being forced to competitively.

Mr. Cordell notes, and the meat of music is soul. It is a quality that is affecting the music of white stations too, he adds.

"That elusive thing called soul," he says, "is the ability of a person to draw upon the inborn, innermost sincerity of his background and heritage, whatever that may be, irrespective of race. I don't think blacks have an exclusive thing on soul. I've heard some country-and-western artists that are as soulful as anybody. Some pop artists too.

"It's doing your thing, being able to relate your thing with sincerity. Being able to go beyond just training, technique, voice or ability, and to put in those other things, the human qualities of sensitivity and understanding."

As a youngster in Chicago, Mr. Cordell wanted to be a singer when he grew up. But when he saw even great talent fall by the wayside without success, he soon decided to reach for more practical goals. A good student, he studied airplane mechanics at a vocational school and graduated, but his more artistic side was to prevail.

While a private in the Army Quartermaster Corps in Alaska and the Aleutians shortly after World War II, he put idle time to use producing camp shows with available talent. The Army offered him a master-sergeant rating, but he left at the end of his hitch and enrolled in a commercial radio school in Chicago, where he also taught for a short while.

Mr. Cordell broke into commercial radio in the early 1950s via the time-brokerage route then popular in ethnic broadcasting. He worked first for Al Benson on wges(AM) Chicago (now WNU), for two years. Then, until he ran out of money, he subcontracted time on WHFC(AM) Cicero (now wvON) from another contractor, Jack L. Cooper. The lesson was costly but valuable as he learned radio's power and reach if wisely used. He then joined the staff of wgrY(AM) Gary, Ind. (nowWLTH) and over eight years built a close following as he proved radio's power to teach and help as well as sell. A staff job at WGES followed before he joined wvON as disk jockey in early 1964.

Mr. Cordell's leadership in his field has won him many awards from his peers. Bill Gavin's annual radio conference has honored him five times, more than any other single broadcaster. At last fall's Gavin meeting, wvON took a total of three awards, more than any other station at one time. As a professional, Mr. Cordell respects this kind of recognition most of all.

Week's Profile


BROADCASTING, Jan. 18, 1971
Opposite coasts

Vincent T. Walslebski, president of the National Association of Broadcasters, now has his three executive vice presidents, whose appointments constitute the first phase of a planned invigoration of the NAB. It is a plan that the association's members hope will lead to their emancipation from the serfdom to which the present trend of federal regulation is committing them.

Two of the three appointees are well known to the 44 directors with whom they will meet at sessions of the NAB's joint board this week. Paul Comstock had been in charge of legislative and legal affairs during the difficult years of 1969 and 1970. His promotion to the executive vice presidency in charge of government relations had been expected as recognition of experience. Grover Cobb, a practical and personable broadcaster, has wide associations among his peers and should also be in a position to revive a sorely needed rapport with the radio and television networks. As executive vice president in charge of station relations, Mr. Cobb starts with assets an outsider would lack. Further, his past service as an NAB director and as chairman of the joint board in 1967-68 fits him to become the association's chief administrative officer, as anticipated.

The third man, Paul Haney, is better known for his performance on the air than off it. As the voice of the astronauts during the Gemini shots of the nineteen-sixties, he was often in the national limelight. Since leaving the National Aeronautics and Space Administration after a dispute with management, he has been identified with the Houston Astrodome under the master promoter and sometime broadcaster, Roy Hofheinz. As the NAB's executive vice president in charge of public relations, Mr. Haney is assigned to repair broadcasting's image. However arduous his missions of the past, they are likely to prove idyllic when matched against the job he is about to take on.

Broadcasters enjoyed happier and simpler times when they were leaner and hungrier. As they grew in both influence and affluence, their condition became more complex. Today they are the targets of such outrages as the exclusion of cigarette advertising from radio and television, the imposition of FCC fees which broadcasters must pay to fund their own undoing, the scare tactics of the Federal Trade Commission in prosecution by publicity.

The new NAB team deserves support. Relieved of administrative distractions, Mr. Walslebski will have the time to exercise policy leadership and conduct high-level liaison with government and political circles.

Broadcasters are under siege. The counteroffensive ought to be mounted this week, when the Congress convenes in Washington even as the NAB board and staff are meeting in the desert calm of La Quinta, Calif.

The viewers' views

The television board of the National Association of Broadcasters is scheduled this week to consider changes in TV commercial time standards. Without regard to what the ultimate package contains, however, one simple fact should be recognized.

The fact, uniformly ignored in the past, is that "clutter"—which is what the proposed revisions are all about—cannot be adequately dealt with until it has been defined. Time standards cannot be made "acceptable" to the viewer until it is known what the viewer considers "acceptable"—and "unacceptable." Individual tolerances vary, of course, as undoubtedly they vary among broadcasters, including those who will make the decisions this week, but if it is assumed that clutter exists, it follows that there has to be a point at which it comes into existence for significant numbers of viewers.

That point cannot be determined by hunch, by guess or by a majority vote of a handful of broadcasters or any other businessmen. Only the viewer knows, and only by research can his secret be brought to light.

Broadcasters until now have refused to conduct such research, although they and advertisers and agencies have been fretting about clutter for at least seven years. The time standards have been patched and mended and ripped out and re-sewn, always without benefit of a pattern showing what the viewer is likely to accept or refuse.

This is not to say that the NAB board members should authorize research and do nothing else about time standards this week. There is undoubtedly a great deal they can do to attack the problem as they see it. But how they see it is not the real problem. The problem that exists is the one the public sees, and that of course may be quite different from the way broadcasters envision it.

Outward bound

Miles W. Kirkpatrick, the new chairman of the Federal Trade Commission, has been operating from a sense of mission that may be getting out of hand. It is one thing for the agency to be active in the suppression of advertising that misleads or defrauds. It is quite another for it to take any interest whatever in standards of quality.

Yet Mr. Kirkpatrick took it upon himself, in a speech to the International Newspaper Advertising Executives (Broadcasting, Jan. 11), to attack "the tasteless and uninformative ads that are often stock-in-trade today." He admitted the FTC has no power to act in matters of taste, and professed no desire to seek such authority, but the emphasis he put on the subject suggested he would make no resistance if the power were offered by law.

Another front where bureaucratic expansion must be brought back under reasonable control.

"The people know what they want, Garrard. Your job is to sell them something they don't want."
Ward's in a position to make things happen.

If it's happening in Dallas—Fort Worth, that's where you'll find Ward Huey. A working schedule, where you need it... when you need it, is the reason Ward might often 'move mountains'. He's in a position to do it. Give him a call; he'll prove it to you. He's WFAA-TV's general sales manager.

WFAA-TV DALLAS-FORT WORTH
ABC, Channel 8, Communications Center. Represented by Edward Petry & Co., Inc.
Another success story from Paramount Television Sales Inc.
a Gulf + Western Company, 5451 Marathon Street, Hollywood, California 90038
Sales Offices in New York, Chicago, St. Louis, Atlanta, London, Sydney, Toronto