Baseball rights rise to $40 million despite soft economy
FCC proposes more program control, bigger role for citizens
How existing regulation has churned up local programing
$10-million broadcast blitz tests raising of volunteer Army

From experience you know you can tell a lot about a TV station by its local newscasts. One look at the ratings and you can guess the quality, thoroughness and amount of excitement being offered.

So think about this. Traditionally, 10 p.m. is the big news hour in the Midwest. But our early news, The Scene at 6, far out-pulls the closest 6 p.m. competitor. In fact, it's more popular than any 10 p.m. news—except our own.

And our 10 p.m. show, The Scene Tonight, is the only local newscast among the top 10 TV programs (total adults). By the way, 7 of those same top 10 shows can be seen only on WCCO-TV.

The Scene at 6... The Scene Tonight... together they make good news in the Great Northwest.

Represented nationally by PGW.

You won't buy bad news.
Any of several available low cost color cameras

CBS Laboratories Mark II Image Enhancer $3640

CBS Laboratories Color Corrector $2995

The Ultimate in Broadcast Color Quality.

Write or call for complete information.
(203) 327-2000

CBS LABORATORIES
A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905
WHIO reflects the music preference of Dayton Adults

Light and sparkling music . . . helicopter reports . . . information . . . entertainment . . . sports . . . timely news. Lou Emm, Norm Swanson and Joe Waldman put it all together weekdays to make WHIO number one among Dayton adults.*

*A reflection of Dayton

WHIO Radio

A Communications Service of Cox Broadcasting Corporation

Represented by CBS/RSS Radio Spot Sales

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Ray Scott and Warner Wolf, the voices of the Washington Senators, calling 'em as they see 'em. And again in '71, Scott and Wolf will do the play-by-play of the televised Senators' games with such great stars as Ted Williams, Denny McLain, Frank Howard and Curt Flood on WTOP-TV. We're proud to have them on our team.

WTOP TV
WASHINGTON, D.C.
A Post-Newsweek Station
Represented by TVAR
Broadcasters will pay $2.6 million more than $37.8 million paid last season for baseball coverage rights despite loss of cigarette ads and softer ad economy. NBC alone spends $2 million more for rights. See . . .

A $40-million bill for baseball . . . 19

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Clay T. Whitehead, director of Office of Telecommunications Policy, favors limited government regulation of CATV. 'Confused policy route of over-the-air regulation,' Mr. Whitehead feels, can be avoided. See . . .

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Bills to impose spending limitations on candidates for federal offices are scheduled to be introduced this week by Senate Minority Leader Hugh Scott (R-Pa.) and Representative John B. Anderson (R-Ill.). See . . .

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Nutritionist Robert B. Choate and consumer crusader Ralph Nader seek separate action against food advertisements; Choate offers ad code for children’s breakfast cereals as Nader stalks Wonder Bread. See . . .

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Biggest apprehensions of broadcasters at National Association of Television Program Executives last week were FCC's prime-time access rule and fear of more government intervention in program control. See . . .

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NBC collects 10 of 102 honors handed out by Ohio State University and Freedoms Foundation, winning six awards from Ohio and four from foundation including foundation’s principal TV honor. See . . .

NBC dominates two sets of awards . . . 52

Increased expenses caused drop, in 1969, for both 50 kw and daytime only radio stations, according to NAB broadcast management department survey. Median revenues for both types of stations were also down in 1969. See . . .

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Broadcasting

February 22, 1971; Vol. 80, No. 8

Published every Monday, except one issue at year end, by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington.

Subscription prices: one year $14, two years $27, three years $35. Add $4 a year for Canada and $6 a year for all other countries. Subscriber’s occupation required. Regular issues $1 a copy. BROADCASTING YEARBOOK published each January, $13.50 a copy.

Subscription orders and address changes: Send to Broadcasting Circulation Department. On changes include both old and new address plus address label from front cover of magazine.
Today there is more news than yesterday. Tomorrow there'll be even more. Just to survive in this changing world you need all the information you can get, as soon as you can get it. The Dallas/Ft. Worth market didn't get where it is today by waiting. Ask your HR representative about the *10th ranking retail market in the Nation or the *11th ranking TV households market in the Nation or even better ask him for availabilities.

* SRDS ADI-DMA RANKINGS, 1-15-71

KDFW-TV
DALLAS-FORT WORTH

The Dallas Times Herald Station  □  Ves R. Box, President  □  represented nationally by
Beat the clock

Largest station-transfer deal in FCC history—$110-million sale of nine Triangle Publications Inc. stations to Capital Cities, and collateral sales of remaining seven stations to others—is having deadline problems. There was considerable doubt at FCC last week that matter could be acted on before March 1—and Triangle's principal owner, Walter Annenberg, now U.S. ambassador to Great Britain, is understood to have indicated to both his staff and commission informally that deadline would not be extended. Applications have been pending since last June 30.

However, prospects seemed bright last week for another major transaction—transfer of five Corinthian Broadcasting Corp. television licenses in connection with proposed $100-million-plus merger of Corinthian into Dun & Bradstreet. Parties late Friday informed commission that Justice Department has told them it does not presently intend to initiate antitrust action should parties complete merger. Commission had requested applicants get Justice's position.

Lower key

Discussions at network-affiliate workshop sessions at National Association of Television Program Executives meeting in Houston last week (see page 48) were harmonious compared with heated exchanges that went on at similar meeting year ago. Relative calm was attributed to reduced local pressure from "silent majority" and less "controversial" network programing. Some broadcasters speculated viewing public is accepting subject matter on TV that would have been taboo only two or three years ago. Thus there are fewer major complaints about network shows.

All but done

FCC commissioners last week named new chief engineer and deputy chief, but there was some question as to how solid actions are. Commissioners reportedly favored moving present deputy, Raymond E. Spence, up to top job succeeding late William Watkins and transferring Harold Kassens from his post as chief of rules and standards division into deputy engineer's post. However, Mr. Kassens is presently in Geneva at international conference, so his position remains uncertain. Officials said that change in signals on Mr. Kassens conceivably, though not necessarily, could affect selection of Mr. Spence.

Some broadcast interests, along with members of commission staff, take dim view of Mr. Spence as chief engineer; they feel he would be antibroadcasting in fight over spectrum space. However, others at agency say that, to broadcasters, anyone "equally interested" in special radio and other services using spectrum would probably be regarded as "antibroadcasting."

Party's off

Another casualty of economic slowdown: annual convention of CBS-TV affiliates, and conceivably conventions of other networks. CBS-TV President Robert D. Wood and associates assisted affiliates board members Thursday (Feb. 18) that this year's annual conference, scheduled May 11-12 in New York, will not be held but will be replaced by closed-circuit presentation for showing of closed-circuit presentation, usual reports by network officials, even answering of pre-solicited questions.

Closed circuit probably will be held about time CBS-TV announces new fall schedule, which Mr. Wood says should be "mid-Marchish."

Affiliates board members reportedly were pleased at decision, and reason is not hard to find. Though there are no official figures, best available estimates are that annual conference, which normally attracts 400-500 persons, costs around $1 million, about equally divided between network and affiliates.

Savings of that magnitude could prove persuasive to other networks. NBC-TV, whose convention is set May 9-12 in Hollywood, is known to be considering possible change in site (perhaps to New York or Chicago) or in length (to, say, day and half), or both. ABC-TV sources say theirs is still set for May 2-5 in Los Angeles, but there is still time for change.

Like father?

At least one member of "public-interest" law firm that filed complaint with FCC alleging "deceptive" advertising on wtop-TV Washington and CBS-TV learned about commercial broadcasting when he was knee-high to his father. Geoffrey Cowan, one of four lawyers signing draft in name of Center for Law and Social Policy (BROADCASTING, Feb. 15; also page 74 this issue) is son of Louis G. Cowan, former CBS-TV network president (1958-59) who was creator of Quiz Kids and other top radio and TV quiz shows. Senior Mr. Cowan is now with Columbia University Graduate School of Journalism and is chairman of publishing committee of Columbia Journalism Review. Mrs. Cowan Sr. is former Pauline Spiegel, of Chicago mail-order-house family.

More news

United Press International, through its UPI Audio news service, is entering regular newscast field under its own name and on virtually round-clock basis. UPI World News, five-minute wrapup every hour from 7 a.m. to 3 a.m. seven days per week, will be offered UPI Audio subscribers beginning in April if not earlier. UPI Audio officials say they're already added some 70 radio stations, bringing total to more than 400, on strength of plans for new service. UPI Audio's regular newfeeds are used by stations in own newscasts without identification of source.

Trimming down

Straus broadcasting group is reported to have signed agreement for sale of wall(AM) Middletown, N.Y., to group headed by veteran broadcast executives, James F. O'Grady Jr. and Robert A. Dreyer. Transaction, subject to FCC approval, has price tag in vicinity of $1 million. Mr. O'Grady is resigning as president of RKO Radio Representatives to move to Middletown. Mr. Dreyer, long-time broadcast attorney, was for number of years vice president, secretary and general counsel of Metromedia.

Sale of wall will leave wmcA(AM) New York as only broadcast property of President R. Peter Strauss. Sale of his other broadcast property, wtlb(AM) Utica-Rome, N.Y., was announced earlier last week—for unannounced purchase price said to be slightly in excess of $500,000. Buyers, also subject to FCC approval, are Utica group including Paul A. Dunn, vice president and general manager of station; Edward J. Carey, vice president and station manager; Robert W. Barnard, account executive with Hugh Johnson & Co., and William N. Macartney, president of Indium Corp. of America. Wall is on 1340 kHz with 1 kw day, 250 w night; wtlb is on 1310 kHz with 1 kw day, 500 w night.
A spirited, out-of-this-world comedy for the entire family

Starring

Hope Lange as Mrs. Muir
Edward Mulhare as the Ghost

Two successful network seasons

1969 Emmy Award
1970 Emmy Award
(Hope Lange—Best actress in a continuing comedy series)

50 Half-hours
In Color
Available now

"...If 'refreshing' is the word for Mrs. Muir, 'fascinating' is the word for the ghost. ...The scenes between these two are as high-grade comedy as anything you are likely to see on your screen . . ."

—Cleveland Amory, TV Guide October 19, 1968
Toy budget for TV
Plans to spend more than $13 million to advertise its Topper toys in 1971 were to be announced Saturday (Feb. 20) by Henry Orenstein, president of Topper Corp. Virtually all of budget is due to go into TV, with spot getting larger share.
His announcement was to be made at news conference in New York preceding opening of toy fair. In addition to Dawn fashion dolls, Johnny Lightning 500 and Suzy Homemaker dolls, Topper was showing two new toy lines: "Ding-A-Lings," line of heavy-gauge trucks with snap-in motors.
In 1970 Topper spent well over $10 million in TV. Industry estimates put its network spending at almost $4.7 million, and spot-spending—in first nine months alone—at $5.6 million. Spot figure thus does not include heavy year-end holiday campaign. Agency is Dancer-Fitzgerald-Sample, New York.
Prime-time waiver granted
NBC affiliates will be able to carry 3½ hours of network programing on Sunday nights next season despite FCC rule limiting major-market stations to three hours of network programing in prime time nightly.
Commission, in action announced Friday (Feb. 19), granted NBC's request for waiver of rule to permit network to maintain schedule providing transition from programing appealing to children to programing of more adult appeal.
Waiver was conditioned on affiliates that take 3½ hours on Sundays carrying only 2½ hours of network programing on one other night of week.
Commission said waiver should not be considered precedent for similar waivers affecting other nights of week. Nevertheless, ABC-TV sources indicated interest in following NBC's lead, possibly with request for waiver to permit stretch-out on Tuesday—network's best night in ratings race. Sources at CBS-TV said that network would hold firm with its plan to program 7:30-10:30 p.m. nightly.
Commission said grant of waiver would not be inconsistent with objective of prime-time rule, which is to multiply and diversify program sources. It noted that NBC's current Sunday evening schedule runs four hours—half hour longer than on other evenings. Granting waiver, commission said, will still free half hour presently filled by network.
Another factor in commission's decision was nature of NBC's Sunday night programing. "We think it highly desirable in the public interest to encourage the presentation by networks of programs designed to serve the special interests of children," FCC said.
Commission granted waiver for one year only, from Oct. 1, 1971, rule's effective date, until Oct. 1, 1972.
Commission action was on 4-to-2 vote, with Chairman Dean Burch and Commissioners Robert E. Lee, Robert Wells and Thomas J. Houzer in majority, and Commissioners Nicholas Johnson and H. Rex Lee dissenting. Commissioner Robert T. Bartley was absent.

RCA stock increase voted
RCA Corp. shareholders voted overwhelmingly Friday (Feb. 19) to increase authorized common stock of corporation from 80 million to 100 million, paving way for acquisition by RCA of Coronet Industries, Dalton, Ga. Coronet stockholders ratified merger agreement with RCA Friday also.
Though there were more than 51 million shares voted in favor of increase in authorized shares, with about 2.2 million opposed, majority of 750 shareholders in attendance at special meeting in New York appeared to be against move. Speakers cited as objections RCA's trend toward acquiring firms in which management has scant experience; dilution of company's common stock and possibility that RCA could be dominated in future by Martin B. Seretean, board chairman-president of Coronet, who would control single largest share of RCA stock when transaction is consummated—little more than 2% of 68,376,631 RCA shares outstanding.
Coronet manufacturers carpets, furniture and fabrics. It has about 5.8 million shares outstanding. Transaction involves share-for-share exchange of Coronet and RCA stock and had value of approximately $180 million, based on last week's market price.

'Innovate': Van Deerlin
Broadcasters should treat FCC prime-time access rule as "opportunity and challenge" by scheduling local programing that is innovative and community-oriented rather than use "stale syndicated fare," Representative Lionel Van Deerlin (D-Calif.), who is member of House Commerce Committee, told National Association of Television Program Executives in Houston Friday (Feb. 19) (see earlier story page 48).
He said: "The old era of laissez faire in broadcasting is largely over. Public attitudes—reflected in Congress and the FCC—are changing. Broadcasters can either move with, or ahead of, the new wave of public concern, or else be engulfed by it in the form of harsh and restrictive regulations."
Earlier at network-affiliated station meetings, programers heard network executives indicate that fall program schedules would be announced later than usual this spring. CBS said it would be first week of March or later before schedule could be announced. ABC officials told affiliates that March 15 would be earliest date for new schedule. NBC was not represented at its affiliated stations' meeting.
During ABC affiliates' session, network spokesman indicated ABC is "seriously" considering turning Monday

Renewal votes scattered
Majority of seven FCC commissioners voted in favor of proposed revision of license-renewal procedures (see page 28), yet some concurred in findings of fellow members rather than vote and some dissension was evident when official announcement was issued Friday (Feb. 19).
In notice of inquiry aimed at providing definition of "substantial service" as term in used in commission's policy statement on comparative hearings involving TV renewal applicants, vote was 5-to-2 with Chairman Dean Burch and Commissioner Nicholas Johnson concurring and issuing statements; Commissioner H. Rex Lee concurring; Commissioners Robert T. Bartley and Robert Wells dissenting, with Commissioner Wells also issuing statement.
On commission adoption of primer advising applicants on ascertainment of community needs requirements, vote was conclusive 7-to-0.
In notice of inquiry and proposed rulemaking looking to adoption of new license-renewal form and of annual statistics report from broadcasters, vote was 7-to-1 with Commissioner Wells concurring rather than voting.

More "At Deadline" on page 10

Jack M. Young, senior VP, Grey Advertising, New York, joins grocery-products group, Quaker Oats Co., Chicago, as director of marketing services. He will be responsible for wide range of marketing support activities, including media, creative services and research plus Quaker's in-house agency, AdCom Inc. He succeeds Victor Elting, who retires.

For other personnel changes of the week see “Fates & Fortunes.”

night into year-round sports programming next fall. NFL Football would be followed with basketball after football season.

At educational programming panel, David D. Connell, vice president and executive producer, Children's Television Workshop (Sesame Street), suggested NATPE promote and obtain financing for research project that would help commercial TV stations determine programming needs of children. He estimated cost of project at about 250 thousand dollars.

At conclusion of conference, John Comas, WJSJ-TV Winston-Salem, N.C., was elected NATPE president succeeding Herb Victor, KGO-TV San Francisco. Allen Sternberg, WCKT-TV Miami, and Rodger Gardner, WCCO-TV Minneapolis, were elected vice presidents. Roone Arledge, president of ABC Sports, was presented with NATPE's man of the year award.

NGTV assets to Filmways

Filmways Inc., Los Angeles, has acquired what were termed certain assets of National General TV Productions Inc., there. New division, to be headed by Malcolm C. Klein, former president of NGTV, will continue to produce programming for direct sale and syndication either to stations or sponsors.

Properties begun by NGTV will continue at Filmways Television Productions Inc. They include Trouble with Tracy, being produced in Canada and Special of the Month, four of which have already aired.

Details of agreement were not disclosed.

Revenues reported level

Broadcasting, Learning and Leisure Time Division of Westinghouse Electric, which includes Westinghouse Broadcasting, reported that its revenue for year ended Dec. 31, 1970 were approximately level—despite "slowdown of the economy and its impact on spending by advertisers."

Company said that stations which purchase programs syndicated by Group W bought at slower pace last year due to lower advertising revenues.

But significant portion of division's financial success in past year came from Leisure Time segment. Acquisition of Longines-Wittnauer Watch Co. last year increased Westinghouse's revenues by $133.7 million.

Broadcasting, Learning and Leisure Time Division contributed 7% of Westinghouse's total revenue in past year, same as year before. But division accounted for 20% of company's income after taxes last year, increase of 2% from year before.

Revenues for entire Westinghouse company last year were $4,313,410,000, up from $3,924,286,000 year before. Net income declined to $126,999,000, from $154,920,000 year before.

For Broadcasting, Learning and Leisure Time Division, year ended Dec. 31, 1970:

1970 1969
Revenues $307,080,000 $288,036,000
Net income 25,496,000 27,478,000

CBS pink slips arriving

Bulk of dismissal notices scheduled in CBS Inc.'s current retrenchment program were reported to have been issued late Friday (Feb. 19), but authorities said there was no way to put even approximate figure on number of persons affected. Since unofficial goal had been widely reported—and not seriously challenged—as 15% reduction in total corporate expenditures, however, number leaving appeared sure to run into hundreds (BROADCASTING, Feb. 15).

But timing appeared to vary. Most of those being dismissed presumably were put on notice—or in number of cases let go immediately, with extra severance—but others, such as some long-time employees in responsible posts, were reportedly being advised privately that they would be phased out over longer period of time. Early retirement was arranged with some senior executives.

In broadcast division, some departments appeared to have been hit less hard than expected, others more so. At CBS News, for example, word Friday was that, at least so far, it could have been much worse. One executive said there had been speculation 200 CBS News people might be let go but that he doubted it would be one-third that many.

Record revenues by Time

Time Inc., New York, had net income of $20.1 million or $2.76 per share in 1970, compared with $20.4 million or $2.81 in 1969. Revenues were $632.6 million, record high, up from $618.5 million in 1969.

Time-Life Broadcast's advertising revenues were down 3%, report said, but no dollar figure was given. Sources reported, however, that Time-Life Broadcast, which owns TV and radio stations and cable-TV interests, accounts for 5% of Time's total revenues. On that basis, its 1970 revenues would be about $31.6 million. Time is selling its broadcast properties to McGraw-Hill Publishing Co., but retaining CATV.

Worldwide advertising revenues of Time Inc. magazines were reported down 7% to $317 million.

For year ended Dec. 31, 1970:

1970 1969
Earned per share $ 2.76 $ 2.81
Revenues 832,618,000 618,469,000
Net income 20,827,000 25,516,000
Average outstanding shares 7,257,000 7,241,000

BROADCASTING, Feb. 22, 1971
YOU LEARN A LOT IN 44 YEARS

Storer Broadcasting has learned a few things over the years. We hope we never forget them.

We've learned that the most important element in a station's success is a responsive, continually building audience with confidence in a broadcaster's integrity and credibility. We've learned that the best way to develop such audiences is to become sincerely involved in the communities our stations serve—in the problems, the aspirations, the undertakings, the achievements, even the failures, when the objectives are worthwhile.

All this is not entirely out of charity. There's a tangible reason, too. The more effective we are in our communities, the more effective we are for our advertisers, the more effective we are for ourselves. Our "most important product" is our audience and community reputation. We've worked at it for 44 years and plan to continue working at it as good neighbors, involved friends and effective broadcasters. That way everybody wins.

STORER BROADCASTING COMPANY

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Radio advertisers need an alert audience, not just an audience

As long as I've been in California I've been impressed with radio on the West Coast. In the East, we thought it was something Madame Curie had discovered, but broadcasters in California have been doing big and interesting things with the medium. It was one of the nicest things I discovered about the state.

Having established my belief in radio, I hope I have earned the privilege of pointing out a wart or two.

I can't help but wonder whether radio is still trying as hard as it did back when all the pundits predicted the medium was finished. Am I getting weary? Or do I now detect a certain sameness to the programming?

On my long drives to and from work I find that radio is becoming very predictable. I find myself doing my own programing—switching from news to music, to a personality and then back again. Or I find myself looking forward to those nights or mornings when there are special broadcasts—like a ballgame, or a presidential press conference, or bitter recriminations in the United Nations. And I have to ask myself: Is radio once again becoming the slave of a format? It seems to be forgetting the simple dictum that everyone likes the unexpected.

Now you have every right to say to me: "Hey, programing really is none of your business. You're in advertising. We'll deliver the audience for your commercial. The rest is up to you."

But that's not quite so.

Consider, if you will, a survey made by R. H. Bruskin Associates for the CBS Radio Network. The thing that interested me most about the survey really had nothing to do with the results: It was the way the researchers classified the listeners. There were two main classifications—foreground and background listeners. Foreground listeners are people who listen to radio for entertainment and information. Background listeners are those who really don't listen at all, but regard radio as a pleasant accompaniment to whatever they are doing.

Now when a station delivers listeners to us creative types to titillate and enthrall, the numbers do not differentiate between the foreground and background listeners. And it makes a great deal of difference—for two reasons.

First, the survey indicated that the two types of listeners differ in the type of commercials they prefer.

And second, it is a lot more difficult to flag the attention of a background listener for a commercial message.

The more foreground listeners radio can deliver, the better we like it. We want alert, attentive listeners—juices flowing, money out, ready to run down to the corner drug store.

I know that radio will always have a certain percentage of background listeners, and some stations cater to them. That doesn't worry me. I worry about the foreground listeners that might be bored into becoming background listeners. The guy whose attention you can't hold.

Radio can hold these listeners, but it takes some thought. If you have personalities, it may mean helping them out—breaking up the three or four hours a day you turn over to them with things that are fun and completely unexpected. Make the listener wonder what you are going to do next.

Take the news on radio. It's always kind of disappointing. Basically, radio news is a guy reading a newspaper to me. Radio usually handles news in a manner that newspapers can do better.

In other words, the medium does not take advantage of things it has going for it that newspapers do not—things that newspapers would love to have. Radio can give me the sounds and feel of news in a way newspapers never can. Radio can put me right in the middle of a news event. I can hear it for myself. Radio can print with sound—much as Chuck Biore does for commercials. A Biore commercial cannot be translated into print, but it transmits a feeling and spirit that no printed page can.

When I was a newspaper many years ago, I began to use tape recorders (they were wire recorders then) and had a lot of fun. I did first-person stories of a wayward girl, a habitual drunk, a 36-inch-tall dwarf, a take-all-comers wrestler at a fair.

After the series had run awhile, I received a call from a girl who said she would be a good subject. She was a hooker. I interviewed her in the lobby of the Mills hotel. That's where she lived. In the lobby of the Mills hotel.

Those are the kinds of things that are fun to hear, that would help us escape the formula rut.

You know what I'd like to hear on radio in the morning? Last night's 90 minutes of Johnny Carson or Dick Cavett. It would make a perfect drive-time show, even if done only once a week. I'm sure it would get a great rating and probably would help the TV audience, too. After all, about 80% of the people in those cars didn't stay up to watch Johnny or Dick the night before.

I know the job of holding attention is a tough one. Radio is the only medium that leaves the eyes free to do other things. And I learned years ago that it is difficult for the human voice to hold the attention of anyone when competing with anything that is colorful or moving. I was trying to teach a group of recruits one day how to field-strip an M-1, and was getting nowhere. I found out why. They were all watching a red farm tractor going back and forth behind me in a field.

Ask yourself this: Can you hold the attention of that foreground audience, with or without competition from all the sights and sounds of today's hectic world? If not, let's get out and do something about it.

Phil Willon joined Parker Advertising a year ago after nearly 15 years with N. W. Ayer. He started there as a copywriter—developing the "Rent it here—leave it there" campaign for Avis and naming and introducing Carle Blanche for Hilton hotels—and was vice president and creative director of N. W. Ayer/Jorgensten/Macdonald when he left to join Parker. An ex-journalist with a degree from Syracuse, he once wrote a syndicated column for the Gannett newspapers.

From Philip H. Willon, Parker Advertising Inc., Palos Verdes Peninsula, Calif.

MondayMemo

Broadcasting, Feb. 22, 1971
Men who can view PGW represented TV stations will spend $4.4 million on shaving cream this month.

Do you sell shaving cream?

You can sell more with spot TV

...and we can show you how
...market by market

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.
Datebook

A calendar of important meetings and events in communications

indicates first or revised listing.

February
Feb. 23—Panel discussion on CATV sponsored by Democratic Study Group's Communications Task Force. Members of task force and representatives of broadcasting and CATV will participate. 2:45 p.m., Room 2123, Rayburn House Office Building, Washington. Open to public.
Feb. 23—Senate Commerce Committee confirmation hearing on FCC. Commissioners Robert Wells and Thomas Houzer to new terms on commission. Room 5100, New Senate Office Building, Washington.
Feb. 23–24—Meeting of Wisconsin Association of Broadcasters, Plessier hotel, Milwaukee.
Feb. 24—West Coast membership meeting, American Society of Composers, Authors and Publishers, Beverly Hilton hotel, Beverly Hills, Calif.
Feb. 25—“ABC’s of Cable TV,” sponsored by Hollywood chapter, National Academy of Television Arts and Sciences, with Donald V. Tavenner, president, National Cable Television Association, guest speaker. Century Plaza hotel, Los Angeles.

March
March 1—New deadline set by FCC for filing all applications for domestic communications systems in 4 and 6 MHz bands or higher. Previous deadline was Dec. 1, 1970 (Doc. 16495).
March 1—National Cable Television Association cabicasting seminar, Boston.
March 2–4—Senate Communications Subcommittee hearings on election-campaign reform measures (BROADCASTING, Feb. 13). Room 5110, New Senate Office Building.
March 5–6—Convention. Georgia Cable Television Association, Towers motel, Augusta.
March 8–11—Spring conference, Electronic Industries Association, Stater Hilton hotel, Washington, D.C.
March 9—Meeting of New York Association of Broadcasters, Thruway Hyatt House, Albany.
March 11–26—FCC oral argument and panel discussions on governing and control of CATV systems and other key CATV industry issues.
March 12–14—Meeting, board of directors, American Women in Radio and Television, Executive house, Scottsdale, Ariz.
March 15—New deadline for filing reply comments on FCC’s proposal to permit inclusion of other information in rural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Jan. 18 (Doc. 18877).
March 15—FCC deadline for ABC, CBS and NBC to submit statements in intent to apply for satellite system (Doc. 16495).
March 18—Annual stockholders’ meeting, Cox Broadcasting Corporation. CBC headquarters, Atlanta.
March 18–20—General convention, Florida State Cable Television Association. Cocoa Beach hotel, Palm Beach Shores.
March 23–11th annual International Broadcasting Awards dinner, Century Plaza hotel, Los Angeles.
March 25—Luncheon sponsored by Federal Communications Bar Association. Featured speaker will be John Macy, president of Corp., for Public Broadcasting, member of CATV will be John Macy, president of Corp., for Public Broadcasting, member of

April
April 1—New deadline set by FCC for origination of programming by CATV systems with 3,000 or more subscribers. Previous deadline was Jan. 1.
April 3–7—Region 3 Conference, Sigma Delta Chi, Knoxville, Tenn.
April 2–3—Region 4 Conference, Sigma Delta Chi, Brush Creek, Okla.
April 4–6—Annual convention, Southern CATV Association, Sheraton-Peabody hotel, Memphis, Tenn.
April 15–17—Meeting of American Academy of Advertising, University of Georgia, Athens.
April 16–20—New deadline for comments from National Association of Broadcasters and American Newspaper Publishers Association on FCC’s one-to-one market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Jan. 15 (Doc. 16495).
April 16–17—Meeting, officers and executive board, Mississippi Broadcasters Association, Laurel.
April 16–17—Conference 6, Sigma Delta Chi, Minneapolis.
April 16–17—Region 7 Conference, Sigma Delta Chi, Wichita, Kan.
April 17–Annual meeting and awards banquet, Georgia Associated Press Broadcasters Association, Marriott motor hotel, Atlanta.
April 18–24—International Film, TV Film and Documentary Market (MIFED), Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.
April 21—George Foster Peabody Broadcasting Awards presented, New York.
April 23-24—Region 1 Conference, Sigma Delta Chi, Hartford, Conn.
April 24—Region 8 Conference, Sigma Delta Chi, Hot Springs, Ark.
April 24-25—Region 2 Conference, Sigma Delta Chi, Chapel Hill, N.C.
April 25-30—Technical conference and exhibit, Society of Motion Picture and Television Engineers. Century Plaza hotel, Los Angeles.
April 26—Deadline for reply comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4, 6 and 8 ghz bands or utilizing higher frequencies (Doc. 1645). 
April 26—Public hearing of Canadian Radio Television Commission. Hearing will deal only with proposed CATV policies and regulations. Sheraton-Mt. Royal hotel, Montreal.
April 30-May 1—Region 5 conference, Sigma Delta Chi, Terre Haute, Ind.

May
May 4-6—Spring meeting, Pennsylvania Community Antenna Television Association. Marriott hotel on City Line Avenue, Philadelphia.
May 5—Meeting, Missouri Association of Broadcasters. University of Missouri, Columbia.
May 5-6—Meeting of Kentucky Broadcasters Association. Executive Inn, Louisville.
May 7-8—Distinguished Service Awards Banquet and joint Region 3 and 11 Conference, Sigma Delta Chi, Las Vegas.
May 7-8—Meeting, Kansas Association of Broadcasters. Radisson hotel, Wichita.
May 17—New deadline for comments from all parties except National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Feb. 15 (Docs. 18110 and 18991).
May 18—Public hearing of the Canadian Radio Television Commission. Bayshore Inn, Vancouver, B.C.
May 20—Spring managers meeting, New Jersey Broadcasters Association. Wood Lawn, Douglass College campus, Rutgers University, New Brunswick, N.J.

YOU MAY NEVER SEE THE WORLD'S LONGEST SAUSAGE®

BUT...in Greater Western Michigan you'll add more meat to your food advertising budget thru 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.

Avery-Knodel is your link to this best buy—WKZO, covering Greater Western Michigan.

*30 butchers in England created a 3,124 foot long sausage in 1966.

WKZO reaches three times as many counties and 248% more adults weekly than the next station. In fact, WKZO reaches 27% more homes than all other Kalamazoo stations combined. Circulation Pulse 1968 Michigan Statio Report.

WKZO, CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representative

Please send

SUBSCRIBER SERVICE

- 1 year $14
- 2 years $27
- 3 years $35
Canada Add $6 Per Year
Foreign Add $6 Per Year

- 1971 Yearbook $18.50

Address Change: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing. mailing labels are addressed one to two issues in advance.
S&H Net Profit And Revenue Rise To All-Time Highs

NEW YORK, March 6 — The Sperry & Hutchinson Co., parent company of Hens & Kelly Co., today reported inc. of Buffalo, today reported record-breaking earnings and domestic stamp service revenue for 52-week fiscal year ending Jan. 3, and the final quarter of the year.

Net for the latest fiscal year was up 16 per cent to $37,820,000, equal to $3.21 a share, from $32,511,000, equal, after an extra-ordinary charge of $1,300,000, in the 52-week year ended Dec. 28 a year earlier.

Both years include results of operations of Lea Industries Inc., acquired in November 1969, on a pooling-of-interest basis.

Per share earnings for both periods are based on common shares and common share equivalents.

Domestic stamp service revenue for fiscal 1970 rose 8 per cent to $351,325,000, 1 year earlier, with $340,000,000 1 year earlier, with domestic net earnings from total stamp operations totaling $29,477,000 up $2,440,000 from $27,037,000 in the preceding year.

"The key factor behind the rise in profits was another strong year for the S&H Green stamp service," Chairman William S. Benecke said.

Home Furnishings Complex
Bigelow-Sanford
Lea Industries, Inc.
The Gunlocke Company
Paragon Design, Inc.

OpenMike

A well-read profile

EDITOR: May I take this opportunity to express my gratitude for the "Week's Profile" (BROADCASTING, Jan. 18). You might be interested to know that of all the write-ups I have received, the response to this particular article, from friends and well-wishers across the country, was by far the greatest ever. — Lucky Cordell, general manager, WYON-(AM), Cicero, Ill.

Praise for CATV directory

EDITOR: You and the staff of Broadcasting deserve an Oscar for the publication of the 1971 CATV Sourcebook.

My association with CATV—in consulting, design and recommendation—leads me to agree with your estimate that the industry will be a $15-billion giant by 1980. CATV will be the catalyst to generate information for local communities. — J. R. Poppele, Tele-Measurements Inc., Clifton, N.J.

The other sharp critics

EDITOR: Although Broadcasting for the most part objectively reports news, I find one presentation quite subjective and misleading. Your reports on how TV critics react to new programs must appear to TV network executives and leaders in the business as if there are only five or six knowledgeable critics in the nation.

Your reports overlook such veteran reporters as Pete Rahn, St. Louis Globe-Democrat; Ann Hodges, Houston Chronicle; Mary Wood, Cincinnati Post & Times-Star and at least 20 other people in the same league.

There are many more TV viewers, critics and executives than those in the New Yorks, Bostons, Philadelphias and Chicanos. — Steve Hoffman, TV-radio editor, Cincinnati Enquirer.

(A check of the record shows that 25 newspapers in 14 cities were represented in Broadcasting's survey of critical reaction to the 1970-71 season—a wider sampling than Mr. Hoffman suggests. However, those he named were omitted in articles that were intended as samplers and not censuses.)

Not so for newsmen

EDITOR: An item in the Feb. 8 issue concerning the Paul Pappas case in Massachusetts reports that state to be one of "few" that do not have a law protecting newsmen from revealing confidential sources of information.

I wish you were right. Unfortunately, only 17 states have such legislation. — Benny L. Kass, attorney, Boasberg, Granat & Kass, Washington.
"FOR ME, HITTING .250 IS TERRIBLE. BUT FOR WBAL IT'S SENSATIONAL."

Look at it this way. Baltimore is a 20 station market. But WBAL Radio gets better than 1 out of every 4 local radio advertising dollars! That makes WBAL one sensational station. (Besides that, they broadcast the Orioles games.)

Boog Powell
Baltimore Orioles

WBAL RADIO/BALTIMORE
Home of the World Champion Orioles

Call 301-467-3000 or contact McGavren-Guild PGW Inc. In Canada contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario.
A $40-million bill for baseball

Price goes up for rights to broadcast the majors despite loss of cigarettes and softer ad economy

Copyright 1971 Broadcasting Publications Inc.

Any broadcaster who has been negotiating for broadcast rights to major-league baseball doesn't need his wife to remind him that the cost of living is up. He has only to look at the $40.4 million that will go to the leagues and clubs for 1971 coverage.

This is $2.6 million more than the adjusted-rights figure of $37.8 million for last season. NBC alone will pay $2 million more than it did last year. The network enters the last season of a three-year contract with an escalating clause that calls for $18 million in 1971.

Paradoxically, this rights rise comes when both stations and networks are having a hard time selling. The lagging economy, the departure of tobacco money and the tendency of other major sports to further overlap the baseball season are but a few of the factors.

While NBC-TV has been happy with its three-year contract with the majors, individual broadcasters handling local radio-TV rights have had a few misgivings. Much of this stems from the multiyear contracts negotiated at a time when the time-sales picture was brighter. At least five of these long-term contracts will be expiring after the 1971 season when baseball and broadcasters may be on a collision course.

At NBC-TV, the network will be marking "paid in full" on the three-year $52-million national sports package that includes the All-Star Game, the Game of the Week, the division playoffs and the World Series.

The lucrative sports package will be on the block next year, but with NBC in a seemingly good position to again pick up the broadcast rights it has held for six years. According to a spokes-

man with Baseball Commissioner Bowie Kuhn's office, "When you have a good client you do everything you can to keep him."

NBC will televise 25 games of the week on Saturday afternoons starting April 10 and continuing through Sept. 25. Five additional games will be broadcast on Monday evenings, two more than were carried in prime time last year.

The league championship playoffs will begin Saturday, Oct. 2.

For the first time in baseball TV history, NBC will program a World Series game in prime time. The fourth game of the series will be broadcast Wednesday evening, Oct. 13. The All-Star Game, now a permanent night fixture, will be carried on Tuesday, July 13, from Detroit.

According to an NBC spokesman, the ratings success of the All-Star Game last year, coupled with ABC-TV's good showing in nighttime football, encouraged the commissioner's office and NBC to commit themselves to more games under the lights and the programming of an evening World Series game.

The All-Star Game, televised on a Tuesday night (July 14) last year, received the highest rating of any sports event programed in prime time, according to NBC. The national Nielsen's gave the telecast a 28.5 rating and a 54 share of the audience.

Veteran announcers Curt Gowdy and Tony Kubek will return to handle play-by-play chores for the nationally televised games. The network has scheduled a 15-minute pregame show, Baseball Today, with the announcing team as

Leading the league pays off on the air

The Cincinnati Reds have found that success begets success.

The team, whose path to glory in 1970 led through a divisional and league championship before ending in the World Series, this season will get a million dollars for broadcast rights, $400,000 more than it got in 1970.

The club's television exposure will be through WLWT(TV) Cincinnati and a regional TV network, but it has taken a cue from some of the other major league teams in the packaging of its own radio network.

The measure of this success came last week with announcement that a 60-station network, originated through WLW(AM) Cincinnati, is a complete simulcast, the first in six years. Also, 75% of the pregame and postgame shows fed to the network have been sold.

"This is our first year in the broadcast field," said Robert L. Howsam, Reds' executive vice president and general manager. "The trend is toward club operation of its own radio network and we feel that with this type of network we can better serve the public and our sponsors."

It was noted that the simulcast— involving such clients as Stroh Brewery, Marathon Oil Co., Buick Motor Division, Pepsi-Cola and an array of local advertisers— came despite "a considerable increase in advertising rates and a sluggish economy."

A share of the credit for the Reds' radio operation has been given to John Sollers, who became the club's director of broadcasting last November after 11 years with Taft Broadcasting Co. in Cincinnati.
American League—East

<table>
<thead>
<tr>
<th>Team</th>
<th>1971 Rights</th>
<th>1970 Rights</th>
<th>Television</th>
<th>Radio</th>
<th>Sponsors &amp; agencies of games only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>$775,000</td>
<td>$775,000</td>
<td>WJZ-TV</td>
<td>WBAL</td>
<td>National Broadcasting Co. (Doner), Pepsi-Cola Bottling (Allegheny), Equitable Trust Co. (Finn), Tasty Baking (Simmons) and Western Auto Supply (Barickman-Selders) all TV. Radio sponsor line-up not yet available.</td>
</tr>
<tr>
<td>Boston</td>
<td>700,000</td>
<td>700,000</td>
<td>WHDH-TV</td>
<td>WHDH</td>
<td>F&amp;M Schaefer Brewing Co. (BBDO) 1/3 TV; Shawmut Bank (Herald Cabot Adv.) 1/6 TV; Atlantic Refining (NH&amp;S) 1/6 TV; and Boston Harold Traveler (William Houghhey Adv.) 1/6 TV; remaining 1/6 TV open. F&amp;M Schaefer (9/3 TV); Shawmut Bank (Herald Cabot) 1/6 TV; Tri S Gas (Tri S Associates) 1/6 radio; Zayers Department Store (Ingalis Associates) 1/6 radio; and Chrysler-Plymouth Dealers of New England (T&amp;B) 1/6 radio.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>800,000</td>
<td>800,000</td>
<td>WJW-TV</td>
<td>WERE</td>
<td>Stroh Brewing (Doyie Dane Bernbach) 1/3 were and 1/6 on radio network. Other radio sponsors not set. Stroh Brewing (Doyie Dane Bernbach) 4/17 TV; Allstate Insurance (Bennett) 3/34 TV; Other TV unsold.</td>
</tr>
<tr>
<td>Detroit</td>
<td>1,200,000</td>
<td>1,100,000</td>
<td>WJBK-TV</td>
<td>WJR</td>
<td>Peint Brewing (Kenyon &amp; Eckhardt), five units TV; Sun Oil (Ety) three units TV; Allstate Insurance (Bennett) one unit TV; Personna Blades (Bennett) one unit TV; Pepsi-Cola of Michigan (BBDO) one unit TV. Stroh Brewing (Doyie Dane Bernbach) and Detroit Area Buick Dealers (McCann-Erickson) participating in WJR radio.</td>
</tr>
<tr>
<td>New York</td>
<td>1,500,000</td>
<td>1,500,000</td>
<td>WPXJ-TV</td>
<td>WMCA</td>
<td>F&amp;M Schaefer Brewing Co. (BBDO) 1/4 radio; Coca-Cola Co. (McCann-Erickson) 1/8 radio; First National City Bank (BBDO) 1/6 radio; remaining 1/2 radio open. F&amp;M Schaefer (BBDO) 1/4 TV; Coca-Cola Co. (M-E) 1/6 TV; Consolidated Edison (D-F-S) 1/8 TV; Getty Oil Corp. (DKO) 1/6 TV; Nissan Motor Co. for Datsun Cars (Parker Adv.) 1/8 TV; 1/4 TV open.</td>
</tr>
<tr>
<td>Washington</td>
<td>466,000</td>
<td>325,000</td>
<td>WTOP-TV</td>
<td>WWDC</td>
<td>F&amp;M Schaefer Brewing Co. (BBDO), participating TV, others not set. Radio sponsorships still being negotiated.</td>
</tr>
</tbody>
</table>

American League—West

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<thead>
<tr>
<th>Team</th>
<th>1971 Rights</th>
<th>1970 Rights</th>
<th>Television</th>
<th>Radio</th>
<th>Sponsors &amp; agencies of games only</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>KTLA(TV)</td>
<td>KMPC</td>
<td>Volkswagen Pacilic (ODB) 1/4 TV; Anheuser-Busch (Gardner Adv. and D'Arcy) 1/4 TV; Goodyear Tire &amp; Rubber (direct) 1/8 TV; Personna (Bennett) 1/8 TV; Allstate Insurance (Bennett) 1/8 TV; Standard Oil of Calif. (BBDO) 1/4 radio; Anheuser-Busch (Gardner Adv. and D'Arcy) 1/4 radio; Continental Airlines (NH&amp;S) 1/6 radio; Datsun (Parker) 1/6 radio.</td>
</tr>
<tr>
<td>Chicago</td>
<td>1,400,000</td>
<td>1,400,000</td>
<td>WFLD-TV</td>
<td>WEAW-FM</td>
<td>Radio sponsorships to be sold by individual stations in network. TV sponsorships not set.</td>
</tr>
<tr>
<td>Kansas City</td>
<td>400,000</td>
<td>650,000</td>
<td>KMBC-TV</td>
<td>KMBZ</td>
<td>Schlitz Brewing (Majoric/Bennett) 1/3 TV on KMBC-TV; local sponsors on regional TV network; balance TV to be sold as participations. Schlitz 1/3 all radio; balance radio to be sold as participations.</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>600,000</td>
<td>600,000*</td>
<td>WTMJ-TV</td>
<td>WTMJ</td>
<td>Schlitz Brewing (Majoric/Bennett) 1/3 TV on WTMJ-TV; Oscar Mayer &amp; Co. (Li, Walter Thompson) 1/6 TV on WTMJ-TV; regional TV network stations to sell locally. Schlitz and Oscar Mayer to co-sponsor all radio.</td>
</tr>
<tr>
<td>Minnesota</td>
<td>700,000</td>
<td>700,000</td>
<td>WTCN-TV</td>
<td>WCCO</td>
<td>Midwest Federal Savings &amp; Loan (M. R. Bolin) 1/3 of TV, 1/3 of WCCO, 1/8 of regional network.</td>
</tr>
<tr>
<td>Oakland</td>
<td>1,000,000</td>
<td>1,000,000*</td>
<td>KBHK-TV</td>
<td>KEST</td>
<td>Arco (NH&amp;S) 1/2 radio and TV; Harris &amp; Frank Store and Ernie's Store, TV participations.</td>
</tr>
<tr>
<td>A.L. totals</td>
<td>$10,541,000</td>
<td>$10,550,000*</td>
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Rights figures are BROADCASTING estimates of net prices to teams, after talent, production and line charges. Figures are listed in many cases when it was believed that figures are available. Asterisk following the 1970 figure denotes revised rights estimate. Not included in table is NBC's payment for nationally televised games which this year amounted to $18 million. Origination stations for TV and radio are listed with number of stations in each network.

hosts. No formal postgame program is planned, but NBC indicated that if there is time to fill between the end of a game and the following broadcast, Mr. Kubek will conduct on-the-field interviews with a key game player.

Jim Simpson and Sandy Koufax will also return to call the back-up game, transmitted into the home cities of the team in the national game.

NBC is asking the same price as last year for each commercial minute.Games in the regular-season package are priced at $32,000 a commercial minute and the World Series at $90,000 a minute.

According to an NBC spokesman, network salesmen have just begun selling time for baseball and everything is open. He said, however, that NBC expected virtually the same list of advertisers as last year.

Following is a rundown city-by-city of the radio-TV plans of each major league club. Pregame and postgame sponsors are included in the capsules; the sponsors of the actual play-by-play are shown in the charts on pages 20 and 21.

AMERICAN LEAGUE EAST

Baltimore Orioles

WJZ-TV Baltimore will again originate TV coverage of the Orioles. Colorcasts will include 51 regular-season games and one exhibition telecast. Of this number, 29 will be carried in prime time, 11 on Sunday. Preceding each broadcast will be a 10-minute Orioles Warm Up Time. A flexible time format has been approved for the postgame Orioles Highlights program.

On the radio side, WBAL-AM-FM Baltimore will again broadcast all 162 regular-season games in addition to 14 exhibitions. It is expected that a radio network of approximately 50-75 stations throughout the Southeast will be set up although plans have not yet been finalized.

Handling the radio-TV play-by-play and pregame show will be Chuck Thompson, Bill O'Donnell and John Gordon. John Kennedy of WJZ-TV sports will announce the postgame show, while Jim West will handle the radio wrapup.

The TV sponsors signed are National Brewing Co. (Doner), Pepsi-Cola Bottling Co. (Allegheny), Equitable Trust Co. (Finn), Tasty Baking Co. (Simmons) and Western Auto Supply Co. (Barickman-Selders).

Boston Red Sox

WHDH-TV Boston will continue as Bos-
ton Red Sox originator, carrying 56 regular-season games, and three exhibition contests, feeding all or part of the schedule to a network of five other New England outlets: WWLP (TV) Springfield, Mass.; WPRI-TV Providence, R.I.; WGAN-TV Portland, Me.; WABI-TV Bangor, Me., and WAGM-TV Presque Isle, Me.

A pregame Red Sox Close-up, featuring Ken Coleman, WHDH-AM-FM sports director, and Don Gillis, and a post-game show, Red Sox Wrap-up, handled by Ned Martin are planned. Sponsorship of both shows is not yet set.

On the radio side, WHDH-AM-FM will carry the entire schedule of 162 regular-season games and 17 exhibition contests and feed them to a network of approximately 47 stations set up by Hughes Sports Network.

Dugout Interview, a pregame show handled by Mr. Coleman, will be sponsored equally by Carrier Air Conditioning (N. W. Ayer), Kraft Foods (J. Walter Thompson) and Dutch Boy Paints (Marschalk). A postgame show, Sports Extra, will feature John Pesky.

Sponsorship has not been announced.

Again handling the play-by-play, both on radio and TV, will be Messrs. Coleman, Pesky and Martin.

Cleveland Indians

WNED(AM) Cleveland enters a new three-year agreement and will feed all regular-season games plus a dozen exhibitions (including two mid-season exhibitions) to a regional network of some

## National League—East

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<tbody>
<tr>
<td>Chicago</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>WGN-TV</td>
<td>WGN</td>
<td>Schlitz (Burnett), Allstate Insurance (Burnett), Texaco (Benton &amp; Bowles), Zenith Distributors (interocen) People (Burnett) Yellow Pages (Earle Ludgin) Gillette (J. Walter Thompson) and Chicagooland Pontiac Dealers (VanBrunt), all preceding. 9 AM feed them to TV and radio stations to be determined. Oak Park Federal Savings &amp; Loan (Conner-Sager), G. Heilman Brewing (Campbell-Milchm), Metropolis Buick Dealers (North), Martin Oil (Petroleum Service Adv.) Vienna Sausage Co. (Heinz Frank) and Karoff's Men's Wear (Greenbaum Adv.), all preceding equal radio sponsors.</td>
</tr>
<tr>
<td>Montreal</td>
<td>500,000</td>
<td>450,000</td>
<td>CBC 43</td>
<td>Regional Networks Bank of Montreal (Spitzer &amp; Miller), MacDonald Tobacco (Roy Toresan Associates, Texaco Canada Ltd. (Ronalds &amp; Reynolds), all participating in radio with some radio still open. O'Keefe Breweries 2/5 TV, Outboard Marines Ltd. 7/100 TV; General Motor Corp. 3/20 TV (Foster Advertising); Texaco, Canada Ltd. (Ronalds &amp; Reynolds), 1/4 TV; Canadian Pacific Railways (McKim &amp; Biddle), 1/10 TV. 3/100 still open.</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>1,250,000</td>
<td>1,250,000</td>
<td>WOR-TV</td>
<td>WJRZ 42</td>
<td>Coca-Cola (McCann-Erickson), Chevron Oil Corp. (BBDQ), both radio; remainder of radio still open. Surtide (Esty), 1/6 TV; Rheingold Breweries (Y&amp;R), 1/4 TV; Coca-Cola Co. (M-E), 2/15 TV; General Cigar (Y&amp;R), 2/15; Chase Manhattan Bank (Ted Bates), 2/15 TV; Chrysler-Plymouth (Y&amp;R), 1/15 TV; People's Bank (Burnett) 1/15 TV. Remaining time open.</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>1,500,000</td>
<td>1,350,000</td>
<td>WPHL-TV 3</td>
<td>WCAU 24</td>
<td>Atlantic Refining (NH&amp;H), 1/3 radio &amp; TV; Schmidt &amp; Sons Beer (Ted Bates), 1/3 radio and TV, and Girard Bank (Lewis &amp; Gilman) 1/6 radio and TV. Remaining 2/15 radio and TV open.</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>450,000</td>
<td>450,000</td>
<td>KDKA-TV</td>
<td>KDKA</td>
<td>Iron City Beer (Kitchum, MacLeod &amp; Grove), Arco (NH&amp;H), Plymouth-Chrysler Dealers Association (Y&amp;R), Pittsburgh Paints Division of Pittsburgh Plate Glass (Thompson &amp; Associates) all radio participations. TV sponsorship not yet set.</td>
</tr>
<tr>
<td>St. Louis</td>
<td>600,000</td>
<td>600,000</td>
<td>KSD-TV 19</td>
<td>KMOX 100</td>
<td>Busch Bavarian (Gardner), 1/4 on radio network and 1/6 on KMOX and DX Sunyee (Gardner) 1/4 on radio network and 1/4 on KMOX are principal sponsors.</td>
</tr>
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## National League—West

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<thead>
<tr>
<th>Team</th>
<th>1971 Rights</th>
<th>1970 Rights</th>
<th>WSB-TV (regional networks being set)</th>
<th>WSB</th>
<th>Sponsor list to be announced.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>WLWT-TV 10</td>
<td>WLB 60</td>
<td>Stroh Brewing (Doyle Dane Bernbach), seven units on WLW and radio network; Marathon Oil (Campbell-Ewald), three units on WLW and radio network; Buick Dealers (McCann-Erickson) three units on radio network. Friach's Big Boy (Rollman), First National Bank of Cincinnati (Northlich-Stolper) and Pepsi-Cola Bottlers (Robert Acob Adv.) all three units on WLW. Burger Brewing (Midland Adv.) 1/6 TV.</td>
</tr>
<tr>
<td>Houston</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>KTRK-TV 22</td>
<td>KPFC 32</td>
<td>Texaco (Benton &amp; Bowles) 3/4 % of radio and TV plus others on combined radio-TV basis.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>1,600,000</td>
<td>1,800,000</td>
<td>KTTV-TV</td>
<td>KFI 8</td>
<td>Union Oil (Burnett) 4/4% Schultz Brewing (Burnett) 4/4%; Schultz Brewing (Burnett) 4/4%; Farmers John (Macklamus, John &amp; Adams) 4/4%; Pacific Telephone (BBDQ) 4/4% radio. Union Oil, Schultz, Farmers John each also take 1/4 TV with Toyota Dealers (Clinton E. Frank) taking last 1/4 TV.</td>
</tr>
<tr>
<td>San Diego</td>
<td>710,000</td>
<td>700,000</td>
<td>KCST-TV</td>
<td>KCOO 3</td>
<td>Fashion Valley Shopping Center (Fashion Valley Merchants Association) 1/12 TV; Allstate Insurance (Burnett) 1/6 TV; rest of TV unsold. Westgate of California, U.S. National Bank (Barnes-Champ), Standard Oil of California (BBDQ) and Toyota (Clinton E. Frank) each 1/4 radio with 1/4 radio still unsold.</td>
</tr>
<tr>
<td>San Francisco</td>
<td>1,100,000</td>
<td>1,100,000</td>
<td>KTUS-TV</td>
<td>KSFO 14</td>
<td>Standard Oil of Calif. (BBDQ) 4/4% radio; Pacific Telephone (BBDQ) 4/4% radio; Gillette (Moog) 4/4%; balance of radio sponsors to be determined by last week. Union Oil Co. (Burnett) and Peoples Bank (Burnett) participating TV sponsors with 1/4 TV open.</td>
</tr>
</tbody>
</table>

N.L. totals $11,910,000 $11,300,000*  
Major league totals $22,451,000 $21,850,000*
Detroit Tigers

The Tigers club is in its seventh year of packaging its own TV schedule which this year includes 40 games to be fed by WJBK-TV Detroit. Regional network will include WJKO-TV Kalamazoo-Grand Rapids (owned by Tigers owner John Fetzer), WNMV-TV Bay City-Saginaw-Flint, WJTM-TV Lansing, WWTV(TV) Cadillac (Fetzer) and WWUP-TV Sault Ste. Marie (Fetzer), all Michigan stations, plus WSPD-TV Toledo, Ohio. Negotiations for a Fort Wayne, Ind., outlet continue.

TV announcers are George Kell and Larry Osterman. TV package includes 16 commercial minutes; top unit price, $90,000.

WJR(AM) Detroit is in the first year of renegotiated agreement now set for five years and will feed a state network of more than two dozen stations for the regular season plus certain preseason games to be determined. Ernie Harwell and Ray Lane are the radio announcers. Household Finance (Needham, Harper & Steers) will take alternate shares of pregame and postgame shows.

John E. Haigney (l), president of Rheingold breweries and Thomas W. McMahon Jr., executive vice president of the Chase Manhattan bank, take appro-

Washington Senators

Despite a disappointing season and the trade of several of its name players, the Senators still have the broadcasters' confidence this year. Returning with a new contract for three years is WTOP-TV Washington, which will provide coverage of 40 games (30 road, 10 in Washington and Baltimore). The only sponsor signed so far, wtop-tv officials report, is F&M Schaefer Brewing Co., through BBDO. However, station officials anticipate they will be sold out again this year.

TV announcers will be Ray Scott and Warner Wolf who did the Senators games in 1970.

WWDC-AM-FM Washington will carry all 162 regular-season games and 28 exhibitions. This year WWDC will have both a 20-minute pregame and a five-minute postgame broadcast. Johnny Holliday will host for the pregame show.

Calling the radio play-by-play will be Tony Roberts and the returning Ron Menchine, who will handle the wrap-up. Although no radio sponsors have yet been signed, negotiations are under way.

AMERICAN LEAGUE WEST

California Angels

Now in their eighth year of televising Angels' games, KTLA(TV) Los Angeles will repeat last year's TV schedule of 30 games. Of these, 25 will be regular season with at least one game originating in every American League city. The five remaining will be preseason games to come from Palm Springs, Calif. Although there is no regional network, KTLA notes its signal carried on CATV systems in Nevada, New Mexico, Arizona and Colorado. Sponsor acceptance of the team has improved over last year, as well. Only one-eighth of the play-by-play remains open.

The Angel Warmup and Angel Wrap-up TV broadcasts have been two-thirds sold to Household Finance Corp. (direct) and Fuller Paint Co. (Daily and associates).

On the radio side, the full 162-game season and 21 exhibition games are sold out with KMPC(AM) Los Angeles originating for a 20-station network. The pregame and postgame radio sponsors and their agencies will be Vienna Sausage Manufacturing (Marvin H. Frank and Co.), Langendorf American Bakeries (direct) and Gillette Co., Blade Division (Grey-North Advertising and T. Walter Thompson). Sears Roebuck & Co. (Star Advertising), sponsors of the Angel Hotline last year, will

New York Yankees

WFIX(TV) New York, Yankee originator since 1948, will carry 96 regular season contests (10 more than last year), and four exhibition games and feed a seven-station regional network in New York, Connecticut and Pennsylvania.

Phil Rizzuto and Frank Messer will continue to handle the play-by-play commentary aided by new announcer Bill White, and on occasion, by Whitey Ford. According to the Yankees, Mr. White is the first black play-by-play announcer in the major leagues.

Radio coverage moved this year, under a four-year contract, from WHN(AM) New York, to WMCA(AM) there. Station will feed the 162 regular-season games and 18 preseason contests to approximately 30 stations in a regional network in New York, New Jersey, Connecticut and Pennsylvania. Messrs. Rizzuto, Messer and White will handle commentary.

Mr. Messer will be host of a 15-minute pregame and a 10-minute postgame show. Sponsors include Silverscup Bakers Inc. (Leo Baron), Mallory Batteries (Needham, Harper & Steers), Beatrice Foods, Treat-Snacks Division (Chalec & Dreyer) and Olins Rent-A-Car (Richmond Advertising).
When Ernie Banks lays into one, 429,000 Chicago men lean closer to their TV sets.

When you buy one minute of Cubs' baseball in every game during the regular season, you make 49,248,000 male impressions.

WGN Television has covered more than 3,000 games—and we have another 148 coming up this season.

Reach WJR’s exclusive outside area audience including the markets of Ann Arbor, Flint, Jackson, Lansing, Toledo with a combined population greater than Minneapolis-St. Paul, Milwaukee, Cincinnati, Atlanta, Kansas City or San Diego* . . . all cities with major league baseball franchises.

Call your Henry I. Christal rep for more information.

*Dec. 1970 SRDS

WJR / 760

CBS DETROIT
Nick Enberg and Don Wells will simulcast the play-by-play of the games with Dave Niehaus and Jerry Coleman joining in on the TV broadcasts only.

Chicago White Sox

WEEV-FM Evanston, Ill., now transmitting from atop Chicago's 100-story John Hancock Bldg., will feed a local suburban network plus regional network totaling at least 10 stations, mostly FM and linked through off-air pickups, for regular season plus a dozen exhibition events. General Finance Corp. (Post-Keyes-Gardiner) is giving up its extensive regional Sox network after a number of years as the team finds itself unable to get a major Chicago radio station to carry the games and instead is venturing into its own network.

Radio stations will pay $25 per game and obtain their own sponsors. Other Chicago-area outlets to carry Sox network include WJOL-FM Joliet, Ill., and WTQO(AM) LaGrange, Ill. Former St. Louis and Oakland announcer Harry Caray has been signed to do the Sox games, assisted by Ralph Faucher of WTAQ.

On the TV side, WFLD-TV Chicago, in fourth year of its five-year agreement at about $1 million per year, will carry 129 regular-season games. Sponsors are not set. Jack Drees will be the TV announcer with the help of a new assistant, Bud Kelly, formerly with WBBM-AM-FM Chicago and also for the past two years Sox park announcer.

Kansas City Royals

The experienced packager, Majestic Advertising of Milwaukee, affiliated with Schlitz, is handling the Royals for the third season. The TV package again includes 26 road games and will be fed by KMBC-TV Kansas City to a regional network of nine stations with local sponsors. On KMBC-TV Schlitz (Majestic/Burnett) takes one-third with the rest participating.

The radio package includes the regular season games plus 14 exhibition games and it will be fed by KMBZ(AM) Kansas City to a regional network of 38 stations with Schlitz taking one-third of entire hookup. Remainder will be sold on participation basis.

Announcers for both radio and TV are Buddy Blattner and Dennis Matthews.

Milwaukee Brewers

Majestic Advertising, Milwaukee, Schlitz-related agency, for second year is packaging broadcast coverage. TV schedule of 26 games (10 home, rest away) will be fed by WTMJ-TV Milwaukee to regional network of seven stations to be sold locally. Sponsors on WTMJ-TV include Schlitz (Majestic/Burnett) for one-third and Oscar Mayer & Co. (J. Walter Thompson Co.) for one-sixth.

The radio schedule includes the regular season games plus 14 exhibitions to be fed to a regional network of about 50 stations by WTMJ(AM) Milwaukee with Schlitz and Mayer cosponsors on the entire hookup.

Pregame and postgame features are sold one-half to Salerno-Megowen Biscuit Co. (Scott & Scott).

Radio-TV announcers are Merle Harmon, Tom Collins and Jim Irwin.

Minnesota Twins

Midwest Federal Savings & Loan (M. R. Bolth) Advertising) is in the second year of a five-year rights agreement for both radio-TV. Midwest will take one-third sponsorship on WCCO(AM) Minneapolis and one-sixth on regional network of about 100 radio stations with the schedule to include the regular season games plus 10 exhibitions.

Midwest also will take one-third on WTCN-TV Minneapolis which will feed a regional TV network of about 17 stations for a package of 50 games. Sponsors buying WTCN-TV get the network as bonus as before. TV announcers include Halsey Hall, Frank Butel and former Twins player Bob Allison. Radio announcers include Mr. Hall and Herb Carneal.

Oakland Athletics

KBHK-TV San Francisco will begin its fourth year of televising A's games, their next to last in five-year pact with Arco, owner of the broadcast rights in past year as Atlantic Richfield Co. The 25 away games will be half-sponsored by Arco (Needham, Harper & Steers) on a three-station network that also includes KOVR (TV Stockton-Sacramento, Calif., and KTVM (TV) Reno. Participating sponsors in the play-by-play include Harris and Frank, a regional clothing store, and Ernie's beverage stores in the pregame show.

An agreement for the radio coverage was concluded Feb. 11 with the A's games to originate this year from KEST(AM) San Francisco, formerly KSOL(AM), and be carried on a seven-station network. Games last year were carried by KNBR(AM) San Francisco. Arco will sponsor one-half of the radio broadcast. No arrangements have yet been made for pregame and postgame shows by KEST but they do expect to program them. All 162 regular season games and 29 exhibitions will be broadcast. Monte Moore, Red Rush and Bob Elson handle the announcing chores on both radio and television.

NATIONAL LEAGUE EAST

Chicago Cubs

WGN-AM-TV Chicago is negotiating a new long-term agreement and again plans to originate regional radio-TV networks, extent of which is not final. WGN will air the regular-season schedule plus 10 exhibition games and the slate is sold out.

Radio announcer will be Vince Lloyd with Lou Boudreau, named last year to baseball's Hall of Fame, handling color. Pregame Lead Off Man will be sponsored by O'Connor & Goldberg Shoes (Bud Solk Associates) and Seno & Sons (Solk). A postgame scoreboard show will be shared by Continental Airlines (Needham, Harper & Steers) and AAMCO automatic transmissions (Rosenthal).

WGN-TV will teletcast 148 games with Jack Brickhouse announcing and with an assistant to be named.

Montreal Expos

The Canadian Broadcasting Corp., Montreal Expo TV originator since the team's inception in 1969, will carry 22 contests this year, one over last year's total, and feed them to a 43-station line-up in nine of Canada's 10 provinces. Eighteen of the games will be broadcast in both French and English and four in French only.

Dave Van Horne and former Los Angeles Dodger Don Drysdale will handle the play-by-play on the English side and Guy Faron and Jean Pierre Roy will broadcast in French. CBC said it expects to originate pregame and postgame shows but specific plans are not yet complete.

Four new English-language radio stations and four new French-language stations will pick up the feeds of 162 regular season and two exhibition contests of the Expos. CHAM(AM) Hamilton, Ont., was dropped from the English line-up and CKFH(AM) Toronto, CJBO(AM) Belleville, CKLB(AM) Oshawa, all Ontario, and CKTS(AM) Sherbrooke, Que., have been added. Returning to the English line-up are WEAV-AM-FM Plattsburgh, WGBS-AM-FM Gouverneur, and WPDN-AM-FM Pottsdam, all New York; CFCC(AM) Montreal, CKPM Ottawa, and CKSL London, both Ontario. New French-language stations, all in...
To Orioles Brooks Robinson and Mike Cuellar was the moment of final triumph on Oct. 15, 1970, as Baltimore became the world champions. To radio and television, it was the last on-field action that broadcasting covered during a six-month season for which it paid an estimated $37.8 million. This year the total is expected to rise to $40.4 million. But to the victor does not always belong the spoils: World Series loser Cincinnati wound up with a substantial rise in radio-TV rights that now exceeds the Orioles' figures (see pages 22-33).

Pittsburgh Pirates

Returning to cover the Pirates for the 16th consecutive year will be KDKA-AM-TV Pittsburgh. A total of 38 color telecasts, 19 in prime time will be telecast from Pittsburgh's new Three Rivers Stadium. A TV pregame show is planned, with details to be released later. Nellie King and Bob Prince will return to do the play-by-play. Sponsors for the telecasts are still being negotiated.

KDKA will carry the 162 regular-season games and 15 exhibition broadcasts from Florida. Regular-season broadcasts will be preceded and followed by 10-minute shows.

St. Louis Cardinals

KMOX(AM) St. Louis again is feeding 20 preseasom games plus regular season to a regional radio network of about 100 stations packaged by the club and rights owner, Anheuser-Busch, which through Gardner Advertising, for Busch Bavarian Beer takes one-half sponsorship on the network and one-third on KMOX. DX Sunray (Gardner) takes one-sixth on KMOX and one-third on the network. Equally sharing remainder on network are Krey Packing (D'Arcy), Six Flags over Mid-America (Winius-Brandon) (family entertainment center) and STP Products (Media Services). Other sponsors on KMOX signed for A and B plans (81 games in each plan, 18 minute units per game) include General Finance (Post-Keyes-Gardner), six units in a plan; Mercantile Trust (D'Arcy), four units in B plan, and Stix, Baer & Fuller department store (Grand Leader), three units on B plan. Rest are participations. (On KMOX local plans, Busch takes six units A and B, DX takes three units A and B.)

KSD-TV St. Louis again will feed 25 regular-season games plus one preseasom event to a regional network of 19 TV stations. On the network and KSD-TV Busch Bavarian takes five units of 20 commercial minutes available while DX Sunray takes two units and Personna Blades (Burnett) takes two units. Sponsors on KSD-TV with shares not set include Allstate Insurance (Burnett), American Airlines (Dye), Dan Bernbach and Household Finance Corp. (NH&S).

Pregame and postgame features are being fed to the network for local sponsorships.

Announcers for both radio and TV are Jack Buck and Jim Woods.

New York Mets

WOT-TV New York will carry 117 regular-season games of the New York Mets, 75 home contests and 42 away games, as well as three exhibition games. There will be no regional network. Play-by-play action will again be called on radio and TV by Ralph Kiner, Lindsay Nelson and Bob Murphy. A 15-minute pregame TV show, with a host soon to be announced, will be broadcast before 45 weekend contests, and a 15-minute postgame program, Kiner's Corner will return as a Mets feature with Mr. Kiner as host.

Sponsorship for the two programs is practically sold out with Household Finance Corp., through its house agency, and the New York State Racing Association, through McCann-Erickson, buying participations.

WJRZ(AM) Hackensack, N.J., in the final year of a five-year radio contract, will broadcast 162 regular games, 27 exhibition contests, and the Mayor's Trophy game from Shea Stadium, against the New York Yankees for charity, Sept. 9. WJRZ will feed the games to a 42-station network—an increase of 10 over last year's line-up—in New England and the Mid-Atlantic states. A 20-minute pregame program and a 15-minute postgame show, Mets Hotline, will be featured on the station with host Bob Brown. Sponsorship is nearly sold out. New York outlets WGLI(AM) Babylon, N.Y., has lined up Barry Lander for a pregame and a postgame program and WNBC-FM New York, will have sportscaster Marv Albert doing a pregame and postgame show.

Philadelphia Phillies

The Philadelphia Phillies will telegate this year on a UHF station, WPHL-TV Philadelphia, ending a 21-year association with WPIL-TV Philadelphia, a VHF.

WPHL-TV will telegate 68 regular-season games, 53 on the road, along with two exhibition contests. Schedule will be fed to a network of three other Pennslyvania outlets: WGAL-TV Lancaster, WLYH-TV Lancaster-Lebanon and WNEP-TV Scranton-Wilkes Barre.

A pregame show, handled by Harry Kalas and Richie Ashburn, and a postgame show, featuring Al Meltzer, are planned. Sponsors have not been announced. Play-by-play will be handled by Byrum Samm and Messrs. Kalas and Ashburn, on both radio and TV.

For the fourth consecutive year, WCAU(AM) Philadelphia will carry a full schedule of 162 regular season Phillies games, half of which are on the road, and 20 exhibitions. They will be fed to a 24-station network in Delaware, New Jersey and Pennsylvania. Pregame and postgame shows are tentative.
Atlanta Braves

For the sixth straight year WSB-AM-TV Atlanta will provide coverage for the Braves' regular-season and exhibition games. Colorcasts of 10 prime-time games and 10 Sunday afternoon contests will feed a five-state regional network.

No pregame or postgame programs are planned and a spring training film report will be the only pre-season extra offered.

Milo Hamilton and Ernie Johnson will return as announcers for the season's activities.

WSB will carry all of the 62 regular season games and 10 exhibitions. The Braves handle all game and media details on their own, packaging advertisers and using WSB stations as originating outlets.

Cincinnati Reds

WLW(AM) Cincinnati will be key station for a regional radio network of about 60 stations being packaged this season for the first time by the Reds team.

The schedule includes the regular season plus 15 exhibitions with 19 commercial minutes per game.

Radio announcers will be Al Michaels and former Reds' pitcher Joe Nuxhall.

Avco's WLWT(TV) Cincinnati starts the first year of a new three-year TV rights agreement with the Reds and will feed a network package of 34 regular season games plus one exhibition game to a regional line-up of 10 stations including Avco's other three TV stations in the area. Announcers are not set.

Houston Astros

The Astros will continue to package the broadcast coverage for their games on regional radio-TV networks in the Southwest through the Houston Sports Association, subsidiary.

The TV schedule will include 14 road games to be fed by KTRK-TV Houston to a network of 22 stations. KDFV(TV) Dallas will assist with remote hookups.

The radio schedule includes 18 exhibition games plus regular-season games with KPRC(AM) Houston feeding a network of 32 stations.

Radio-AM announcers will be Gene Elston, Loel Passe and a third man to be named. Sponsors, who get both radio-TV as single buy, include Texaco (Benton & Bowles) for one-third of the game coverage and Coca-Cola (McCann-Erickson) for one-half of pregame and postgame features. A Schlitz (Majestic/Burnett) representative said the beer is renewing one-third in the games but the Astros reported no agreement set.

Los Angeles Dodgers

The gold in the western hills is also being discovered in a valley known as Chavez Ravine, home of the Los Angeles Dodgers. Team officials report that the entire package of broadcast rights remains at last year's figure of $1.8 million.

KFW(AM) Los Angeles will again carry the radio broadcasts originating from an eight-station network in California, Arizona and Nevada. In addition to the 162 regular season games, KFW will also broadcast 28 pre-season games from Florida, Arizona and Los Angeles. Toyota dealers (Clinton E. Frank) and Pepsi-Cola bottlers (Brown, Clarke and Elkus) share sponsorship of the pre-game show while Toyota and Knudsen Creameries (Grey) sponsor the post-game wrapup.

While the Dodgers' traditional rivals, the San Francisco Giants, dominate the television schedule, KTTV(TV) Los Angeles plans broadcasts of Dodger road games from every other National League city except Houston. Although there is no TV network, it is possible a TV station in Bakersfield, Calif., may pick up the games this year.

Vin Scully and Jerry Doggett have signed new contracts to continue as the Dodger announcers on both radio and television. For KTTV, this is the 13th year of Dodger coverage while KFW marks its 12th year in 1971.

San Diego Padres

KCSN(TV) San Diego UHF outlet and KKO(A) there begin their second and third year, respectively, of covering the Padres.

KCSS will carry 20 games, 10 each from Los Angeles and San Francisco on nine dates. The poor performance of the team last year is being felt in sales this year. KCSS reports that only two sponsors have signed for the games, Fashion Valley Shopping Center (Fashion Valley Merchants Association), 1/12, and Allstate Insurance (Leo Burnett), one-sixth. The remainder of the time is still open. Both the pregame and postgame shows are as yet unsponsored.

On the radio side, the Padres executives report only one-quarter left unsold.

The radio games will also be carried on KIB(C) Calexico, Calif., and KBLU(AM) Yuma, Ariz.

TV announcers have not been deter-
San Francisco Giants

KSFQ(AM) starts its 14th consecutive year of Giant baseball broadcasts this year and the only thing missing from last year will be Russ Hodges, who moves over to TV exclusively. The 172 games planned will include the full season and 10 exhibitions and will be carried on a 14-station network in California and Nevada. KSFQ said the remainder of the time available (three-eighths) will be sold this week.

Four sponsors share a rotation of the before and after game shows. They are Western Air Lines (BBDO), Kilpatrick Bakeries (J. Walter Thompson), Metropolitan Life Insurance Co. (Young & Rubicam) and Toyota dealers (Clinton E. Frank).

KTVU(TV) Oakland moves into its ninth year of Giant telecasts and will air 17 regular-season away games and two exhibitions.

The station is not planning either a warmup or wrapup show, saying that regular programming provides a more effective lead in, eliminates tedium and makes it easier to sell sponsors. Russ Hodges, although retired from the Giants, is under contract to KTVU and will announce the games along with Lon Simmons who does the radio broadcasts with Bill Thompson.

The Media

A lurch toward tighter program control

FCC proposes annual reports, ranking of stations, better crack at license renewals by citizen groups

The FCC has proposed a drastic revision of its license-renewal procedures, one that would institutionalize the role of citizen groups in the renewal process and involve the commission deeply in the delicate matter of programming.

The commission last week adopted a thick sheaf of notices of proposed rulemakings and inquiries that, in sum, are designed to promote "community feedback" and, in the case of commercial television, to enable the community groups as well as the commission to keep track of a station's programing:

All stations would be required to make announcements, at specified intervals throughout their license period, concerning their obligation to serve the public interest and inviting comment on their service. Television stations would also be required not only to complete a new renewal form calling for a more detailed breakdown of programing than is now required but to report on their programing annually.

In addition, the commission adopted a notice of inquiry aimed at providing—for television stations—a definition of "substantial service," as the term is used in the agency's Jan. 15, 1970, policy statement on comparative hearings involving renewal applicants (see details, page 30). The statement says the commission will favor the incumbent in such proceedings if he can demonstrate that he has provided "substantial service."

And in yet another related matter, the commission adopted its long-pending primer advising applicants as to what is expected of them in ascertaining community needs. The primer will be used by both radio and television applicants, but the commission may yet exempt commercial-television renewal applicants from answering the ascertainment question.

In a notice of inquiry and proposed rulemaking looking to adoption of a new license-renewal form for commercial-television licensees (new forms for radio and educational stations will be considered later), the commission proposed to require the TV broadcasters to list "the most significant problems and needs" in their area in the preceding 12 months and to describe the programing that they carried to deal with those problems and needs. This report would be required annually, as well as every three years, in licensees' regular renewal applications.

So would a report on the amount of news, public affairs, "other" programing (exclusive of entertainment and sports) and local programing. The data would be required both in terms of totals and percentages of total station time for a composite week, and of prime time (6-11 p.m.). The present form does not require the same information for prime-time programing, but runs about three pages longer than would the proposed form of five pages.

One purpose of the annual statistics would be to provide the commission with criteria for determining which television renewal applicants need closer scrutiny. The commission says the statistics would provide a nationwide data base enabling it to rank stations "in each critical programing category."

The commission would group the stations before ranking them, and is seeking comments on how they should be grouped—by market size, for instance, by revenues or by a combination of factors. It is also seeking comments on the level below which stations' renewal applications should be picked for referral to the commission for close scrutiny—for example, the lowest 10 percentile in each group.

The notice looking to a new renewal form listed three other reasons for requesting annual filings, which the Commission said, would not be evaluated yearly and would not constitute the initiation of an annual renewal process:

• To provide the commission with nationwide statistics on television programing which would be valuable in shaping new policies and in keeping the commission, Congress and "other interested persons" informed.

• To enable the commission to make a more comprehensive evaluation of programing performance of a licensee during the past renewal period.

• If necessary, in a comparative hearing, to determine whether a renewal applicant had upgraded his programing in the final year of his license period.

The 1970 policy statement asserts the commission will not consider upgraded programing in the third year in determining whether a renewal applicant has provided "substantial service."

The proposals are the product of work begun by the FCC staff last September after Dr. Barry Cole of the University of Indiana, who had spent the summer studying the commission's license-renewal procedures, delivered a sharp critique to the commission
crease in the number of petitions to deny or complaints directed to license-renewal applications," the commission said in an introduction to the over-all package of proposed changes. (At one point last fall, some 100 renewal applications were held up as a result of last-minute petitions to deny and protests from citizen's groups.) Many petitions, the commission noted, contend that the licensee has not met its obligation to discover and fulfill the needs and interests of its community. "In most instances, the points raised in these filings were not communicated to the licensee during the license period; indeed, little or no dialogue occurred," the FCC said. "This is a patently unsatisfactory situation."

The purpose of its proposals, the commission added, "is to simplify the renewal process by concentrating on the essential elements, to insure a continuing dialogue on these elements between the licensee and the community, and, finally, if there is to be resort to commission processes, to provide more orderly procedures, fair to both petitioning parties and to the licensee."

The commission, in its notice of inquiry, stressed the point of "community involvement." Its proposals "are geared to a continuing dialogue between station and community—not a triennial spurt; to actual performance in crucial areas rather than elaborate surveys; and, finally, to reliance upon community leaders and groups, both to point up the need for any further inquiry by the commission at renewal time or to spur substantial performance by the possibility of filing of a competing application."

The FCC added the disclaimer that the proposals were not designed to "dictate particular program or format." But it made clear the licensee's ability to program his station as he sees fit would be circumscribed. The proposals "indicate areas where the licensee must focus in view of sound and basic allocations policy," the FCC said. In addition, since the programming is to be chosen "after giving appropriate and good-faith attention to the area's needs and interests...the commission intends to place great reliance on community interest and participation in the renewal process."

Commercial television is the only service subject to all of the proposals under consideration since it is the one service that has been most closely studied. The commission said it will consider the same approach in other areas—radio and educational broadcasting—if it proves successful in television.

The proposed requirement that both radio and television broadcasters make regularly scheduled announcements inviting comments on their service is designed, the commission said, to insure that licensees remain conversant with community problems and to head off confrontations at license-renewal time. The commission, in its notice of rule-making, noted that many of the complaints it receives about station performance concern events that occurred in the past.

A separate proposal is aimed at head-off the kind of last-minute filings of petition to deny that, the commission says, "are disruptive" of its processes. It would require radio and television licensees to file renewal applicants four calendar months prior to the expiration of their licenses, instead of 90 days, as at present. The first day of the last full month of the expiring license would be retained as the cutoff date for filing petitions to deny. The resulting three-month period, the commission said, should be sufficient for citizen groups to examine renewal applications, discuss problems with stations and, if they wish, file timely petitions to deny.

Furthermore, the commission would refuse to grant extensions of time in
FCC seeks to define substantial service

If adopted, guidelines on service could apply at renewal hearings

What constitutes "substantial service" by a television station? Can a prima facie indication of such service be determined through an examination of the amount of local programing and programing "designed to contribute to an informed electorate" that a station provides? Should consideration be given to a station's revenues?

These are among the questions the FCC posed last week in an inquiry it instituted to develop guidelines that would give more explicit meaning to the commission's 1970 policy statement assertion that, in a comparative hearing involving a renewal applicant, it would favor the incumbent that has provided "substantial service" Although the statement applies to radio and television, the commission is limiting its inquiry to television, since, it said, its preliminary study of renewals has focused in that area. (See page 28)

The commission suggested that the question be approached in terms of "two critically important areas"—local programing and programing aimed at informing the electorate, that is, news and public affairs. It said a station that is merely "a network spigot" is not meeting its "crucial role" as a local outlet; one that does not do a "substantial" job in news and public affairs is "undermining" the commission's basic allocations scheme, since the commission has allotted as much spectrum space to broadcasting as it has in the belief broadcasters would contribute to an informed electorate.

Basing its proposals on a study of the service provided by all renewal applicants, the commission offered for comment the following figures as representing substantial service:

- Local programing—a range of 10-15% of the broadcast effort, including 10-15% in the prime-time period of 6-11 p.m.
- News—a range of 8-10% for network affiliates, 5% for independent VHF stations, including figures of 8-10% and 5%, respectively, in prime time.
- Public affairs—a range of 3-5%, including 3% in prime time.

The ranges in the various categories are designed to take into account different levels of station profitability. The commission suggests that the high end of the range apply to stations in the top-50 markets with revenues exceeding $5 million; the low end, to stations with revenues of less than $1 million.

Furthermore, the commission would exempt unprofitable stations from the guidelines. For that reason, it has excluded, for the present, independent UHF stations. And, "in the unlikely event that any other station losing money were to find itself in a comparative renewal hearing," the commission said, it could show "the inapplicability" of the guidelines because of its financial situation.

The commission asked for comment on whether news and public affairs should be viewed together, with one over-all figure and leeway for the licensee to make judgments with that figure. The commission noted that the two categories have a "clear, close relationship."

The commission stressed that the proposed "general guidelines are just that—general or prima facie indications of substantial service, not definitive mathematical models." Nevertheless, the commission expressed the view that they would be helpful, both to broadcasters and the public, in indicating what is required, "at least quantitatively, to meet substantial public-interest requirements in two critically important areas."

If guidelines are adopted, the commission said it would be fair to make them immediately applicable to renewal applicants that are in hearing. It suggested that licensees be given an "appropriate time interval"—perhaps 12 months—to meet the guidelines. Comparative hearings involving renewal applicants before that period "would be governed by the present, more amorphous standards."

The commission, noting that it may conclude that adoption of guidelines is not feasible, said that one alternative is simply the development of policies through a series of ad hoc decisions, with an over-all policy awaiting the accumulation of experience. The commission said it was open to all alternatives and suggestions.

which to file petitions "unless all parties concerned, including the renewal applicant, consent" to the request. That course, the FCC said, represents "a reasonable balance between necessary safeguards for the expression of the public interest by community groups and the need for orderly application processing."

In the public announcements, the commission is proposing to require commercial stations to make prescribed announcements every eighth day during the license period, except for the six-month period leading up to the expiration of the license, when proposed renewal-application notices would be broadcast.

The announcements would be aired between 8 and 10 p.m. on television and between 7 a.m. and 9 a.m. or between 4 and 7 p.m. on radio, and would state that the station has been given a three-year license to operate "in the public interest" on a frequency that "is public property" and that it has an obligation to determine the most significant needs in the area and to provide programing to help meet them. The announcement would invite the viewers and listeners to help the station keep informed of the adequacy of its service by submitting opinions, criticisms or suggestions; the public would also be informed that comments may be sent to the FCC.

Television licensees, in addition, would state that they are required to submit an annual filing as to what they consider their area's most pressing problems and that the filings are available for inspection. All stations would be required to maintain a public file of all comments and suggestions they receive.

Separate requirements on announcements are expected to be issued soon for educational stations.

The schedule of renewal-application announcements would be the same as that for those carried throughout the remainder of the license period. The announcements would inform the public as to the date of filing of the application, note that it is available for inspection and that anyone wishing to protest to the commission has until 30 days before the current license expires to do so.

In addition, the commission intends to publish a booklet explaining renewal procedures and to require licensees to keep a copy on hand for the public. Its availability would be noted in the station's announcements.

Group makes a point of thanking broadcasters

The Broadcasting and Film Commission of the National Council of Churches, whose director, the Rev. Dr. Everett Parker, has often nettled broadcasters, had some kind words for them last week.

The BFC's board of managers made public a statement of "thanks" to the many members of the broadcasting industry whose assistance and cooperation have made it possible for the BFC, its
Earle Moore defends citizen-licensee deals

Earle K. Moore, a lawyer specializing in citizen-group protests against broadcast operations, has defended the FCC-endorsed principle of private settlements between licensees and complainers.

Mr. Moore, who has represented the Office of Communication of the United Church of Christ in several broadcast cases, took specific aim at a recent speech by Richard R. Jencks, president of the CBS/Broadcast Group (Broadcasting, Jan. 25). Mr. Jencks had deplored "broadcast regulation by private contract" and had said the precedents set by individual broadcasters in resolving local disputes could lead to unfair regulation of the whole broadcasting business.

Mr. Moore, lecturing at the Annenberg School of Journalism at the University of Pennsylvania Feb. 8, asserted that Mr. Jencks implied that community groups barely represent the entire public interest. He said Mr. Jencks suggested that there were many other public needs to be served besides those of racial minorities. By way of rebuttal, Mr. Moore referred to an agreement he negotiated on behalf of a black group with KXAL(TV) Texarkana, Tex.-Shreveport, La. "Paragraph one of the KXAL agreement committed the station to recruit a staff 'which is broadly representative of all groups in the community.'"

Mr. Moore said other parts of the agreement required the station to broadcast all sides of controversial issues; publicize services for all the poor; carry programs representing the three primary faiths; present ministers of all races on local religious programs and consult with all substantial groups in the community regarding tastes and needs.

"In other words, nothing in the agreement required any special treatment of blacks," Mr. Moore said. "Many provisions brought benefits to the entire community."

He said Mr. Jencks suggested that a "weak" station might give up too much, but he added that "the station is always stronger than the community group in money, trained personnel and in access to the evidence—its own records."

Will the real spokesman please stand up?

An official of the Justice Department's antitrust division who was speaking before a group of communications lawyers last week was asked for whom the department speaks in its pleadings before the FCC. Does it clear them with the recently created Office of Telecommunications Policy?

The question, directed to Donald I. Baker, deputy director of antitrust policy planning, was prompted by a remark Clay T. Whitehead, OTP director, had made in an appearance before a similar group last month (Broadcasting, Feb. 1). Mr. Whitehead said OTP is the administration's spokesman in communications matters.

Mr. Baker, his listeners felt, was less categorical than Mr. Whitehead had been. He said that, in the normal process, "we should consult with OTP"; and be "sort of a team effort." But, he added, "we represent the administration" in matters dealing with competition, and have taken positions on matters different from those of other government agencies in the past.

Could there ever be a case of Justice and OTP taking conflicting positions? he was asked.

"I suppose it's conceivable," he said. "But it would be a highly unusual case."

Pioneer banquet set

The Broadcast Pioneers banquet will be held Tuesday, March 30 at the Sheraton Blackstone hotel, Chicago. Tickets for the informal reception and dinner will be available at the National Association of Broadcasters convention, Conrad Hilton hotel, there. Reservations for tables should be made through M. H. Shapiro, Pioneers executive secretary, c/o BMI, 589 Fifth Ave., New York 10017.
U. of Chicago seminar will examine the media

Still another seminar to explore the impact of the telecommunications media upon society has been scheduled, this time at the University of Chicago, Feb. 26-27. The agenda includes both TV and cable TV and industry representatives are participating.

The Beardsley Ruml Colloquium, sponsored by the university's division of social sciences, will be open to the public at no charge. Students have organized the event. Most sessions are the second day.

Keynote speaker will be Tony Brown, executive producer of Black Journal and president of the National Association of Black Media Producers. Another key speaker will be Marshall Field, university trustee and head of the Field publishing interests group that includes WFLD-TV Chicago.

The CATV panel is to include Irving Kahn, president, Teleprompter Corp.; Sol Schildhause, chief of the FCC's CATV Bureau; Ralph Lee Smith of the Sloan Commission and author of "The Wired Nation," and Theodore Ledbetter, editor, Black Communicator.

A programming panel includes David Connell, Sesame Street; Gilbert Mendelson Citizens Communications Center, Washington; Scott Craig; NBC, Chicago, and Phil Watson, Pacifica, FM operator.

Another panel on media and public interest includes William D. Wright, national coordinator, Black Efforts for Soul on Television; Harry Skornia, University of Illinois; Robert Paul, former president, ABC Radio Network, and Robert Bennett, professor of law, Northwestern university, and onetime aide to FCC Commissioner Nicholas Johnson.

NAB TV-board race begins to take shape

Five candidates for the upcoming six vacancies on the TV board of the National Association of Broadcasters have confirmed their intentions of running. It was learned last week. Two other broadcasters are said to be prospective candidates.

Two of the confirmed five candidates are incumbents seeking re-election. They are William Grant, KCOL-TV Pueblo, Colo., and Peter Storer, Storer Broadcasting Co. Other candidates who have written to or spoken to TV broadcasters of their desire to be elected are Earl W. Hickerson, WSEE-TV Rockford, Ill.; Fred Weber, Rust Craft Broadcasting Co., and Wilson Wearn, WFBQ-TV Greenville, S.C. Mentioned as possible candidates are Robert Bennett, WNEW-TV New York; and Robert Wright, WTOP-TV Meridian, Miss.

TV-board members whose terms expire this year, in addition to Messrs. Grant and Storer, are Norman P. Bagwell, WKY-TV Oklahoma City; Eldon Campbell, WFBM-TV Indianapolis; Harold Essex, WJSN-TV Winston-Salem, N.C., and Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., none eligible for re-election.

The TV-board elections take place during the NAB convention in Chicago next month. The chairman and vice chairman will be chosen by the board next June. A. Louis Read, WOSU-TV New Orleans, present vice chairman, is expected to be chairman. He would succeed Mr. Shea who is not eligible to run again. A contest seems to be shaping up, however, for the vice chairmanship between Donald P. Campbell, Baltimore Sunpapers stations, Baltimore, and Leslie G. Arries Jr., WBBN-TV Buffalo, N.Y.

Changing Hands

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

- KPLC-TV Lake Charles, La.: Sold by Harry W. Chesley Jr., Ray Eder and others to G. Russell Chambers for $2,050,000 (story, page 37).
- WVQG(AM) New Orleans: Sold by David W. Wagenvoord, Fred Westenberger and others to James A. McCullough and Charles D. Saunders for $600,000. Missrs. McCullough and Saunders own WVQG(AM) Hattiesburg, Miss.; WLF(AM) and WSWG-FM, both Greenwood, Miss., and WHER(AM) Henderson, Tenn. Missrs. Wagenvoor and Westenberger have an interest in WVQG-FM New Orleans, and Mr. Wagenvoor has an interest in WVQG-FM there. WVQG(AM) is a daytime on 600 kwh with 1 kw. Broker: Hamilton-Lands & Associates Inc.
- WOCO-AM-FM Oconto, Wis.: Sold by Robert Koeller to Walter F. Kaszynski for $132,000. Mr. Koeller has no other current interests. Mr. Kaszynski is associated with Northern Illinois College, DeKalb, Ill. WOCO(AM) is a daytime on 1260 kwh with 1 kw. FM operates on 107.1 mhz, with 3 kw and antenna 210 ft. above average terrain. Broker: Chapman Associates.
- WLOQ(AM) Mobile, Ala.: Sold by Thomas S., L. S. and Kathryn Hartzog to F. M. Smith, George J. Siman and

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W. D. Hamblen, President
The Whitehead scenario for CATV

As outlined for black officials, it combines tight regulation, heavy emphasis on access

Clay T. Whitehead, who has made it clear that the new Office of Telecommunications Policy that he heads will play a wide-ranging role in the development of communications policy, has begun spelling out the kind of CATV regulation he favors. And in general it appears to be based on the theory that government regulation should be limited, and on the belief that the aim of the government's CATV policy should be access to the medium.

The "confused policy route of over-the-air regulation" that he feels has inhibited access to radio and television and has resulted in government regulation of programming (Broadcasting, Dec. 21, 1970) can be avoided, he says. But he would guard against ghettoizing "the hardware of communications," broadcasting as well as cable.

Mr. Whitehead disclosed his thoughts at a workshop on cable television that was held Feb. 12-13 in Washington for 41 black elected officials from across the country (Broadcasting, Feb. 15). The workshop was held at Howard University, Washington. Mr. Whitehead told his audience that the "potential of broadcasting, whether by cable or over-the-air, for dealing with the problems of minority groups in American society is tremendous."

"But your main concern should be a vital, flexible, low-cost, many-channel, easy-access broadcasting system that ties us together as a people," he said. "The hardware of communications should not be physically structured or divided up in time to enforce separate-but-equal service to minorities of any sort. Rather, we should seek the widest possible opportunities for access and let the man with the message and the would-be listener or viewer find each other out."

His remarks, coming at a time of growing demands by blacks and other minority groups for access to broadcast and CATV facilities, indicates that his belief in the desirability of wider access is not without its caveat. He feels that government regulation of broadcast programming resulted from the limitations placed on access to radio and television;

Sudbrink radio family to increase by three

Mr. and Mrs. Robert M. Sudbrink are adding three more stations to their growing broadcast holdings. With the announced acquisition of Wavo-AM-FM Decatur, Ga., and the FCC's approval of the sale of Wtos(FM) Wauwatosa, Wis., on Feb. 10, the Sudbrinks' group of stations has grown to 10.

Wavo-AM-FM was purchased, subject to FCC approval, from Bob Jones University, Greenville, S.C., by Mr. Sudbrink. Dr. Bob Jones Jr. is president of the school, which owns and operates WMU-AM-FM Greenville. Total consideration in the sale, including non-competition and consulting agreements, was $582,750. Chapman Associates, Atlanta, is broker for the transaction.

Wtos(FM) was sold by Wcab Inc., wholly owned subsidiary of Career Academy, a diversified vocational-education institution, to Mrs. Sudbrink. Selling price of Wtos was $170,000.

Two years ago, the Sudbrink group comprised two stations: Wriz(AM) Coral Gables, Fla., and Wlyf-FM Miami: Since then the Sudbrinks have purchased individually Wtow(AM) Townson, Md.; Wlzf(FM) Baltimore (formerly Wtow-FM); Kvl-FM Pasadena, Tex., and Wzip-AM-FM Cincinnati.
Two-way cable TV tested

Manhattan Cable Television reported last week it has been experimenting for several months on a limited basis with a two-way communications system to a select group of subscribers.

Charles F. Dolan, president, said questions are being sent from its studios to 11 subscribers from mid-Manhattan to the lower end of the city and their answers are being relayed back.

He said the initial tests are being conducted to gauge the engineering capabilities of the system.

He indicated that before the two-way system could be used for such business purposes as stock quotations, shopping, teaching lessons and banking, it must be computerized and associated companies must be signed to participate in the venture, a presumable long-term project.

CATV services; to exempt smaller cable systems from regulation when appropriate, and to regulate the broadcast of sports events by cable systems.

The commission indicated last year that it would prefer general guidelines to the kind of detailed provisions set forth in Senator John L. McClellan's (D-Ark.) copyright bill, which was approved by the Senate Copyright Subcommittee but progressed no farther in the 91st Congress. In a letter to Senator Pastore, FCC Chairman Dean Burch spoke for himself and five of the other commissioners in criticizing the copyright bill as too detailed and too concerned with matters of communications policy that are normally left to the FCC (BROADCASTING, March 16, 1970).

The Judiciary Committee failed to act on the copyright bill last year. However, Senator McClellan reintroduced it two weeks ago (BROADCASTING, Feb. 15).

CATV seeks damages of over $1 million

The FCC has ordered a hearing to investigate a complaint by a Warrensburg, Mo., CATV operator against the United Telephone Co. of Missouri, the former owner of a competing cable-TV system in the Warrensburg area. The complainant, Warrensburg Cable Inc., is asking the commission to award punitive and compensatory damages from United Telephone totaling $1,-160,000.

The action dates back to a complaint by Warrensburg Cable, in October 1966, that United Telephone was installing transmission lines for United Transmissions Inc., which it then owned. Warrensburg said that the telephone company had violated Section 214 of the commission's rules in not notifying the commission that it was installing the facilities for United Transmissions. It said that it was being discriminated against by United Telephone. The commission ruled in favor of Warrensburg Cable and directed the telephone company to stop constructing the lines until it received approval. Approval was later granted by the Common Carrier Bureau, but in the meantime United Telephone sold its CATV system to Harriscrope Broadcasting Corp.

But last year, after petitioning the commission to halt the sale of United Transmissions, Warrensburg filed a complaint charging that the telephone company had deliberately sold the CATV facility in order to avoid the consequences of an illegal act (the Section 214 violation). Alleging that in 1966, United Telephone had denied its request for line installation, Warrensburg Cable went on to say that the tele-

34 (THE MEDIA) BROADCASTING, Feb. 22, 1971
$3 million merger ties TVC and Cablevision

Television Communications Corp., New York-based cable-TV owner and operator, has acquired through merger Cablevision Corp. of America, Boston, in a transaction described as involving more than $3 million. Under terms of the agreement, TVC issued to CCA an undisclosed amount of common stock and assumed CCA's existing liabilities.

Through the merger, TVC obtained a CATV complex with a total of 175,000 potential subscribers, including operating systems in Malden, Mass., and Nashua, N.H., and franchises for Salem, Lowell, Peabody, Everett, Medford, Somerville, Winthrop, Brockton, Amherst, and Foxboro, all Massachusetts. Construction in these 10 franchised areas is expected to begin late this year.

The Malden system, the only existing CATV operation in greater Boston, serves about 2,400 subscribers, while the Nashua system has approximately 2,600 subscribers.

With the merger, according to Alfred R. Stern, president of TVC, the firm's total number of potential subscribers rises to 500,000. The acquisition is TVC's second venture into the top-100 markets, Mr. Stern added. The first is in Akron, Ohio.

With 23 systems serving over 90,000 subscribers throughout the U.S., TVC also owns WBNB-TV Charlotte Amalie, Virgin Islands, WKJG-TV Fort Wayne, Ind., and recording facilities.

Bill would extend tax break to CATV

Representative Hugh Carey (D-N.Y.) has introduced legislation that would give CATV operators the same tax break broadcasters may receive when they are forced to divest their holdings under the FCC's ownership rules.

The bill (H.R. 1246) would amend a section of the Internal Revenue Code that authorizes the FCC to issue a tax certificate to connection with any broadcast sale that is "necessary or appropriate" to a change in its policy. The certificate permits a seller to avoid taxes on his proceeds from the sale for at least two years—permanently if he reinvests the money in his remaining broadcast properties.

Mr. Carey's bill, which was co-sponsored by 13 other New York representatives, would substitute the words "communications facilities" for the words "radio broadcasting stations," in the current law. The measure was referred to the Ways and Means Committee.

Chicago citizen group draws up CATV ordinance

A model-city ordinance for cable television which would not only make the medium a common carrier for anyone with something to say but also establish a city "commission" to regulate local CATV has been composed by the Better Broadcasting Council Inc. of Chicago, a citizen group which earlier had involved itself in local broadcast license-renewal proceedings. Pay-TV service channels also would be permitted in the concept.

The council plans to present the ordinance to the Chicago City Council at a later date and will present it also during testimony March 1 at a CATV hearing by the Illinois Commerce Commission. The council, one of 16 applicants for a cable franchise in Chicago, has copyrighted the model ordinance but is offering it to lawmakers without permission and to others with written permission. The Council was criticized by a city-council subcommittee a fortnight ago for incomplete testimony (Broadcasting, Feb. 1).

The model for Chicago calls for at least six local cable franchises, each with a three-year life. Each system would be available on a low-cost common-carrier basis. If the backlog of public bids for channel time exceeded two weeks, the ordinance would require that cable operators expand channel capacity.

The franchise fee would be a quarterly 1.5% of gross, payable quarterly. Open bidding would be required in obtaining a franchise.

The plan envisions a Chicago cable-television commission of seven members, one chosen by the mayor and the other six elected by the CATV subscribers.

Term of office would be four years. The commission would hold monthly hearings on subscriber complaints and represent the city before the FCC as well as issue and review franchises.
Court rejects new hearing on WHDH-TV

But question raised by Wadsworth vote still pends at FCC

WHDH Inc. has been rebuffed by the U.S. Court of Appeals in Washington in a bid for a rehearing of the case in which the court upheld the FCC action denying the license-renewal application for WHDH-TV Boston, and awarding the contested channel 5 to a competing applicant.

But WHDH still has two last hopes of staying off the commission's death sentence. One is the Supreme Court, and WHDH attorneys last week said the high court would be asked to review the case.

The other is the commission itself, which is considering a WHDH petition that it reopen the lengthy proceeding to determine whether its 3-to-1 decision was based on the "findings and conclusions of a majority of the quorum" that participated in it.

The appeals court last week gave no reason for denying the request for a rehearing other than that it felt "no modification is warranted either of the result or the views" in the opinion, except for "relatively minor statements."

In a separate action, the court denied a motion filed by the winner in the case, Boston Broadcasters Inc., aimed at permitting it to begin operating on channel 5 without delay. BBI had asked the court to overrule a commission order staging the effectiveness of the channel 5 decision until 30 days after final disposition of any judicial review.

The court said it was denying the motion in order to give WHDH time to seek Supreme Court review. But it said the stay will be revoked if WHDH does not file its appeal within 60 days. The deadline is aimed at assuring Supreme Court action on the appeal during the high court's present term.

The WHDH petition pending before the commission was based on a story in Broadcasting indicating that former Commissioner James J. Wadsworth, who voted with the majority, based his vote on factors other than those cited in the commission's order (Broadcasting, Dec. 28, 1970-Jan. 4). The commission decision, handed down on Jan. 23, 1969, and affirmed on May 20, 1969, in an order denying petitions for reconsideration, was based principally on the issue of diversification of ownership of mass media. Mr. Wadsworth was quoted as saying he was concerned solely with the ex parte activities that had been attributed to a WHDH-TV official early in the case, which dates back to 1954.

WHDH said that if the statements attributed to Mr. Wadsworth are true, only two commissioners—less than a majority of a quorum—voted for the critical findings. BBI, however, in urging the commission to dismiss the petition, said 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 of fraud or bias (Broadcasting, Jan. 18).

New way is sought to boost weekend sample

Officials of The Pulse Inc., audience-measurement firm, think they may have found a way to increase weekend sample sizes without a big increase in costs. Their solution: Ask respondents about "last Saturday's" and "last Sunday's" radio listening all week long.

Normally, Pulse's daily interviews solicit information on radio listening done the day before. Since Monday-Friday is a unit, the composite sample for that period consists of five days of interviews, results of which are averaged. Weekend data, however, is collected on only two days, Sunday (for Saturday listening) and Monday (for Sunday). Thus the sample size for each weekend day is about one-fifth the size of the Monday-Friday composite.

In a test in New Orleans, officials said last week, interviewers followed customary procedures for collecting weekend data but also asked for Saturday and Sunday listening data on the other days as well. Half of the interviews collected information for the weekday before, plus "last Saturday," and the other half collected for the weekday before plus "last Sunday."

The results, officials said, showed "close agreement" with those obtained in normal interviewing procedures in New Orleans during the same period, October-December 1970. In the experiment, the sample size for Saturday was 1,096 as against 439 in the normal system, and for Sunday was 1,034 as against 486 using standard procedures.

Reporting on the test in a technological bulletin made public last week, the firm said that "rather generally the leading stations remain leaders on both methods and the last-placed stations remain in the position in both methods. Levels also are maintained quite similarly in both methods."

Pulse said the only large differences for Saturday as a whole were in the teen-age column and that these were "undoubtedly" attributable to the teen-age sample's being twice as large in the experiment (156) as in the regular study (64).

Pulse said the results indicate a "practical solution may be possible to the problem of weekend sample sizes without unreasonable cost increases" and that additional experiments were being conducted.

Tainted franchises on Long Island?

Three CATV arrangements and renegotiated fees under scrutiny in Islip

The Suffolk county district attorney's office in New York is investigating alleged irregularities in Islip, L.I., where Teleprompter Corp. and two other companies have cable franchises.

A spokesman for the district attorney last week would say only that the investigation has not been completed and it remained to be decided whether a presentation to a grand jury would be made.

Teleprompter said that in the summer of 1969 it was granted what it regarded as an exclusive franchise for the Islip area. It promised to pay $100,000 spread over three years. When the township also granted franchises shortly thereafter to two other companies, Telerama and Inter-County of Suffolk, Teleprompter renegotiated its contract to pay only one-third of the $100,000, a Teleprompter spokesman said. Teleprompter paid the $33,333.33 in the first year and feels its franchise fees for the three years have been satisfied, according to the spokesman.

Teleprompter has begun service in Islip. The other two systems, not yet in operation, are said to have favored-clauses in their contracts under which they are to pay the same fees as Teleprompter.

Inter-County of Suffolk is a subsidiary of Sterling Communications, whose...
Sterling Manhattan Cable operates a CATV system in part of Manhattan. Teleprompter is also in Manhattan, but in another part.

The district attorney's office also is said to be investigating a $2,000 check paid to an Islip labor consultant by Teleprompter. According to Teleprompter, the labor consultant, John Mackie, has worked for Teleprompter at various company installations throughout the country. Teleprompter said his wife, who works for the Islip township, mailed out his bill to Teleprompter from her office, and Teleprompter addressed the check to Mr. Mackie at her place of business instead of his home.

Kahn denies bribery in Johnstown franchise

Irving B. Kahn, president-chairman of Teleprompter Corp., New York, and a former official of Johnstown, Pa., pleaded innocent last week to charges of bribery and conspiracy in the granting of a CATV franchise by the city of Johnstown to Teleprompter in 1966 (BROADCASTING, Feb. 1, et seq.).

Mr. Kahn and the others were freed on bail and given 30 days to enter motions. The case has been referred to Judge Constance Baker Motley of the U.S. Southern District Court of New York, but no trial date has been set. Bail was set at $10,000 each for Mr. Kahn and Kenneth O. Tompkins, mayor of Johnstown, and at $7,500 each for Robert McKee, a Johnstown councilman, and J. Howard Deardorff, a former councilman.

The indictment charges that Teleprompter and Mr. Kahn paid a total of $15,000 in bribes to city officials of Johnstown, including the mayor, for an exclusive cable franchise in that city. After the indictment was handed down, Mr. Kahn said that he and his company has been subjected to "extortionate demands by corrupt local officials who threatened to destroy Teleprompter's investment in Johnstown."

ABC-owned FM gets new call and new quarters

Construction of new modern quarters for the ABC-owned FM station in Chicago is nearing completion as part of the company-wide program to give individual identity to FM, announced several months ago. The Chicago outlet with FCC approval has become WDAI-FM, changed from WLS-FM, it was announced last week by Harold L. Neal Jr., president, ABC-Owned Radio Stations.

WDAI-FM will be housed with ABC radio network facilities on the fourth floor of 360 North Michigan Avenue. ABC-owned WLS(AM) Chicago is on the fifth floor there and until now also housed the FM.

Leonard A. Cohen, formerly executive vice president of WBN(CFM) Boston, replaces Craig Bowers as general manager of WDAI-FM. Mr. Bowers becomes national director of special projects, ABC-FM Spot Sales, Los Angeles. WDAI-FM is stereo with a progressive rock format.

Lake Charles TV is sold for $2 million

The FCC last Thursday (Feb. 18) approved the sale of KPLC-TV Lake Charles, La. The transaction involves the transfer of control of Calcasieu Television and Radio Inc. from Harry W. Chesley Jr., Ray Eder and others to Lake Charles Television Inc., a corporation formed specifically for the purpose of acquiring KPLC-TV. Consideration of the sale was $2,050,000.

Calcasieu is also the licensee of KPLC-AM-FM Lake Charles. A provision of the TV sale contract provides that KPLC-AM-FM will be sold to a separate buyer or buyers, in order to insure diversification of ownership in the Lake Charles market. No announcement of the sale of the AM or FM has been made to date, but the present licensee plans to spin off the two stations before the final consummation of the KPLC-TV sale takes place.

Lake Charles Television Inc. is owned by G. Russell Chambers, who will manage the station with his son, Russell Carlyle Chambers. Neither father nor son has any other broadcast interests.

AP reports growth of broadcast department

The broadcast department of the Associated Press achieved a net gain of 64 TV-radio stations in 1970 to reach a total of 2,285 members, according to the annual report of AP general manager, Wes Gallagher.

The report, which was mailed to members last week in advance of the annual meeting in New York on April 19, pointed out that the AP Photocolor service was delivered to 116 stations and Newsbreak, a taped audio service, was sent to 57 member radio outlets.

Mr. Gallagher's report accused the AP's movement from mechanical to electronic delivery of the news report in 1970. He said that during the year the AP put into operation the first of six regional computer systems. The first serves seven Southeastern states from Atlanta, and five more centers will follow in 1971 until all states are served, he reported.

Other regional computer systems will originate from Chicago; Kansas City, Mo.; Columbus, Ohio; Boston, and Seattle.

"The new use of satellite circuits abroad, particularly from Latin America, allows South American bureaus to file directly on world news circuits for the first time," Mr. Gallagher said. "In the ever-growing area of sports, professional and amateur, the Associated Press has established a 1,050-word-a-minute sports circuit to handle the sports explosion."

Commencement challenge to the 'TV generation'

Leonard A. Swanson, vice president and general manager of WIBC-TV Pittsburgh, last week told the graduating class at Robert Morris College there that "the vast wasteland" is in the viewing audience, not the television industry.

Speaking to the graduating class, "the first full-fledged television generation," Mr. Swanson challenged the students to use "the current communications revolution" to expand their knowledge. He called television the "supreme miracle" that can bring all the world's peoples together.

Want to free your VTR's for more teleproduction?

See page 43.
Army enlists Ayer for ad blitz

Recruiting command plans four-month campaign, costing $10.6 million, in over 1,200 markets

The U.S. Army Recruiting Command (USAREC) is scheduled to pump $10.6 million into an unprecedented experimental four-month radio and TV advertising campaign created by N. W. Ayer & Son, Philadelphia. Designed in an effort to increase the number of volunteers for Army service, the Army will be using paid time for recruiting advertising on both television and radio in both network and spot. The mammoth campaign has been scheduled to run from March 1 through June and to saturate the country.

Not all stations, however, regard it as a windfall. There have been complaints from some that have carried free recruiting spots in the past and a rejection by at least one major station which refuses payment for such public services.

The Army has contracted with Ayer to produce 30 new 20-second commercials for TV and 100 new radio spots in 30- and 60-second lengths. Frank G. Kenesson, director of information services at Ayer, said the agency began lining up the broadcast time in early February in attempts to reach the Army's primary target audience of young men 17 to 20 years old as well as other persons who may influence their thinking.

The intensity of the TV campaign is emphasized by Ayer's plan to place an average of 13 recruiting spots per week in every TV market in the country via the major networks. Purchases at ABC, NBC and CBS are estimated at more than $3 million. Locally, high-level TV saturation in a number of markets is planned where local TV buys will double the national schedule. At CBS the Army has spent over $1 million for participations beginning Tuesday, March 9. The shows involved are Mannix, Mission: Impossible, Gunsmoke, Hee Haw, the Thursday and Friday Night Movies, plus multiple sports affairs. At ABC, USAREC expenditures are estimated at $750,000, including the Sunday and Monday Night Movies, Room 222, Love, American Style, the Movie of the Week, and sports. Participations purchased at NBC are tallied as comparable to the other networks, but the only show named so far is The Bold Ones.

The radio campaign roster includes the ABC Contemporary Network, Blair Radio Network, local contemporary music stations, local general stations, local ethnic stations, and clear-channel stations. The specific stations involved were not disclosed. Tentative schedules call for 144 radio spots per week in each of the top-100 markets, 36 spots per week in the second 100 markets, and 24 spots per week in approximately 1,000 other markets.

Eldon Wyant of USAREC's Advertising and Information Division at Fort Monroe, Hampton, Va., described the Army's new advertising tactic as an attempt to stimulate enlistments through the use of prime time. He commented that although the Army has previously received large amounts of free public service time, these messages were generally aired during nonprime time when few potential enlistees were listening or watching. According to Mr. Wyant, pre- and post-campaign studies will be conducted to ascertain the results of the Army's advertising barrage. Hopefully such studies might help reduce draft calls or promote an all-volunteer Army, but specific information concerning these studies was not available from either the Army or Ayer. However, Mr. Kenesson at Ayer felt that comparing pre- and post-enlistment data would be at least a partial if not significant indication of Army advertising effectiveness. In addition, Mr. Wyant pointed out that the result of these studies would be released to other branches of the armed forces, and that the Army's present time buying did not mean that it would be authorized to do so beyond the termination date of the advertising experiment.

But although the Army has had little difficulty making purchases from the networks, some stations have flatly rejected the proposal or even expressed resentment.

WGN-AM-TV Chicago turned down $50,000 worth of the Army recruiting business, according to a letter written last Monday to N. W. Ayer & Son's Philadelphia office by Ward L. Quaal, president, WGN Continental Broadcasting Co., group owner. He said the refusal applied also to the group's other outlets, KDAL-AM-TV Duluth and KNON-TV Denver.

Writing to John Coverly-Smith, Ayer broadcast supervisor, Mr. Quaal said the WGN stations have "always given

Go-ahead given for 1971 TVB sales clinics

Station members of the Television Bureau of Advertising have voted by a nine-to-one ratio for holding TVB sales clinics during 1971.

The bureau decided to poll members on the subject, recognizing that stations might want to economize this year because of the sluggish business picture (BROADCASTING, Feb. 8). Tom McGoldrick, director of retail sales for TVB, said that affirmative replies were given by 91% of member stations that had attended the three most recent TVB meetings and by 74% of stations that had not attended any recent sessions.

For 1971 TVB has dubbed the meetings "lean-selling" sales clinics which will focus on "ways to do more with less, including making more sales with current sales information," according to Mr. McGoldrick. The clinics will be held in 20 cities from April 13 through May 27.
A Special Advertising Opportunity

March 22:

March 29:

April 5:

April 12:

Put your message in the hands of all attending the 1971 NAB Convention... plus more than 120,000 other Broadcasting readers*.

Each issue will have a circulation over 40,000...plus the added bonus distribution at the Convention. Check your Broadcasting salesman for your CPR (Convention Package Rates).

To reserve space, please get in touch with one of our advertising representatives.

Washington 20036
Maury Long,
1735 DeSales Street, N.W.
Phone 202-638-1022

New York 10022
Warren W. Middleton,
Eleanor Manning,
Gregory Maselield,
444 Madison Avenue
Phone 212-755-0610

Chicago 60601
Ruth San Filippo,
360 N. Michigan Avenue
Phone 312-236-4115

Hollywood, California 90028
Bill Merritt,
1680 N. Vine Street
Phone 213-463-3148

*Source October 1970
Readership Survey showing 3.2 readers per copy.
How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Jan. 24, 1971
(net time talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<tr>
<td></td>
<td>Week ended</td>
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<td>Week ended</td>
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<td>Monday-Friday</td>
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<tr>
<td>Sign-on-10 a.m.</td>
<td>$121.4</td>
<td>$337.5</td>
<td>$237.1</td>
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<td>Monday-Friday</td>
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<tr>
<td>10 a.m.-6 p.m.</td>
<td>1,323.5</td>
<td>3,920.1</td>
<td>3,087.5</td>
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<td>Saturday-Sunday</td>
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<tr>
<td>Sign-on-8 p.m.</td>
<td>1,161.1</td>
<td>3,530.5</td>
<td>1,794.8</td>
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<td>Monday-Saturday</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>285.2</td>
<td>885.3</td>
<td>506.9</td>
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<td>Sunday</td>
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<td>8 p.m.-7:30 p.m.</td>
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<td>Monday-Sunday</td>
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<tr>
<td>7:30-11 p.m.</td>
<td>5,249.4</td>
<td>17,777.5</td>
<td>5,618.7</td>
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<td>Monday-Sunday</td>
<td></td>
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<tr>
<td>11 p.m.-Sign off</td>
<td>126.6</td>
<td>1,183.8</td>
<td>290.5</td>
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<tr>
<td>Total</td>
<td>$6,100.8</td>
<td>$27,394.7</td>
<td>$12,183.8</td>
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</table>

Taking another view, Howard McDonald, partner and co-manager, KNRS-(AM) Burns, Ore., stated in a letter to USAREC dated Feb. 12: "You are no longer qualified for public service time on this station. Our public service time is reserved for groups and organizations that do not have access to advertising budgets. I personally resent any government body buying any form of advertising and I strongly disapprove of your action."

Meanwhile, other federal representatives called on advertising talents. It became known last week that the Department of Commerce has signed a $550,000 six-month contract with Marsteller Inc., New York, to compose an advertising campaign to sell American business on "export awareness." The test project, authorized by Congress in 1969, is being handled by the Bureau of International Commerce, with Ron Demer, a special assistant, in charge.

The campaign, which is not yet final, is expected to use business magazines, and to be similar to a $35,000, seven-time test that took place last summer in Minneapolis-St. Paul. There a package of media was bought that included regional editions of Time, U.S. News and World Report, Sports Illustrated, as well as local magazines and newspaper supplements. That campaign was by The Adworks Inc., New York. The national test is due to start in April.

Under the contract with Marsteller, the agency will be reimbursed on a sliding scale depending on how much is spent in media. This runs from $36,000 for expenditures below $300,000 to a maximum of $48,000 for outlays between $400,000 and $500,000. The other $50,000 will be spent for a modest public relations project that would include sales conferences, trade-press releases, direct mail, and speaking dates for Commerce officials, according to Mr. Demer.

The move comes just at the moment when the department is reducing its public-relations activities by $800,000. But, Mr. Demer stressed, there is no connection between his advertising campaign and the reduction, since the export project was in the planning stage well before the cutbacks were ordered.

This is not the only advertising campaign in which the Department of Commerce is engaged. For years, the U.S. Travel Service, an independent office in the department, has advertised abroad, urging Europeans and others to "Visit the USA." In the last fiscal year, it operated on an advertising budget of $1,076,000, with most of that spent on media advertising in Europe, Japan, Canada and Mexico. This fiscal year, ending June 30, its advertising budget is smaller: $821,000, with media buys concentrated in Great Britain, West Germany, Canada and Mexico. In both years, the Mexican advertising was focused principally on TV. The agency is Ogilvy & Mather, New York.

Business briefly:

- **Olympia Brewing Co.**, Tumwater, Wash., through Botsford Ketchum Inc., San Francisco, has unveiled a series of six 60-second and two 30-second TV commercials highlighting "Northwest Events." Commercial will begin airing in the brewery's 11 western state distribution area. A year-long campaign with extra flights during the summer is planned.

- **American Petroleum Institute**, Washington, through Leo Burnett Co., Chi...
Tobacco men seek broadcast ‘fairness’

They send films, tapes to stations they find airing antismoking spots

The Tobacco Institute, Washington, is monitoring radio and television stations throughout the country in search of antismoking messages. To stations carrying such information, the institute is sending audio tapes or television films accompanied by requests for time in the interest of fairness.

The films, in both 30-second and minute lengths, and the tapes, which are minutes, argue that cigarettes have not been conclusively proved to be a menace to health. The audience is invited to write for printed details of the cigarette industry’s position.

So far the institute has sent tapes or films to about 200 stations, according to an institute spokesman. About 50 have reported using the messages. Another 50 have rejected them.

Last December the institute sent a letter to all broadcasters asking for fair exposition of its side of the smoking-and-health issue. The letter was dispatched after the FCC had ruled that the fairness doctrine would no longer apply to antismoking and prosmoking messages when the prohibition against cigarette advertising on the air became effective, as it did last Jan. 2.

A spokesman said that the Tobacco Institute’s monitoring and follow-up were sequels to the December letter.

Meanwhile, a request by a group of Kentucky tobacco growers for an injunction against the carriage of anti-smoking messages on network television was taken under consideration by the U.S. Court of Appeals in Cincinnati.

Arguments on the appeal filed by the group last summer, seeking to overturn a lower court’s decision in the case, were heard in Cincinnati on Feb. 11.

The group, claiming that no causal connection had been established between cigarette smoking and cancer, sought to have the three TV networks enjoined from broadcasting anything that suggests cigarettes will kill smokers.

The U.S. district court in Lexington, Ky., ruled against them, holding that cigarette manufacturers had conducted “massive” advertising campaigns that “never bothered to drop even a subtle hint” that cigarettes might be hazardous (Broadcasting, June 8, 1970).

The networks contended at the time that FCC and court rulings required them to carry the antismoking message. Though no longer required to, the networks are continuing to carry warnings.

No 4A verdict yet on AAF code proposal

The board of directors of the American Association of Advertising Agencies appeared last week to have taken a cautious approach to the plan proposed by the American Advertising Federation for a code of standards for advertising.

The AAF’s code blueprint was on the agenda for an AAAA board meeting the weekend of Feb. 13-14 at Boca Raton, Fla. Officials were not available at New York headquarters late last week but, in response to inquiries, the office of President John Crichton released a statement saying that the board members supported self-regulation in principle but had reached no decision on the AAF plan except to ask for further meetings with “other interested parties.”

Widespread support for the plan, at least in principle, had been indicated by representatives of a large number of organizations, including AAAA, during the AAF convention in Washington early this month (Broadcasting, Feb. 8). AAF’s proposal envisions a voluntary code of self-regulation embracing advertisers, advertising agencies and advertising media.

In New Orleans

WSMB REACHES MORE ADULTS

Morning, Noon and Evening—All Day Long—WSMB reaches Metro Area Adults. WSMB is #1 in A.M. Drive TOTAL ADULTS, including MEN 25-49 and WOMEN 25-49. 10 A.M. to 3 P.M. WSMB is #1 with the 18 PLUS group. 3 P.M. to 7 P.M. WSMB is #2 with the 12 PLUS group.

NEW ORLEANS ARB METRO AREA—AVERAGE 1/4 HOUR DELIVERY OCT. NOV. 1970

WSMB New Orleans, 5,000 watts-1350 kc. Represented by METRO RADIO SALES.

BROADCASTING, Feb. 22, 1971
Should you put the 'cart' before the reels?

When a new piece of equipment creates as much excitement in today's cost-conscious broadcast industry as our "cart" machine has done, you know it's got a big potential for both saving and making money. The big question is how much can it do to make your operation more efficient, and what new profit opportunities will it bring? We suggest you take this little quiz and see for yourself what the "cart" machine can do, compared to the tape system you're now using.

1. How long does it take an operator to load, optimize and cue a tape commercial on a "cart" machine?
   a. □ 3 sec. b. □ 30 sec. c. □ 3 min.

2. If you schedule 4 tape commercials during a break, how many "cart" machines would be needed to play them back?
   a. □ four b. □ two c. □ one

3. How many cartridges can be loaded into the TCR-100 at one time?
   a. □ 12 b. □ 22 c. □ 100

4. How many times can a cartridge message be replayed before it starts to deteriorate?
   a. □ 25 b. □ 50 c. □ 100 d. □ 200 or more

5. What about tape costs, compared to a reel-to-reel video tape recorder?
   a. □ about twice as much
   b. □ about half as much
   c. □ about the same

6. The "cart" machine can free up your reel VTR's for which of the following tasks?
   a. □ teleproduction b. □ promos c. □ previews

7. What can the "cart" machine do about rebates?
   a. □ virtually eliminate them
   b. □ cut down on them drastically
   c. □ nothing much

As you'll see when you've got all the right answers (upside-down, below), the "cart" machine is more than just a piece of hardware. It's a whole new system for saving time and money when you're airing commercials, promos, and ID's. And it opens up new avenues for making additional profits.

If you got more than five answers wrong, we'd say you need a "cart" machine right now. If you got them all right, you probably just ordered one.

And if you haven't already ordered one, ask yourself why not.
GOP prepares campaign-control bills

Scott bill reportedly limits all media rates while Anderson bill provides free time

Legislation scheduled for introduction this week by Republicans in both houses of Congress would impose spending limitations on candidates for federal offices. One bill would require all media to sell time or space at the lowest unit rate. Another would in effect provide candidates with free broadcast time in half-hour blocks.

The measures are the long-awaited bill by Senate Minority Leader Hugh Scott (R-Pa.) and legislation authored by Representative John B. Anderson (R-Ill.). Senator Scott’s bill and Mr. Anderson’s legislation—in the form of four separate bills—are tentatively scheduled for introduction Thursday (Feb. 25).

The specific provisions of Senator Scott’s comprehensive campaign-spending bill were not revealed. However, Senate sources indicated the proposed legislation stresses full disclosure of campaign contributions and expenditures and would repeal Section 315 of the Communications Act (equal-time provision) for major-party presidential and vice-presidential candidates.

Reportedly, it also places certain limits on campaign spending, and requires all media to sell candidates time or space at the lowest unit rate—which is understood, in some media circles, to mean the lowest rate given a commercial advertiser, including those with long-term contracts. Apparently Senator Scott’s bill would not advocate free broadcast time for political candidates.

In addition, the Scott measure is said to provide tax benefits for campaign contributors and mailing privileges for candidates. Chief co-sponsor is Senator Charles McC. Mathias Jr. (R-Md.).

Mr. Anderson’s legislation is in the form of four separate bills (Broadcasting, Feb. 15). One limits campaign contributions and the amounts candidates may spend for TV and radio time, billboard and print advertising, postage and telephones. Another bill provides that candidates for federal office would be reimbursed by the Treasury for certain time purchases they make in the 35 days preceding the general election. Presidential candidates would in effect receive five half-hour blocks free; senatorial candidates would get three half-hour blocks, and candidates for the House would receive two half-hour blocks.

Two other bills, similar to provisions in Senator Scott’s measure, would provide tax credits for small contributors and reduce mailing rates for candidates.

Some of the proposals in both Senator Scott’s and Representative Anderson’s coming proposals are closely similar to suggestions made by CBS President Frank Stanton earlier this month (Broadcasting, Feb. 8).

A spokesman for Senator Scott said last week that, although the senator’s prospective bill incorporates some of the administration’s “thinking” (draft proposals were reviewed by the White House), the bill will not necessarily include all White House recommendations. From other sources, it was learned, the measure apparently is not to be considered administration-sponsored.

The legislation was promised as an alternative to last year’s vetoed political broadcasting bill (S. 3637). And Senator Scott’s offer to draft a new bill received the support of President Nixon (Broadcasting, Nov. 30, 1970).

The vetoed bill principally sponsored by Senator John O. Pastore (D-R.I.), would have limited candidates’ radio-TV spending to an amount equal to a multiple of seven cents per vote cast in the previous election, or $20,000, whichever was greater; repealed Section 313 as it relates to the Presidency and Vice-Presidency, and prohibited broadcasters from charging candidates more than the lowest rate offered any advertiser for an equivalent time period.

In vetoing the bill the President said it would not achieve its supporters’ stated aims. With broadcast curtailed, money would only be diverted to other media, he argued (Broadcasting, Oct. 19, 1970). The attempt to override the veto in the Senate was unsuccessful; it failed by four votes.

The introduction of Senator Scott’s bill and Mr. Anderson’s legislation will fall on the eve of hearings to be held by Senator Pastore’s Communications Subcommittee on S. 382, a reform bill co-sponsored by Senator Pastore, Majority Leader Mike Mansfield (D-Mont.) and Senator Howard W. Cannon (D-Nev.). The hearings, scheduled for March 2-4, will also examine related proposals.

These will include a broad measure (S. 1) introduced last month by Senators Mike Gravel (D-Alaska) and James B. Pearson (R-Kan.), and almost certainly Senator Scott’s bill.

The roster of witnesses scheduled to appear before the Communications Subcommittee includes FCC Chairman Dean Burch, Senator Gravel, representatives of the Republican and Democratic National committees, the presidents of three networks and a representative of the National Association of Broadcasters. Also scheduled are Newton Minow, former FCC chairman and chairman of the Twentieth Century Fund’s Commission on Campaign Costs in the Electronic Era; spokesmen for Common Cause and the National Committee for an Effective Congress: Joseph Burns, president of the Communications Workers of America, and Washington political analyst-activist Philip M. Stern.

TV political ads a public concern

Most adults advocate some form of controls, according to FC&B study

Almost three-fourths of adult Americans favor some kind of restriction or control on political advertising on television, Foote, Cone & Belding, New York, reported last week.

The agency based its assertion on a national study conducted last November to determine the extent to which people felt political advertising on television was influential in the last election and their attitudes toward restricting or controlling political advertising on TV (“Closed Circuit,” Feb. 15).

John E. O’Toole, president of FC&B, said the agency has not been involved in advertising for political candidates and has “some serious reservations about representing a candidate and his beliefs in 60- or 30-second time units.”

The study, designed by FC&B and conducted for it by the Gallup Organi-
zation, found that 74% of the 1,609 respondents supported some kind of restriction or control of political TV advertising, with 65% in favor of controlling the advertising itself (political restriction) and 9% saying that only the length of the campaign should be limited.

The overwhelming majority of adults, the study said, believe that political TV advertising was influential in affecting people's voting behavior in the last election. Seven out of 10 felt that TV advertising was at least "somewhat influential" and 32% indicated they thought it was "highly influential."

The study showed that the public's most frequently expressed concern was that "all candidates should have equal time and money" for television advertising. People living in the eastern part of the country, it was stated, voiced "somewhat greater concern about control over political advertising," while Westeners were "much more likely to feel that . . . the content of the advertising should be restricted."

The study was part of FC&B's Monthly Information Service, in which the agency gathers information each month (via personal interviews) on attitudes and behavior of the adult U.S. population.

The study on political advertising was distributed by FC&B in Washington to legislators, government agency officials and other political and opinion-making leaders.

Rep appointments:

- WEOK-AM-FM Poughkeepsie, N.Y.; Eckels & Queen, Boston.
- WNB(AM) Bridgeport, Conn.: Ketell-Carter, Boston.

Agency appointments:

- Paramount Pictures Corp., New York and Los Angeles, has appointed Diener/Hausser/Greenhal, New York, as its advertising agency. Agency's first broadcast campaign for Paramount started last week for company's motion picture, "Love Story," on local TV and radio in the New York area. Former agency was Lennen & Newell, New York.

Television broadcasters and advertisers had a new code of advertising principles proposed for them last week, applying to "edibles" and calling among other things for broadcasters and advertisers to underwrite a research and information center to study the impact of television on children.

The proposals, circulated among government agencies, Congress and advertising associations, are from nutritionist Robert B. Choate, chairman of a Washington organization, "Council on Children, Media and Merchandising." Mr. Choate achieved national attention last summer when he charged before a Senate subcommittee that breakfast-cereal advertisers were catering to children's tastes for sugar-coated food to the extent that it was to the detriment of their health (BROADCASTING, July 27, 1970).

At the same time, it became known last week that consumer crusader Ralph Nader had asked the Federal Trade Commission to issue a complaint against ITT-Continental Baking Co. and its advertising agency, Ted Bates & Co., New York, for what he called the false nutritional claims made for Wonder Bread on television and elsewhere.

Mr. Choate's proposed code was announced during his appearance last week in Washington before the Citizens Board of Inquiry on Hunger and Malnutrition, an organization established after the White House Conference on Nutrition and Health in 1969.

Mr. Choate noted that the average child spends between 1,000 hours and 2,000 hours a year in front of the TV set up to age 14; that the average child receives 10 advertisements per hour on television on what to eat, which, he said primarily advises them "to eat snacks, sweets and soda pop."

TV, he said, is the nutrition "mis-educator" of today's young.

Noting that the FTC has cracked down on nutritional claims by Coca-Cola's Hi C drink, Carnation's Instant Breakfast and, only two weeks ago, on Ocean Sprays' cranberry juice cocktail and Swift & Co.'s baby-food line (BROADCASTING, Feb. 18), Mr. Choate added: "But the FTC and the FDA [Food and Drug Administration] have yet to act on breakfast cereals."

Noting that the FCC has scheduled an inquiry into children's programing and advertising, Mr. Choate urged his audience to write to the FCC, and to others in government and in the advertising field. This is the rulemaking proceeding ordered by the FCC last month that is based on the petition by Action for Children's Television for restrictions on children's programs and the advertising that they carry (BROADCASTING, Jan. 25).

In what he called a "public appeal to the private food industry, advertising agencies and the broadcasters of the United States," Mr. Choate listed a 10-point platform to govern the advertising of foods and beverages that are aimed at children.

In essence, the proposed code calls on advertisers to make public the "true" ingredients and major nutrients in the product; that advertisements affirmatively state the nutrient contribution of the food and its role in a balanced diet under guidelines to be prepared by FTC and the FDA; to permit claims of nutrient contribution only in instances where an individual, typical serving contains 10% or more of the recommended daily allowance established by the National Academy of Science/National Research Council.

The proposed advertising code would also forbid advertisements that claim superiority over competitive foods where the nutrient content of such food is standardized by the FDA; prohibit claim of sweetness or sugar content unless accompanied by a statement of caloric content and "a warning as to its possible cavity-producing effects"; forbid the awarding of prizes or rewards "that do not make a positive contribution to the child's improved physical condition."

And, focusing on time standards, the proposed code would prohibit more than four advertisements of a food product in any 60-minute period of children's programing; forbid the advertising of drugs, medicine or vitamin pills weekdays between 7 a.m. and 10 a.m. or between 2 p.m. and 9 a.m., and on weekends and holidays between 7 a.m. and 9 p.m.

The proposal also calls for the clear delineation and identification of advertisements and their separation from both characters and story in programs that have been designed primarily for children.

The research and information center that is recommended in the proposed rules would be financed by advertisers, agencies and broadcasters and would be under the direction of a board "representing children, consumers, ethnic groups, young parents, social scientists and the impoverished as well as industry and the advertising profession." It also would publicize reports of
its work in the media itself.

Mr. Nader in a letter to FTC Chairman Miles Kirkpatrick dated Feb. 11, charged that Wonder Bread TV advertising claimed nutritional benefits. The letter was signed also by Ruth G. Desmond, president, Federation of Home makers; Janie Boyd, Consumers Association, Washington; Dr. Michael Jacobson and Mrs. Alleen Cowan, both of Mr. Nader's Center for the Study of Representative Law.

Noting that FDA required virtually identical nutrients in all enriched white bread, Mr. Nader questioned the Wonder Bread slogan that speaks of helping "build strong bodies 12 ways." The public takes this to mean, he stated, that there are 12 nutrients in the product, whereas, he said, the FDA requires only five and that is all there are in Wonder Bread.

Since much of Wonder Bread advertising is directed at children, Mr. Nader expressed strong resentment at the long-running commercial that shows a child growing over a span of 11 years by leaps and bounds in the space of a few seconds. Children, Mr. Nader said, are "the most gullible and impressionable segment of the population."

Not only should ITT-Continental be penalized for this type of advertising, he said, but so should its advertising agency, Ted Bates Co., New York.

He asked the FTC to require Wonder Bread to disclose in its future advertising that the FDA imposes a minimum of five nutrients in all enriched white bread and that many other nutrients, not contained in the product, must be supplied by other foods in a diet; prohibit the slogan "helps build strong bodies 12 ways" and also the commercial showing a child's rapid growth.

Following similar suggestions proposed by the FTC in several complaints and by consumer advocates, Mr. Nader suggested that Continental Baking be required to run corrective copy in its advertising disclosing that it had engaged in deceptive advertising or be barred from advertising the product for a period of time. He also advocated that the penalty for the advertising agency include the requirement that for two years it include in its promotional material a notation to the effect that some of its past advertising for clients had been found deceptive.

Meanwhile, the two firms that were accused two weeks ago of falsely advertising nutritional claims issued statements disclaiming the attacks.

Swift said it had no intention of misrepresenting its products and noted that it had voluntarily discontinued the challenged advertising in October 1969. It said that it does not feel the advertisement in question were deceptive.

Ocean Spray's Edwin P. Lewis, president of the company, labeled the charges part of the FTC's "highly novel" program of issuing complaints against well-known companies whose real honesty in product values is beyond substantial question. "And," he added, "we think it [the complaint] is ill-founded and we are certain that the legalism upon which it is based has no general relevance to the enjoyment and benefit our good customers enjoy from using this fine product."

Also in advertising:

Opens branch ■ Telpac Management Inc., New York, which functions as the

Representative Rosenthal's bill has had a checkered history in the past two years. An identical measure was introduced last year, but died late in the 91st Congress when the Rules Committee deadlocked on whether to send it to the floor. It was introduced last month as H. R. 14, then reintroduced last week with a substantially larger number of co-sponsors: The latest count shows that 133 Democrats have put their names on the measure.

Meanwhile, identical bills have been introduced by Representatives Florence J. Dwyer (R-N.J.), who along with Mr. Rosenthal led the fight for passage of the bill in the 91st Congress; Dante Fascell (D-Fla.), and Chet Holifield (D-Calif.). Mrs. Dwyer is gathering Republican co-sponsors for the bill.

The bill was part of a package of consumer bills introduced last week by Mr. Rosenthal.
trustees of the church when efforts to raise operating funds from other sources failed.

The church said it planned to impose restrictions on the type and number of commercials allowed and hoped to reach a "middle ground" between a total commitment to commercial broadcasting and noncommercial broadcasting.

In preparation for the transition, WRVR plans to improve its transmitting facilities to reach a larger audience. The station is on 106.7 mhz with 19 kw and antenna height of 460 feet.

Sheldon C. Singer, vice president of RTV International Inc., New York broadcast management consultant, has been chosen to handle the transition procedures.

A station spokesman said WRVR intends to retain some of its broadcast time for church services and programing and will announce future programing plans later.

**TIO offers educational guide to commercial TV**

The Television Information Office has issued the spring 1971 "Teachers Guides to Television". Guides are designed to point out the educational values of many television programs. One of the 14 lesson plans offered to educators deals with the separate and distinct functions of television news, commentary and editorials. Each guide contains a related film list and bibliography.

Copies may be obtained at $2.25 each from Teachers Guides to Television, which produces the guides. Address is Box 564, Lenox Hill Station, New York 10021.

**ANA workshops to peer ahead into seventies**

Cable television, video cassettes, program syndication and how all these elements may affect the future of television advertising will be explored in a two-day workshop sponsored by the television committee of the Association of National Advertisers May 25-26 in New York.

Umbrella theme for the sessions is "The segmented Viewing Public of the Seventies—and How to Reach Them."

ANA said the program will include such topics as:

- "Syndication—what it is, how it works, how it compares with network programing and its commercial potential;"
- "Cable TV—its markets and operations, local programing, use in test markets and commercial applications;"
- "Video players—the potential market for program materials. The systems under development and estimates of their availability in the consumer marketplace and a demonstration of some of the hardware which is now operational;"
- "The future—discussion of the social, economic and advertising effects of these developments, including the views of the FCC on future opportunities and problems."

ANA said speakers would include FCC Commissioner Robert Wells and Richard Pinkham, Ted Bates & Co.; Ken Fritz, Tele-Cassettes Enterprises; George Simko, Benton & Bowles; Joseph Ostrow, Young & Rubicam; Seymour Banks, Laid Burnnett Co.; Herbert Maneloveg, SFM Media Services Corp., and Paul Klein, Computer TV Inc.

The workshop, at the Plaza hotel, will open to advertisers and agencies and to representatives of broadcasting and related fields. Registration fees of $70 each for ANA members and $90 per person for nonmembers will cover meeting charges for both days, receptions, luncheons and a copy of the proceedings. Registration forms are available from William D. Kiitler, vice president, ANA, 155 East 44th Street, New York 10017.

**RC starts co-op drive**

Royal Crown Cola Co., Columbus, Ga., and its bottlers have launched an estimated $13 million-to-$14 million co-op spot radio and television campaign for 1971, on behalf of RC's Cola and Diet Rite. Funds will be supplied on a co-op basis to local bottlers. Selections of spot markets and placement of supporting newspaper advertising will be made by the bottlers and placed through local advertising agencies. The commercials and newspaper ads were created by Wells, Rich, Greene, New York.

**Two sponsors split the NBC-TV network**

Pfeiffer's Foods Inc. announced last week that it would make its network television debut March 1 in a one-month campaign on a line-up of 52 NBC-TV stations.

NBC officials, however, said that wasn't even half the story—that through the same agency, Allen Products Co. had bought the same commercial positions on the rest of the NBC-TV network.

Thus viewers in some markets will see commercials for Pfeiffer's quality salad dressings while viewers in other markets are watching messages for Allen's Alpo dog food. Weightman Inc., Philadelphia, is the agency for both.

Pfeiffer's announcement inadvertently touched a sensitive point for spot-TV salesmen and network affiliates who have accused networks of raiding spot business and selling pieces of networks in the current hard-sell drive for business.

Pfeiffer's also said that it has been using spot TV in major markets for many years and that in its NBC-TV purchase it will more than double the number of markets carrying its advertising. The 52 stations, according to the announcement, cover the company's distribution area from Chicago to New York and from Bangor, Me., to Norfolk, Va.

NBC sources said the salad-dressing commercials would be fed to the Pfeiffer's stations from NBC-owned WMAG-TV Chicago while the dog-food commercials would go to the rest of the network from NBC's New York headquarters. The orders reportedly call for up to 12 commercials per station per week.

Pfeiffer's is a division of International Salt Co.; Allen Products is a division of Liggett & Myers.

**Norelco launches big broadcast campaign**

North American Philips Corp., through LaRoche, McCaffrey & McCall Inc., both New York, last week announced plans for an estimated $8-million advertising campaign for 1971 to promote its Norelco shavers.

The campaign, to start in early March, will include spot TV in 52 markets, 14 CBS-TV programs and a magazine schedule.

Commercial in 30-second and 25-second versions will be seen on the following CBS shows: Friday Night Movie; Gunsmoke; Hawaii Five-O; Thursday Night Movie; Hee Haw; Mission: Impossible; The Honeymooners; All in the Family; Medical Center; Mannix; CBS Evening News with Walter Cronkite; Merv Griffin Show; Family Affair and Sunday News with Roger Mudd.

About 60% of the $8 million will go into broadcast advertising.

**CBS Radio sponsors**

CBS Radio reports that it had made new sales to more than 20 advertisers since the beginning of the year. Among the network sponsors are the Carrier Corp.; the Florida Citrus Commission; Buick Motor Division of General Motors Corp.; Colgate-Palmolive Co.; R. T. French Co.; Chrysler Corp.; Melnor Industries Inc. (lawn mowers), and the Skil Corp. (tools).
Programing

Programers burn while Washington fiddles

Prime-time accord, regulation of content worry executives in charge of local shows

Television program executives are resentful of, but prepared to live with, the FCC’s prime-time access rule. What they now fear is an extension of government intervention in program content.

These two concerns were uppermost in the minds—and on the lips—of station officials last week at the annual program conference of the National Association of Television Executives.

The programers exhibit an attitude of resignation toward prime-time access. They grant that the rule has placed stations in turmoil, but foresee quick action by network affiliates to fill the vacated time slots once the networks decide which three hours they will program nightly next fall, when the rule takes effect.

The executives are therefore turning much of their attention elsewhere, and wondering what Washington has on the front burner for them. They speculate that the next battles will take place over children’s programing and public-affairs shows. And they try to guess whether whatever pressure is exerted will be in the area of time periods—as in the case of prime-time access—or content, or sponsorship, or all three.

In what seemed to be a playback of broadcasters’ anxiety, Clay T. Whitehead, director of the Office of Telecommunications Policy, told the conference in a keynote address that government should not be “meddlesome” in content. He warned, however, that a truce can come only if broadcasters develop greater professionalism in meeting their responsibilities (see this page).

When the programers did talk about prime-time access, their discussion often turned to network tactics. Most agreed that the networks would probably have to program in the same three-hour time periods next fall, to prevent any one network from reaping the advantage of a head start in the evening.

Right now, however, stations do not know whether the starting time will be 7:30 or 8 p.m. CBS-TV has said it plans to program from 7:30 to 10:30 p.m., leaving the 10:30-11 p.m. slot for affiliates to fill locally. NBC-TV has said it favors programing 8-11 p.m. on all nights but Sunday, returning the 7:30-8 p.m. time period to affiliates. ABC-TV has indicated preference for the NBC route.

According to a sampling of general managers and program managers conducted over several weeks by Broadcasting, stations appeared to be in a holding pattern but were considering a wide range of options to fill open time (Broadcasting, Feb. 15). Station people at NATPE confirmed that these options included expanded news segments, first-run syndicated shows, re-arranged feature-film periods and off-network presentations. Stations in the top markets—especially those in the eastern zone—seemed inclined to follow the path of expanded news.

The conference opened Wednesday morning with a panel discussion of what the future may hold for TV, programers in particular. In the panel session, entitled “A Matter of Survival,” Jack Harris, KPRC-TV Houston, predicted that TV as a mass medium would undergo change but, at the same time, “it will survive, much in its present form, but hopefully with improved substance.”

Mr. Harris saw “the importation of unlimited distant signals” by cable TV as perhaps the most immediate threat to the “over-the-air system of free broadcasting.” He said broadcasters do not propose to dictate how many program services CATV operators can

Program regulation as Whitehead sees it

Clay T. Whitehead, director of the Office of Telecommunications Policy, fluctuated between laissez-faire and bombs-away last week in talking about regulation of television programing during his keynote address to the annual program conference of the National Association of Television Program Executives in Houston (see above).

Mr. Whitehead, whose office plays the primary role in setting the administration’s telecommunications policy, said OTP would like to work with television programers, but not in a “meddlesome way.” Commenting that government ought to diminish its involvement in programing, he suggested that OTP may invite programers “as a professional group” and broadcasters as “businessmen” to submit their views on this subject.

However, Mr. Whitehead made clear his view that increasing government intervention in programing is inevitable unless broadcasters become what he termed “more professional” in their calling. By that he meant that broadcasters must recognize their obligations to society, he said. And should the current broadcast system “prevail” in the face of challenges from other services such as CATV, Mr. Whitehead said, the social significance of TV would become even greater, particularly the question of broadcasting’s ability to serve diversified interests.

In an earlier meeting with newsmen, Mr. Whitehead said that the issue of community access to the media is crucial to that diversity and social responsibility he seeks. The issue will increase in importance, he said, as it has become obvious that lack of access to the media by minority groups is a primary source of “frustration.”

But in his speech, Mr. Whitehead spoke favorably of the job television programers are now doing—given the limitations of the present system. Although he found evidence of a “paperback mentality” in television, he said programers are doing a good job and need not feel they have “prostituted” themselves.
provide "so long as they create, produce or acquire them in the open market." He warned also of "the most vocal of the splinter groups" who, he said, are being told they own the airwaves "and should make the program decisions."

But Mr. Harris added that if TV is to survive and "fulfill its great promise," broadcasters must be satisfied with less profit to achieve greater community service.

Also on the panel was Edwin Diamond, "multimedia" critic with Post-Newsweek Stations, who said that TV does not air criticism of itself nor make "self-view" programs on advertisers' properties. "The FCC's tendency to operate outside the scope of constitutional adjudication," he argued. "The FCC should not be permitted to coerce suppression of programming which meets prevailing constitutional standards."

The article makes it clear the author is concerned with the constitutional issues raised in connection with "morally offensive" programming only. It says that kind of programming is deterred by "a process operating outside the scope of constitutional adjudication." One example cited was the one-year license renewal given KRAB(FM) Seattle for failure to comply with its own standards in airing a program containing profanity (BROADCASTING, Feb. 23, 1970).

"In view of the importance of free adult expression and the availability of means to give adults some control over obscenity, and the actual reception of morally offensive material," it argues, "the FCC should not be permitted to coerce suppression of programming which meets prevailing constitutional standards."

The article also says the kind of regulation the commission has employed to promote diversity of expression and access to the media. The article says such regulation "may be justified to reach and serve many subaudiences and to avoid dominance of the airways by a limited range of social, moral and political expression."

The article says that the commission should only take the kind of action against "morally offensive" programming that can be tested in the courts. It notes that such a sanction provides "less flexibility" than those the commission has used. But a court decision, it adds, "will give stations some indication of what they may safely broadcast" and hopefully, "open the media to a full range of privileged expression."

"The Commission last year attempted that course. It imposed a $100 fine on WUHY-FM Philadelphia, for violating the statute prohibiting the broadcast of obscenity and indecency, and for failure to operate in the public interest, and urged the station to challenge the action in court (BROADCASTING, April 6, 1970). However, the station chose instead to pay the small fine."

**Does FCC censor by raised eyebrow?**

**Law-review article hits content regulation via nonadjudicable 'coercion!'**

The FCC's use of "tools of coercion" in dealing with allegedly offensive programming is criticized in the current issue of the Harvard Law Review as raising "serious constitutional questions."

The anonymous author of a "Note" entitled "Morality and the Broadcast Media: A Constitutional Analysis of FCC Regulatory Standards," points out that the commission can influence programming without imposing prior restraint that could be tested in court, and has done so.

The article says that "the effective prohibition of morally offensive programming on radio and television should be removed from the commission's broad power to judge whether the performance of a licensee is in the public interest." The author, however, would not object to regulations designed to give members of the audience more control over what they choose to see or hear: for instance, a requirement that programming which raises questions of taste be broadcast at a late hour.

With its responsibility for protecting the public interest as its justification, the article states, the commission has dispatched complaints it has received about programming to the station involved, has issued revocation orders and made its views known at license-renewal time. Given a station's interest in holding on to a license, the article notes, the commission has "an effective lever over the [station's] policies and operation."

The commission, in dealing with programming matters, invariably states that it is not violating the constitutional and statutory prohibitions because it is not imposing prior restraint. However, the article observes that the promises Pacifica Foundation has made concerning programming on its noncommercial stations after receiving complaints forwarded from the commission provide "an example of the commission's tendency to employ the rhetoric of freedom of expression while retaining a firm hand on programming that strays too far from an implicit moral consensus."

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**BROADCASTING, Feb. 22, 1971**
Group seeks record of children's shows

Four organizations say films, tapes are needed to analyze children's TV

In a move to augment the FCC's invitation for comments on the possible establishment of specific policies for children's programming, four public-interest groups last week petitioned the commission to ask TV stations to open up their programming records. The organizations called on the commission to require network broadcasters and advertisers to make available to the commission and the public, the actual content of children's programs and commercials aired over a broadcast week.

Charging that the commission's invitation to broadcast licensees (BROADCASTING, Jan. 25) "will not produce sufficient information upon which an object analysis of [children's] programming can be based," the four groups—Action for Children's Television; the National Citizens' Committee for Broadcasting; Council on Children, Media and Merchandising, and the Office of Communication of the United Church of Christ—urged the commission to ask broadcasters to make available:

- At least one film or video-tape copy of all network programming and advertising on the seven days in the composite week;
- Film or video tape at the earliest possible date and in no case later than 30 days prior to the May 30 filing deadline for comments;
- Film or video tape of all children's product commercials approved during 1969 and 1970 as meeting the television code and guideline standards;
- Stations' program logs for the composite week along with their summary data.

ACT was the group which made the original proposal to the commission, calling for increased variety in children's programming and, at the same time, a ban on all sponsorship of it (BROADCASTING, Feb. 9, 1970).

The groups last week offered to make available a representative to work with the commission's staff or with "anyone designated by broadcast licensees to facilitate an equitable working arrangement."

The four organizations said that the comments to be submitted by broadcasters is the case would not be sufficient for a number of reasons. They charged that researchers would have to rely on the individual network and licensees' analysis of their children's programming and advertising, which is "likely to reflect their own subjective and possibly self-serving judgments." They cited in particular the "worst" type of programs in which old cartoons are shown and a live host, "not usually qualified to produce programming of sufficient educational value," entertains a small studio audience.

They further alleged that programs of the Romper Room type sometimes are syndicated and offer formats of alleged but little real educational value.

The exploitive aspects of these programs would not readily be disclosed by broadcasters, the groups said.

The groups pointed out the lack of definition in children's programming of what is an "educational" program and what is "entertainment." They suggested that reasonably informative programs should be classified by licensees as "educational," while sports programs and other noninformative types should be called "entertainment." Also lacking, they said, is an adequate definition of what programs are primarily designed for children of a particular age group and of programs "of substantial interest to children." Licensees, in their reports, they said, could easily exclude afternoon horror films and other such programs with a large audience of children, and substitute in their place early evening programs of more consequence but much less popularity to the younger set.

The organization also felt that licensees will tend not to disclose the "seasonality of programming and commercial saturation tactics."

And "because response to the inquiry is voluntary," the groups said, "there may be a greater number of responses from stations with more favorable information to report," and among those reporting, less information might be supplied for questions which might reveal deficiencies.

 Alleged censorship considered by WGA

Members of the Writers Guild of America West council meet today (Feb. 22) to consider what additional steps, if any, the guild will take against the alleged censorship of a member's script written for The Young Lawyers. The union charges the script was changed in response to a memo from Henry Colman, vice president of current programming at Paramount, which produces the series, and liaison between the studio and ABC, which carries the series. Mr. Colman was said by the guild to have later denied the charges, saying that union representations of the incident were "distorted."

The script called for two program leads together in a bar, unwinding after a day's work. Scriptwriter John Block said the change stemmed from fear of having a white hero and black heroine shown together in a bar. Paramount said that if the male lead was to be in a bar at all, it should be with a date rather than a co-worker. Accordingly, the change was made.

Although guild members met with representatives of the studio over the incident, which occurred shortly after the series began last September, no agreement over the dispute was reached. WGA insists the case is not closed.

Paramount representatives could not be reached for additional comment.

FCC turns down format protest

It says a showing of loss justifies program change despite listener objection

The FCC last week issued evidence that it will not force a broadcaster to maintain a music format that continuously puts his station in the red, even if a change in format spurs complaints from the community.

The commission denied complaints from 34 listeners of WTMJ(FM) Wauwatosa, Wis., a station serving Milwaukee, protesting a proposed change in format from progressive rock to easy listening. The format change was dependent upon the commission's authorization of the sale of the station from WCAB Inc. to Margaret S. Sudbrink for $170,000 on Feb. 10. No evidentiary hearing was warranted, the commission said, adding that Mrs. Sudbrink's ascertainment of community needs satisfied the commission's requirements.

In view of the station's financial history and the sustained operating losses incurred with the rock format, the commission said, it could not expect the continuation of this format "on into bankruptcy." The commission said the station is now losing $3,000 per month and is down from full-time operation to a 14-hour broadcast day. The commission also noted the April-May survey of the American Research Bureau which, it said, showed that both WTMJ(FM) and WZMF(FM) Menomonee Falls, Wis., a station described by the commission as operating in "a bedroom community of Milwaukee" and the only other progressive rock station serving that city, had average audience shares of 8% each, a figure reflected in WZMF's balance sheet as well, the commission added.

Of 19 stations either licensed to or serving Milwaukee, the commission said two are contemporary rock; two
are progressive or hard rock; three are black oriented; one is a religious-music station; one broadcasts classical music; two have adult contemporary formats; two have a variety-type or diversified format, and three program standard music pops.

The vote on the decision to deny the complainants' protests, waive hearing requirements and grant the sale of WTVS was 5-to-1, with Commissioner Robert T. Bartley concurring and Commissioner Nicholas Johnson dissenting.

Earlier this month a similar citizen challenge over a format change erupted when classical-music lovers protested the sale of WONC (FM) Syracuse, N.Y. because of rumors that the new licensee would eliminate all classical music (Broadcasting, Feb. 8). And before the Syracuse group was aroused, a long-hair group in Atlanta went to court to block the sale of the city's only classical music stations, WGKA-AM/FM, to a buyer that proposed abandoning that format (Broadcasting, Nov. 2, 1970). The distinction made between the Atlanta case and WTVS's situation, other than the difference between long-hair music lovers and long-haired rock-music lovers, is vast, the commission argued.

Unlike the Atlanta case where the WGKA stations programed classical music for ten years and where there was a substantial question as to whether the stations were operating at a loss, WTVS has been programing progressive rock for less than two years and had sustained substantial operating losses in both years. Moreover, the commission said, the small number of protests here — compared to 2,000 complaints protesting WGKA's format change — and the fact that there is another station in the Milwaukee market serving up full-time progressive rock, clearly distinguish these cases.

Chicago TV's lead list of NATPE winners

Nine TV stations have won awards in the fourth annual "program excellence" competition held by the National Association of Television Program Executives. Award winners were announced and excerpts of the programs shown Thursday (Feb. 18) during NATPE's eighth annual conference in Houston (see page 48). The awards were presented for locally produced shows (syndicated programs are not permitted in the competition).

Three Chicago stations were winners: WFLD-TV for a weekly series, Cartoon Town with Bill Jackson, in the children's programming category; WMAQ-TV for Royko at Best, one-hour special that dramatized the writings of Chicago Daily News columnist Mike Royko on contemporary America, in the category of performing arts, and WLS-TV Chicago for its Eye Witness News promotion in the promotional announcements category.

WXI-TV Atlanta was winner in the variety-show category for its special Dimensions in Black, fashion-show production using only blacks (including producing staff, models, designer, program staff). WAVE-TV Louisville, Ky., for D. W. Griffith: An American Genius, a one-hour special on the motion picture director, was the winner in the instructional (educational) category. KABC-TV Los Angeles won the public affairs category for stations in top-50 markets for A Children's Garden of Pollution, a one-hour special, dramatic documentary; WOW-TV was winner in that category for stations below the 50 markets for Home of Champions, a one-hour special on professional and amateur sports in Omaha.

WSB-TV Atlanta won the award in the interview category for Richard Russell: Georgia Giant, three one-hour programs on consecutive nights in which the late senator reviewed his career. The award in the public-service announcements category went to KOMO-TV Seattle for a promotional series, Seattle Opera Association.

'School: Who Needs It' is due next September

The Lutheran Church in America is now producing School: Who Needs It?, a new Davey and Goliath television special, scheduled for early September release.

The fifth in the series of half-hour Davey and Goliath specials, it is designed for seasonal use, at back-to-school time. The four earlier programs were for showing at Halloween, Christmas, New Year's and Easter.

Also in production are 13 15-minute episodes of the Davey and Goliath series, to be released at the same time as the new special. When these are completed, the series will offer a film library of 65 episodes and five specials.

Susskind subsidiary into syndicating

Separate shows featuring Mr. and Mrs. Susskind are first offerings

Talent Associates-Norton Simon Inc., New York, which has specialized for 20 years in production and packaging of network programs and specials, has formed its own syndication operation to produce and distribute programing.

David Susskind, president of the firm, said, last Thursday (Feb. 18) that he considers syndication "a growing and important part of the television business" and has accordingly established Talent Associates Distributors-Norton Simon for this purpose. Heading the syndication operation, he said, is Robert Morin, who has been named vice president. Mr. Morin formerly was an executive with Allied Artists Television and LIN Broadcasting.

The new firm's initial project is Joyce and Barbara: For Adults Only, a half-hour discussion program featuring Mrs. David (Joyce) Susskind and Barbara Howar with guests including Truman Capote, Bette Davis, Henry Kissinger and Johnny Carson. Cheshireboard-Pond's, through Wm. Eesy Co., has bought the series for the entire country on a trade-out basis, marking its first TV buy in more than two and a half years, according to Mr. Morin.

In development at TA Distributors is a daily half-hour celebrity-game program titled Do You Sleep in the Nude? Also planned are a daily half-hour sewing and fashion show that would be sponsored by McCall's Patterns, through Young & Rubicam, New York, and a half-hour stripped show featuring Arlene Francis.

Mr. Susskind added that TA Distributors has taken over the distribution of his two-hour discussion program, The David Susskind Show, which has been on the air for 13 years. That program was formerly syndicated by National Telefilm Associates, Los Angeles, and now is sold in 63 markets, with TA Distributors having added 30 markets in recent weeks.

Mr. Susskind

BROADCASTING, Feb. 22, 1971
Network collects 10 of 102 honors handed out by Ohio State and the Freedoms Foundation

Two sets of awards issued annually at this time of year were announced last week by the Freedoms Foundation, Valley Forge, Pa., and the Institute for Education by Radio-Television, Ohio State University. The Ohio State awards went to 52 winners selected from a field of nearly 600 entries. The Freedoms Foundation awards honored over 50 individuals and organizations in its radio, television and motion-picture categories.

NBC figured prominently in both batches of awards, receiving six awards in the television category of the Ohio State awards and four in the TV category of the Freedoms Foundation, including the foundation’s principal television honor.

The following received Ohio State awards in the radio, formal instruction, category:
- Alberta School Broadcasts, Department of Education, Edmonton, Alberta, Canada; Canadian Broadcasting Corp., Vancouver, B.C., and the Institute for Education by Radio-Television, Ohio State University. The Ohio State awards went to 52 winners selected from a field of nearly 600 entries. The Freedoms Foundation awards honored over 50 individuals and organizations in its radio, television and motion-picture categories.

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The following received Ohio State awards in the radio, formal instruction, category:

In the television, formal instruction, category:
- Noncommercial WNOE-TV Memphis; Ontario Educational Communications Authority, Toronto (two awards); Hampton Roads Educational Television Association Inc., Norfolk, Va.; Indiana University Radio and Television Service, Bloomington, Ind.; Metromedia Television, Los Angeles; WKYC-TV Cleveland; British Columbia Department of Education and Canadian Broadcasting Corp., Vancouver, B.C., and National Instructional Television, Bloomington, Ind.

In the television, informal instruction, category:
- WMAQ-TV Chicago; NBC and NBC News, New York (six awards); Maryland Center for Public Broadcasting, Owings Mills, Md. (two awards); Radio-TV Bureau, University of Arizona, Tucson, Ariz.; WNBC-TV New York; Metromedia Producers Corp., Hollywood; noncommercial KRAM-TV Denver; CFPL-TV London, Ont., Canada; WKYC-TV Cleveland; noncommercial KiDN-TV Des Moines, Iowa; WMAL-TV Washington; KNXT-TV Los Angeles; CBS-TV and CBS News, New York (two awards).

The Freedoms Foundation presented its principal radio award, an encased George Washington Honor Medal, to WDAS-AM-FM Philadelphia for its radio programming Help a Junkie—Bust a Pusher. The foundation gave its principal television award to NBC (a Distinguished Service Award) and AT&T (an encased George Washington Honor Medal) for the program It Couldn’t Be Done. The organization gave a special award to Paul Harvey, news analyst and commentator. He was given $500 and an encased George Washington Honor Medal for his commencement address at Brigham Young University, Provo, Utah, on May 29, 1970.

The following received George Washington Honor Medal Awards from the Freedoms Foundation for radio programs:

The following were given Honor Certificate Awards for radio programs:

Cronkite, NET producer win George Polk awards

CBS News correspondent Walter Cronkite and TV producer Alan Levin were among the winners of George Polk Memorial Awards announced last week by the Brooklyn center of Long Island University “for outstanding achievements in journalism during 1970.” The awards will be presented at a luncheon in New York on March 24.

In the freedom-of-the-press category, Mr. Cronkite and the CBS Evening News with Walter Cronkite were designated winners for resisting an attempt by the White House to discredit CBS News’s televised disclosure of an atrocity at Bau Me, South Vietnam, and for the broadcast about this threat to the freedom of the press.

Mr. Levin was selected as the winner in the television reporting category for Who Invited Us?, a National Educational Television documentary that examined American economic, political

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and military involvement in underdeveloped countries, particularly those of Latin America.

Awards also were made in 10 other categories in other media. This is the 23rd year of the awards, named for a CBS correspondent killed in Greece in 1948.

'Anti-Semitic' material unanswered on KAYE(AM)?

B'nai B'rith, national Jewish fraternal organization, has asked the FCC to deny KAYE(AM) Puysallup, Wash., renewal of its license because of the station's alleged failure to comply with the commission's personal-attack rules.

Both B'nai B'rith and KAYE last week filed their proposed conclusions in the hearing set by the commission last July (BROADCASTING, July 27, 1970) to determine whether KAYE's license should be renewed. The object of citizens' complaints, KAYE had its license set on the block because of questions concerning its compliance with the personal-attack rules and fairness doctrine.

B'nai B'rith argued that on July 31 and Dec. 28 and 29, 1969, and re-broadcast thereafter, KAYE aired programs containing "blatant anti-Semitic propaganda" alleging an international Jewish conspiracy to enslave Christians.

B'nai B'rith contends that KAYE failed to give the required notification after these and other personal attacks on the Anti-Defamation League and its local supporters. It also argued that the station failed to provide tapes of the programs in question "until pressed" and that the station did not offer an opportunity to respond to the attacks.

KAYE, in its proposed findings, detailed in length its practices in attempting to fulfill the commission's ascertainment-of-needs and fairness-doctrine requirements, adding that it did not fail to give any individual or group who was personally attacked over its facilities, notification, tape recordings or an opportunity to respond as required.

KAYE further argued that there has been no evidence supporting any finding or conclusion that it has not been candid and truthful in its communications with the commission.

NCAA tourney will again be broadcast by NBC-TV

NBC-TV will cover four rounds of the National Collegiate Athletic Association-sponsored championship basketball tournament for the third year. Coverage will begin Saturday, March 13 (2-6 p.m. NYT), with an opening-round doubleheader. The regional finals doubleheader is set for Saturday, March 20 (2-6 p.m. NYT), followed by the semifinals Thursday, March 25 (7:30 p.m. NYT-conclusion), and the title game Saturday, March 27 (2-6 p.m. NYT). Semi-final and final games will originate in the Houston Astrodome.

Sponsorship has been sold out to the following: Buick Motor Division, General Motors Corp. (through McCann-Erickson); Goodyear Tire & Rubber Co. and International Harvester Co. (Young & Rubicam); Texaco Inc. (Benton & Bowles); United Air Lines and Philip Morris (Leo Burnett); Pizza Hut Inc. (Noble-Dury & Associates): Equitable Life Assurance Society of the U.S. (Foote, Cone & Belding).

Also, Pabst Brewing Co. (Kenyon & Eckhardt): Sears, Roebuck and Co. (FC&B and J. Walter Thompson); Midas Inc. (Wells, Rich, Greene); Wembley Inc., necktie manufacturer (Peter Mayer Advertising); Gale products division of Outboard Marine Corp. (D'Arcy, MacManus, Intermarco); and Monroe Equipment Co. (Aitkin-Kynett).

Trucking into broadcast buys

Eaton Yale & Towne Inc., diversified producer of truck and off-highway components, Cleveland, through J. Walter Thompson Co., New York, will make its first venture into network TV as the full sponsor of an NBC-TV special, This Child is Rated X: An NBC News White Paper on Juvenile Justice, Sunday, May 2, 10-11 p.m. NYT. The special, narrated by NBC News correspondent Edwin Newman, will examine juvenile justice and children's rights in America. Martin Carr, producer of the NBC white paper, Migrant, presented last year, wrote, produced and directed the program.

WBZ(AM) airs four-week probe of drug problem

WBZ(AM) Boston is programming Drugs: The Flesh Is Weak, the Spirit Is Willing, a four-week examination of the drug problem, scheduled to begin at noon today (Feb. 22). The project is expected to take 93 hours of air time and run through March 22. It will explore the underlying reasons for drug use and attempt to communicate new techniques for improving the situation. The program will attempt to bring the station's listeners and legal experts together in drafting a new drug law.

Produced in cooperation with the Massachusetts Teachers Association and the Associated Industries of Massachusetts, the project will have television coverage through WBZ-TV, which will present several aspects of the month's shows. The MTA plans a week of study in the schools, a week of special hour-long broadcasts at 10 to 11 a.m. March 1-5, and a week of follow-up education and discussion. AIM will join WBZ in distributing posters, drug-abuse kits and a directory of groups in the state which offer drug assistance and information.

Inflation first film in U.S. Chamber series

A new U.S. Chamber of Commerce film on inflation is being offered stations.

The 20-minute film had its premiere this month as part of a 30-minute program on KELO-TV Sioux Falls, S.D., and its newest satellite, KELO-TV Florence and KEPL-TV Reliance, both South Dakota. In the film, Arch N. Booth, executive vice president of the U.S. Chamber of Commerce, offers suggestions on the problem of inflation.

After the film was aired four local businessmen discussed inflation in the Sioux Falls area. The program also had local sponsorship and was promoted in advance on the air and in a local newspaper.

The film is available through local chamber of commerce, who acquire it at a rental fee from the U.S. Chamber of Commerce in Washington.

The U.S. Chamber of Commerce is also planning other film productions and public affairs programs on such subjects as welfare and health care, with the hope of securing the same kind of local participation.

S.C. broadcasters hear rallying cry

Walter A. Schwartz, president, ABC Radio Network, last week called for broadcasters to unify against the forces "pressing for throttling regulations that threaten to choke the industry between political pressures and economic sanctions." He was speaking at a meeting of the South Carolina Association of Broadcasters in Columbia.

Mr. Schwartz predicted that quality programming and news coverage would suffer if such forces are allowed to prevail, and in that event the public would be the loser. In calling for professional solidarity Mr. Schwartz added: "It is now time we all acted as one, and with the help and counsel of the NAB—may it become more militant—determine that we will be emancipated."

At the same meeting Irwin Lewis, director of elections coverage, NBC News, pointed out the increasing complexity of news and news reporting and the need for greater expertise. As evidence of his observation Mr. Lewis cited NBC's use of four computers and 25 computer programmers, a news team in every state, public opinion surveys, plus seven thousand reporters during the last national election.
Program notes:

**Lunar ratings** In the A. C. Nielsen Co. 70-market Multi-Network Area (MNA) ratings for the moon walk on Feb. 5, shown on television from 9 a.m. to 2:30 p.m. EST, NBC-TV had a 13.6 rating and a 46 share of the three-network audience. CBS-TV had a 10.5 rating and 35 share, and ABC-TV, 5.7 rating and 19 share. For the lunar launch and docking the next day, from 1:30 to 3:45 p.m. EST, CBS led with a 12.6 rating and 38 share, followed by NBC with 11.9 and 35, and ABC with 8.9 and 27.

**Syndication system** H-R Television Inc., New York, has developed a filing and reporting system providing its represented stations with detailed information on every major program in syndication. H-R said that the speed with which this data is sent to its stations is an invaluable aid in “spotting trends and buying attractive syndicated shows.” The system includes over 5,000 data cards based on Nielsen audience trend information.

**Little guy has say** “Feedback,” a series designed to give the public a chance to speak its mind on important issues, is being instituted by KTLA(TV) Los Angeles. It will become a regular feature of the station’s nightly newscasts. KTLA has said it would seek out the average viewer who has an opinion to express about a news story he has seen on television. The idea came from a series of reports the station did on welfare that attracted much viewer comment, some of which was aired in a special, three-part news series.

**ABC News specials** ABC newscaster Frank Reynolds will narrate three specials planned for ABC-TV this spring, starting with The Anatomy of Welfare produced by Ernest Pendrell, for broadcast Tuesday, April 13 (10-11 p.m. EST). The second, dealing with mining and mines, and the third, to be announced, are scheduled to be broadcast in May and June.

**Hallmark encore** NBC-TV’s Hallmark Hall of Fame will rebroadcast “A Storm in Winter,” Emmy award winning drama starring Peter Ustinov and N’Gai Dixon, Tuesday, April 27 (7:30-9 p.m. NYT). Special, sponsored by Hallmark Cards Inc., through Foote, Cone and Belding, both New York, was originally broadcast Feb. 6, 1970.

**Spotlight on religion** Religion in America Today, a 10-part series surveying the religious climate in the U.S., will begin next Sunday (Feb. 28) on ABC-TV’s Directions, from 1 to 1:30 p.m. EDT. Divided into four general categories, the series will run on successive Sundays between March 7 and May 16, excepting April 4 and April 11, when special Passover and Easter programs, respectively, will be presented.

**Words from Bandy** Metromedia Television is producing a one-hour talk show featuring John Bandy and guests in a discussion of provocative topics. Called Bandy, the weekly program was to begin last Saturday (Feb. 20) on Metromedia’s WNEW-TV New York (Sat. 11-12 p.m.) and after a trial run, is scheduled for syndication.

**Features from AI-TV** American International Television has placed two feature-film packages into syndication. They are Films for the 70’s consisting of 26 action features, and Fantastic Sci-Fi Theater, embracing 14 science-fiction motion pictures.

**London-bound** The Dick Cavett Show, ABC-TV’s late-night talk program, will move to London for two weeks, starting in late April. London tapings of the show will begin on April 24, for showing in the U.S. April 26 through May 7. To allow Mr. Cavett time to set up the programs in England, repeat broadcasts are scheduled for April 22 and 23. The show will return to New York for the May 10 program.

**Telethon lineup** Hughes Television Network has lined up 100 TV stations throughout the U.S. for the live telecast of the “Jerry Lewis 1971 Labor Day Telethon” for the Muscular Dystrophy Associations of America, Monday, Sept. 6. Last year Hughes distributed the program to 65 stations. The telethon will originate on Metromedia’s WNEW-TV New York.

**Drug study** “Matte/NBC Children’s Theatre” will explore the use of drugs with children from ages of 4 to 11 in a special on NBC-TV entitled A Day With Bill Cosby. Program, to be broadcast Saturday, March 27 (12-1 p.m. NYT), will be fully sponsored by Mattel Inc., Hawthorne, Calif., toy manufacturer, through Carson/Roberts Inc., Los Angeles.

**Hello, Chet** Distribution of 260 five-minute commentaries by Chet Huntley in 26 Western states is being handled by TV Cinema Sales Corp., Los Angeles. The shows are being offered for daily use in local TV shows. TVCS also announced acquisition of 384 other five-minute shows, 260 segments of That’s Show Biz and 124 episodes of Man Around the World travelogues.

**U.N. award** The International Telephone and Telegraph Corp. is sponsoring an award for journalistic excellence in covering the United Nations during the 1970 calendar year. Any journalist, team, publication or broadcasting medium is eligible for the award, which consists of $500 and a trophy. Entries must be submitted by March 26 and should be mailed to: Deadline Club Awards, c/o Russ Tornabene, NBC News, Room 517, 30 Rockefeller Plaza, New York 10020.

**Cartoon classics** Cartridge Television Inc., New York, an Avco Corp. subsidiary, has arranged with Radio and Television Packagers Inc. and Winters/Rosen Distribution Corp., both New York, to make Cartoon Classics and Roger Ramjet programs available on its Avco Cartrivision video cassette system. Radio and Television Packagers has agreed to make available 16 cartoon features of the Cartoon Classics series and Winters/Rosen, 24 of the Roger Ramjet cartoon series, all to be converted to the Cartrivision format.

**New casting company** Barbara Claman, formerly general manager, Television Casting Service, New York, has formed her own company, Barbara Claman Associates, there. The independent casting service will assist production companies and agencies which do not have their own casting department. Office is located at 565 West End Avenue. Phone: (212) 724-2497.

**ABC pilot** Annie, a half-hour comedy series pilot starring the comedy team of Jerry Stiller and Anne Meara, is being filmed for ABC-TV by Philip Productions Inc., New York. The story is about a “kookie-mixed-up” single girl from Staten Island, N.Y. Mel Brooks is executive producer, Joseph Cates, producer, and Martin Charnin, director.
I remember Ike * National Educational Radio Network, programming arm of the National Association of Educational Broadcasters, Washington, is offering to noncommercial radio stations two new 13-program series, The Eisenhower Years and Down to the Sea. BBC World Theatre, a series of complete dramas, will continue to be offered.

New production firm * Chicago Audio-Visual Services Inc., 333 N. Michigan, Chicago, has been formed to offer post-production work in both film and videotape commercials for advertisers and agencies. Sole owner is Phyllis Abboud, formerly midwest representative for Acme Films of Hollywood, and recording services director at WTTW(TV) Chicago.

Lord Clark returns * British art historian Lord Kenneth Clark will narrate a one-hour special, A Renaissance Life: A Personal View of Bernard Berenson, Monday, April 12, 9-10 p.m. EST, over the Public Broadcasting System. Program was co-produced by the British Broadcasting Corp. and National Educational Television and made possible by a grant from the Xerox Corp. Sir Clark wrote and narrated the BBC series "Civilization" telecast over PBS last year.

ABC-TV falters in ratings 
ABC-TV, which was running at or near the top of the ratings during the first two weeks after making its midseason program changes in January, slipped back in the Fast National Nielsen for the week ended Feb. 7. The report, out last week, puts CBS-TV ahead with a 20.7 rating in the 7:30-11 p.m. EST averages for the week, followed by NBC-TV at 19.3 and ABC-TV at 18.4. CBS had six, NBC three and ABC one of the top-10 shows.

White to cover Yankees
The New York Yankees has named Bill White as the third member of its television announcing team. The Yankee telecasts will be on WPIX(TV) New York, and fed to a seven-state regional network. According to the Yankees, Mr. White is the first black play-by-play announcer covering the major leagues.

Mr. White was a first baseman with the St. Louis Cardinals, San Francisco Giants and Philadelphia Phillies. Recently he has been broadcasting evening sports on WPIX(TV) Philadelphia. He will be filling the announcing spot vacated by Bob Gamere last year and joining the veteran Yankee announcing team of Phil Rizzuto and Frank Messer.

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**Equipment & Engineering**

**Plans set to beef up**

**Kaiser UHF transmitters**

Kaiser Broadcasting Co. is investing approximately $2.6 million in a capital program to increase the signal power and coverage of four of its UHF-TV stations.

Eugene R. Hill, Kaiser engineering vice president, said the program includes the purchase of RCA's new high-power 60-kw UHF transmitters for KBKS-TV Burlington, N.J.-Philadelphia; KWBG-TV Cambridge, Mass.-Boston; WKBF-TV Cleveland and WKBV-TV Detroit.

Mr. Hill said other elements of the investment include the planned purchase of a high-power transmitter for KBHK-TV San Francisco and the conversion of the existing KBSC-TV transmitter in Los Angeles to 55-kw operation. The 60-kw transmitters now in use at the stations will be operated in parallel with the new 60-kw units, providing assurance of continuous broadcast signals in the event one unit fails, Mr. Hill reported.

**Technical topics:**

**Ecological endeavor** * RCA last week announced that it has received a $1.9-million contract from General Electric to develop electronic systems for satellites slated to conduct experimental surveys of the earth's natural resources in 1972 and 1973. Under the agreement, RCA's Astro-Electronics Division, Princeton, N.J., will build two power supply sub-systems that will convert the sun's energy into electrical power for earth-resources technology satellites in orbit.

**Solid monitors** * Two solid-state TV monitors, a 22-in. color unit with NTSC decoding and a 20-in. monochrome monitor with illuminant "D" phosphor, have been introduced by Rank Precision Industries, New York. Both operate on either 525 or 625 line standards and are designed with matching finishes and overall front dimensions to present a coordinated appearance when used together. The color unit, also available with PAL decoding, features a 4:3 aspect ratio tube and contains transistor matrixing circuits ensuring stability. The monochrome unit features high linearity and stability scan generators, two video inputs, a notch filter giving a 12 dB notch at the color sub-carrier frequency and an independent solid state e.t.h. generator.

**Remote control anyone?** * A remote camera control, model CR-1, is now available from Diamond Power Specialty Corp., Lancaster, Ohio. The CR-1 produces a composite video signal which meets EIA specification RS-170 when driven by Diamond's STA-1 sync generator and operates with several Diamond closed-circuit cameras. Offering remote control of beam, target and electrical focus, the unit contains video-processing circuits for polarity reversal, gamma correction, phaseless adjustable aperture correction and peak white clipper and blanking reinsertion. A keyed clamp circuit reduces hum and tilt and provides stable black level. The horizontal and vertical drives have adjustable delays for proper signal timing in up to 2,000 ft. of cable.

**Lighting data** * SOS Photo-Cine-Optics Inc. has made available a new 60-page lighting equipment book. Price of the book is $1, but SOS is offering the first copy free of charge to those involved in professional motion pictures and television. Copies may be obtained from the company at 40 Kero Road, Carlstadt, N.J. 07072, Dept. 1-23.

**Fellow member** * R. A. Isberg of Berkeley, Calif., consulting communications engineer, has been elected to Fellow Member of the Institute of Electrical and Electronic Engineers, in recognition of his contributions to television engineering and demonstrating the application of television to university-level teaching.

**Motorized stripper** * A motorized co-axial cable stripper (model CX-2) has been developed by Western Electronic Products Co., San Clemente, Calif. In a single operation, it prepares cables, from .075" to .435" diameter, for most con-
The benefits of art

Public service spots for television to promote "Art for Man's Sake," a national educational project of the Business Committee for the Arts Inc., New York, have been produced by the volunteer agency, Edward H. Bliss & Co., Chicago. The drive is to begin in May and will be handled through The Advertising Council Inc. TV-color film, which comes in minute and 30-second versions, will attempt to illustrate that modern man is reduced to barbarian status without the beneficial attributes of art, music, books, theater and poetry.

Highway honors upcoming

The Highway Users Federation for Safety and Mobility will present the Alfred P. Sloan Awards for Highway Safety Juries to New York, with two categories of awards: broadcasting and print media. There are 10 awards in each division and a $7,500 cash award for which anyone may nominate a candidate. The awards encourage innovation in public-service programs aimed at the reduction of traffic accidents, injuries and deaths. Deadline for entries is March 30. Address: Highway Users Federation, 1776 Massachusetts Ave. N.W., Washington, 20036.

Promotion tips:

EVR award: Elmer H. Waverling, vice-chairman and chief operating officer, Motorola Inc., has been awarded a CBS Electronic Video Recording (EVR) golden cassette. Mr. Waverling was honored as "one of the first to see the potential of videotape-TV" and as a "guiding force in the development of a mass-produced EVR player." Motorola was the first company licensed by EVR to manufacture player units in the U.S.

Chart and column

Porta-recorder: Sony Corp. of America, Long Island City, N.Y., has developed compact, portable video-tape recorder, Model AV-3650, with electronic editing and automatic control of audio and video recording levels. Sony said electronic editing system permits fully synchronized, roll-free assembly of sequences from variety of sources onto prerecorded tape. Other features were said to include half-inch tape capability, audio-after-video recording capability, 300-line horizontal resolution, stop motion and variable slow-motion playback, skew and tracking controls, and radio-frequency signal output meter. Suggested list price is $995.

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Radio profits: where the median lies

NAB report on 1969 shows how 50-kw and daytime-only stations fared

The typical 50-kw radio station had a profit of 18.86%, while the typical daytime-only radio station had a profit of 5.67% to total revenues in 1969, according to the broadcast management department of the National Association of Broadcasters.

The figures are down somewhat from 1968's 50-kw station's profit ratio of 19.87% and daytimers 7.13%. The drop is attributed to increased expenses even though gross revenues in 1969 were generally above those in 1968.

In the 50-kw classification, the media station had total 1969 broadcast revenues of $1,092,300, including time sales of $1,170,300, plus incidental broadcast revenue, minus agency and representative commissions and payment to networks for sale of time. Revenues in 1969 were largely from local advertisers (51.1%) and national and regional advertisers (47.6%). Only 1.3% came from networks. These proportions were similar to the breakdown in the 1968 report.

Total broadcast expenses for the typical station were $886,300, with the largest percentage attributed to programming (33.5%) and general and administrative (30.7%). The largest salary requirements also were charged to programming (39.2%). Depreciation and amortization came to $39,300, and music license fees to $30,700, leaving a profit of $206,000.

In 1968, the median 50-kw station had total revenues of $829,400, with times sales of $960,000. Total expenses ran $664,600 and profit $164,000.

The 50-kw report for 1969 also noted that the typical profitable station had a profit ratio of 25.56% to total revenues of $1,207,400, compared to 1968's profit ratio of 24.37% on $991,200 total revenue.

For daytime-only stations, the NAB report for 1969 listed the typical station's revenues at $103,000 after time sales of $103,600, with $94,100 coming from local advertisers, and $9,500 from national and regional advertisers. Nothing came from networks. Total expenses ran $97,200, with depreciation and amortization set at $5,200 and music license fees at $3,000, for a profit of $5,800. In 1968, on the other hand, total broadcast revenues for median daytimers were $96,300, with time sales of $96,900. Total expenses in 1968 ran $89,400 and profit, $6,900.

However, the 1969 profit ratio was higher than the national median for daytime stations in the smaller markets where the bulk of the sunrise-to-sunset radio stations are (between 10,000 and 25,000 population)—7.01% on total revenues of $112,000. In 1968, this ratio came to 6.93% for the same class of station.

Both reports have been sent to NAB members in their respective categories.

Capacities earnings inch up 1% in 1970

Capital Cities Broadcasting Corp., New York-based group broadcaster, has reported consolidated income before extraordinary items for the year ended Dec. 31, 1970, of $11,511,000, an increase of 1% over the previous year, in which income amounted to $11,383,000.

Included in the firm's financial statement is the operation of the Pontiac Press, which Capacities acquired on May 20, 1969, from the date of purchase.

The figures include an extraordinary item based on costs relating to the discontinuation of in-house printing of Fairchild Publications, a subsidiary, which amounted to $4,700,000. Other extraordinary items included are the net gain on a $2,500,000 tax benefit and fewer net gains on disposal of other properties. These reduced net income by over $2 million.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$149,176,000</td>
</tr>
<tr>
<td>Net income</td>
<td>10,185,000</td>
</tr>
<tr>
<td>Earned per share</td>
<td>$1.15</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>9,200,000</td>
</tr>
</tbody>
</table>

Note: Per-share earnings is compiled following deduction of extraordinary items equal to 29 cents per share.

Ameco halts merger; reports earnings loss

Ameco Inc., Phoenix-based cable-equipment supplier, has suspended indefinitely plans to merge with American Cable Television Inc., group-CATV operator also based there.

Bruce Merrill, president of Ameco and also principal owner of American Cable, said that negotiations were cut off to allow the firm's annual stockholders' meeting to take place. The meeting had been postponed pending consummation of the negotiations with American Cable. Ameco had sought to acquire all the operating subsidiaries of that firm (Broadcasting, Oct. 5, 1970).

In the same announcement, Mr. Merrill said Ameco continued to operate in the loss column during the six-month period ended Dec. 31, 1970. Revenues for the period were down over $800,000 from the same period in 1969, with the same number of shares outstanding.

For the six months ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$1,072,392</td>
</tr>
<tr>
<td>Net income</td>
<td>870,278</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,200,000</td>
</tr>
</tbody>
</table>

Company reports:

Kinney National Services Inc., New York, diversified service enterprise, voted at its annual shareholders meeting last Tuesday (Feb. 16) to shorten its name to Kinney Services Inc., as part of a program to build "a better recognition of Kinney, the corporation," and elected 19 incumbent directors for fiscal 1971. Kinney also reported an increase in revenues and net income for the three months ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$145,176,000</td>
</tr>
<tr>
<td>Net income</td>
<td>10,185,000</td>
</tr>
<tr>
<td>Earned per common and common-equivalent share</td>
<td>0.55</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>18,359,835</td>
</tr>
</tbody>
</table>

Combined Communications Corp., Phoenix, group broadcaster, publisher and advertiser, reported a 57% increase in net income for 1970 over the previous year, before auditing. An extraordinary income of 20 cents per share resulted from a change in accounting for outdoor-advertising revenues and tax reductions from an operating loss carried over from an acquired company.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$26,120,802</td>
</tr>
<tr>
<td>Net income</td>
<td>1,946,492</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,200,000</td>
</tr>
</tbody>
</table>

Cypress Communications Corp., Los Angeles, multi-system CATV owner, operator, reported an increase of over $1.5 million in revenues for the six-month period ended Dec. 31, 1970, the first half of fiscal 1971. Although not released because of the pending regis-
The Broadcasting stock index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Closing Feb. 17</th>
<th>Closing Feb. 11</th>
<th>Closing Feb. 4</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out Stand.</th>
<th>Total Market Capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>28%</td>
<td>30</td>
<td>27</td>
<td>30</td>
<td>19%</td>
<td>$7,073</td>
</tr>
<tr>
<td>ASI Commun.</td>
<td>O</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>7</td>
<td>1%</td>
<td>$1,789</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CCB</td>
<td>N</td>
<td>34</td>
<td>34%</td>
<td>35%</td>
<td>19%</td>
<td>$6,001</td>
</tr>
<tr>
<td>CSS</td>
<td>CBB</td>
<td>N</td>
<td>29%</td>
<td>29%</td>
<td>29%</td>
<td>19%</td>
<td>$7,381</td>
</tr>
<tr>
<td>Corinthian</td>
<td>CBB</td>
<td>N</td>
<td>22%</td>
<td>22%</td>
<td>23%</td>
<td>10%</td>
<td>$5,789</td>
</tr>
<tr>
<td>Cox</td>
<td>COX</td>
<td>N</td>
<td>16%</td>
<td>15%</td>
<td>14%</td>
<td>5%</td>
<td>$1,250</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>GGD</td>
<td>A</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td>9%</td>
<td>$1,866</td>
</tr>
<tr>
<td>Metromedia</td>
<td>MET</td>
<td>N</td>
<td>26%</td>
<td>26%</td>
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<td>MMB</td>
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<tr>
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Total: $4,840, $1,975,678

Broadcasting with other major interests

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<th>Closing Feb. 11</th>
<th>Closing Feb. 4</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out Stand.</th>
<th>Total Market Capitalization</th>
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<td>32%</td>
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<tr>
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<td>69%</td>
<td>69%</td>
<td>69%</td>
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Total: $128,577, $4,154,999

CATV

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<th>Closing Feb. 11</th>
<th>Closing Feb. 4</th>
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<th>Low</th>
<th>Approx. Shares Out Stand.</th>
<th>Total Market Capitalization</th>
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Total: $28,840, $658,927

58 (FOCUS ON FINANCE)
Financial notes:
- Scripps-Howard Broadcasting Co., New York, has declared a quarterly dividend of 35 cents per share, payable March 10 to stockholders of record Feb. 26.
- LVO Cable Inc., subsidiary of LVO Corp., both Tulsa, Okla., has filed with Securities and Exchange Commission for registration of 340,000 shares of common stock. Net proceeds from new issuance will in part be used to repay

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<th>Stock</th>
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<th>Closing</th>
<th>High</th>
<th>Low</th>
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<td>Feb. 4</td>
<td></td>
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</tbody>
</table>

| Service    |          |         |         |       |       |         |              |
| John Blair | BJ       | N       | 18%     | 17%   | 16%   | 23%     | 10%          | $2,550  |
| Comset     | CO       | N       | 58%     | 58%   | 58%   | 58%     | 25           | $10,000 |
| Creative Management | CMA  | A       | 15      | 14    | 14%   | 15     | 10          | $1,102  |
| Doyle Dane Bernbach | O   | 26%    | 24%    | 23%   | 23%   | 26%     | 13%          | $1,919  |
| Elkins Institute | O      | 11%    | 11%    | 11%   | 12%   | 11%     | 12%          | $1,664  |
| Foote Cone & Belding | FCB | N       | 9%      | 9%    | 9%    | 12%     | 7%           | $2,175  |
| Grey Advertising | O       | 13     | 11%    | 11%   | 12%   | 13%     | 13%          | $1,972  |
| Laffitte, McCaffrey & McColl | O     | 14%    | 14%    | 17%   | 8%    | 8%      | 8%           | $555    |
| Marketing Resources & Applications | O   | 9%     | 7%    | 4%    | 3%    | 4%      | 4%           | $1,452  |
| Moviestar  | MOV      | A       | 3%      | 3%    | 3%    | 3%      | 2%           | $1,407  |
| MDP Videotronics | MPO  | A       | 6%     | 7    | 7     | 3%      | 4%           | $5,259  |
| Nielsen    | O        | 43%    | 43%    | 42%   | 44%   | 46%     | 26          | $5,299  |
| Ogilvy & Mather | O    | 29%    | 29%    | 27%   | 25%   | 14%     | 19%          | $1,029  |
| PKL Co.    | PKL      | A       | 5%     | 6%    | 4%    | 12%     | 9%           | $743    |
| J. Walter Thompson | O    | 40%    | 38%    | 55%   | 40%   | 21%     | 21%          | $2,746  |
| Transmedia International | O   | 3%     | 3%    | —    | 5%    | 1%      | 5%           | $353    |
| Wells Rich Greene | WRG  | A       | 22%    | 22%   | 20%   | 23%     | 5%           | $1,581  |
| Total       |          |         |         |       |       |         |              | $38,637 |

| Manufacturing |          |         |         |       |       |         |              |
| Admiral     | ADL      | N       | 11%    | 12%   | 11%   | 14%     | 6%           | $5,158  |
| Ampex       | APX      | N       | 20%    | 20%   | 21%   | 48%     | 12%          | $10,874 |
| CCA Electronics | CAC  | N       | 2%     | 2%    | 2%    | 5%      | 1%           | $2,096  |
| Collins Radio | CRI  | N       | 16    | 17%   | 19    | 37%     | 9%           | $2,966  |
| Computer Equipment | CEC | C       | 5%    | 5%    | 5%    | 12%     | 3%           | $2,406  |
| Comstar     | CAX      | N       | 24    | 22%   | 21%   | 32%     | 12%          | $1,852  |
| General Electric | GE   | N       | 104   | 104%  | 103%  | 104%    | 60%          | $90,844 |
| Harris-Intertype | HI  | N       | 85%   | 84%   | 80%   | 75%     | 36%          | $6,326  |
| Magnavox    | MAG      | N       | 41%   | 42%   | 41%   | 42%     | 22%          | $16,674 |
| M1          | MMM      | N       | 103%  | 102%  | 101%  | 114%    | 71           | $56,056 |
| Motorola   | MOT      | N       | 62%   | 61%   | 58%   | 62%     | 31%          | $13,334 |
| RCA        | RCA      | N       | 32%   | 32%   | 32%   | 34%     | 18%          | $68,403 |
| Reeves Industries | RSC | A       | 4     | 4     | 4%    | 5%      | 2%           | $3,458  |
| Teleprompter | O       | 11%    | 12%   | 12    | 24%   | 8%      | 8%           | $14,040 |
| Westinghouse | WX      | N       | 76%   | 76%   | 72%   | 76%     | 53%          | $40,705 |
| Zenith     | ZE       | N       | 43%   | 42%   | 40%   | 43%     | 22%          | $19,020 |
| Total       |          |         |         |       |       |         |              | $253,848 |

| Standard & Poor Industrial Average |          |         |         |       |       |         |              |
| A-American Stock Exchange | 107.82  | 107.52  | 106.00  |       |       |         |              |

* Shares outstanding and capitalization as of Jan. 26.
* New entry.
firm's short-term bank indebtedness. Remaining revenue will be added to existing working capital. None of proceeds will go to parent company. LVO Cable owns and operates 21 CATV systems with 80,000 subscribers.

**Kluge claims gains against the stream**

**Metromedia profits up though revenues down as result of economies**

Metromedia Inc., New York, reported a better than twofold increase in net income for fiscal 1970 over 1969 despite a decline in revenues. The figures were announced by John W. Kluge, president and board chairman of the diversified communications company at the firm's West Coast headquarters in Los Angeles. Mr. Kluge added that economies instituted by the corporation in 1968 and continued over the past two years have resulted in the savings of $600,000 for month in 1970 against 1969. Mr. Kluge told a Thursday (Feb. 18) news conference that Metromedia intended to expand its broadcast holdings and that by 1973 he expected to have a full complement of radio and television stations. He added that the company was continuously seeking major-market properties, although he would not identify any markets where negotiations were in progress. Metromedia currently owns four VHF television stations (WNEW-TV New York, WTTG Washington, KMCT-TV Kansas City, Mo., and KTTV Los Angeles), six AM's (WNEW New York, KLO Los Angeles, KXW San Francisco, WBCM Baltimore, WIP Philadelphia and WHK Cleveland) and six FM's (WNEW-FM New York, KMET Los Angeles, KSAN San Francisco, WASH Washington, WMMR Philadelphia and WMMS Cleveland). The firm recently gave its UHF station, KNEW-TV San Francisco, to the Bay Area Educational TV Association, licensee of noncommercial KQED(TV) there (BROADCASTING, Sept. 14, 1970).

Metromedia will continue to produce the Jacques Cousteau specials, although costs are rising to about $360,000 a show, Mr. Kluge said. Metromedia Producers Corp. also expects to make available immediately reruns of 24 National Geographic specials it produced for the society during the last six years. Mr. Kluge said Metromedia was in better financial shape, despite the tight economy, than it had ever been in. He said the company was anticipating no blanket personnel cutbacks but expected to continue through fiscal 1971 the economies it had been practicing since 1968. Only a few weeks ago it became known that Metromedia was reducing its corporate headquarters staff. Four vice presidents of the parent company left (BROADCASTING, Jan. 25).

Mr. Kluge told the newsmen that the loss of cigarette revenue would not be felt as much by Metromedia as perhaps by some other groups. Only 2% of its TV revenue was concentrated in tobacco, he said.

For the year to Jan. 2:

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<tr>
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<th>1970</th>
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<tr>
<td>Earned per share</td>
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<td>Revenues</td>
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<td>Shares outstanding</td>
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Note: An extraordinary loss relating to the net result of the donation of KNEW-TV San Francisco to KQED(TV) of $1,574,201 or 27 cents per share is not included in the 1970 figures. This would reduce the income to $4,259,659 or 75 cents per share. An extraordinary loss in 1969 of $992,016 or 12 cents a share reduces those income figures to $3,101,146 or 38 cents per share. Fiscal 1970 was 52 weeks long; fiscal 1969 was 53 weeks long, ending Jan. 3, 1970.

**International**

**ABC, ATV team up for cassette programing**

ABC Inc. and Associated Television Corp., London, are forming a company to produce and distribute video-cassette programing, it was announced jointly last week by Leonard H. Goldenson, president of ABC Inc. and Sir Lew Grade, deputy chairman and chief executive officer of ATC.

The company expects to be active in programing covering educational, industrial training and specialized home entertainment. Elton H. Rule, president of the ABC broadcast division, and Sir Lew will be responsible for the organization and development of the new company.

Mr. Goldenson said that this project and others still in the formative stage will enable ABC "to participate in a major fashion in this emerging field in the future." Sir Lew commented that the new organization will "become a significant supplier of programing in this exciting new era of communications."

**CTW hopes to launch European 'Sesame Street'**

The Children's Television Workshop is undertaking a six-month project to study the feasibility of broadcasting its preschool educational program, Sesame Street, in French, German, Italian and other European languages. CTW recently reported that it was placing the program in English-speaking countries in Africa and Asia (BROADCASTING, Feb. 8).

The research team of Claude Giroux and Eric Rouchat, Parisian film and television executives, have been retained for the study. According to Michael H. Dann, the workshop's vice president in charge of international activities, the Giroux-Rouchat study will range from funding to format problems, and will include a survey of production facilities, animation, writing, acting, availability of air time, means of distribution and other creative talents available in a number of European countries.

CTW has already begun a similar study in Latin America and hopes to eventually produce the series for Spanish-speaking countries.

**Tele-Rep signs Canadian pact**

Tele-Rep Inc. announced last week that it has signed an agreement with All-Canada Radio & TV Ltd. under which the latter company will sell national spot TV time to Canadian advertisers and agencies for the 11 station clients of Tele-Rep. Alfred M. Masini, president of Tele-Rep, said the agreement excludes Toronto, which will continue to be handled by Tele-Rep's Detroit office. All-Canada has offices in Toronto; Montreal; Winnipeg, Manitoba; Calgary, Alberta; and Vancouver, British Columbia.

BROADCASTING, Feb. 22, 1971
Broadcast advertising

Jack Frantz, account supervisor, Grey Advertising, New York, named VP.
Barbara Feigin, senior group head, Grey, appointed associate research director, department of marketing research.
Charles Brom, formerly account supervisor, Campbell-Ewald, Chicago, joins Edward H. Weiss & Co. there in same capacity.
Alan Dietz, copy supervisor, Leo Burnett Co., Chicago, appointed associate creative director.
Leonard T. Giarraputo, VP and national sales manager, WNEW-TV New York, appointed director of national TV sales, Post-Newsweek Stations. Norman Hayes, national sales manager, WJXT (TV) Jacksonville, Fla., appointed regional TV sales manager, Post-Newsweek Stations, group owner of WTOP-TV Washington, WPLG-TV Miami and WJXT.
Michael Davison, associate media director, Erwin-Wasey, Los Angeles agency, appointed director of research and sales development, KMPC (AM) there.
George Adkisson, formerly general sales manager, KFRE-AM-FM Fresno, Calif., joins KCNC-AM-FM Amarillo, Tex., as general sales manager.
William Froelich, formerly account executive, WDVR (FM) Philadelphia, appointed local sales manager.
Donald R. Jacques, with WGY (AM) and WQFM (FM) Schenectady, N.Y., appointed sales manager, WQFM (FM).

Mr. Ockershausen. (See “Week’s Profile” page 73). Andrew M. Ockershausen, assistant general manager, WMAL-AM-FM-TV, elected secretary-treasurer of parent company.

Frederick S. Houwink, who retired in 1970 as general manager of Washington stations, but remained as VP of parent firm, elected senior VP. In addition Mr. Stakes and Mr. Ockershausen were named to Evening Star board.

Kenneth R. Frankl, formerly general counsel and assistant secretary, Bishop Industries Inc., cosmetic manufacturers, Union, N.J., joins RKO General Inc., New York, as general counsel and secretary.

Max Bauman, manager, purchases, NBC-TV West Coast, appointed manager, transportation and duplication there. He is succeeded by William G. Hanes, liaison buyer, NBC West Coast.

Elliott Kallick, supervisor, general accounting, NBC West Coast, appointed manager, treasury operations.

W. Edward McClannah, general sales manager, Triangle Stations’ program sales division appointed head, broadcast division, Evans Communication Systems, Charlottesville, Va., licensee of WCHV (AM) and WCCV (FM) there.


Don R. Reich, general manager, WUNI (AM) Mobile, Ala., also named VP.

Jim Stowe, formerly general manager WQNT (AM) Huntington, W. Va., named VP and general manager, KVOY (AM) Yuma, Ariz.

Thomas J. Miles, sales manager, WDOV (AM) and WDSD (FM) Dover, Del., appointed general manager.

Curtis W. Butler, station manager, WCHS-TV Charleston, W. Va., was appointed general manager.

Norman F. Taft, general sales manager, KRKQ (AM) Everett, Wash., named to added duty of assistant station manager.

Jack Stockton, formerly program manager, WBBS-FM Chicago, appointed director of operations.

Programing

Seymour Horowitz, director of program services, ABC-TV, New York, appointed program director, ABC-owned WXYZ-TV Detroit.

Robert Burnett, senior TV producer, J. Walter Thompson, Chicago, joins Acme Film and Videotape Laboratories there as manager.

William E. Pfeiffer, formerly VP in charge of planning and development, WLOS-TV Asheville, N.C., named VP, programing.

William P. Finley, formerly with CBS Television City, Hollywood, joins WJAR-TV Providence, R.I., as television director.

Keith Curtis, program director, WBUK-FM Columbus, Ohio, named WFIN-AM-FM Findlay, Ohio, in same capacity.

David L. George, formerly producer, WHAS-FM Louisville, Ky., joins Oppenheim, Herminghausen, Clarke, program producer, Dayton, Ohio, as writer and producer.

Bruce Sommers, formerly with WEIC-AM-FM Charleston, Ill., named WCNW-AM-FM Fairfield, Ohio, as production director.

News


Bob Eastman, writer-producer, WBBM-AM (Chicago), appointed assistant news director.

Gene Brodeur, newscaster and writer, KDB (AM) Santa Barbara, Calif., joins KMPC (AM) Los Angeles as newscaster.

Peter Burns, formerly Vietnam correspondent, NBC News, joins WJW-TV Cleveland, as newscaster and anchorman.

Tom Sheldon, program and news director, WFIN-AM-FM Findlay, Ohio, appointed director of news and public affairs.

Forrest M. Bullard, producer and director, KOMO-AM-TV Seattle, appointed assistant manager of public affairs, KOMO-AM-TV.

Sue O'Brien, formerly public-affairs director and reporter, KTLa (AM) Denver, joins KBTR (AM) there as consumer-affairs director. R. D. Sahl, night-news editor, W scholarly (AM) Denver, joins KBTR as newscaster.


Robert H. Lamey, with WSN-AM-FM TV Charlotte, N.C., appointed sports director.

Promotion

Gerald Minnucci, formerly director of
For The Record

As compiled by Broadcasting, Feb. 9 through Feb. 17 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate; ann.—announced; ant.—antennas; ap.—aerial; aux.—auxiliary; CATV—community antenna television; CR—critical hours; CP—construction permit; D—day; DA—di-rectional antenna; ERP—effective radiated power; kwh—kilowatt-hours; kw—kilowatts; LS—local sumet; mhz—megahertz; mod.—modification; N—night; PSA—presidential service authority; SCA—secondary communications authorization; SH—specified hours; SAA—special service authorization; STA—special temporary authorization; tran.—transmitter; UHF—ultra high frequency; VHF—very high frequency; vis.—visual; w—watts; *—educational.

New TV stations

Final action

- KMTC(TV) Springfield, Mo. — Broadcast Bureau granted license covering new station; specify studio location as 3004 East Cherry Street.

Other actions

- Broadcast Bureau granted request of Professional Telecasting Systems Inc. and extended through Feb. 19, time to file reply comments in amendment of TV table of assignments (Clarks-ville, Tenn.) (Doc. 19045). Action Feb. 10.

Ruling action


Existing TV stations

Final actions

- WMAL-TV Washington — Broadcast Bureau granted CP to change ERP to vis. 316 kw; aur.

47.9 kw; trans. location to 4001 Brandywine Street, N.W., Washington; change type trans. and type ant.; make changes in set system; ant. height 780 ft.; condition. Action Feb. 8.


- KMBC-TV Kansas City, Mo.—Broadcast Bureau granted license covering alt. main vis. ampli-fier. Action Feb. 4.

- WSTV-TV Steubenville, Ohio—Broadcast Bureau granted license covering utilization of former licensed main trans. as aux. at main trans. location. Action Feb. 4.

- WTVN-TV, WTMJ-TV, WTVI-TV and WTVT-TV, all Milwaukee—FCC granted requests of Hearst Corp. (WISN-TV), The Journal Co. (WTMJ-TV), WITI-TV Inc. (WTVI-TV) and WKY Television System Inc. (WTVT) for extensions of authority to simplex superaudible signals on their aural carriers. Action Feb. 10.

Actions on motions

- Office of Opinions and Review in Indianapolis (Indiana Broadcasting Corp. [WISH-TV]), TV proceeding, by order released Jan. 13, hearing Examiner Leonard G. Ehrlig approved petition by Indiana Broadcasting Corp. for dismissal of application; dismissed with prejudice such application and terminated proceeding accordingly; Indiana Broadcasting Corp.'s petition for reconsideration and grant without hearing filed Oct. 9, 1970, is dismissed as moot (Doc. 15883). Action Jan. 22.


Other action


Rulingmaking petition

- Chicago and New York—National Organization for Women. Supplemented petition to add chart which lists management personnel of 45 TV stations in top-five major markets, and to add chart which lists management personnel of 43 stations.

For The Record

As compiled by Broadcasting, Feb. 9 through Feb. 17 and based on filings, authorizations and other FCC actions.

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Other action


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New AM stations

Initial decision


Actions on motions


■ Hearing Examiner L. F. Tierney in Guayanola and Yabucoa, both Puerto Rico (Frederick Broadcasting Corp., et al.). AM proceeding, granted petition by James Calderon to amend his application to update his financial qualifications (Docs. 19056-7). Action Feb. 5.

Other actions


■ Review board in Bayamon, Puerto Rico, granted petition by Catalino Cabrallero Jr., for new AM station in Puerto Rico, for extension of time to March 26, to amend application for AM station, and change of location (Doc. 18981). Action Feb. 11.

■ Review board in Green Bay, Wis., granted request by Green Bay Broadcasting Co. for dismissal of petition to enlage issues in proceeding on application for AM station, Cowles, Green Bay, for AM CP (Doc. 18790). Action Feb. 10.


■ KOMS Radio, Redding, Calif.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Jan. 28.

■ KBOL Boulder, Colo.—Broadcast Bureau granted license covering change in ownership of station, location and ant. system. Action Jan. 28.

■ WGUN Atlantic-FCC denied and dismissed, respectively, petition for reassignment and motion for stay filed by Van Nostrand Radio Engineering Co., et al., for to set aside and designated, for hearing, site change application. Granted leaving action of Broadcast Bureau to WGUN, affirmed WGUN grant. Action Feb. 10.

■ WGNU Granite City, III.—Broadcast Bureau granted increase in height of tower to 592 ft. Action Jan. 29.

■ WWPE Rockford, Ill.—Broadcast Bureau granted increase power to 1 kw and install new trans.; change location to one-half mile north of Rockford, delete remote control point. Action Jan. 28.

■ WFBM Indianapolis—Broadcast Bureau granted license covering new alt.-main trans. Action Jan. 27.

■ WKLO Louisville, Ky.—Broadcast Bureau granted license covering new alt.-main trans. Action Jan. 27.

■ KAMX Albuquerque, N.M.—Broadcast Bureau granted license covering new alt.-main trans. Action Jan. 27.

■ KOBE Las Cruces, N.M.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans. Action Jan. 27.

■ WSIB Rashford, N.D.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans. Action Jan. 27.


■ WKY Fort Wayne, Ind.—Broadcast Bureau granted CP to install main trans. and ant., license covering new alt.-main trans. Action Jan. 28.


■ KPRK-AM Fort Worth, Texas.—Broadcast Bureau granted CP to install main trans. and ant.; make changes in operation of main trans. Action Jan. 28.


■ KJJO Fort Worth, Texas.—Broadcast Bureau granted license covering new alt.-main trans. Action Jan. 28.

Existing AM stations

Final actions

■ KXUD West Memphis, Ark.—FCC denied peti-
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Fourche Valley Enterprises Inc., in proceeding on competing applications of LaFourche Valley and Soul for new FM in Chalmette, extended deadline for filing comments to 10 days from date of release of board's action (Docs. 1904-6). Action Feb. 12.


Existing FM stations

Final actions

KOTN-FM Pine Bluff, Ark.—Broadcast Bureau granted CP to new station, location on 92.3 MHz; ERP 5.6 kW. Action Jan. 28.

KKUP(FM) Cupertino, Calif.—Broadcast Bureau granted CP to change station, location to 9022 La Jolla Scenic Drive, change antenna to permit permitted remote control. Action Jan. 29.

KPGX(FM) Easton, Pa.—Broadcast Bureau granted CP to change station, location to 107.3 FM, change ERP to 1063.5 kW. Change permitted. Action Jan. 28.

WPLO-FM Atlanta, Ga.—Broadcast Bureau granted CP to change station, location to 107.3 FM, change ERP to 300 kW, change antenna to permit permitted remote control. Action Jan. 28.

KFSG(FM) Los Angeles—Broadcast Bureau granted CP to new station, location to 90.6 MHz; ERP 1.7 kW. Action Jan. 28.

KUKW-FM Seattle, Wash.—Broadcast Bureau granted CP to new station, location to 92.3 MHz; ERP 5.6 kW. Action Jan. 28.

KKEF(FM) Salt Lake City, Utah—Broadcast Bureau granted CP to new station, location to 90.9 MHz; ERP 1.7 kW. Action Jan. 28.

KBNC-FM Chicago—Broadcast Bureau granted CP to new station, location to 91.7 MHz; ERP 1.7 kW. Action Jan. 28.

KJMN-FM Minneapolis, Minn.—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

KOSU-FM Oklahoma City, Okla.—Broadcast Bureau granted CP to new station, location to 91.5 MHz; ERP 5.6 kW. Action Jan. 28.

KFMA(FM) Granite City, Ill.—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

KWMQ-FM Des Moines, Iowa—Broadcast Bureau granted CP to new station, location to 92.3 MHz; ERP 1.7 kW. Action Jan. 28.

KQKX-FM St. Louis—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

KCEP-FM Las Vegas, Nev.—Broadcast Bureau granted CP to new station, location to 105.9 MHz; ERP 1.7 kW. Action Jan. 28.

KCOY-FM Rapid City, S.D.—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

KSGF(FM) Springfield, Mo.—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

KBGM-FM Billings, Mont.—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

KGBB-FM Huntington, W.Va.—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

KCBF-FM Milford, Conn.—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

KZKA-FM Las Vegas—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

KCBM-FM Clearfield, Utah—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

KCBT-FM Billings, Mont.—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

KCEP-FM Rapid City, S.D.—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

KGBB-FM Huntington, W.Va.—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.

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KGBB-FM Huntington, W.Va.—Broadcast Bureau granted CP to new station, location to 90.3 MHz; ERP 1.7 kW. Action Jan. 28.
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations Wanted per word—$2.00 minimum.
Classifieds 15¢ per word, minimum 25¢. Applicants: If tapes or films are submitted, please send $1.00 for each package to be returned. Forms remain on file. All replies must be addressed to box numbers. See details, address to box numbers are sent at owner’s risk. BROADCASTING assumes no liability or responsibility for their correctness. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted

Help Wanted-Manager

Vice President/General Manager position in top 10 market. Experienced executive in all areas of television. Must have full understanding of top 4 network sales and sales. Experience required. If interested, please send resume immediately. Please call. Pay $27,000 to $30,000. Box 214, BROADCASTING.

Manager, Small TV market. Good base, plus incentives to earn $12,000 easily. Box B-206, BROADCASTING.

Sales manager—far west Texas market. Airfield needs top flight, hard working salesman. Must be honest, pay bills and make sales. Right man can become station manager. Send photo, resume, and references first mailing. Small market country boys, don’t come looking. Be prepared to work hard. Send resume and sales requirements to Box B-214, BROADCASTING.

Owner—general manager getting ready to retire. Seeking someone capable to take his place. We’re a 5000 watt, network affiliate serving a medium sized and growing Florida market. Compete with all areas of programming, administration, sales, production, and finance. Experience with a general knowledge of technical requirements. Our greatest need is in sales. Must be community oriented and able to involve himself in community affairs. Will sign term contract for employment to cover period during which we get to know each other. If abilities and interest during first six months prove equal or better than expected, owner will phase himself out of management completely and you will become general manager. Experience, references, provable sales record, income required, interests, hobbies, political philosophy required. Box B-209, BROADCASTING.

Immediate opening in the radio department of the back to the Bible Broadcast studios. Position: Assistant radio engineer. Responsibilities: Maintenance of professional recording and studio equipment and equal time in operation of console for production of program masters and tape editing. Experience in design and installation of studio equipment required. Experience in multi-track recording techniques desired. Send resume to Personnel Office, Back to the Bible Broadcast, Lincoln, Nebraska 68501.

Sales

National sales manager/operaions director. Large eastern market. Must be successful, career oriented, sales and sales training background. Also helpful to have experience in programming, Good starting salary and fringe benefits. If interested, please send resume immediately. Box B-210, BROADCASTING.

Sales manager-administrator, broadcast or education background wanted by major broadcast schools, Calif. Permanent positions, guarantee. Send resume Box B-25, BROADCASTING.

Local sales manager Florida million market. Man must be creative, best salesman on staff and lead other men to new highs. Fine potential with strong company for man who can deliver. Box B-189, BROADCASTING.

Needed—top flight—experienced, eager, hungry radio salesman. For stable, leading station in prime time market, promotion opportunities available if ability is proved. Desk sitting, order takers not wanted. Men interested in $12,000 to $25,000 per billing period through hard, sidewalk-pounding work welcome. Send resume and work record, experience, provable personal billing figures first letter. Box B-226, BROADCASTING.

I want a salesman, who is presently near enough to Hartford, Conn., to travel at his expense to see us—his experience is selling both large and small accounts and making plenty of cold calls. He is doing well, but with an organization that doesn’t realize what he can do. He needs help. Box B-266, BROADCASTING.

Sales continued

Minneapolis-St. Paul opportunity with a going station. Must be a responsible seller. We know how to sell radio, if that’s your point. All phone calls please. Mail resume, picture, and all other information to KXIS, 4500 Excelsior Boulevard, Minneapolis, Minnesota 55416. I want a sales-pro who does not just sell clients numbers and—buts, creativity, Territory—wide opportunity for sales. Salary open—good fringe package. Call Al Gates—203-246-8820.

Radio rep salesman young, aggressive, research minded, for new radio rep firm. Must have agency, rep, or local radio experience. Write Better Music Radio Reps, Inc., 45 East 51st Street, N.Y.C. 10022.

Celerated Expanding group has opportunity for successful radio executive to have future management potential. Call Charlie Powers day—941-242-6186 evening—919-993-5131.

Earn more money. Experienced announcers or newsman only. Break into full time sales. See your efforts payoff immediately. Send full resume, photo, Box B-38, BROADCASTING.

5 KW in northern Virginia needs an experienced an- nouncer for full time. Must have full resume first letter. Experience, references, provable sales record, income required, interests, hobbies, political philosophy required. Box B-209, BROADCASTING.

Immediate opening in the radio department of the back to the Bible Broadcast studios. Position: Assistant radio engineer. Responsibilities: Maintenance of professional recording and studio equipment and equal time in operation of console for production of program masters and tape editing. Experience in design and installation of studio equipment required. Experience in multi-track recording techniques desired. Send resume to Personnel Office, Back to the Bible Broadcast, Lincoln, Nebraska 68501.

Sales continued

One of Mid-Michigan’s most exciting locations is looking for a multi-talented on-look. Ability to communicate on a one-to-one basis, good production and writing ability are a must. Advancement opportunity excel- lent in the area’s best facilities. Good pay for good talent. Send resume and tape to Box B-207, BROADCASTING.

Brand new station, new equipment C&W format. Single station market. Send tape, resume, and salary requirements. Box B-255, BROADCASTING.

Souls jocks wanted—no screamers—good-diction. Send tape, resume, and salary requirements. Box B-261, BROADCASTING.

Tat ticket-staff announcer willing to start between $1000 and $1200 per week. Some experience necessary, part time sales available if qualified some of Florida’s delightful, medium market resorts. Send tape, references, experience, full information first letter. Box B-265, BROADCASTING.

Professional announcer, mature voice and good re- ferences for major station. Excellent pay and working conditions. Call Raymond Bowers, 1, 000, SKM 863, New York City 212-763-5249.

Announcers continued

Florida east coast—needs announcer, immediate opening. WRFR, Titusville, Phone 305-367-1121.

We have an opening for a fully qualified engineer with directional antenna experience and announcing experience. Send resume, references, along with tape to: Program Director, 4500 Excelsior Boulevard, Minneapolis, Minnesota 55416.

Immediate openings available for experienced technicians in the broadcast and production areas. A multi-talented man is desirable. Salary open. Immediate opening. If interested, please forward resume with address to Ted Murray, Operations Director—WASU AM/FM, Box 70, Fort Knox, Kentucky 40121.

Sharp pro for combination slot. Must be excellent on production, etc., news, and announce. Play-by-play helpful but not mandatory. Full time in midwest. Must be able to dig beyond the obvious, write, and deliver. Send all information to News Director, F.O. Box 1978, Deventer, Iowa 52008.

Sharp thinking, sounding newman for nation’s capital. Area’s only 24 hour all news station. Tape, please, to Joel Lynne, WAVA, Arlington, Va. An equal opportunity employer.

We need young, experienced newsmen. Must have 1-2 years experience. Experience with a network and/or broadcast journalism Central east Texas. Phone Dudley Wallace, 214-586-2211.

Part-time engineer. First-class FCC license required. Send resume, photo to WCOA, Box 1669, Pensacola, Florida 32502.

We need a sharp program director for a top forty soul radio station, in the mid west. If you have a background in programming, and are management caliber, please forward tape, resume, picture and salary requirements immediately. Box B-235, BROADCASTING.

Program director for brand new C&W format sta- tion. Single station market. Send tape, resume and salary requirements, Box B-256, BROADCASTING.

Program director—creator of interesting and origi- nal commercials, comedy, etc. Unusual opportunity in prime market station, Rockies. Box B-262, BROADCASTING.

Sharp pro for combination slot. Must be excellent on production, air, news and attention to detail. Play-by-play helpful but not mandatory. Fulltime MOR in beautiful Southern Illinois. Call Charlie Powers days (618) 942-2181; after 7:30 PM CST (618) 992-5151.

We need a sharp program director, for a top forty soul radio station, in the mid west. If you have a background in programming, and are management caliber, please forward tape, resume, picture and salary requirements immediately. Box B-236, BROADCASTING.

Program director for brand new C&W format sta- tion. Single station market. Send tape, resume and salary requirements. Box B-256, BROADCASTING.

Production manager—speaker of creative and origi- nal commercials, comedy, etc. Unusual opportunity in prime market station, Rockies. Box B-262, BROADCASTING.

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Casting.

Small ready management Write the John Hoffman Broadcast Service, background.

BROADCASTING, Black consulting CASTI Florida, salary to solve your problems. Experienced, track -239, BROADCASTING.

Box 40, years years' experience includes general manager of top rated station in market of 300,000. Age 31, college grad and married. Current income, $18,000. Equipment BROADCASTING.

General Manager—seeking new challenges. Strong sales background. Thoroughly familiar with top rated station in Miami... Box 239, BROADCASTING.

Annual salary—salesman, top selling producer with outstanding successful history in each category in AM and stereo. Prefer medium but will consider smaller market for right offer. Box B-242, BROADCASTING.

Anxiously to relocate—50,000 or less market. Radio station manager—15 years proven track record in sales, production, marketing, and any markets. Salary negotiable. Box B-251, BROADCASTING.

Casting.

Director, director of technical and equipment services available. Contact Philip Clendenon, BROADCASTING.


Sales

Mature salesman—announcer. Prove sales—excellent management ability. Class voice. Strong on production, news, copy. Creative and dependable. Write Box B-223, BROADCASTING.


Salesman, year experience for pop station, 25, management potential. 3rd endorsed, speech degree, must have immediate needs in Texas, California, or east coast state. P.O. Box 5502, Texas 75222.

Announcers

Black P.D. available now. First phone ticket. Production 17 years experience can get numbers. Box A-176, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice. Box A-229, BROADCASTING.

Personable family man, broadcast school education seeking anchoring position or copy writer, third, endorse. Box B-86, BROADCASTING.


Experienced and handicapped, are you in your thinking? If not . . . Box B-120, BROADCASTING.

C&W 1st phone—good voice, friendly delivery, 6 years experience, including large markets. Good sales record. Box B-25, BROADCASTING.

Start the new year right, hire me, 11 years in radio last 6 in present medium sized market station. Strong on delivery and telephone. Ready for opportunity in big market. Let me prove it. Write and resume available upon request. Box B-106, BROADCASTING.

Morning man with play-play-play. Want something permanent—5 yrs experience—rock, MOR, country—drafted. Box B-179, BROADCASTING.

B.J., with 3rd ticket, good news, commercials, and light background, all over BROADCASTING.

Experienced professionally trained announcer. Three years college—Political Science major. Will relocate. Box B-204, BROADCASTING.

MOR, Boston, MA, small market, Calif., anywhere 315-479-8986, Box B-209, BROADCASTING.

You don't have to be No. 1 to have a better idea. Top 40, 1st phone, exp. Box B-212, BROADCASTING.

Let's work together, and make money. We'll be No. 1. Only top 10, rock, what else do you need? Box B-213, BROADCASTING.

Announcer, this is one who knows good voice. box 213, BROADCASTING.

Soil or rock jock. First phone, stable prog. Box B-217, BROADCASTING.

Announcer. You're interested in music, good voice. Call 219-727-3642. Box 525, BROADCASTING.

Anneliese—20 years experience also music director—available immediately. Box B-246, BROADCASTING.

Experienced disc jockey, newscaster, announcing, tight budget. Versatile, dependable. Creative. Box B-247, BROADCASTING.

Announcer—6 yrs experience. Music director—available immediately. Box B-246, BROADCASTING.

First phonal Mature adult music. Experienced. 48, Pro. All Areas. Excellent maintenance. 219-456-8761. Box 252, BROADCASTING.

Professional trained announcer B.A. degrees seek position in sportscasting/play-by-play. Box 257, BROADCASTING.

Medium and major markets: 7 yrs D.J. and news, available for your market. Currently Calif, medium _ 25, veteran, third endorsed . . . . please Wear. Box B-269, BROADCASTING.

Progressive young jock, one year experience, single, draft exempt, will relocate. Box B-269, BROADCASTING.

Experienced announcer—salesman . . . 30 family . . . college . . . looking for future. Box B-270, BROADCASTING.

Disc-jockey news tightbudget experienced, dependable, 3rd class. Married. Box B-272, BROADCASTING.

Experienced announcer-musician, married, third, endorse. Willing to relocate. Box B-272, BROADCASTING.

Four years experience, high ratings, more than creative production. Call 219-742-4611.

Exp. P.D., production background. Ticket, related experience. Box B-221, BROADCASTING.

Girl Friday—announcer-copywriter. Miss Lee, 329 West 24th Place, Chicago, Ill. 60616.

In top 40 and contemporary formats. I'm seeking a medium-sized market for professional musician, production knowhow and third, please NE. For air check and resume, call 212-241-7106.

Technical

Experienced first phone engineer (Penna.) AM-FM studio transmitter, operator experience. 120 week. Excellent reference. Box B-113, BROADCASTING.

Young experienced engineer with first ticket. Good voice and TV ability. Will relocate anywhere College grad. References available. Box B-206, BROADCASTING.

Operations, manager/chief engineer (1st), desires first class compensation for recognized ability. Anchor news, play-by-play, adult format music, all special events. Gusnarr, AM/FM. Permanency with potential considered on starting pay. Knowledge of R & R and P & C. (914) 565-5491. Box 290, BROADCASTING.

Experienced chief—TV AM-FM microwave—engineer seeks growth opportunity in medium market. 15 yrs experience all phases. Box B-281, BROADCASTING.
Situated Wanted

Television

Television Help Wanted

Management

Assistant promotion manager for aggressive, independent UHF, major east coast market. Must have production experience, really high standard of quality, and keen desire for No. 1 job. Send resume and photo to Box B-254, BROADCASTING. First come, first served.

Sales

Operation/sales service manager for Iowa Television Station. Man or woman, salary commensurate with experience in station's environment, program sales, sales and service. Please mention station in resume. Box B-240, BROADCASTING.

Salesman wanted-NCI affiliate-WDAF-TV in Kansas City. Looking for young aggressive salesman, contact Mr. Phil Jones, WDAF-TV, Signal Hill, Kansas City 66103, Missouri.

Chicago local television sales opening for young, experienced broadcast salesman who is close enough to visit us at his expense. Experience must include large and small accounts and cold calls. Our profitable operation needs a man ready for major market television. Letters only. R. Creeden, Chicago.

Technical

Applications now being accepted for experienced, responsible, ambitious, computer-trained, on-air talent, entry level position in major new market. Send complete resume to Box B-162, BROADCASTING.

Wanted, TV studio technicians - experience preferred. Union shop - fringe benefits - equal opportunity employer. Send resume to Box B-231, BROADCASTING.

Wanted, Anchorman/Announcer - experience preferred. Union shop - fringe benefits - equal opportunity employer. Send resume to Box B-231, BROADCASTING.

Program, Producing, Others

Professional radio-TV sports director/columnist wishes return to play-by-play, or PR sports. Sharp appearance. Major league references, credits. All offers welcome. Box B-183, BROADCASTING.

Talented announcer with more than 15 years experience, including radio, TV, and motion picture work. Send resume to Box B-183, BROADCASTING.

College student with two years experience at 1000 watt station, part time employment. Tape, references, request. Work anywhere, any job. Box B-220, BROADCASTING.

Energetic professional desires position as promotion manager or production manager. 10 years experience, medium market, presently program manager. Family man. Box B-225, BROADCASTING.

Have this job ... I've done it ... or can do it successfully. Program director in small market. Looking for medium market opportunity. In Northeast or West Coast. Married - 25 years experience. Box B-193, BROADCASTING.

P.D. with background in all phases of station operation. Excellent record, four stars in twenty plus years. Not afraid of work or handling personnel. Phone 313-721-6943.

Attention CATV operators: Young, aggressive broadcast carrier wants cable management or assistant management-sales slot. Six broadcast sales slots. Tremendous track record, only one of radio-television production, direction, announcing. Currently assisting GM of major market radio station. Bachelor of Science in radio-television. Major concentration of study was broadcast management, production, and advertising. Box B-188, BROADCASTING.

Would you like your profit futures increased thru more aggressive and imaginative sales? Effective administration? A lot can be done with aggressive sales management and program sales. Strong applications from some of NBC's America's finest radio and television stations. Top general manager or sales manager. Box B-197, BROADCASTING.

General manager and operating national sales manager. Extensive experience in local sales manage- ment, budgets and quotes, programming and promotion along with network and representative rela- tions and negotiations. Box B-205, BROADCASTING.

Business manager: Five years network production, all phases administration, operations. Experience available. Box B-206, BROADCASTING.

News

Experienced newswoman seeks opportunity. Network reporting experience, BA degree, writer, producer. Box B-14, BROADCASTING.

Experienced newsmaker, 25, experienced writer-producer with good working knowledge of film and tape, home studio work, seeks general or beat reporting, radio-TV top 25 market. Box B-228, BROADCASTING.

Married veteran, 22, M.A. broadcast journalism, Ford Foundation Fellow, B.A. mathematics, Reserve, Pacific Corps. Good appearance and TV delivery. Strong writing talent on features and stand-ups. One year TV news experience. VTR, resume. Box B-273, BROADCASTING.

Professional TV meteorologist with experience seeks new affiliation. (312) 234-2781.

Program, Producing, Others

Producer-director-writer. 15 years experience news, public affairs, documentaries, cultural programming. Currently employed. Prefer Washington, D.C. area, but will relocate for right offer. Box B-97, BROADCASTING.

Director, switcher, first, studio-operations, B.A. anv- where. 315-478-8896. Box B-210, BROADCASTING.

Kiddle show producer-host format proven successful call 315-566-2996.

Wanted To Buy Equipment

We need used 250, 500 kw & 10 kw AM and FM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Hurdite Blvd., Laredo, Texas 78040.

Wanted: used turntables, consoles, cassetries, amplifiers, mixers and general broadcast equipment. Setting up educational broadcast station and production area. Equipment for student use. Box B-241, BROADCASTING.

FOR SALE Equipment


For sale: three (3) G.E. PE-250C updated color cameras in "mint" condition, with CBS Lab Mark II image enhancer, 200' cables, monitoring, en- coder, and a number of accessories. Sharp prices for a little price. Call Al Hillstrom, KOOL- TV (602) 271-2345.


FOR SALE Equipment

BROADCASTING, Feb. 22, 1971
FOR SALE Equipment
continued

Advance beyond the FCC license level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Joint Apprenticeship Program. Be a real engineer near with higher income, prestige, and security. [Advertisement content]

INSTRUCTIONS
continued

REI in mid-America, 3123 Gillham Rd, Kansas City, MO 64109, Phone: 816-WE 1-5444

REI School of Broadcasting. Train under actual studio conditions in all aspects of broadcasting. For instant information call toll free 1-800-237-2251. Or write: REI, 1336 Main St., Sarasota, FL 33577.

Radio Help Wanted
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Group broadcaster requires experienced chief for major west coast outlet. Operation with excellent salary and benefits. Reply in full confidence. Must include past engineering experience, past salary history and expected salary.

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BROADCASTING, Feb. 22, 1971

69
Situations Wanted

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B. MARC SOMMERS
Nationally recognized and respected all program manager, administration, and air personality, seeks to apply his skills to help your company make money. Major and medium market background. Will consider all bone-fide growth opportunities with sincere people.
BOX B-84, BROADCASTING

Announcers

Looking for someone with something to say? Resident iconoclast seeks new residence. Major market pro. MOR radio and/or TV.
BOX B-243, BROADCASTING

News

******************************************
Just finishing successful basketball season for major league powerhouse. Ready to make move to a minor league baseball position or minor sports responsibility; married; college grad; young; and with an unsurpassed desire to succeed; great references; looking for opportunity, money is secondary.
BOX B-264, BROADCASTING

Programing, Production, Others

HELP!
Save me from having to go back to Top 40 Radio, and I'll save you from oblivion, and make lots of money for you at the same time.
Well-known top market Rock air personality/programmer available for good signal FM or AM Rocker or station ready to rock.
All inquiries strictly confidential.
BOX B-177, Broadcasting

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Programing, Production, Others

PRODUCER-DIRECTOR
Major midwest network affiliate seeking creative producer-director with minimum five years' experience in program & documentary production, live, top and film. Immediate vacancy. Send complete resume & references. All replies confidential.
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Television Situations Wanted

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CHIEF—TV AM FM MICROWAVE
Engineer with 17 years of broadcasting experience seeks growth opportunity. Fully experienced in all phases of broadcasting and color television construction operation and maintenance. Respectable industry references. All medium market locations considered.
BOX B-262, BROADCASTING

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Situation Wanted

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NW metro daytime 135M Nego

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FOR SALE -TELEVISION STATION \*WLTV-CHANNEL 60 Authorized power: 208-kW Max., 18.6 kW Horizontal Aerial Antenna Height above sea level: 41' 45' 54"-Longitude: 88° 56' 59" Transmitting location: Near Naperville, Ill. Studio & Relay Station in Aurora, Illinois Carriers: Broadcast Bureau granted CP's: 8.65.\* Contact B. C. Chairman BOX B-222, BROADCASTING

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in

Broadcasting THE BUREAU OF TELEVISION AND RADIO FOR SALE, Feb. 22, 1971

(Continued from page 65)

for following and correcing aux.: WVEM (FM) Springfield, IL; WOCT (FM) Dayton, Ohio; WDXR (AM) Paducah, Ky.; KRUS (AM) Ruston, La.; KJBR-AM-FM Columbus, KI, KYEN (FM) Joplin, WKFV-C (FM) Springfield, Mo. All Missouri, Action Feb. 4.

Hearing to examine Chester F. Naumowicz, Jr., in Indianapolis (Star Stations of Indiana inc.), return hearing of violation of its license, scheduled further prehearing conference for Feb. 4 (Docket 19129-5), Action Feb. 1.

WTOS (FM) Waukesha, Wis.--FCC granted application by WCBAC Inc. for renewal of license. Action Feb. 10.

Modification of CP's, all stations

Broadcast Bureau granted modified of CP's to extend completion date for following FM's: KSFM (FM) Santa Barbara, Calif.--Broadcast Bureau granted CP of to change main studio location to Mt. Sito Television Center, San Francisco; change main studio location to approximately 1,000 acres of San Francisco; remote control permitted from proposed studio location; change height, ERP 4 kW; ant. height 780 ft. Action Feb. 4.

KTVU (TV) Oakland, Calif.--Broadcast Bureau granted modified of CP to extend completion date to July 29, Action Jan. 29.

Savannah, Ga.--South Atlantic Broadcasting Corp.--Broadcast Bureau granted modified of CP to change studio location to 1,000 acres of Savannah; remote control permitted from proposed studio location; change height, ERP 4 kW; ant. height 780 ft. Action Feb. 8.

WEZI (TV) Louisville, Ky.--Broadcast Bureau granted modified of CP to extend completion date to July 29, Action Jan. 29.

WEZI (TV) Louisville, Ky.--Broadcast Bureau granted modified of CP to make vis. ERP 1717 kW; change ant. height 1,000 ft. Action Feb. 8.

WBTV (TV) Baton Rouge--Broadcast Bureau granted modified of CP to change trans. location to 671 kW vis.; change trans. location to 1,135 miles east of Baton Rouge; change ant. height 1,000 ft. Action Feb. 11.

WEBS (FM) Prince Frederick, Md.--Broadcast Bureau granted CP to make trans. and ant. changes to station location off Route State 221, 0.75 mile south of Route 5, Chestertown; change trans. and ant.; ERP 1,85 kW, ant. height 370 ft.; remote control permitted. Action Feb. 11.

KJUS (FM) Collegeville, Minn.--Broadcast Bureau granted modified of CP to extend completion date to July 29, Action Jan. 29.

*WCCW (FM) Wesson, Miss.--Broadcast Bureau granted modified of CP to extend completion date to June 15, Action Jan. 4.

*WBSM (FM) Prince Frederick, Md.--Broadcast Bureau granted modified of CP to change trans. location to off Route State 201, 0.75 mile south of Route 5, Chestertown; change trans. and ant.; ERP 1,85 kW, ant. height 370 ft.; remote control permitted. Action Feb. 11.

*KYTV (FM) Corona, Mo.--Broadcast Bureau granted modified of CP to extend completion date to Dec. 22, Action Jan. 29.

WRDY (FM) Egg Harbor, N.J.--Broadcast Bureau granted modified of CP to change trans. location to 23d Avenue, Hamilton township; change trans., make changes in ant. system, change ant. height 500 ft.; remote control permitted. Action Jan. 28.

WHCU-FM Thackay, N.Y.--Broadcast Bureau granted modified of CP to make changes in transmission line. Action Feb. 4.

*KPUR (AM) Amarillo, Tex.--Broadcast Bureau granted modified of CP to extend completion date to Aug. 1, Action Jan. 28.

WPNS (AM) Hurricane, W.Va.--Broadcast Bureau granted modified of CP to extend completion date to June 1; condition. Action Feb. 10.

*WZAM Fajardo, P.R.--Broadcast Bureau granted modified of CP to extend completion date for UHF translator to July 28, Action Jan. 28.

Other actions, all services

FCC extended time for mailing replies to response of CBS Inc., in order to December 31, requiring submission of additional information on proposed transfer by CBS of CATV and syndication operations to International Telecasting, Inc., on Feb. 7. Action Feb. 10.

FCC invited comments on proposed FCC rules authorizing use of coded information in the air, transmissions of radio and television stations for automatic program identification. Proposed rules should be based on proposals by Audicom Corp. or International Digitalcom Corp., or some mod. of the two proposals (Doc. 18877), Action Feb. 10.

Chief, Broadcast Bureau, on request of Radio South Inc., extended March 9, time to file comments, and to reply to comments, in amendment of FM table of assignments for assignments in Illinois, to March 19, to file reply comments, in amendment of FM table of assignments, to Feb. 1, Action Feb. 1. Action Feb. 1.

Action agreed to allow amendments of all CP's and TV main stations to points outside community of license except for FM main studio relocation at AM stations and FM stations licensed to serve same community. Action Feb. 10.

Transmitter actions


Bruzon City, N.C., Multimedia Inc.--Broadcast Bureau granted CP for new VHF translator to serve Elia and Whittmier communities, both North Carolina, on ch. 3 by rebroadcasting WBFS-TV Greensboro, N.C. Action Jan. 28.

Marion, N.C., Wometco Skyway Broadcasting Co.--Broadcast Bureau granted CP for new VHF translator to serve Marion and West Marion on ch. 10 by rebroadcasting WLOS-TV Asheville, N.C. Action Jan. 28.

K13BF Medical Springs, Ore.--Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action Jan. 28.


K13BE Cherry Springs and Loyal Valley, both Texas--Broadcast Bureau granted CP to replace expired permit for new UHF translator. Action Jan. 28.

K13BE Cherry Springs and Loyal Valley, both Texas--Broadcast Bureau granted CP to replace expired permit for new UHF translator. Action Jan. 28.

Fredericksburg, Tex, Fort Mason TV Improvement Co.--Broadcast Bureau granted CP's for new UHF translators to Cherry Springs and Loyal Valley, both Texas, on ch. 79, by rebroadcasting KENV-T.V. Lufkin and KENV-TV San Antonio, Action Jan. 28.

K13BE Mason, Tex.--Broadcast Bureau granted CP to change trans. type of UHF translator; increase output power, and make changes in ant. system. Action Jan. 28.

Ownership changes

Applications

KDENAM (DM) Denver--Seeks transfer of control of KDEN Broadcasting Co. from E. Amole and E. Koepe (each 50%) before, pending, to North American Broadcasting Co. (none FOR THE RECORD) 71
granted transfer of control of KVJOY Radio Inc. from Neil S. Sugar, Clara Lou Wilder and William L. Lindsey (100% before, none after) to Magna Media Inc., a Michigan corporation. Consideration: $500,000. Principals of Magna Media Inc.: Robert C. Bredeson and James E. Spaulding (30%). Mr. Meyers owns automobile dealership, has real estate, may develop real estate development firm and owns leasing corp. Mr. Stowe is general manager of WGTN(AM) - Huntington, Ind., and a principal in WHTC(AM) - Fort Dodge, Iowa. Consideration: $489,000. Mr. Grewa owns WEIF(AM) - Kalamazoo, Mich., and WSNJ(AM) - Fort Wayne, Ind., and was president of C.exception Co., Cincinnati, group radio station. Mr. Edwards was with Toro Manufacturing Co., Minneapolis, lawn products.

KVFD(AM) Fort Dodge, Iowa.—Seeks assignment of license from Northwest Broadcasting Co. to Fort Dodge Broadcasting Inc. for $360,000. Seller: Earle Brown, president, et al. Mr. Brown is also president of KVFD-TV Fort Dodge. Buyers: L. Ross Martin (15%), Max I. Landes (15%), Paul A. Christians (20%), Rex W. Weitzell (10%), G. Gale Cowle (15%) and John A. Flamba (25%). Mr. Martin is manager of Iowa Radio Network. Mr. Landes is manager of KVFD and has real estate interests. Mr. Christians is vice president of merchandise Massey Ferguson Inc., Del. Moines, Iowa, advertising agency and Mr. Weitzell owns advertising agency and Mr. Cowle owns KASB(AM) - Yuma, Iowa. Mr. Flamba is sales manager of KROA(AM), Ill., and KKXQ(AM) - Keokuk, Iowa, and has interest in real estate business. Action Jan. 28.

WBFI(AM) Southampton, N.Y.—Seeks transfer of control of True Radio Broadcasting Inc. from Ira Lutman, Morris Yellow and Leon Stern (jointly 100% before, none after) to Roger Coleman, president, et al. Mr. Coleman owns 10% in the group (none before, 45% after) and Ralph K. Keening (none before, 45% after). Consideration: Sum not to exceed $15,000. Mr. Coleman owns national radio rep. from AM and FM radio service company. Action Jan. 28.

**HOPE has the largest waiting room in the world**

From the day they are born to the day they die, over half the people on earth never see a doctor.

Project HOPE's medical teams teach and heal... they go to all points of the compass... at home and abroad... wherever they are needed... wherever they are needed, they teach, heal, the sick, the hopeless... wherever the generosity of the American people makes new missions possible.

People are waiting.
When Richard Stewart Stakes began his association with broadcasting in 1954, he didn’t even own a television set.

Today, as vice president of Evening Star Broadcasting Co., and general manager of WMAL-AM-FM-TV Washington, Mr. Stakes operates in the heat of a city that generates more news than any other in the world. To top it all off, he is also vice president of two Evening Star subsidiaries—the licensees of WLVA-AM-TV Lynchburg, Va., and WCVI-TV (TV) Charleston, S.C.

His preparation for this big job makes him atypical among broadcast general managers: It was in finance, not sales or programing, that Dick Stakes learned the business. And he recalls that experience as a real advantage—an opportunity to learn every aspect of station operations.

When Mr. Stakes entered the business 17 years ago, he had been a dissatisfied accountant with the local electric-power company. His first broadcast job was as business manager for WTTO (TV) Washington (which was then owned by the old DuMont network), and he became the station’s assistant general manager before leaving in 1956 to join Evening Star Broadcasting, where he progressed steadily until being named general manager last year.

What brought him from ledgers and fine-line pens to his present office, with its Chippendale chairs and wood paneling in the style of colonial Williamsburg is an underlying current of ambition. Dick Stakes is a calm, affable, low-profile kind of man, but the exterior does not hide his drive to succeed.

He talks in terms of “opportunities”: the opportunity offered him by WTTO, by Evening Star, by broad experience in total broadcast management. These opportunities, in turn, gave him what he regards as his advantages. In the financial pilot’s house, he had the chance to keep tabs on all goings-on in the operation of the station. “Access to information and experiences in all phases of operations, administrations and acquisitions” in his original job as controller and later as assistant treasurer and treasurer of the licensee company gave him his working experiences, he says.

As a controller, he didn’t spend all his days behind an adding machine; he dealt in areas of financial systems and procedures for the entire operation. He was allowed a “range of operations within the operation,” he recalls, and was able to become acquainted with areas as diverse as labor negotiations, administration and engineering. This broad knowledge fueled his rise in the corporate hierarchy—and, understandably, left him with no regrets about not limiting himself to strictly financial matters.

Today, Mr. Stakes oversees three distinct operations—a TV station, a middle-of-the-road AM, and a progressive-rock FM—in a city of great extremes. On the one hand, there are the high and mighty of government; on the other, a community that is over 70% black.

The challenge of that city is obvious—one of its recent effects is documentable: WMAL-TV has just weathered a petition to deny license renewal, filed by local blacks (Broadcasting, Feb. 8). Mr. Stakes is “satisfied”—as was the FCC—that the charges of racism in programing and employment practices have been sufficiently answered.

The stations must also serve suburbanites of nearby Maryland and Virginia—many of whose children listen to WMAL-FM, which has enjoyed a marked improvement in ratings since switching to its present all progressive-rock format.

In overseeing these stations, Mr. Stakes is an advocate of what he calls “bottoms-up management.” Although he is responsible for setting over-all policies and direction, he says the stations’ success requires a management staff that is “capable of total communications in all directions.” Indeed, the word “candid” crops up as often as “opportunities” in his conversation, and he uses it to describe his goal in staff relations. As he puts it, he hopes to “create the climate where anyone dealing with me is able to state his position as candidly as he is able, and then I can do the same.”

From his staff he also expects the forward drive for the stations. “Direction should be created within the organization,” he says. He feels the freedom he allows and the candor he encourages will naturally produce the momentum necessary to insure progress.

Keeping the organization “bottoms-up” is, as he says, “more difficult but more satisfying.”

A man who operates quietly and without ostentation, Mr. Stakes is a believer in tradition, as his office decor would suggest, and takes pride in his origins in the rural Tidewater area of Virginia. Away from the office, his pleasures are quiet ones—spending time with family and friends in a power boat, or getting in a round of golf.

Yet Dick Stakes is not a man who confines himself narrowly to his immediate job and locality. In 1962, for example, he was one of the founders of the Institute for Broadcasting Financial Management, which operates as an exchange for information involving common broadcast financial problems—billings, insurance, music-licensing negotiations, and so on. The Institute now comprises over 400 active and associate members. His initiative with IBFM is one more bit of evidence that Dick Stakes bears little resemblance to popular stereotypes of the finance-oriented individual as a man of narrow perspective, limited interests and a 75-word vocabulary. Quiet and methodical he is; narrow he is not.

Richard Stakes: From finance to top management

**Week's Profile**


Broadcasting, Feb. 22, 1971
The ultimate absurdity

The Consumers Association of the District of Columbia has been in existence for four years and claims to have 225 members. With those credentials it has asked the FCC to revolutionize the regulation of broadcasting.

The association, as reported here in last week's issue, wants the FCC to adopt rules penalizing radio and television for carrying what the association conceives to be deceptive advertising. By the association's evident standards the penalties would apply to just about any commercial now on the air.

Never mind the jurisdiction of the Federal Trade Commission, which is explicitly charged by law to prosecute advertising that is found to be false, misleading or deceptive. The little band of dedicated consumers would have the FCC leap into the same field—but only with radio and television as the regulated media.

The proposal has been advanced in the form of a test case against WTOP-WTV Washington and its affiliated network, CBS-TV. Admittedly the station was picked as the guinea pig because of its high standards. The theory is that if a station of good character can be converted from guinea pig to goat, the precedent will establish higher standards for lesser stations. It is punishment that WTOP-WTV ill deserves.

For approximately the same reasons the same station has been made the object of a number of other legal actions intended to achieve generally applicable results. By now the management of WTOP-WTV and its parent, Post-Newsweek Stations, may be weighing the virtues of virtue.

If there is any justice left at the FCC, the Consumers Association of the District of Columbia will be promptly restored to the anonymity from which it so recently emerged.

Wrecking crew

In the early nineteen-thirties, during the great depression, there was genuine concern whether two infant pursuits—born of then new technology—could survive. They were known as commercial radio and commercial aeronautics.

In spite of blunders from the very beginning (the word "commercial" was and always has been an unfortunate choice) these callings did more than survive; they led the parade back to prosperity.

But these vehicles of modern communication and transportation were not to romp along hand-in-hand. Aeronautics became aviation, and airlines began to sprout almost everywhere. They needed traffic controls. And since they were given protection as to routes they required rate regulation. They were common carrier.

Radio's regulatory problems were different. Broadcast stations needed traffic control not for protection against competition but to avoid interference. So Congress set up, first, the Federal Radio Commission and, then (in 1934), the FCC, to control the radio traffic in the skies. There was no rate regulation for broadcast services, because Congress specifically decreed there could not be. There was plenty of competition between radio and radio and among radio and newspapers and magazines. Nobody even thought about regulating competition among media that were protected by the First Amendment.

A generation has passed. The airlines are in trouble. Costs have skyrocketed. Strikes have taken their toll. And, evidently, overregulation by government has only accentuated the predicament.

By contrast, radio and the newer broadcast medium, television, have prospered. Yet they too are now threatened by overregulation. At the FCC there are serious proposals to dismember multimedia groups, to regiment stations into regulated programming as a condition of license renewal, to deny broadcast ownership to corporations with other holdings in diversified fields. At the Federal Trade Commission a movement has been started to force advertising into literal configurations that could destroy its effectiveness—and television advertising is usually the prime target.

The federal courts have done their share to intensify governmental regulation by demanding that the FCC extend its powers. And the role of Congress in the process may be measured by its act outlawing $230 million in cigarette advertising on radio and television. Broadcasters are entitled to wonder whether there is a calculated campaign to enfeeble their stations and networks.

Overregulation would be debilitating enough in a strong economy. It can be devastating in the business conditions that now exist.

If the government is as interested in economic recovery as its spokesmen profess to be, it could start by calling a halt to contrived attacks on the advertising media that are essential to the economy. Unarrested, the present trend in Washington can lead only to the debasement of broadcast program and advertising services that have been proved vital to the American people and American business.

Let there be light

Pro football's television-blackout policy appears to be in some well-deserved trouble. The Senate Commerce Committee says it intends to hold hearings (Broadcasting, Feb. 15). It's time somebody did something.

If there was ever any justification for the policy—theoretically to protect the gate—it disappeared long ago. The gate needs no protection. For all practical purposes, and usually literally, the games are sold out. Thus many fans who would like to go to the games cannot. Thanks to the local blackouts, they cannot see them on television either.

The irony doesn't stop there. Television has done more to popularize pro football than anything since, oh, say, Sammy Baugh. Yet it is currently paying $43-50 million a year for the privilege. But let's not get started on that. The price spiral has got to end some day. The blackout farce ought to end now.

"Now there's a gal who'll never have ho-hum mouth...
Martha Mitchell!"
On the morning of October 6, 1970, school children of Harrisonburg and Rockingham County, Virginia, trudged to classes under an acrid, menacing pall of smoke. A giant pile of discarded tires burned at the city dump, and the air was ugly black for fifteen miles. This wasn't the first time, but it was to be the last.

WSVA personalities Arnold Felsher and Wip Robinson had begun marshalling audiences at 5:00 a.m. to come to arms against the threat.

By 9:00 a.m. the Candid Comment two-way talk show was on the air, and telephone calls of protest were piling up. WSVA radio and TV continued coverage, urging their audiences to contact local officials personally.

People demanded action. They got it.

One week later, the Harrisonburg City Council issued orders for 100% enforcement of anti-burning ordinances. In November the Rockingham County Board of Supervisors voted to prohibit all commercial dumping of tires at county dumps.

WSVA stations had completed a job well done.

The clouds are cleaner now.

Leading the good fight for a clean environment is a way of life at the Gilmore Broadcasting stations. It is a re-enactment of our pledge. We will continue the fight in each of our audience areas.

We won a battle in the Shenandoah.

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WEHT-TV Evansville | WREX-TV Rockford | KDE-TV Joplin | WSVA-TV Harrisonburg | KDE-AM Joplin | WSVA-AM Harrisonburg | WSVA-FM Harrisonburg
On February 5, 1971, Philip Cuppett cleared up one misconception about cassette TV.

Now we’re going to clear up some others.

Philip Cuppett works in the shipping department at the CBS Electronic Video Recording facility in Rockleigh, New Jersey.

On February 5, 1971, Philip dispelled one of the misconceptions clouding the cassette TV industry:

Misconception No. 1: "All the different cassette TV systems are still in the laboratory stage."

One system is here and ready now... CBS Electronic Video Recording. Philip proved it when he loaded quantity shipments of EVR Cassettes to the first four customers: Equitable Life, Hawaii Department of Education, American Program Bureau and Davis & Beck.

Misconception No. 2: "No single cassette TV system is emerging as the standard for the industry."

Today, the CBS-developed EVR System—a "phonograph for the eye"—lists cassette customers in the United States, Canada and ten other countries.

EVR Player manufacturing licenses have been executed with Motorola Inc. in the U.S.A. and Canada, Rank Bush Murphy Ltd. in the United Kingdom, Robert Bosch GmbH in Germany, Industria A. Zanussi SPA in Italy, Luxor Industri A.B. in Sweden, and Hitachi Ltd., Mitsubishi Electric Corp. and Toshiba in Japan.

EVR Cassette programming and distribution contracts are being actively pursued by the EVR partnership in the United Kingdom, by Mondadori in Italy, by the CADIA Corporation in Switzerland, by Videothek Programm GmbH in Germany, and by the Bonniers Group and Esselte in Scandinavia.

Worldwide distribution of EVR Cassettes is already assured.

Misconception No. 3: "Cassette TV systems are hopelessly expensive."

Motorola has set a price of $795 for its EVR Teleplayer, available only in a version designed specifically for education and training. Considering its features, this price is quite realistic.

Since CBS will not enter the consumer market before 1972, price comparisons for home EVR Players are premature and invalid.

As for the EVR Cassettes themselves, present customers find them dramatically less expensive than 16mm film of comparable running time.

Misconception No. 4: "Any pirate can copy on EVR Cassette."

Program producers who use the EVR System know that every EVR Cassette offered for sale or rent is one that they ordered, and not an unauthorized copy. Unlike videotapes, EVR Cassettes cannot be counterfeited. Only EVR processing facilities can produce EVR Cassettes.

An unauthorized videotape neither looks like an EVR Cassette nor produces the kind of picture quality inherent in the EVR System. The EVR Cassette stops piracy in its tracks.

Any other misconceptions? Just ask Philip Cuppett and some of the others. They're busy turning out EVR Cassettes, but not too busy to answer questions.

CBS ELECTRONIC VIDEO RECORDING
A Division of Columbia Broadcasting System, Inc.
51 West 52 Street, New York, N.Y. 10019

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Cassettes, but not too busy to answer questions.