Dramatic upturn in TV; network sales spree; action in spot
Huge loss of spot volume charged to short counts of audience
Future of box-office TV weighed after spectacular fight
It's 8-11 p.m. for networks next fall in arrangement with FCC

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"Nun" and "Brides" have one thing in common: women!

(Screen Gems

Note: Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by their service. Copies of such qualifications available on request.)
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IN THE SPRING
IN SEARCH OF AMERICA
THE HOUSE THAT WOULD NOT DIE
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WILD WOMEN
LOVE HATE LOVE
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KIVER OF GOLD
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After slow first quarter, TV-network sales suddenly boom. Networks report that prime time in second quarter is virtually sold out, as prices rise 20-30%. Spot-TV orders also on upswing. See...

Feast in for famine at networks ... 21

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The WTEV audience growth is strong, healthy. Three important factors stand back of this climb.* First, the station’s modern facilities and its new 1,049-foot tower assure expanded reach in the greater Providence area. Second, its effective programming which is developed specifically for this area. And finally, its dedication to public service for the many communities it serves.

UP 31% - 7:30 pm - 11:00 pm - Sun. thru Sat.
UP 14% - 9:00 am - Midnight - Sat. thru Sun.

*Based on Nov. 1970 Nielsen estimates compared with Nov. 1968, subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available on request.

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Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

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Does majority count?

With FCC looking into possibilities of setting guidelines for children’s TV programming, Television Information Office commissioned Roper Organization Inc. to do nationwide public-opinion study. Research specifically explored opinions on commercials in children’s programming, since Action for Children’s Television has asked commission to ban all such advertising. Roper results reportedly show that ACT’s views represent no more than fragment of national opinion on subject. Results are due out this week.

Ties that bind

All in all it was best kind of news for TV networks when buying demand took off in last fortnight (see page 21). But there was agony along with ecstasy. Much of networks’ available time had already been sold at bargain rates and was not pre-emptible. Thus networks had to turn away higher priced business to accommodate cheaper commitments.

Rambling wrecks?

Engineering assistants to members of FCC appear to be on way out. Three commissioners—H. Rex Lee, Nicholas Johnson, and Thomas Houser—have no technical aids, and Chairman Dean Burch feels he doesn’t need one. C. Phyll Horne is transferring from chairman’s staff to Office of Chief Engineer, though not necessarily to become deputy chief when incumbent, Raymond E. Spence, moves into vacant chief engineer’s slot, as expected.

Most disconcerting to engineers, both inside and outside FCC, is decision of newest commissioner—Chicago attorney Houser—to forego engineering assistant when he has just been designated spectrum-management member. That is calculated to make him liaison with Dr. Clay T. Whitehead, who, as chief of Office of Telecommunications Policy at White House, has broad delegation of authority over spectrum management, and who, in eyes of concerned observers, seems to be extending his parameters to degree of impinging upon FCC’s jurisdiction. This hasn’t gone unnoticed on Capitol Hill.

Economic agents

Is basic engineering at FCC giving ground to what is loosely called economics, but is more like speech-writing and press-agentry? You can get support for that notion because of what’s taking place at commissioners’ executive-staff level. See above Charles Lichtenstein, new writer for Chairman Dean Burch at Civil Service Grade 15, which runs from mid-$2,000 to $30,000 per year, is logged as economist. Commissioners H. Rex Lee and Nicholas Johnson have staff members billed as economists, and Commissioner Houser has disclosed intention to name one.

Little off the top

Just two weeks away from 49th annual convention in Chicago, anxious members of National Association of Broadcasters are looking for “restructuring” mandated by board of directors last January when three new executive vice presidencies were created. Critics on board of directors observe that, so far, two new vice presidents named (one by reappointment) have added new executive layer, with no offsetting severances.

Announcement by Paul Haney, EVP, of retention of John Couric as vice president in his public-relations department (BROADCASTING, March 1, 8) has caused some executive-committee consternation, but from inside comes word that designation may be temporary and that Mr. Couric may soon announce new affiliation. Other new vice president is Roy Elson, assigned to government relations (BROADCASTING, March 8).

Final Sunday

Despite flurry of uncertainty and debate as deadline approached (BROADCASTING, March 1), it seems generally agreed standard broadcast-billing month for spot TV and radio will go into effect in form originally proposed: with final Sunday of each month treated as end of month for billing purposes. Al Masini of Tele-Rep, who had appealed for consideration of alternate plan—having each quarter arbitrarily made up of two four-week months followed by five-week month—said response was good and that many broadcasters and reps agreed his plan would make bookkeeping simpler and easier. But they also felt, he said, that it was too late to attempt change without endangering basic concept of standardization.

Top-50 and number of other leading agencies, most reps, more than 200 TV stations and unspecified number of radio stations have indicated support of final Sunday plan, which goes into effect—

for those set to start at once—on March 28. Independently, Institute of Broadcasting Financial Management surveyed its members and reported that of 161 replying—each representing from one to several stations—80 said they were using standard cycle, 54 plan to use it, 18 will not and nine were undecided. Objective is to simplify billing and collecting for spot broadcasting.

Empire building

Thomas P. F. Hoving’s National Citizens Committee for Broadcasting, which moved its base of operations from New York to Washington in mid-January, is considering setting up and affiliating with nationwide network of citizen groups interested in what one NCCB official calls “broadcast reform.” No final decisions have been made, but current thinking in NCCB’s paid staff is to scour list of 20,000 supporters for individuals who appear to have qualifications for establishing local groups, then encouraging them to do just that. NCCB would serve as coordinating agency, providing information and making experts available for consultation.

Tentative step toward coordinating work of groups in field has already been taken. Representatives of various citizens groups met with NCCB officials two months ago. They felt mechanism was needed to inform groups what others in field are doing.

In or out

Broadcasters who heard FCC Commissioner Robert Wells at Texas Broadcasters Association convention in Dallas on March 7 are still thinking over his unvarnished answer to questions about regulatory and minority-group pressures. Commented FCC’s only former broadcaster member: “If you are not satisfied with getting more pressure from minority groups or more regulation by government, see your broker.”

Friends and strangers

Several public-interest lawyers, who in representation of citizens groups frequently find themselves lined up against broadcasters, are planning to go to court in broadcasters’ behalf. Lawyers, including Tracy Westen, one-time legal assistant to FCC Commissioner Nicholas Johnson, will seek order blocking implementation of FCC policy against drug-oriented song lyrics (BROADCASTING, March 8). They feel that policy violates First Amendment.
One way to measure the depth of WMAR-TV local news coverage...

OUR ON-AIR NEWS FILM FOOTAGE

In-depth film coverage has always been a fundamental policy of the Channel 2 News Department. No "rip-and-read" here! Eight news cameramen, backed by nine reporters, cover Baltimore—Maryland news 'round-the-clock! During January, 1971 over 10.8 miles of color news film were shot and processed. Skillful, concise editing resulted in 3.2 miles of on-air film. Yes, the Channel 2 news staff goes where the action is... and so do the viewers of our 37 newscasts every week!
CATV panels in full swing

Broadcast and CATV spokesmen continued to slug it out Friday (March 12) in panel sessions FCC is sponsoring in effort to illuminate its proposals for overhaul of CATV policy (see page 50).

In morning and afternoon sessions, broadcasters hurled familiar charges that CATV gets subsidy in use it makes of broadcast signals and that it threatens to put free broadcasting out of business. CATV interests, with some support from nonpartisan spokesmen, say fears are unfounded and that CATV has service public wants.

At one point, Commissioner Robert E. Lee indicated commission may adopt licensing plan as means of holding CATV systems to promises—of diversity of programming, of public access, two-way services—they have been making.

Monroe Rifkin, American TV & Communications Corp., and Barry Zorthian, Time-Life Broadcast Inc., which is selling its television properties and planning to develop its CATV interests (see page 57), said it would be "feasible" to condition importation of distant signals on services.

Mr. Rifkin and Mr. Zorthian said distant signals were needed to afford CATV systems economic base on which to develop full potential of service. And Mr. Zorthian, citing experience of Time-Life stations in competing with CATV systems in San Diego and Bakersfield, both California, said CATV danger is greatly overrated.

This was seconded by Dr. Leland L. Johnson, Rand Corp., at least for major market stations. He said that CATV's economic threat is in smaller markets, served by two or three stations and where audience fragmentation would be a serious problem.

Small-market operators Richard D. Dudley, of Forward Communications Corp., Dale G. Moore, Moore Stations, and Bruce A. Hebenstreit, New Mexico Broadcasting Co., expressed their concern over small-market CATV penetration in afternoon panel.

Jack Harris, president of KPRC-TV Houston and president of Association of Maximum Service Telecasters, offered plan AMST and National Association of Broadcasters have suggested previously, as "an accommodation which neither broadcasting nor CATV would consider ideal": Permit CATV systems within 35 miles of stations in top 100 markets to import as many distant signals as needed to provide three network services, one independent commercial station and one noncommercial station.

Chairman Burch saw plan as "hurting the most" stations in two-station markets, which would find themselves faced with competition from distant network station. Mr. Harris conceded that "some of our constituents will be hurt."

Official word: 8-11 p.m.

Three networks next fall will begin prime-time programming at 8 p.m., except on Tuesdays and Sundays, when they will start at 7:30 p.m.

Three networks informed FCC Chairman Dean Burch of their scheduling plans on Friday (March 12) in response to letter he handed their representatives on Thursday. He had suggested desirability of uniform 8-11 p.m. schedule as means of meeting requirements of prime-time access rule that bars market stations from taking more than three hours of programming between 7 and 11 p.m. (see page 37).

Unwillingness on part of networks to give each other competitive edge of early starting period is reason for 7:30 starts on Tuesdays and Sundays. Commission last month waived rule to permit NBC to program three and one-half hours on Sunday nights, and network plans to start at 7:30 (BROADCASTING, Feb. 22). Last week, commission gave same waiver to ABC, to permit it to begin programming Tuesdays at 7:30 p.m. (see page 40).

CBS, in its letter to Chairman Burch, said that, in view of NBC's plans, it intends to begin three hours prime-time programming at 7:30 p.m. on Sundays. And, because of waiver given ABC, CBS added, it will start programming Tuesday nights at 7:30 for as long as "waiver remains in effect and is implemented."

NBC also cited "changed competitive situation" resulting from waiver given ABC as reason for opening at 7:30 p.m. instead of 8 p.m. on Tuesday.

ABC, in its letter, indicated only that it intended to begin prime time at 8 o'clock every night but Tuesday. However, it was understood that, since NBC and CBS plan to begin prime time on Sunday at 7:30, ABC will start then also.

WU augments satellite plan

Western Union was scheduled to file today (March 15) amended domestic satellite application that for first time provides for six West Coast receive-only earth stations, plus associated terrestrial microwave relay links to feed TV network programs to affiliates there.

New filing also provides for Hawaii earth station for TV and other uses, also with microwave relay adjuncts.

Western Union notes also that it has been discussing joint usage of satellites and earth stations with RCA Global Communications, although no firm commitment has been reached. RCA Global Communications filed its domestic satellite proposals last week (see page 49).

For West Coast, Western Union plans to provide three channels of "studio-to-studio" service from New York citizens to write congressional leaders to urge authorization of SST. That question is expected to come before Senate late this month.

Based on initial attempts to place spots in Washington area, committee spokesman said, broadcasters have considerable apprehension about fairness obligation that would result from broadcast of controversial spots. However, some Washington-area stations have accepted them: WAVA-AM-FM Arlington, Va.; WWDC-AM-FM and WGNM-AM-FM both Washington; WJMD-FM Bethesda, and WQMR-AM Silver Spring, both Maryland. Spokesman said it is still too early to tell what response will be from other parts of country. He professed no knowledge of what committee has spent on program. 

BROADCASTING, March 15, 1971
to 11 receive-only earth stations and associated microwave links to connect up to 38 TV network affiliates. Initially, however, only six earth stations to feed 14 affiliates are planned: near Redding-Chico, Calif.; Medford and Eugene, both Oregon; Yakima, Seattle-Tacoma and Spokane, all Washington.

Western Union also said it is preparing proposals for complete nationwide TV service and also for additional channels on "as-available" basis.

Basic Western Union system is still same as proposed last year: three satellites, each with 12 transponders, plus seven transmit-receive stations (near New York, Atlanta, Dallas, Chicago, Los Angeles and Portland, Ore.) connecting to 31 terrestrial microwave relay stations tying in to company's existing 7,900-mile transcontinental facilities.

"Sports Illustrated"—TV style

New half-hour 26-week sports series, tentatively titled The Wonderful World of Sports Illustrated, under sponsorship of Chevrolet division, General Motors Corp., Detroit, was announced Friday (March 12) by Time-Life Films, producer of series. Programs will reflect concept of Sports Illustrated magazine, featuring variety of sporting events.

Chevrolet, through Campbell-Ewald, Detroit, plans to place program in prime time on tradeout basis, retaining two one-minute spots with remaining time available for local sale by station. Advertiser would obtain clearance in top 50 markets for mid-September start. Time-Life Films will then syndicate series in balance of U.S. markets and overseas.

Spending bills move on

After meeting in executive session late last week, Senate Communications Subcommittee approved full Commerce-Committee consideration three principal political-spending bills.

However, spokesman said subcommittee made no specific recommendations to parent committee.

Bills referred to Commerce were S. 1 sponsored by Senators Mike Gravel (D-Alaska), James B. Pearson (R-Kan.) and others; S. 382 by subcommittee Chairman John O. Pastore (D-R.I.), and Senators Mike Mansfield (D-Mont.) and Howard W. Cannon (D-Nev.), and S. 956 principally sponsored by Senators Hugh Scott (R-Pa.) and Charles McC. Mathias (R-Md.).

Committee is scheduled to consider three measures in executive session tomorrow (March 16).

Northeast merger collapses

Northwest Airlines has exercised its option to terminate proposed merger with financially troubled Northeast Airlines, which is 86%-owned by Storer Broadcasting Co.

Northwest spokesman said that airline had halted merger because of condition imposed by Civil Aeronautics Board when it granted approval of transaction last December. CAB granted merger on condition that Northwest, which would have been surviving company after closing, give up the air-carrier route between Miami and Los Angeles. Northwest had previously indicated that it would not go through with merger unless CAB allowed route to be continued.

Northeast spokesman said last week that airline "will promptly sit down with all other interested parties" in negotiations for possible merger with another concern. Delta Airlines was specifically named as one possibility.
Ward's in a position to make things happen.

A lot of action in the Dallas-Fort Worth television market moves across Ward Huey's desk. If you are considering a highly effective television flight in Dallas-Fort Worth, contact Ward for reservations. Ward can make it happen. He's WFAA-TV's General Sales Manager.

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Were you able to recognize all those youngsters in the photos above? They're left to right:

1. Jack Benny, Andy Devine, Blanche Stewart, Don Wilson, Mary Livingstone, Kenny Baker & Phil Harris.
2. Adelia St. John reporting on the Hindenburg Disaster.
3. Cecil B. De Mille, Marlene Dietrich, Clark Gable & Jesse Lasky.
4. "Fibber McGee & Molly."
5. Orson Welles directing the Mercury Theatre.
6. Cecil B. De Mille.
8. Amos & Andy.
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In defense of new calendar

Editor: Your March 1 issue reports on Tele-Rep's aversion to the newly adopted "Final Sunday" solution to the spot billing problem. AAAA, SRA and TVB working committees have been tackling this problem for the past year and all steps leading up to acceptance of the standard have been fully covered in the trade press. Now it suddenly appears that Tele-Rep's second guessing.

It should be recognized that no change can satisfy all parties. Comparisons of one year with another are extremely important, particularly in this business, but comparisons must always be analyzed. Easter falls in April this year, whereas a year ago it was in March; cigarettes were in last year, out this year; 1968 was a national election year whereas 1969 was only local, etc. The point is that to be meaningful, any comparison must compare like items. To get likes, more often than not a reconciliation of some sort is required.

Changing the number of days in a month becomes an accounting problem and not an unworkable one. Harrington, Righter & Parsons' comparisons of 1971 with 1970 will be "adjusted" to the final Sunday period for station, salesman, agency and advertiser on all computer as well as manually prepared reports. This will not require substantial reworking each year, as indicated by Tele-Rep. It also will not affect HRP's original yearly figures, since adjustments have always been recorded in the month of adjustment and not rolled back to broadcast month.

All interested parties agreed it was important to get a standard. The belated Tele-Rep solution could easily set back the progress which has thus far been made in standardization. If Tele-Rep feels it must "rework" its figures every year, so be it. We at HRP can live with the Final Sunday.

So far, 21 out of 22 HRP-represented television stations are converting to the new Final Sunday billing month and standard broadcast week.—Richard J. Passanant, assistant treasurer, Harrington, Righter & Parsons Inc., New York.

The EBS fiasco

Editor: The recent malfunctioning of the Emergency Broadcast System (BROADCASTING, March 1) should be the stimulus that results in the abandonment of much of the present EBS procedure. A nation's communications system is one of its prime assets in time of emergency. I believe the requirement that many stations shut down in an
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You'll probably want to insure yourself against libel, slander, piracy, invasion of privacy or copyright violation...up to a maximum. Beyond that, the risk may be more than you'll want to take. That's where we come in. We'll handle the excess. Call us for assistance in setting up a program. You'll get quick action from the one of our 5 U. S. offices which is nearest you. Write Employers Reinsurance Corp., 21 West 10th, Kansas City, Missouri 64105. Other U. S. offices: New York, San Francisco, Chicago, Atlanta.

Editor: The complete failure of EBS when an alert was flashed provides fair warning. To the extent that this civil defense plan [may be] crucial to protect even a small part of the population, it is time for a review of the whole plan. I have worked for a TV operation where the wire machine was simply switched off from Friday until Monday, since there were no weekend newscasts. In other newsrooms, one could not have found an authenticating code for EBS for a $50 cash prize. Automation of stations and remote control of transmitters make the effectiveness of a sudden command to leave the air even shakier, or subject to sabotage.

It is plain that EBS as now set up is not reliable. One solution might be a nationwide telephone alert, to tie in the main control board of every station so as to reach emergency facilities in any area instantly. Whatever the answer may be, last month's flop reveals that we do not have it now.—Paul Bailey Mason, Devon, Pa.

Editor: Nothing but good can come of the confusion generated by the false alert. . . . One thing we found out: The system works. All systems were alerted at the same time and that is what the system was designed to do. The fact that the alert was the result of an error does not alter the situation. The problem lies in what the stations do with the information after they receive it.

It would be interesting to know how many stations followed the correct procedures, how many ignored the test, how many did not have authenticator lists posted, how many had qualified persons working that could cope with the situation. . . . The problem appears to be posting the material from the FCC and expecting people to read it. They just don't. They have to be told what to do.—Vincent L. Hoffart, engineering director, KJRB(AM) Spokane, Wash.

Editor: As an announcer who was on duty and responsible for an AM-FM that received the emergency alert, I offer these comments. First, I assumed the alarm bells were the regular test and did not check the UPI wire until I heard our NBC 10 a.m. newscast reporting the error. Second, the EBS audio monitor would have been a back-up to any emergency announcement from UPI.—R. Alan Campbell, WFLN-AM-FM Philadelphia.

Correcting the line-up

Editor: In the Feb. 22 issue, Girard Bank was listed as a sponsor of Philadelphia Phillies baseball for 1971 with Lewis & Gilman as agency. The agency of record is Attkin/Kynett.—Ron Sherwood, account executive, WPHE-TV Philadelphia.

Datebook ©

A calendar of important meetings and events in communications

March

March 16—Public hearing of Canadian Radio-Television Commission. Neva Scottian hotel, Halifax, N.S.
March 17—Annual meeting and election of officers, Advertising Council, New York, Ambassador Hotel, Los Angeles.
March 18—Annual stockholders' meeting, Cox Broadcasting Corporation, CBC headquarters, Atlanta.
March 18—Workshop, sponsored by Association of National Advertisers, on changing service requirements of advertisers and how they are being met, Plaza hotel, New York.
March 18-20—General convention, Florida State Cable Television Association. Colonnades Beach hotel, Palm Beach Shores.
March 19—New deadline for reply comments on FCC's proposal to bring TV translator rules in line with recently adopted FM translator rules. Previous deadline was March 4.
March 22-23—International convention and exhibition, Institute of Electrical and Electronics Engineers. Coliseum and Hilton hotels, New York.

April

April 1—New deadline set by FCC for origination of programming on CATV systems with 3,500 or...

Major convention dates in '71

July 6-9—Annual convention of National Cable Television Association, Sheraton and Shoreham hotels, Washington.

Our new Chroma III will make waves at the NAB show. If it makes the NAB show. Stop by booth 127, East Hall, and see.*

One-man color-camera set-up in 12 seconds.

TELEMATION
P.O. Box 15068, Salt Lake City, Utah 84115
801-487-5399

*And maybe win a Sony Trinitron® TV set!
How to sell public transportation to weary commuters

How does a public agency providing the principal means of public transportation in Los Angeles, Orange, Riverside and San Bernardino counties—California's most populous four-county area—use a tried and true tool of private enterprise to maintain existing levels of patronage and hold the revenue line?

More to the point, how does it reach these goals in the face of a low fare structure unchanged since 1967, a critical cost-wage squeeze, and sharply escalating operating costs?

The Southern California Rapid Transit District found the answer to these urgent questions to be a coordinated advertising, promotional and public information program that zeroes in on the unique mobility problems of present and potential transit customers. We have also found that the broadcast media do this job more efficiently and at lower cost in relation to the size of audience reached.

Probably the most pressing of Southern California's unique transit problems is the almost paralyzing traffic congestion on freeways and other main thoroughfares during peak morning-evening commuter hours in Los Angeles county, where the vast majority of our patrons live and work. From their standpoint, getting there isn't half the fun.

Add the vast travel distances, fuel costs, depreciation and maintenance, and an average monthly parking fee in downtown Los Angeles of $17.50, and you begin to understand the dimensions of the motorists' problems.

Not everybody in Los Angeles county owns a car, of course. It only seems that way. While there are more than four million automobiles registered in the county, nearly 17% of its homes have no car, and almost 52% have only one car. More than a million people are totally dependent on the RTD for public transportation on any given working day.

Our strategy was simple, direct, and as proved later, effective: Let the "crush-hour" traffic help sell the district's services and promote the bus as everybody's always available "extra car." We would do this by pointing up the availability of the "extra car" when the family car was in the repair shop; when other family members were using it; or when commuters got fed up with the expense and aggravation of being "freedom fighters of the freeways."

The RTD would also emphasize the ease, convenience, economy and beneficial effects on the nervous system, digestion, disposition and pocketbook that accrue to jaded motorists when they take the chauffeur-driven "extra car" instead of their own.

For the very first time, we began a heavy broadcast schedule in radio and television in addition to our regular newspaper and on-bus advertising. A series of five 20-second color spots—"Adventures on the Extra Car"—with a companion series of open-end 10-second hard-sell tags was prepared by our agency, Rullman & Munger, in January 1970.

The series features a theme based on the Keystone Cops of pre-World War I memory, with men and women in 1910 costume involved in comic "problem" situations with the family car. In fact, several of the permanent cast in these color spots—Eddie LeVeque, Harold R. May and others—were members of the original Keystone Cops.

One such spot—"The Elopement"—features a couple-to-be descending the familiar ladder to find that the old Model T muleishly refuses to start. Happy ending: The 1970 model "extra car" arrives in the final frames to rescue the stranded couple.

Another spot, "The Police," exhibits a brace of Keystone-type cops in deep transportation trouble in a balky flivver while the criminal escapes in a vintage piece of Detroit iron. Solution? "Extra car" supports its local police in the pursuit and final apprehension of the culprit.

The typical 10-second tag to each adventure strongly promotes the sale of prepaid monthly passes, tickets and tokens. Sound tracks of all spots were dubbed in Spanish for showing on stations with primarily Mexican-American audiences.

The radio portion of the campaign complements the video effort, except that "slice-of-life" situations are keyed to the seventies. Here, too, the approach is oriented towards transit problemsolving in a light, humorous vein.

Every effort is made to communicate effectively via radio with our large Spanish-speaking population. Broadcast copy is submitted to Spanish audience stations for voice-over translation by staff announcers. Due consideration is also given to our station relations with black-oriented broadcast media. Commercial copy is submitted to them for revision and delivery by staff writers and announcers on a free and easy basis, with very few restrictions.

There is no question that our broadcast campaign has paid off at the fare box and has delivered measurable results in increased sales of prepaid monthly passes, tickets and tokens.

Also apparent, if not precisely measurable, are the enhancement and visibility of our public image. No longer are we looked upon as simply "the bus company" but as a viable, more convenient and much less costly alternative to the automobile in a metropolitan area where driving becomes daily more of a high-stress activity.

Thanks in major part to the radio and TV activities of the Southern California Rapid Transit District, these positive results were obtained in a sprawling, populous metropolitan area where, as the saying goes, an Angeleno won't go anywhere without his car—and an Angeleno goes everywhere!

William C. Weimer is director of public information for the Southern California Rapid Transit District. He joined the agency in 1946 as an operator, and was promoted to the district staff in 1962 as a community-relations representative. Before his appointment as director this year, he served as publications editor and advertising manager, where he co-ordinated and directed the Rapid Transit District's total advertising and public information programs.

William C. Weimer
THERE'S A BRIGHT NEW SOUND IN DETROIT.

A brand new sound just popped in Detroit. The energy-emitting Drake-Chennault format that proved itself so thoroughly with the 18 to 35 market in sunny L.A.

Mr. Drake decided to call it Solid Gold Rock and Roll. But to us it's really something more. To us it's California Radio.

Plug yourself into California Radio, and let it clear away some of your clouds.

SOLID GOLD ROCK & ROLL IS

CALIFORNIA RADIO, 96.3 STEREO.

WJR-FM

Represented by Henry I. Christal Co.
Communicicana Country
Under One Flag...
a $7-Billion Market

Grade B Contours are shown.

Communicicana Country is:
- **BIG** — 1970 Population — 2,385,000.
- **RICH** — 1969 Consumer Spendable Income — $7,206,635,000.
- **ACTIVE** — 1969 Total Retail Sales — $4,575,457,000.
(Source — Market Data Division, SRDS)

THE COMMUNICANA GROUP, JOHN F. DILLE, JR., PRESIDENT
The Communicana Group also includes WKJG-AM and FM, FT. Wayne;
WTRC and WFIM-FM, Elkhart; and the Elkhart Truth (Daily)
Feast in for famine at the networks
Holdout advertisers back with a vengeance in historic sales turnaround; spot surging too

An avalanche of buying has turned the network-TV sales picture, barren in the first quarter, into a virtual prime-time sell-out for the second, with prices rising 20-30% or more on a torrent of orders exceeding $50 million in five days, $100 million in 10.

The buying was continuing last week, although little second-quarter time was left for sale, and—further to the good—was beginning to be clearly reflected in increased activity in spot television. Requests for spot availabilities were mounting and in some cases, as one rep put it, "taking off like gangbusters." For long-range significance, reps appeared no less pleased with the firming of network prices than with the stepped-up activity in spot avails.

Veteran sales executives at all three networks repeatedly said they had never seen a volume of sales orders to match the one that started overwhelming them since February. "Fantastic" and "unbelievable" were overworked descriptions, and one network sales chief, asked if those adjectives were apt, said: "It's much better than that."

Another network sales vice president said there was still more than enough prime-time money in the market last week to sell out all three networks completely for the quarter—with plenty left over to help shore up spot.

The outlook for the third quarter was described as good—some third-quarter network sales were being made—and the sudden surge in buying appeared to hold promise for a healthy fourth quarter as well. NBC-TV was already on the street with—and selling—its new fall schedule (see page 34); ABC-TV and NBC-TV were rushing to get theirs into the market this week (helped not inconsiderably by the FCC's prompting for a standardized 8-11 p.m. prime-time; see page 37).

To illustrate the scope of the activity, a CBS-TV source said his sales people had been working with "over 100" prime-time prospects in the last couple

One day we opened the door, and there everybody was, trying to get in.

Another sales chief described it this way: "In January, when we lost cigarette business, everybody was laying for us. Agencies were getting a lot of pressure from advertisers to 'stick it to those guys,' and they did. They beat us down. By about mid-February network prices were down to a level that apparently suited the advertisers—and then, starting about Feb. 22, the whole world opened up." The same source put the low point of network prime-time costs per-thousand homes just before the break-out at about $3. By late last week, he said, it was "over $4."

Network sales had been a bid-and-asked market throughout January and even back into the fourth quarter of 1970, when the cigarette loss loomed as an imminent threat in an already depressed economy. Advertising agencies acknowledged last week that they had checked the networks virtually on a daily basis to see what spots were available, and at what price. Sometimes they bought; sometimes they passed in hope of a still better quotation a day or so later.

One agency executive said that he was able to buy prime-time network announcements in the first quarter at 15-30% below 1970 levels. Another reported he bought at rates 20-40% below last year's. The success—and effect—of agency last-minute buying practices were pinpointed by a report from one network affiliate who said that in the first week of February alone, on as little as one day's notice, the network instructed him to schedule 15 last-minute commercials for previously ordered promotional spots. Among those last-minute buyers, he said, were Alberto-Culver, Procter & Gamble, Keebler, Mr. Bubble, S. C. Johnson & Sons, Ford Motor, American Home Products, Miles Laboratories, Norelco, Standard Brands, Carnation and Eastern Air Lines.

Several agency buyers, in trying to explain the sudden turnaround, said that while they had bought for some clients in the first quarter, they held back for others—either completely or in part—until marketing requirements dictated that they must buy. Some said they had been advising clients to keep their TV budgets "liquid" since about 18 months ago, keeping reserves ready to go either way, network or spot, whenever "timely opportunities" coincided with over-all marketing strategy.

Some reps, although heartened last week by the network surge—which traditionally is followed by a spot surge—feared that a significant portion of the new money had come out of spot budgets. Network sources, although acknowledging that "some" spot money

BROADCASTING, March 15, 1971 21
might be involved, said that most of the orders represented budgets normally allocated to network in the past and that, in the words of one network authority, "spot will benefit more than suffer from the last two or three weeks." Another said that, based on the demand and the networks' inability to accommodate it all, "spot television has got to have a good second quarter."

Although most of the demand for network time was centered on prime periods, daytime too was beginning to feel the benefit, according to network spokesmen. Some agency sources said daytime had been "less discountable" than prime time anyway.

ABC said the top-10 commitments it received between Feb. 22 and March 5, each representing around $1 million or more, were Continental Baking, S. C. Johnson, Breck, Block Drug, International Playtex, American Home Products, Coca-Cola, Ralston, Gillette and General Cigar. These orders, ABC said, were spread over the second and third quarters and in some cases included fourth-quarter reservations. ABC declined to assign dollar figures to the buys, but some sources indicated that the larger budgets included more than $3 million for American Home Products and just under $2 million for S. C. Johnson. 

NBC sources said that among the bigger advertisers contributing to their second-quarter splurge—and in some cases overlapping into the third quarter—were General Foods, Johnson & Johnson, AT&T, General Motors, Alberto-Culver, Leln & Fink and Singer Co. S. C. Johnson was said to be one of those contributing to a rise in daytime billings.

CBS offered no list but a veteran sales source there said that "the second quarter is always good, but I've never seen one like this."

Station reps generally were encouraged by the network comeback, but some were wary. One, for instance, said his firm had been getting requests for "a lot of submissions" but that advertisers were "still slow in committing," which he thought might mean that advertisers think "prices might break again." But he also interpreted the network sales surge as indicating that "the great rush for bargains is over." He also said his firm conducted a survey after receiving "a flood of cancellations" in late January and early February and found that 30% of the money involved was being held in reserve and that of the other 70% six out of 10 advertisers diverted the money into network buys while the rest earmarked it for other purposes. But since then, he said, "there had been a slight upturn in spot."

Following are observation turned up in an informal check of agency executives:

Robert Liddel, senior vice president and director of media, Compton Advertising, reported that for the past 18 months his agency, on behalf of some of its clients, has kept part of the television advertising budget flexible so that advertisers could be moved into either network or spot TV so long as these buys were consistent with marketing strategy. He said the agency had implemented purchases on the networks during the first quarter after checking availabilities and offers because they "made sense from a marketing and an economic stance."

"What happened was that there weren't enough liquid advertisers moving into the first quarter, and with money to spend, advertisers started to move for the April-June period and

Cox says ARB damages business
It asserts local reports underestimate audience, lead to huge spot losses

Cox Broadcasting Corp. called upon the American Research Bureau last week to withdraw its November 1970 TV-market reports on grounds that they are costing spot television "millions of dollars in lost revenues" by understating spot and local TV audiences ("Closed Circuit," March 8).

James M. Rupp, marketing vice president of the group-station owner, also asked ARB to cease publishing further reports until it has "corrected" its methodology, and to advise its advertiser, agency and station clients to "stop using ARB data until further notice."

Mr. Rupp contended the ARB report, used by most agencies in buying spot-TV time, shows audiences on the average 20% smaller than reported by the Nielsen Television Index (NTI), used in buying and selling network-TV time. The effect, he said, has been to swing undetermined millions in billings from spot to network.

ARB spokesmen said they would have no comment pending a study of the analysis on which Mr. Rupp based his demand. They indicated, however, that they would not withdraw the November sweep reports or stop issuing new ones. Reports from the February-March sweep are due for release starting later this month.

Mr. Rupp distributed the analysis—a 24-page report titled "Are ARB Viewing Levels Destroying Spot Television?"—among leading advertisers and agencies, station representatives and group owners, and to the broadcast Rating Council, Television Bureau of Advertising and the National Association of Broadcasters.

For the analysis Cox researchers tallied the viewing data in all of ARB's November sweep reports—some 220 in all—and compared the results with Nielsen's NTI/Network Audience Composition report for the same month. NTI/NAC was described as "the industry standard as a result of continuous checks with known census data and telephone-coincident methodology comparisons to verify actual viewing levels."

The analysis summarized differences between the November 1970 reports of the two services (see box, "How ARB and Nielsen Differ")

What the analysis means, according to the Cox report, is that when costs-per-thousand are computed and the buyer is choosing between, say, a network game show and an afternoon spot buy "national spot in the case of women viewing is being undervalued by 29%." If the choice is between network evening news and an early-fringe spot buy, national spot is undervalued, the analysis continued, by 18% in the case of men viewers and 22% for women viewers. And in late night, spot comes up short by 28% in the case of men, 33% in the case of women.

Mr. Rupp noted that agencies establish cost-per-thousand guides and that meeting these can be made difficult or impossible in some cases if audiences are underestimated. His report offered the following as BBDO's 1970 C-P-M guide (but noted that BBDO's 1971 guide is undoubtedly lower because of softness in both the TV and national economy):

<table>
<thead>
<tr>
<th>Daypart</th>
<th>Household</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime</td>
<td>$4.45</td>
<td>$7.10</td>
<td>$5.60</td>
</tr>
<tr>
<td>Daytime</td>
<td>1.75</td>
<td>4.75</td>
<td>2.15</td>
</tr>
<tr>
<td>Early fringe (News)</td>
<td>3.10</td>
<td>5.00</td>
<td>5.86</td>
</tr>
<tr>
<td>Late fringe (Tonight)</td>
<td>4.25</td>
<td>6.95</td>
<td>5.30</td>
</tr>
<tr>
<td>(Griffin)</td>
<td>4.15</td>
<td>7.30</td>
<td>5.20</td>
</tr>
</tbody>
</table>

When spot TV is bought by the rating point, underestimation of the audience...
the inventory started to dry up," he observed. "Then prices started to rise to accommodate the demand. Buying network, in a way, is like trading on the commodity market. You are buying in futures and when all the trading is done in a short period of time, prices go up."

Mr. Liddel said he believes that the second and fourth quarters of this year will be highly satisfactory and spot business will follow the network spurt.

A Benton & Bowles spokesman said advertisers waited out the first quarter because prices were too high. Then the situation reversed, and "bargains galore created a buying frenzy" at the networks. He indicated that the long-term result of the increased spending could cause a generally tight sales situation and cause many advertisers (1) to be nervous about firmer prices and (2) move earlier next year. The same observer felt that there would be an increase in spot sales because many advertisers haven't been able to place as many orders in network as they wanted.

Warren Bahr, executive vice president and director, media service, Young & Rubicam, attributed the network buying splurge largely to "money that had been held back by agencies during the first quarter." When a large number of them decided to buy simultaneously, he added, "they discovered that many of the choice positions had been bought and prices had moved upward sharply."

Mr. Bahr projected that the second and fourth quarters of 1971 would benefit the network-TV economy but was less ebullient about the third quarter, although he felt it might equal or be slightly over the same period of 1970. The fourth quarter, he observed, should be bolstered by expanded automotive business and the decreased network inventory resulting from the FCC prime-time access rule. Mr. Bahr expected spot-TV business to increase also, adding: "Network TV is the umbrella. When it folds up, spot TV suffers too. When the umbrella is sturdy, it tends to protect spot too."

Peter Bardach, vice president and director of broadcasts, Foote, Cone & Belding, said that increased buying into network TV over the last few weeks was largely "coincidental." He said major clients who were holding back in a soft market two weeks ago all decided to "go to the market simultaneously" instead of over the usual period of two to three weeks. He felt that some money from spot budgets was made available for network and network funds held back during the first quarter were let loose. Mr. Bardach predicted that some unusually good spot-TV opportunities would open up because of the softness of the market and that many advertisers would remain flexible in their buying, shifting their budgets between network and spot as opportunities arise.

Sanford E. Reisenbach, senior vice president, media planning and operations director, Grey Advertising, said it is necessary in buying any media to be ready for change, and agencies were alert to the opportunities afforded by network TV in the first quarter. He felt another factor was that certain seasonal advertisers placed orders during the second quarter for Mother's Day, Father's Day and June graduations.

Richard N. McHugh, vice president and corporate director, network relations and programing, Needham, Harper & Steers, said the soft economy held out "excellent buying opportunities" on network TV during the first quarter, but the rush of orders for the second quarter resulted in a predictable rise in prices. He voiced the view that the

can result in some stations and some spots being unfairly eliminated from consideration, the analysis continued.

The report acknowledged that there is no precise estimate of spot's losses to network, but said the 20% difference between ARB and NTI would translate to $343 million if applied to estimated 1970 network billings and to $248 million if applied to estimated 1970 spot billings.

"And, of course," the report added, "we haven't even taken into consideration the effect on $690 million in local spot revenue."

The analysis put 1970 TV revenues at $3,645 billion, with $1.715 billion in network, $1.240 billion in national spot and $690 million in local.

Although there are two services in use in spot buying and selling—Nielsen Station Index (NSI) as well as ARB—the Cox study said 79% of availabilities submissions requested by agencies in 1970 specified use of ARB data, as against 21% specifying NSI. A comparison of NSI November 1970 data with the Nielsen Television Index for that month found NSI figures also lower than NTI's, but the differences were "not as extreme" as those between ARB and NTI.

In prime time, the analysis said, where ARB reported 4% fewer households viewing, 12% fewer men and 11% fewer women, all as compared with NTI, NSI showed 1% fewer than NTI in each of those categories.

The study also presented three-year trend data as "indicative of some methodology modifications between 1968 and 1970 have had a negative effect on viewing data tabulated and reported by ARB as compared to both NTI and NSI."

It said these changes could involve such factors as diary editing, definition of "usable" diary, handling of multiset diaries, gathering of additional data such as product usage or sample balancing or weighting procedures.

In a letter to Dr. Peter Langhoff, president of ARB, Mr. Rupp, alluding to last year's ultimately quieted rebellion against an ARB rate increase, said the Cox stations finally renewed for 1970-71 "because of your decision to retain the services of Mr. James Seiler," former ARB owner and president.

Mr. Rupp said "the fact that Mr. Seiler didn't attend the recent ARB advisory committee meeting in Bermuda leads me to believe that ARB is neither interested nor not capable of providing a reliable yardstick for the buying and selling of time to the television industry."

How ARB and Nielsen differ

<table>
<thead>
<tr>
<th>Daypart</th>
<th>Network (NTI)</th>
<th>Spot (ARB)</th>
<th>Difference</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon.-Fri. morning</td>
<td>17,086,000</td>
<td>13,505,000</td>
<td>3,181,000</td>
<td>-19</td>
</tr>
<tr>
<td>Total viewing</td>
<td>13,491,000</td>
<td>9,538,000</td>
<td>3,853,000</td>
<td>-29</td>
</tr>
<tr>
<td>Mon.-Fri. late fringe</td>
<td>30,170,000</td>
<td>26,116,000</td>
<td>4,054,000</td>
<td>-13</td>
</tr>
<tr>
<td>Total viewing</td>
<td>20,750,000</td>
<td>16,103,000</td>
<td>4,647,000</td>
<td>-23</td>
</tr>
<tr>
<td>Children viewing</td>
<td>13,840,000</td>
<td>9,859,000</td>
<td>3,981,000</td>
<td>-29</td>
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</table>

<table>
<thead>
<tr>
<th>Daypart</th>
<th>Network (NTI)</th>
<th>Spot (ARB)</th>
<th>Difference</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon.-Sun. prime time</td>
<td>37,320,000</td>
<td>35,874,000</td>
<td>1,446,000</td>
<td>-4</td>
</tr>
<tr>
<td>Total viewing</td>
<td>24,380,000</td>
<td>22,446,000</td>
<td>1,934,000</td>
<td>-12</td>
</tr>
<tr>
<td>Mon.-Fri. late news</td>
<td>31,205,000</td>
<td>27,738,000</td>
<td>3,467,000</td>
<td>-11</td>
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<tr>
<td>Total viewing</td>
<td>16,165,000</td>
<td>13,025,000</td>
<td>3,140,000</td>
<td>-20</td>
</tr>
<tr>
<td>Mon.-Fri. late fringe</td>
<td>13,760,000</td>
<td>9,938,000</td>
<td>3,822,000</td>
<td>-28</td>
</tr>
<tr>
<td>Total viewing</td>
<td>7,790,000</td>
<td>5,648,000</td>
<td>2,142,000</td>
<td>-33</td>
</tr>
</tbody>
</table>
Cheer from another quarter

The three television network sales departments were not alone last week in their possession of glad tidings. Holders of stock in publicly-owned broadcasting companies could also take comfort in better times.

An examination of the 16 issues which make up the broadcast-only section of the Broadcasting stock index (see page 60) showed that all but two enjoyed significant price advances in the week ending March 10, and that six posted new highs for 1970-71.

Measured in terms of last Wednesday's closing price against the lows for 1970-71, 15 of those 16 looked spectacular indeed.

<table>
<thead>
<tr>
<th>Closing March 10</th>
<th>Closing March 3</th>
<th>% Change in Week</th>
<th>% Change from 1970-71</th>
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<tbody>
<tr>
<td>ABC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35%</td>
<td>27%</td>
<td>+22.72</td>
<td>+82.11</td>
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<tr>
<td>Ahi Communications</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>+4.00</td>
<td>+83.14</td>
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<tr>
<td>Capital Cities</td>
<td></td>
<td></td>
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<tr>
<td>41%</td>
<td>38%</td>
<td>+7.14</td>
<td>+111.53</td>
</tr>
<tr>
<td>CBS</td>
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<tr>
<td>39%</td>
<td>36%</td>
<td>+3.69</td>
<td>+54.75</td>
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Money allotted to network in the first quarter was not diverted from spot TV, generally speaking, although a minimal amount of funds considered for spot TV may have been channeled away from the medium.

Plans emphasize value of a retail media mix

The ABC-owned radio stations and Young & Rubicam introduced last week a new series of retail marketing plans, aimed at increasing radio's share of retail budgets.

The plans, called "Compass," were designed for the seven ABC-owned radio station markets, but were said to be applicable to all U.S. retail markets. They stress the importance of employing a media mix of both broadcast and print in retail advertising.

Michael Hauptman, manager of retail sales development and marketing at ABC, said that according to the National Association of Retail Merchants 93% of the average department store's advertising dollars were in print. Through "Compass," ABC hopes to convince retailers that a carefully planned media mix can provide a more effective and efficient advertising program.

Y&R was commissioned by ABC 17 months ago to create the plans. The agency developed a profile for a hypothetical department store and created three media plans, one using newspapers, the second using newspapers and radio and third utilizing radio, television and print. The results of the study, according to Joseph Ostraw, senior vice president and director of media research and planning for Y&R, showed that a media mix was superior to the use of a single medium.

ABC is developing a slide presentation for its salesmen to present to retailers in their markets beginning April 1 and will use the results of the Y&R study in support of their bid for inclusion of radio in the mix. As retailers accept the concept, plans will be made through their agencies to develop blueprints tailored to their individual markets.

Business briefly:

Cadillac Motor Division of General Motors Corp., Detroit, through MacManus, John & Adams Inc., Bloomfield Hills, Mich., and Travelers Insurance Co., Hartford, Conn., through Carl Ally Inc., New York, will sponsor the closing rounds of the 35th Masters golf tournament on CBS-TV, Saturday, April 10 (5-6 p.m. EST) and Sunday, April 11 (4-5 p.m. EST). Broadcasts will cover the final two days of the four-day tournament, which is scheduled to be played at the Augusta (Ga.) National Golf Club.

International Harvester Co., Chicago, for its pickup and camping vehicles, plans to use spot TV in various key markets this spring in support of participation buys on ABC-TV and CBS-TV. Firm, through Shield Productions, Chicago, also has prepared new radio-TV commercials for local use by dealers. Agency is Young & Rubicam, Chicago.

Birds Eye division of General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, is launching a radio-and-TV network and spot campaign to introduce in the East and South, "Thick 'n Frosty," a frozen concentrate for making milk shakes. The product was test marketed in the Seattle, Indianapolis and Albany, N.Y., areas in April 1970.

Plumrose Inc., Springfield, N.J., importer of Danish meat products, through Herbert Morris Inc., New York, is scheduling a spot-TV campaign in 34 major markets, which spotlights a vacation contest with grand prize trips to Denmark.


Hill examines bill to extend powers of FTC

The Federal Trade Commission last week joined with consumer forces on Capitol Hill endorsing a bill to improve product warranties and strengthen the powers of the FTC.

At hearings on the bill last Tuesday (March 9) conducted by the Senate Commerce Committee's Consumer Subcommittee, FTC Chairman Miles W. Kirkpatrick said the bill has the commission's "strongest support." The measure (S. 986), introduced by subcommittee Chairman Frank E. Moss (D-Utah) and Warren G. Magnuson (D-Wash.), chairman of the full committee, would ensure that consumers receive complete disclosure of the terms and conditions of product and service guarantees. In addition, the bill would expand the FTC's geographic jurisdiction under the Federal Trade Commission Act to practices "affecting" commerce.

Chairman Kirkpatrick told the subcommittee that expansion of the FTC jurisdiction will enable it to "attack selected areas of significant hardcore fraud and deception...."

However, he noted that the FTC would not use its proposed new powers "to act as a giant neighborhood law office for dealing with each 'individual' consumer grievance." This function, he said, must continue to be handled at the state, local and private level.

In addition, he protested a recommendation by a White House advisory group that the FTC's antitrust activities be transferred to a separate federal antitrust board. Consumer protection and antitrust enforcement are interlocking functions, the FTC chief maintained.
Cities usually become great because they have something spectacular to offer. Dayton's strength is in the ideas of its people. Yesterday the city's people invented automobile starters, cash registers and airplanes. Today the city's people, technically skilled and highly motivated, are looking for new ways of bridging to tomorrow. All this work makes Dayton a rich metro area where a better idea is welcomed. It's a good market.

Nobody reaches this affluent market as effectively as WHIO-TV. In the ARB, Dayton, Ohio, November 1970, we lead the next largest station by 26% in Cume Households, Sunday-Saturday, Sign-On to Sign-Off. When you need the Dayton market, you need WHIO-TV.

A reflection of Dayton
WHIO Television
A Communications Service of Cox Broadcasting Corporation

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

Cox Broadcasting Corporation Stations: WHIO AM-FM-TV Dayton, WSB AM-FM-TV Atlanta, WSOQ AM-FM-TV Charlotte, WIOD AM-FM Miami, WIIC-TV Pittsburgh, KTVU San Francisco-Oakland
More political-broadcast reformers

Kennedy introduces campaign-spending bill; Common Cause makes its ideas known

Two more proposals aimed at reforming campaign spending have appeared on Capitol Hill. One is a comprehensive bill introduced by Senator Edward M. Kennedy (D-Mass.). The other proposal is in the form of remarks submitted last week by Common Cause Chairman John Gardner to the Senate Communications Subcommittee.

The subcommittee, under the chairmanship of Senator John O. Pastore (D-R.I.), is in the process of distilling one political spending bill from the numerous and often conflicting recommendations made at its election-reform hearings earlier this month (Broadcasting, March 8). The full Commerce Committee is scheduled to take up the issue when it meets in executive session tomorrow (March 16).

Senator Kennedy's bill (S. 1121) in effect formalizes the statements he made at the subcommittee hearings. The political-broadcasting section would repeal Section 315 for presidential elections and suspend it for the 1972 congressional and statewide elections. It also provides that political candidates may be charged no more than the lowest unit rate for broadcast time.

And it limits campaign spending for broadcast time to seven cents per vote in general elections and three-and-a-half cents per vote in primaries. No ceilings are set for nonbroadcast spending.

The bill specifies that an individual cannot contribute more than $1,000 to a candidate (or to committees supporting the candidate) during a single year. The limit will apply to a candidate or his family from his own funds for his campaign.

In addition, it requires complete financial disclosure by candidates and grants to contributors to federal, state and local campaigns.

Co-sponsors of the Kennedy bill are Senators Claiborne Pell (D-R.I.) and Frank E. Moss (D-Utah).

In his statement to the subcommittee, Mr. Gardner advocated repeal of Section 315 and said blocks of broadcast time should be provided free to federal-office candidates in general elections. These programs should include "substantial" live appearances by candidates, he said.

As other means of easing the financial burden on candidates, Mr. Gardner recommended encouraging numerous small contributions, reducing the prices of all media for political candidates and granting House and Senate candidates mailing franks in the 35-day period before both general and primary elections.

Mr. Gardner endorsed the proposal by Representative John B. Anderson (R-Ill.) that would place spending limitations of 30 cents per registered voter in House races, 20 cents in Senatorial races and 10 cents in presidential races.

These ceilings would apply to TV and radio, newspapers and magazines, billboards, telephones and postage. However, Mr. Gardner added, no ceiling should be set lower than $40,000.

Reasonable ceilings on contributions, he said, would be $10,000 for presidential and vice-presidential campaigns, $5,000 for Senatorial campaigns and $2,500 for House campaigns.

Mr. Gardner said Common Cause supports the financial-disclosure proposal in the bill sponsored by Senators Mike Gravel (D-Alaska), James B. Pearson (R-Kan.) and others. The bill (S. 1) would require all political committees to register with an independent elections commission and to disclose fully all campaign receipts and expenditures.

Code asked to do more with a smaller budget

A special committee of the National Association of Broadcasters TV Code Review Board will meet in New York next week—and it appears the group will face a contradictory task. It is faced on the one hand with increased pressures to reduce the code's authority's budget, and on the other with pressures stemming from increased consumer demands for a heavier hand on TV advertising.

The committee, to meet Wednesday (March 17) was appointed last December at the Florida meeting of the TV Code Review Board (Broadcasting, Dec. 14, 1970). It consists of Thad Sandstrom, WTVY-TV Topeka, Kan., chairman; Max Bice, KTVT-TV Tacoma, Wash.; William Tankersley, CBS; Herminio Travesas, NBC, and Alfred Schneider, ABC. Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of the TV Code Review Board, is a member ex officio.

One of the factors that caused the institution of the evaluation effort is the TV code budget—almost $500,000 for activities in New York, Washington and Hollywood utilizing 35 people. For the new fiscal year that ends March 31, the TV-code budget is expected to be almost $30,000 in the red. The code is
On January 27, WBBM-TV Chicago originated a one-hour primetime special called "Nothin' Like Us Ever Was."

The purpose was to explore the separate worlds of youth and their elders, and the relationship between the two in today's complex society. Not in shopworn "generation gap" clichés. But in fresh, meaningful images of the 70s.

Providing comment during the hour were four prominent social historians: Alvin Toffler, Kurt Vonnegut, Neil Postman and Margaret Mead.

Setting the show's mood of conflict and change was an original score by James P. Grady.

Viewer reaction was like nothin' that ever was in Chicago television.

Some 750,000 people watched the show, a dominant 35 percent share of audience.* Practically unheard of for any local program other than sports... the biggest audience of any locally produced special in years!

The press seconded the commotion. The Chicago Daily News cheered: "Nothin' like a local special... a good bit of work and will probably win several awards."

Said The Chicago Tribune: "...deserves a local Emmy... the best local production in several years." And (weekly) Variety ranked it "...among the best Chicago specials of the season."

Giving equal time to the generations, and thus bringing home both sides of a touchy issue to young and old alike, is in the WBBM-TV tradition. As a longtime leader on the Chicago scene, we're establishment. But we swing, too.

*Special ARB coincidental study. Estimate subject to qualifications available on request.
WTIC-TV DIDN'T WANT THEM TO GO TO POT. OR HASH. OR JUNK. OR SPEED. THAT'S WHY THE STATION TAUGHT THEIR TEACHERS ABOUT DRUGS.

"He drops acid." "She's a junkie." "I shoot up." That's the way kids talk these days. They learn about drugs early. But what about their teachers? Where could they get the information needed to cope with student drug abuse?

Now, thanks to WTIC-TV, hundreds of thousands of youngsters have a complete course of study about drugs, from the fourth grade through high school. Called the Stamford Drug Curriculum, this pioneer study guide, 96 pages long, is the only one of its kind. When the station offered to print and distribute it to educators free of charge, from January through August of 1970, at a cost of $65,000, 18,000 requests poured in from 49 states and a dozen foreign countries.

That's some reach for a Hartford station. But WTIC-TV believed that by making this much-needed material available to teachers anywhere, countless kids will learn that drugs aren't playthings—and never turn on.
hrp
HARRINGTON, RICHTER & PARSONS, INC.

TELEVISION INNOVATORS

hrp blue

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hrp gold

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<tr>
<td>WMAL-TV</td>
<td>Washington, D.C.</td>
<td>ABC</td>
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Final Call: Send us your best UN story for 1970.

If you reported about the UN at any time during 1970, enter your story for Deadline Club’s UN Award. Five hundred dollars and a bronze statuette will be awarded for distinguished UN correspondence by the Deadline Club, New York Professional Chapter of Sigma Delta Chi. Deadline for entries is March 26, 1971. The winner will be announced on May 6, 1971.

Any person, group or publication assigned permanently or temporarily to cover a UN story is eligible. Journalists from any country may submit tear sheets, mounted clippings, scripts or memos describing available tapes or films. (An English translation, please, with entries in another language.)

Enter now for this important award which is sponsored again this year by International Telephone and Telegraph Corporation. Send entries to Deadline Club Awards, c/o Russell C. Tornabene, NBC News, 30 Rockefeller Plaza (Room 517), New York, N.Y. 10020.

UN Award Deadline: March 26, 1971
The Deadline Club of Sigma Delta Chi.
supported by subscribers, who pay their highest, one-time hourly rate (ranging from $350 to $1,400 per station), plus contributions of $30,000 each from the three TV networks.

Some broadcasters also feel that, although the broadcast code has worked effectively to remedy situations even before they have become public causes (men in white ban, toy guidelines, restrictions on endorsements by public and sports figures), little public approval has resulted.

In the offing, of course, is the proposed new advertising code being promoted by the American Advertising Federation (BROADCASTING, Feb. 8). Should that come into existence, the workload for the NAB code would ease. AAF officials have been conferring with other organizations the last few weeks and anticipate matters coming to a head in early spring.

Agency appointments:

- Toro Manufacturing Corp., Minneapolis, outdoor power equipment manufacturer, has appointed Post-Keyes-Gardner, Chicago, as its agency. Agency will handle advertising of turf products and Moist O'Matic divisons and new venture groups for 1971-72. Campbell-Mithun, Minneapolis agency, will continue to handle consumer product advertising.

- McDonald's Corp., Chicago, restaurant chain, has appointed Emery Advertising, Baltimore, as its agency for the Washington area. Emery presently handles McDonald's Maryland area account.

- Motorola Inc., Chicago, for its automotive sound products, has named Draper Daniels Inc. there as agency. Radio-TV will be used.

Local dealers and local advertising

Study shows that appliance and home-entertainment dealer down the block is a heavy user of TV

Sears, Roebuck's use of local TV advertising, big as it is and still growing, doesn't match that of local dealers in the promotion of appliances and home-entertainment products in 27 major markets.

That finding emerged last week in a new study by Nathan S. Lanning, manager of spot development for the Station Representatives Association. The study covered TV advertising of appliances and entertainment products in the 27 markets where the nation's top-50 department stores are located.

In 17 of those markets, Mr. Lanning reported, local dealers used TV more heavily to promote these products than did Sears, which in turn used television far more heavily than did the major department stores. In the 27 markets as a whole, the dealers underwrote more appliance and entertainment-product commercials than Sears and the leading department stores combined.

Mr. Lanning's count covered the commercial messages—mostly 60's and 30's—monitored by Broadcast Advertisers Reports for that product category in those markets for one week a month for six months (January-June, 1970). During the six monitored weeks, Mr. Lanning said, 144 local dealers and chains placed 2,264 TV commercials for entertainment products and appliances while Sears placed 1,399 and the top-50 department stores, generally considered the best "show windows" for major brands, placed 237.

The results, he said, point up the need for manufacturers to have their own agencies create and place local commercials with store names integrated into the messages. This approach, he explained, gives the manufacturer control of his local expenditures as well as top-quality commercials.

It also gives the manufacturer control over claims and other elements for which appliance dealer advertising, particularly in newspapers, is frequently criticized, Mr. Lanning added.

Mr. Lanning said 31 of the 50 top-volume department stores had no appliance or entertainment-product spots on television during the monitored periods, while Sears was on the air with anywhere from three to 197 messages in all but three markets. Local dealers were also on the air in all but three markets, with from two to 242 commercials per market.

The study of appliance advertising followed one in which SRA found that the top-50 department stores were using TV advertising in general only a little more than half as much as the Sears stores in the 27 markets (BROADCASTING, Feb. 8).

Purex names two agencies

Purex has split its $4-million-plus advertising of grocery products between Erwin Wasey, Los Angeles, and Hoefer, Dieterich & Brown, San Francisco. They will divide the account about equally with the former handling Purex

How TV-network billings stand in BAR's ranking

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<tr>
<th>Broadcast Advertisers Report network</th>
<th>TV dollar revenues estimates—week ended Feb. 14, 1971</th>
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<tr>
<td>(net time charges in thousands of dollars)</td>
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<tr>
<th>Day Parts</th>
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<td>Mon-Fri</td>
<td>Week</td>
<td>Cume</td>
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<td>Cume</td>
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<tr>
<td>Sign-on</td>
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<td>10 a.m.-6 p.m.</td>
<td>1,876.9</td>
<td>8,594.2</td>
<td>3,267.4</td>
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<td>Cume</td>
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<td>Sign-on</td>
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<td>8,121.7</td>
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<td>6 p.m.-7:30 p.m.</td>
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<td>Cume</td>
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<td>Mon-Sun</td>
<td>Week</td>
<td>Cume</td>
<td>Week</td>
<td>Cume</td>
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<tr>
<td>11 p.m.-Sign off</td>
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<td>2,133.7</td>
<td>255.3</td>
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**Total** | **9,157.1** | **$56,014.4** | **$13,001.5** | **$74,717.0** | **$11,525.1** | **$74,321.9** | **1,937** | **$33,683.7** | **11,060** | **$265,053.3** |

BROADCASTING, March 15, 1971

(BROADCAST ADVERTISING) 31
A radio broadcaster in the Los Angeles area who ran a contest during a rating survey wants his own ratings, and those of a competitor, deleted from the January-February survey books.

The broadcaster is Harold Mathews, station manager of KRLA(AM) Pasadena, Calif., which spent $27,000 on a promotion contest. Two weeks ago, Mr. Mathews issued a public announcement calling on all rating services to delete from the January-February reports not only his own station but also KHJ(AM) Los Angeles, KHJ. Mr. Mathews said, gave away $40,000 in a contest during the same time. KRLA sent a letter to American Research Bureau, Hooper and The Pulse Inc. asking that data for the two stations be deleted from the new books.

ARB and Pulse have already informed Mr. Mathews that it is too late to remove the information from their reports. Both also noted that reports of special contests or promotions held during rating weeks are regularly identified in their reports, when that information is called to their attention. Hooper officials said that promotions during rating surveys are usually flagged if they are aware of the promotions, but that in the January-February report for Los Angeles, already out, the two stations are not identified with promotions.

The Broadcast Rating Council is not involved in the Los Angeles matter, according to Kenneth Baker, executive director, except that one of its standards requires that special promotions during surveys be flagged by rating services if known. Both ARB and Pulse are members of the Rating Council.

Edward Downs, Federal Trade Commission attorney, said that agency is not involved at the present time in the KRLA-KHJ situation. The publicity generated by Mr. Mathews’s advertisements may well assure that it comes to the attention of the FTC.

Hugh Wallace, general manager of KHJ, declined to comment further about the situation except to acknowledge that his station had given away $39,000 during its contest.

In his announcement, Mr. Mathews said, in part: “We at KRLA feel that the increasingly common practice of ‘audience buying’ as represented by our recent cash contest and the similar cash contest scheduled concurrently on KHJ was reprehensible both as to principle and practice. In fact, neither KRLA nor KHJ can reflect as typical the measurements in the January-February 1971 audience data…”

Mr. Mathews amplified his views last week: “What we really want,” he said, “is an investigation of the practice of buying audiences or hypoing the ratings by the Federal Trade Commission. That was why we ran the contest in the first place. We feel that cash giveaways distort ratings to the point of being meaningless by buying audiences.”

Mr. Mathews also mentioned that Lawrence Webb, executive vice president and general manager of KRLA, had written to the three rating services advising them that a cash giveaway contest was planned and that it would coincide with the next rating period. “We asked them for their thoughts,” Mr. Mathews said, but none responded.

Mr. Mathews also claimed that KHJ started its contest the same day that KRLA did, doubling the daily prizes, from KRLA’s $1,000 to $2,000. And, he added, when KRLA added $100 consolation prize, “so did they.”

Whether the two stations will have gained or lost anything in terms of ratings during the period will not be known for at least another 10 days. The ARB Los Angeles book is expected to be mailed Thursday (March 18), while the Pulse book, because of format changes, may not be ready until mid-April.

Frank to acquire S.F. agency

Clinton E. Frank Inc., Chicago, has announced that the agency intends to acquire through merger and an exchange of stock the San Francisco agency of Gross, Pera & Rockey. GP&R will keep its own name and independent operation although it will become a part of Clinton E. Frank Inc./West Coast. Frank’s third agency acquisition in recent months, the merger will add $8 million in new billings to Frank’s total of $70 million at the end of 1970.

Falstaff back into baseball

Falstaff Brewing Corp., St. Louis, has announced its return to baseball broadcasting with a one-quarter sponsorship of the Chicago White Sox coverage on WFLD-TV Chicago. Other sponsors are not set (Broadcasting, Feb. 22). The WFLD-TV package includes 129 games and was placed by Needham, Harper & Steers, Los Angeles. Several years ago, Falstaff sponsored the Atlanta Braves on a TV network in the Southeast.
Steve Labunski, newly elected vice-president, is now in charge of the Eastern operations of Chuck Blore Creative Services, creators and producers of the most award-winning commercials in broadcast advertising. Mr. Labunski invites inquiries from advertising agencies seeking extraordinary results for their clients.

Chuck Blore Creative Services!
Flip Wilson is hottest ticket

At $41,000 for a 30-
returning hit leads
price list on NBC-TV

Prices quoted last week for 1971-72
prime-time television advertising were
slightly higher than those of the same
time a year ago. The prices were NBC's,
circulated with a "firm" fall schedule
among advertising agencies.

ABC and CBS said they expected to
announce their fall schedules this week.

NBC-TV was reported to have picked
up several sales for the fall, including
Metropolitan Life Insurance Co., Na-
bisco and Gulf in Walt Disney, Chevo-
let in Bonanza and the new Nichols, and
Procter & Gamble for all of the new
James Stewart show.

Agencies could buy a prime-time 30-
second commercial on NBC in next
fall's schedule for as little as $23,000
or as much as $41,000 (Flip Wilson)
for the fall-winter season.

The Flip Wilson show reportedly is
demanding a price that is nearly double
its quotation of last March when it was
new and untied. Aside from this atypi-
cal situation, prices of most returning
shows were quoted at either a few thou-
sand above or at the same level. These
included Disney, Bonanza and Saturday
movie at about the same price for fall-
winter; Ironside, Bold Ones and
Adam 12 up to $2,000, $4,000 and $5,000
respectively.

Of returning shows, Laugh In was
listed at $5,000 less and Monday movie
at $1,000 less. (Last year's minute
prices were halved to reflect—for the
purpose of comparison—the 30-second
commercial unit that is now basic.)

Except where noted, the following
night-by-night prices quoted for NBC
show, first, the price for a 30-second
commercial in the fall-winter period
(32 weeks); second, a 30 in the spring
(10 weeks), and, third, a 30 in the
summer (10 weeks):

Sunday—Disney (sold only in min-
utes at $61,500, $43,000, $35,000);
Bonanza (sold only in minutes at $65,-
000, $48,000, $39,000); Bold Ones,
$29,000, $25,000, $21,000. (The James
Stewart program is a P&G show and
not quoted.)

Monday—Laugh In, $28,000, $18,-
000, $15,000; Movie, $27,000, $21,000,
$18,000.

Tuesday—Ironside, $28,000, $18,-
000, $15,000; Sarge, $27,000, $21,000,
$18,000; Marriage Can Be Fun, $24,-
000, $21,000, $18,000.

Wednesday—Adam 12, $29,000,
$19,000, $16,000; Mystery Tonight,
$26,000, $20,000, $17,000; Night Gal-
ley, $28,000, $24,000, $20,000.

Thursday—Flip Wilson, $41,000,
$28,000, $20,000; Nichols (James Gar-
ner) (sold only in minutes at $65,000,
$46,000, $38,000); Dean Martin, $28,-
000, $24,000, $20,000.

Friday—The D.A., $23,000, $14,000,
$12,000; World Premiere, $24,000,
$17,000, $15,000.

Saturday—The Partners, $28,000,
$16,000, $13,000; The Good Life,
$24,000, $16,000, $14,000; Movie,
$30,000, $23,000, $20,000.

The NBC schedule was changed only
slightly from that reported earlier
(Broadcasting, March 8). The
changes: Laugh In was retained on
Monday as predicted and World Pre-
miere moved from Monday to Friday
in a swap with the movie; the title of
the musical The Americans is now
Marriage Can Be Fun on Tuesday, and
The Partners and The Good Life were
placed in that order in a flip-flop of the
shows to lead off Saturday.

Computer service now supplies demographics

Broadcast Computer Services Inc.,
Colorado Springs, which has 10 radio-
TV stations using its computerized
availabilities and billing facilities,
announced last week it will add demo-
graphic data to its breakouts.

James Vinall, president of Broadcast
Computer, said that a demonstration of
the new service will be held during the
National Association of Broadcasters
convention in Chicago March 28-31.
He said stations may choose from a
wide range of demographic require-
ments.

The latest station to sign for BCS's
Automated Computerized Traffic In-
formation Service, according to Mr.
Vinall, is Aveo's WLWT (TV) Cincinnati.
The system will be operational at the
ABC Radio network in about a month,
he added. Among the functions of the
service, Mr. Vinall said, is quick and
accurate preparation of the daily log;
billing for spots as they ran; keeping
track of make-goods and preparation of
 speedy reports for station representa-
atives.

Those paid Army ads could be the last

Van Deerlin reads
bill to ban government buys
of broadcast time

The U.S. Army Recruiting Command
is paying $10.6 million for what should
be public-service announcements, ac-
cording to Representative Lionel Van
Deerlin (D-Calif.). And he plans to
introduce legislation that would pro-
hibit government agencies at all levels
—federal, state and local—from pur-
chasing radio and television time.

The Army's recruitment-ad campaign,
which began March 1 and will run
through June, was created by N. W.
Ayer and Son, Philadelphia (Broadcast-
ing, Feb. 22). It utilizes radio-TV
network and spot.

The bill itself is in the process of be-
ing drafted, a spokesman for Mr. Van
Deerlin said, and the congressman
plans to discuss it with Communications
Subcommittee Chairman Torbert Mac-
donald (D-Mass.).

In remarks delivered on the House
floor, Mr. Van Deerlin said he found
"considerable irony" in the Army's ad-
vertising strategy. "Federal policy as-
sumes that the airwaves belong to the
public, but here the public is getting
socked more than $10 million to enable
a public agency to use the airwaves," he
said.

He said figures from Ayer revealed that
$5,815,000 of the $10.6 million
will be spent for radio, $3 million for
the three television networks and $1
million for local TV in eight cities.
"Out of these budgets," he added, "the
Army will pay $600,000 for the pro-
duction costs of the television commer-
cials, between $200,000 and $300,000
for producing the radio segments and
the usual 15% commission to N. W.
Ayer." Another $90,000 is earmarked
for research on the impact of the ads,
Mr. Van Deerlin said.

There are precedents for the Army
paying production costs and agency
fees for advertising, but "there is no
reason the public should have to pay

34 (Broadcast Advertising)
"New Math" for Rating Radio

Yes, in the latest Pulse,*
KABC Radio 79
is Number One:
#1 in Men 25-49
#1 in Women 25-49
#1 in Adults 25-49
#1 in Total Men
#1 in Total Women
#1 in Total Adults

but...
we still recommend using
Pulse 6-Book Averages—a concept pioneered
by KABC Radio for a
more reliable indication
of where a station is
and where it’s going.

*Audience information based on estimates from
average 1/2-hour, Nov-Dec 1970 Pulse, Mon-Sun,
6 AM-Mid, Los Angeles 2-County Area,
subject to qualifications available on request.
for the on-air time for these public-

service spots," he said.

Mr. Van Deerviin pointed out that

radio and TV stations are required to

make public-service time available. "As a

former broadcaster, and present mem-

ber of the Communications Subcommit-
	ee, I am deeply concerned about the

implications of any effort to erode the

public's access to the airwaves," he said.

In a letter to Secretary of Defense

Melvin Laird, Mr. Van Deerviin urged

the Army to produce its own radio and

TV spots. He said that stations, "if

properly approached," would schedule

them without charge. "They might not

also be scheduled in prime time," he said,

"but the frequency of exposure and the

savings in cost would more than

compensate for such scheduling.

Representative Parren J. Mitchell

(D-Md.) also told the House that the
dangers of allowing government agen-
cies to buy broadcast time are "simple,
obvious and frightening . . . I can en-
vision the day when the military would
use its purchasing power to influence
the activities of television stations
throughout the nation. At the very
least, a thousand opportunities and
means for tampering with the media
would be created," he warned.

Occidental Life

takes plunge in TV

In its first use of television, the Occi-
dental Life Insurance Co. of California,
Los Angeles, will spend approximately
$854,000 on ABC-TV in 1971 as a
sponsor of sports programming, including
basketball, college football and the
ABC Wide World of Sports series.

Joint announcement of the purchase is
being made today (March 15) by ABC-TV
and Occidental, which said the TV buy is part of an
$850,000 campaign that will include print ad-
vertising and a Canadian TV effort.

James T. Shaw, vice president in charge
of sales for ABC-TV, observed that
Occidental has been "historically, an
exclusively print advertiser," and pre-
dicted that the effectiveness of TV and the
appeal of sports programming to the
client's target audience, men, "will as-
sure that this is the beginning of a
long-term relationship." Another insur-
ance company, Mutual of New York,
a few weeks ago purchased a sports
package on ABC-TV, a switch by that
company from print to TV (Broad-
casting, March 1).

Ad tax termed 'regressive'

Peter W. Allport, president of the Asso-
ciation of National Advertisers, said last
week the 6% tax on advertising pro-
posed for New York by Mayor John V.
Lindsay (Broadcasting, March 8)

would be "purely regressive" and in the
long run would curtail tax revenues. It
was explained by city officials that radio
and TV stations would collect the 6% tax from its advertisers, based on that
portion of its audience which is in New
York.

Computerized service

from California firm

Marketron Inc., Van Nuys, Calif., has
begun marketing a new service which
the company says can speed up the pro-

This is Copying...
Gentlemen's agreement at 8-11
With the FCC as prompter and intermediary, TV networks opt for a standardized prime time

The three television networks late last week moved toward a common scheduling of the 8-11 p.m. period beginning next fall, with the FCC, on request, acting as the agent of standardization.

After private and individual exchanges with network representatives, the FCC on Thursday announced its endorsement of the 8-11 p.m. period as one that would “better serve the public interest” than the 7:30-10:30 p.m. period that the networks had been talking of programming. Under the new prime-time access rule, networks may supply no more than three hours of programming between 7 and 11 p.m.

The FCC's announcement was in exact accord with preferences stated by the networks during earlier talks with FCC officials, including Chairman Dean Burch. The FCC had been asked by CBS to act as an intermediary. Direct negotiations among the networks would have raised antitrust questions.

Despite the earlier agreements, however, a hitch developed after the FCC delivered its endorsement to network representatives in Washington. On the same afternoon it had granted ABC-TV's request for a waiver permitting that network to present three and a half hours of programming on Tuesday nights beginning at 7:30. The waiver was granted on condition that ABC-TV give up a half hour on some other night (see story, page 40).

NBC authorities bridled at letting ABC-TV get a half-hour jump one night a week, and CBS was said not to be happy with the prospect, either. NBC-TV already had received a similar waiver for Sunday nights but that officials said, was on grounds that NBC's early Sunday-night line-up has long been designed for children and family audiences, not simply on ratings grounds.

The FCC letter to the networks, which was said to be without precedent, noted there had been reports of network plans to schedule 7:30-10:30. The commission said its conclusion that 8-11 p.m. would be better was based “on our present understanding of the apparent plans of independent producers and individual stations directed to the scheduling of nonnetwork programs in prime time as contemplated by our rule.” In

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MAXIMIZE PROFITS

SHOULD WE AUTOMATE NOW?
SHOULD WE RE-EQUIP NOW?
PLANNING RECONSTRUCTION
OR BUILDING NEW FACILITIES?
CHECK WITH
BURLESON ASSOCIATES, INC.
Metromedia's Prime Consultant
CONSULTANTS ON
ENGINEERING, FACILITIES AND OPERATIONS
Washington, D.C. 20016 (202) 244-2345/244-5151
or at NAB—Pick-Congress Hotel...

BROADCASTING, March 15, 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.
programing was $45,500, while the comparable figure for 10:30-11 was $47,500. Assuming three commercial minutes per half-hour, that would come to a three-network, 52-week total difference of about $6 million in favor of 10:30-11.

A uniform settling of the start-time question appeared likely to expedite completion of the CBS and ABC schedules. NBC was already on the street with one starting at 7:30 (see page 34) and the first, though unofficial, indications were that if 8-11 were decided upon, the line-up would be retained but the starting times delayed by half an hour. ABC and CBS authorities said they hoped to have their schedules out this week.

An even surer effect of an 8-11 decision would be the relief it would give Midwest affiliates, who have been exceptionally vehement—at all three networks—against the prospect of ending prime time at 9:30 on their clocks. As recently as the first of last week the NBC-TV Affiliates Board of Delegates, at a meeting with network officials to preview the fall line-up, again insisted that an 8-11 schedule would best serve both audience and station interests.

Harold Grams of KSD-TV St. Louis, chairman of the NBC-TV affiliates board, reported on the meeting to all NBC-TV affiliates last Tuesday (March 9) in a telegram that said:

"If for competitive reasons which are recognized as substantial, it is impractical to follow [8-11] scheduling, then as a last resort the board urged that a special accommodation be made for stations in the central time zone so that NBC network service does not end in that zone at 9:30 p.m. local time. One alternative would be a separate network feed to the central zone at 7-10 p.m. central time."

ABC keeps 3½ hours on Tuesday nights

But FCC says it will not encourage similar waivers in the 1972 fall season

The FCC will allow ABC to send a full three-and-one-half hour schedule on Tuesday nights to its affiliates in the top-50 markets after the new prime-time access rule goes into effect on Oct. 1—but for one year only.

In granting the waiver to ABC last Wednesday (March 10), the commission stipulated that the network must give up a half-hour on some other night. The commission had granted a similar waiver to NBC for Sunday nights on Feb. 18 (Broadcasting, Feb. 22). CBS has not requested such a waiver.

In requesting the waiver (Broadcasting, March 8), ABC told the commission that Tuesday evening was its most successful. Noting that its Tuesday schedule is made up of programs one hour in length or longer, ABC said that it could not comply with the prime-time access rule without dropping one of its one-hour shows and replacing it with a shorter one, thus "disrupting audience interest and audience flow."

ABC said that the loss of cigarette revenue and the soft economy might cause it to suffer economic losses in operating the network—even more so than in the period of 1963-69, when it lost some $75 million. ABC told the commission that it is "extremely reluctant" to part with its present Tuesday night schedule "during a year of severe economic stress."

The waiver to ABC expires on Sept. 30, 1972. While the commission stated that the waiver during the "transitional period while new program sources are getting underway" will not interfere "unduly with the objectives of the [prime-time access] rules," it made it clear that it did not favor waiver of these rules as a general matter."

The commission said that it "will not look with favor on similar waivers" after Oct. 1, 1972. It suggested that the networks and their affiliates arrange their schedules so that they will "conform to the exact provisions of the rule" a year after it takes effect.

Altered news programs for CBS fall line-up

CBS last week announced fall plans for CBS News-produced 60 Minutes and CBS Reports. CBS Reports will become a once-a-month show, filing a two-
hour period in prime time on Thursday; 60 Minutes will be expanded from every other week to a weekly series, shifted from Tuesday to Sunday, 6-7 p.m. NYT.

In making the announcement, Robert D. Wood, CBS-TV president, and Richard S. Salant, CBS News president, expressed satisfaction in the plans for news programming. It was noted that 60 Minutes will have an opening segment for hard news (probably about five minutes) followed by the usual magazine format. It also was said that the network will make additional evening time available during the season to help offset for pre-emptions in CBS Reports by such CBS-TV live sports coverage as professional football. Both shows are now accommodated in the Tuesday, 10-11 p.m. period.

WHAS-TV program sets off grand jury probe

When a two-man reporting team from whas-tv Louisville, Ky., last summer began investigating local vice conditions, they found more than enough muck to rake.

The documentary produced from their findings not only shocked most of the citizenry but produced reverberations throughout the city government. And the jolts have prompted the U.S. district attorney for the area to request permission from the U.S. attorney general's office to empanel a federal grand jury to investigate the situation.

The reporters, Clarence Jones and James Walker, spent eight months in an undercover operation investigating gambling and prostitution activities in Louisville. Their documentary was aired in up to one-hour segments on Feb. 8-9 and repeated on Feb. 14-15. It contained films of alleged handbook and prostitution activity and an interview with the owner of an oft-raided club who told of protection payoffs to police.

WHAS-TV also aired on news programs a tape of an alleged conversation between the soon-to-be-retired chief of Louisville detectives and the same club operator. The conversation centered on how the club operator should deal with police after the detective's retirement. The same day the tape was aired, the detective was named as a one-man "vice squad" for the city by the commonwealth attorney.

Charges were brought against the detective and subsequently dropped since the tape was ruled inadmissible evidence. (The whas-tv reporters refused to divulge confidential sources of information.) But the appointment of the detective chief was withdrawn.

The February grand jury in Louisville conducted an inquiry into gambling and handed out indictments to eight gambling figures. The March grand jury was urged to continue the investigation, but balked until reporter James Walker discovered one of the jurors had been arrested three times in the past two years on bookie charges. That juror has since been replaced and the investigation will continue.

The reporters have agreed to testify before the grand juries on what they saw during their investigation, but continue to refuse to reveal confidential information sources.

Steelers will be back on WTAE next season

WTAE-AM-FM, the Hearst Corp. stations in Pittsburgh, have acquired the radio rights to the Pittsburgh Steelers professional football games for the 1971 season.

For the second straight year, WTAE-AM-FM will produce and feed all games, including the preseason exhibition schedule, to a 40-city radio station network. Also featured will be pregame and postgame shows.

Two of last year's sponsors, Iron City Beer and Pittsburgh National Bank, have already signed on for the upcoming season, a station spokesman said.

CBS-TV report evokes ire of the President

The White House is up in arms over a CBS News report on television last week that identified Dr. James Fletcher, President Nixon's newly named space administrator, as an opponent of the Safeguard ABM system. The report also claimed that the President himself was distributed by the program.

White House Press Secretary Ronald Ziegler told newsmen that the March 9 newcast by Daniel Schorr on the CBS Evening News was "totally without fact" and that the President was irritated by the report.

On the Wednesday evening, March 10 edition of the Evening News, CBS News correspondent George Herman discussed the controversial report with Dr. Fletcher, who is also president of the University of Utah. In that broadcast Dr. Fletcher said that he supported the President's position in the matter and that he has made no public statements on the ABM, since he does not consider himself an expert on it.

Mr. Schorr, who also appeared on the March 10 newcast, argued, "the account of the conversation with the President about the ABM was what Dr. Fletcher told me."

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First in Fargo!*

(and all that surrounds it)

In all three measuring categories—in the key spot times—the WDAY-WDAZ Combination again reigns supreme!

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First in metro share (Sign on—Sign off) 46.0%

*Feb./Mar. 1970 ARB

WDAY WDAZ

FARGO TELEVISION DEVILS LAKE-GRAND FORKS

Covering All of Eastern N.D. and Western Minnesota

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

BROADCASTING, March 15, 1971
The bigger bout outside the ring

Networks stay cool about fight blackout but storm rages on

Closed-circuit TV coverage of the Joe Frazier-Muhammad Ali fight last week, for all its apparent financial success, did not appear to be giving network-TV officials much concern.

Unofficial estimates of the gross ranged from $16.5 million to $20 million and even $30 million, and loss of the spectacle by free television had a lot of people wringing their hands (see story below). But network authorities—asked to evaluate it as the start of a trend toward network TV's ultimate large-scale loss of many major events—didn't see it that way at all.

"A once-in-100-years happening," one network vice president said only half-jokingly, alluding to the event's billing as the fight of the century. But he acknowledged that "it could be" that closed-circuit TV one day might get pro football's Super Bowl and perhaps other events, provided they are spectacular enough.

Another vice president said sports was the one broadcast-program category that he had always thought might do well on cable or closed-circuit TV, because sports are "singular, popular and specialized." But he was not dismayed at the prospect. "For getting messages into 60-million homes simultaneously," he said, "broadcasting is the only way to do it. You could ship a lot of little chunks off broadcast TV and it would still be far and away the best."

E. William Henry, former FCC chairman whose Management Television Systems Inc. arranged the record-setting closed-circuit network of 362 theaters and auditoriums for the Frazier-Ali fight, said afterward that he'd like to get those Super Bowl rights eventually.

Pro football spokesmen didn't rule out the possibility but they didn't give Mr. Henry much encouragement, either, in response to reporters' questions. They said closed-circuit was a future possibility but that current network contracts run through 1973 and "we are very enthusiastic about free TV" and "don't envision any demeaning factors that would take TV away from our loyal fans."

They also recalled that a 1966 closed-circuit experiment involving a Green Bay Packers/Dallas Cowboys game was "a disaster" at the theater-TV gate.

A spokesman for the National Collegiate Athletic Association said NCAA is interested in full exposure of its teams on TV and could not foresee any plan to restrict college-football coverage. An official of the National Basketball Association was enthusiastic about the Frazier-Ali returns and said NBA might be interested in closed-circuit TV in the future but "we haven't given any serious thought to it." A representative of big-league baseball said flatly he felt the World Series "should stay on free television."

Uniform but unofficial estimates put the world-wide audience for the bout at 300-million persons. It was estimated that about 1.35 million saw it in theaters in the U.S. and Canada, the rest on home television in 42 countries around the world.

Mr. Henry, who said MTS's telephone bill for the 362-site network would be about $400,000, reported that technical trouble occurred at only four locations. At the Chicago Coliseum, a near riot occurred when equipment broke down before the fight started; at Hunter College auditorium in New York the screen went blank just before the eighth round; in Duluth, Minn., there was no picture but fans listened to the audio, and in Portland, Me., the projector was dead for 35 minutes before the fight began. Officials said refund slips were given in all cases. The closed-circuit presentation reportedly was insured for $18 million.

There was some talk about network-TV presentation of the video tape. ABC officials confirmed they had been interested in showing the fight on Wide World of Sports this past weekend but said talks stopped after the promoters asked $500,000 for the rights. An abbreviated version was scheduled to go into some motion-picture theaters around the country starting last Friday (March 12).

Although the networks took the blackout lightly, there was some serious infighting up to an hour before the first bell to allow broadcast news coverage of the event.

The promoters of the bout took Mutual Broadcasting System to court to prevent MBS from covering the fight with news-service reports from the Garden. The New York state supreme court ruled in Mutual's favor, stipulating that the radio network must broadcast at four-minute intervals that its announcers were not at ringside.

Failing in legal moves, the promoters demanded as late as an hour before round one that AP, UPI and Reuters news services refrain from distributing accounts of the match as it occurred. That demand was rejected.

No neutral corners after the fight

TKO for free television rings bell for round after round of reaction

For all the action during the Joe Frazier-Muhammad Ali heavyweight championship fight held in Madison Square Garden last Monday night (March 8) there would seem to be even more reaction.

The exclusive closed-circuit television coverage of the bout enraged many who thought they should be able to see the
The controlled violence that was to appear on the closed-circuit screen didn't fight on commercial TV; elicited proposed legislation from Congress; and started a verbal battle between the National Association of Broadcasters and the National Cable Television Association.

NAB criticized the closed-circuit TV coverage and likened it to cable television.

"This fight, blacked out on free television and radio in America and around the world is a shocking example of what cable-pay television is all about," Paul Haney, NAB executive vice president for public relations, said last Monday (March 8). He continued:

"It would be the height of tragedy if Americans failed to learn a lesson from tonight's closed-circuit gouge. What if the World Series or the Super Bowl or championship basketball followed this shabby cable-pay television pattern?

The same wheeler-dealer interests promoting this effort tonight would, if they have their way, extract a fee from a man in front of a radio or television set in his own home a year or two down the road."

In reply to the NAB's offensive, NCTA President Donald V. Taverner said the NAB was "engaging in another devious generalization designed to hoodwink the public on an emotional issue." He accused the NAB of using terms such as "closed-circuit" and "pay-cable TV" interchangeably, where there exist "three different industries—the CATV industry, the broadcast pay-TV industry, and the closed-circuit TV industry."

He added that the NAB "attempts to create the impression that pay-TV and CATV should be the whipping boys for the fight blackout" and asserted that the NAB should direct its remarks to the closed-circuit industry instead.

A number of newspaper columnists were also critical of the blackout. Jack Gould of The New York Times wrote before the fight: "The rich few will be able to afford the astronomical prices asked by theaters but millions of the poor will be left with only nostalgic memories of Joe Louis, Jersey Joe Walcott and Kid Galvan." James Reston of the Times asked: "Why not the same grab for the pro football Super Bowl, the World Series, and all other big sports and theatrical productions?" And columnist Art Buchwald announced that promoters "have tied up the closed-circuit TV rights to World War III."

David Condon, sports columnist of the Chicago Tribune, charged that someone in command of the closed-circuit ancillary rights promotion has victimized the public.

Ron Powers, radio-TV columnist for the Chicago Sun-Times, warned that the promoters might even soon get control of the free broadcast media. He noted: "The arrogance with which the promoters have pushed first television, then radio out of championship-fight coverage shows they have a foothold in the media already."

The Chicago Daily News, in an editorial Thursday (March 11), headlined the event as a "dirty deal for the public" and expressed concern over the future of sports in America. It also warned that both CATV and pay TV could deprive the public of "the right to watch any of its favorite championship sports events."

In Congress there is at least one move afoot to resolve in favor of the broadcasters and the general public the controversy over the public's right to have access to sports via national TV and radio networks. Legislation to insure that right was proposed last week by Representative Charles W. Sandman Jr. (R-N.J.).

Mr. Sandman's bill, now in the drafting stage and scheduled for introduction by the end of the month, would amend the antitrust laws to require promoters to allow broadcast of certain major sports events.

The legislation also would require promoters to obtain a federal permit before advertising, selling admissions to, or holding major sports events. It would empower the FCC or another appropriate federal agency to issue the permit. However, before a promoter could obtain a permit, he would have to show that the TV and radio networks have had an opportunity to bid competitively for the broadcast rights, and that the highest bid, if any, has been accepted.

The events that must be made available for public broadcast under the proposed bill are the World Series and the final championship events in professional football, boxing, basketball and hockey.

Speaking on the floor of the House last Wednesday (March 10), Mr. Sandman cited "a clear and growing outcry for Congressional attention to what appears to be a trend toward discrimination against all but the affluent to witness major sporting events."

Changing Formats

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

- WERD(AM) Atlanta—Radio Inc., on Feb. 15, between 3 p.m. and 6 p.m., ceased broadcast of gospel music and began a telephone-talk program aimed at Negro listeners. The black-oriented station is on 860 khz, 1 kw day.

- KSQO-FM San Diego—Gordon Broadcasting of San Diego Inc. has switched from a classical-music format to country-and-western programing full time. Station is on 103.7 mhz, 36 kw horizontal and 20 kw vertical, with an antenna 580 feet above average terrain.

- WMIL-FM Milwaukee—Malrite of Wisconsin Inc., effective March 9, ceased duplication of its AM affiliate, which broadcasts country-and-western music 100%, and began programing easy listening music. WMIL-FM operates on 95.7 mhz with 25.5 kw and an antenna 280 feet above average terrain.

- KISW-FM Seattle—Seattle, Portland and Spokane Radio, on Feb. 15, changed from a classical-music format, which included opera, to progressive
A critical question is argued in appeal: Can microphone be closed to anybody?

What are the limits of the public's right of access to the broadcast media? Do spokesmen for various points of view have a First-Amendment right to use broadcast facilities, to speak in their own words, direct to the community? Or is the problem of access secondary to the larger public-interest question of how best to inform the public—and if so, is the FCC's fairness doctrine an adequate mechanism for attaining that goal?

These questions, on whose resolution the future course of broadcasting as a journalistic medium may hinge, were argued before the U.S. Court of Appeals in Washington last week in two cases. Both involved challenges to FCC rulings aimed at preserving the amount of journalistic discretion broadcasters now have.

In one, the Business Executives Move for Vietnam Peace is appealing a commission decision upholding WTOP(AM) Washington in its refusal to sell time to BEM for spot announcements it had prepared opposing the war. WTOP, which argued it has presented all shades of opinion on the war in its normal coverage, has a policy against selling time for the discussion of controversial issues of public importance.

The other involved an appeal by the Democratic National Committee of a commission order rejecting a request for a declaratory ruling that broadcasters may not arbitrarily refuse to sell time to "responsible entities," particularly political parties, for the presentation of their views on controversial issues. The commission, in the same order, however, granted DNC's request for a ruling that broadcasters may not arbitrarily refuse to sell the parties time for the solicitation of funds.

For years, the commission has been relying on the fairness doctrine as a means of requiring broadcasters to be fair in the presentation of controversial issues of public importance, even if it means making free time available for a response to arguments made in sponsored programs. It also advises broadcasters of their need to promote discussion of important issues.

Daniel Ohlbaum, FCC deputy general counsel, recited that background in representing the commission before the three-judge appellate court panel. He also noted that broadcasters are required to present spokesmen themselves—not merely a "homogenized" view of their position, one that has been "filtered" through the minds of station personnel.

But, he said, "the licensee must have the discretion to set his agenda, to decide what programming should be assigned to specific issues... He must be able to decide what are the important issues." The broadcaster, he added, is the "trustee" selected by the commission to operate a station.

As to an individual's First-Amendment right of access to the airwaves, he said, that was settled, in the negative, by the Supreme Court 28 years ago in the NBC case. He said the court held that "right could be denied on public-interest grounds without violating the First Amendment. The commission has to lay down a policy that accords with the First Amendment," he said. "And it has done this, in the fairness doctrine."

But the attorneys for BEM and the DNC said that policies flatly barring the sale of time to spokesmen for particular views are arbitrary and violative of the First Amendment. The DNC also says it is unconstitutionally discriminatory—as well as "absurd"—to prohibit the sale of time for the solicitation of funds while permitting such a ban on the sale of time for the discussion of issues.

Neither BEM nor DNC argued for an unlimited First Amendment right to the airwaves—a position that, for BEM, appeared to mark a retreat from its position earlier in the proceeding. Mr. Asher said BEM wanted, in the case of WTOP, simply the right to compete for the purchase of a portion of the 30% of station time devoted to commercials. Mr. Califano said DNC is not seeking to discuss all issues on all stations: it merely wants a rule barring policy preventing the sale of any time for the discussion of issues.

To Mr. Asher, a court victory for BEM would result in "the healthiest possible thing" for the broadcasting industry—an opening of the doors to new issues, pinpointed by members of the public, not merely those selected for airing by broadcasters.

But the heart of the matter is appellants' contention that the fairness doctrine is not enough to assure their First-Amendment rights. "BEM wants the opportunity to get on the air in its own words, identifying itself as sponsor," said Thomas R. Asher, BEM counsel. "A key issue," said Joseph Califano Jr., counsel for the DNC, "is the right to
discuss issues on our own terms."
And at least one member of the panel hearing the cases appeared to agree.
"The fairness doctrine does not exhaust the licensee's duties under the First Amendment," Judge J. Skelly Wright said—not once but several times.
And in colloquy with Mr. Ohlbaum, he cited the networks' decision to sell time for controversial-issue discussion—spots, in the case of CBS—to rebut the commission's argument that according the public a right to buy such time would impose an undue burden on broadcasters. "The networks see no problem," he said.
But once access becomes "a matter of right," Mr. Ohlbaum said, new problems arise—among them, very likely, broadcasters' obligation to make free time available for response to sponsored programs. He also indicated that the appellants may be chasing a will-o'-the-wisp. If broadcasters are to find the time in their schedules to sell to those to express their views, while at the same time maintaining a program schedule, he noted, they will have to make "the same kind of judgment" they make now, under the fairness doctrine.
Another panel member, Carl McGowan, appeared to take a position more sympathetic to the commission than that of Judge Wright. At one point, in response to a charge by Mr. Asher that broadcasters exercise a "very heavy-handed censorship... that the commission condones," Judge McGowan said, "I agree that absolute discretion on the part of licensees to decide issues would be bad, but I don't think that's the case." The questioning of the third member of the panel, Spottswood W. Robinson III, indicated to at least some lawyers in the courtroom that he probably holds the swing vote in the case.
To attorneys for licensees who had intervened in the case, a court decision overturning the commission's actions could result not only in new headaches for broadcasters but in a distortion of the news given the public. Ernest Jennes, attorney for WTOP, foresaw "two fairness doctrines—one dealing with programing time, one with commercial time." If time is sold to one adherent, he said, then it would have to be sold to people with differing views.
And Roger Wollenberg, appearing for CBS, said that the commission, in denying the kind of ruling requested by the appellants, prohibits broadcast agendas from being set by the "affluent." That, he told the court, "is what is being urged upon you—an agenda being set by the affluent."
‘Selling of the Pentagon’: the aftermath

Amid cheers, boos and call for FCC action, Salant says documentary will run again soon

Vice President Spiro T. Agnew called it “disreputable.” Thomas P. F. Hoving, chairman of the National Citizens Committee for Broadcasting, found it “remarkably courageous and timely.” House Armed Services Committee Chairman F. Edward Hebert (D.-La.), in a letter to FCC Chairman Dean Burch, said it was “distorted.” CBS News President Richard S. Salant said he was “proud” of it. If anyone on the North American continent found it dull, that sentiment has gone unreported.

The subject of all this adjective-mongering is, of course, The Selling of the Pentagon. Three weeks after broadcast of the CBS Reports documentary, the controversy over its highly-critical treatment of Pentagon public-relations and promotional activities has not begun to subside.

Chairman Hebert continues to lead the chorus of the outraged. In his letter to FCC Chairman Burch last week, the congressman charged that CBS has tampered with the truth by “rearranging” an interview. He asked whether this alleged distortion violates commission rules.

Specifically, Mr. Hebert said the CBS program contained a “distorted version” of an interview between narrator Roger Mudd and Daniel Z. Henkin, assistant secretary of defense for public affairs. He quoted a letter from Mr. Henkin, who said: “Needless to say, as a person who has spent his life in the news profession, I could not be pleased by the fact that the program’s producer chose to rearrange my words . . . In one instance, CBS censored the first sentence of a reply I made and then put in two sentences which were lifted from my answer to a different question.”

Mr. Hebert told Chairman Burch that, in his view, such practices violate the public-interest standard of the Communications Act. He asked what the commission plans to do and whether “the rearrangement and deletion of passages of a purportedly bona fide news interview is a permissible practice under the laws governing broadcasting.”

It was Mr. Hebert who launched reaction to the program by calling it “vicious” the day after it was aired—before he had even seen it (Broadcasting, March 1). He charged then that CBS News had used a tape it obtained from him under false pretenses. The tape showed Mr. Hebert interviewing a former U.S. prisoner of war. That incident was not mentioned in last week’s letter to Chairman Burch.

Vice President Spiro Agnew, at a news conference last week in New Orleans, commended Mr. Hebert for his denunciation of the documentary. Mr. Agnew called it “a disreputable program.”

The Vice President also said “the country would be very interested to know” why CBS has examined the Pentagon “but has no interest at all” in presenting the story on its own role in an abortive invasion of Haiti. That incident, which led the House Investigations Subcommittee to issue a scathing denunciation of CBS in a report last year (Broadcasting, June 22, 1970), is now under FCC scrutiny.

Amid all the criticism, CBS found an unusual ally in Thomas P. F. Hoving, who congratulated CBS President Frank Stanton in a letter for the “remarkably courageous and timely documentary.” And Warren Braren, executive director of the Hoving committee, wrote a letter to Chairman Hebert: “No matter how strongly you disagreed with the CBS program, we hope that you will publicly defend CBS’s right to air programs with controversy, conviction and a point of view.”

The final word went to CBS News President Richard Salant. Following the broadcast of Vice President Agnew’s remarks last Tuesday (March 9) on the CBS Morning News with John Hart, Mr. Hart concluded the segment with: “This morning, CBS News President Richard Salant said he’s proud of the program and that it will be broadcast again soon so the public can make its own judgment on it.” That same day, Mr. Salant said the rebroadcast would probably be later this month.

**Baker favors news tapes in Library of Congress**

Legislation directing the Library of Congress to preserve nationally televised news and public-affairs programs was introduced last week by Senator Howard H. Baker (R-Tenn.).

The bill (S. 1169) is identical to a measure introduced by Senator Baker in the 91st Congress seeking to preserve news programs for purposes of study and research. That bill never came to a vote. Senator Baker had proposed that the Library of Congress “maintain an up-to-date file of tapes of every morning and evening network news show.” He suggested that the tapes could be obtained from the networks and then returned after being copied. The tapes would be indexed and made available to the public at cost (Broadcasting, Dec. 8, 1969).

“Television has become one of the major news forces of our age, and the failure to preserve a record of television news broadcasts is tragic,” Senator Baker said last week. “No future historian could hope to write an accurate chronicle of this turbulent American era without television accounts of the fast-moving world events,” he added.

He pointed out that the Librarian of Congress has estimated that the cost of maintaining the project, once it is established, would amount to $162,100 a year.

The need for the legislation, he said, was first brought to his attention by Vanderbilt University at Nashville, where such a project on a smaller scale has been underway since August 1968. He said the university has done a “remarkable job” but lacks the resources and the facilities to undertake a program on a larger scale.

**Soldiers seeing ‘Selling’**

The CBS News special The Selling of the Pentagon, is being sent to the more than 40 studio operations in the American Forces Radio and Television Service as part of the weekly television package. The program, according to Colonel Robert Cranston, commander, AFRTS-Los Angeles, is being sent “uncensored except for commercials.”

**Monster and movies syndicated by ABC**

ABC Films has released for syndication 250 half-hour episodes of the Dark Shadows TV series and the Prime II package of 16 feature films, the company announced last week.

Kevin O’Sullivan, president, said that Shadows is ending a five-year run on ABC-TV daytime and about one-fourth of the programs produced are being offered initially to stations.

The feature package consists of motion pictures produced especially for television and carried on ABC-Tv, and includes such titles as Run, Simon, Run, with Burt Reynolds and Inger Stevens; The Old Man Who Cried Wolf, with Edward G. Robinson and Diane Baker; Love Hate Love, with Ryan O’Neal and Lesley Ann Warren; River of Gold, with Ray Milland and Suzanne Pleshette, and Black Water Gold, with Ricardo Montalban.
Less duplication, more investigation

That's Fred Friendly's goal as he proposes one service for basic television news

The establishment of a nationwide electronic service that would provide joint coverage of noncompetitive events to TV networks and stations was proposed last week by Fred W. Friendly, TV consultant to the Ford Foundation.

Mr. Friendly, formerly president of CBS News, suggested in a guest lecture in journalism at the University of Michigan that this approach could free correspondents and camera crews for investigative assignments and generally contribute toward more effective use of television news funds and manpower.

He said the concept is not new. He compared it to the Associated Press; to the three networks' satellite-pool coverage of Apollo 14; the News Election Service and the daily, TV-news distribution facility of the European Broadcasting Union.

Mr. Friendly felt there would be a consortium of users for the proposed system, including the major commercial networks and independent commercial and noncommercial television outlets as well as United Press International-Television News and Viz News, a British news service. He suggested that these users could form a non-profit organization similar to the AP or the News Election Service.

Mr. Friendly's plan envisions the establishment of a common assignment desk, utilizing a combined resource of 15 crews to cover 20 or 25 different events each day. He claimed that networks today are covering an average of 10 to 12 stories a day because of limitations of equipment and manpower.

"Each news organization would be protected from the embarrassment of missing the routine story which suddenly becomes vital, and the American public, which is the truly important element, would have more of broader coverage," Mr. Friendly said. "The various correspondents would be free to cover those events which they and their news editors considered newsworthy."

Richard Salant, CBS News president, said the proposal was "important and constructive" and urged that it be given "prompt and careful consideration."

ABC News officials, however, found the plan "unworkable and impractical," saying it would reduce the number of news sources available to each news organization and thus be a "disservice to the public." NBC News declined comment. Mr. Salant amplified his remarks by noting that the proposal could free substantial money, manpower and energy—now used in what essentially are duplicating functions—for individual, original reporting. He added, however, that a plan of pooled coverage of pre-scheduled or set news events would have to permit each news organization the right to have its own reporter present and to obtain substantial portions of proceedings covered for "each to edit in its own judgment."

Program notes:
Change of face • Two regulars on CBS-TV's Mission: Impossible won't be returning for the program's sixth season next fall. Leonard Nimoy, with the show for two years, and Lesley Warren, completing her first season, have both asked for and received a release from their Paramount contracts. CBS has approved the departure. Indications from Paramount, the producers of Mission: Impossible, are that a disaffl regular will be chosen to replace Miss Warren before production begins again in the first week of May. Mr. Nimoy, who is reported to be preparing a two-hour movie for television that could serve as a pilot for another series, will most likely be replaced by guest stars instead of a regular performer.

From down under • Los Angeles has added The Terrific Adventures of the Terrible Ten, an Australian-produced children's series, to its library of syndicated programs. The 200 six-minute programs are being offered for integration into local children's shows.

New horizons for No Soap
No Soap Radio Ltd., New York, which was formed slightly more than a year ago to produce radio commercials, is expanding into the area of radio program production.

Julian Cohen, president of No Soap, has reported that a major cosmetic company has underwritten the pilot of a daily, 15-minute show aimed at teenagers and young adults that would provide fashion news interspersed with rock music. He added that No Soap is developing for another advertiser a radio program centering around contemporary issues and spotlighting well-known individuals in various fields.

"We feel there is a dearth of innovative programing on radio and there are advertisers who feel the same way," Mr. Cohen said. "There is an opportunity for advertisers to use radio with programing and commercials tailored to the audience they want to reach."

Mr. Cohen said No Soap was started with a staff of three in January 1970 and now has nine full-time employees. It has produced radio commercials for Volvo, Wohl Shoes, Du Pont, Bigelow carpets, and Mrs. Filbert's margarine, and soundtracks for CBS-TV promotional films.

and motion pictures has moved to new offices and studios. New address is 808 North Roxbury Drive, Beverly Hills, Calif. Telephone: (213) 274-1495.

Cable experiment planned in Ohio
Elaborate programing devised for Columbus CATV by new Robert Pauley firm

Cablenet International Corp., New York, a new cable-TV programing service, was announced last week in New York along with plans for its first test-market operation starting May 1 on the Columbus (Ohio) cable TV system.

Robert Pauley, president of Cablenet and formerly president of the ABC Radio network, said the company would provide local, national and international programing, advice in total CATV system programing, general management services and engineering advice.

Cablenet, he said, could be expected to enter soon several new markets in cooperation with Coaxial Communications Inc., the Columbus system's owner and operator.

Hal Golden, formerly vice president of ABC Films, is vice president.

In Columbus, Cablenet will introduce what Mr. Pauley described as the "world's first two-way video system." The system will provide seven-day-a-week, 18-hour-a-day original programing on 11 channels, in addition to the five existing commercial and educational channels now carried by Columbus cable and will utilize 60 audio channels.

Mr. Pauley emphasized that Cablenet would not in any way try to compete with programing on local stations but would originate uncensored programs unavailable to the regular channels.

Subscribers will select the programs they want through a digital, alpha-numeric keyboard produced by Vicon Industries Inc., Ann Arbor, Mich.

Initially 100 subscribers will be served in the Columbus experiment over a three to four month period. The project will be expanded to 1,000 homes in nine months and 250,000 in five years, according to Cablenet.

Cablenet officials said it has already prepared 26 weeks of color TV programing and that the video channels would be programed demographically, providing local, national and international information on such subjects as sports, travel, culture, health, hobbies, "how to" shows, news and local events. Two of the channels will be programed all night and one will act as a guide to the programing.

Mr. Golden said the two-way video system was "unique" in that it offered the viewer a chance to actively participate in what was being programed. He said subscribers while at home would be able to order food goods.

The 60 audio channels will also be separated demographically and will be used for all types of music, talk and service, entertainment, information, shopping services and tips.

Mr. Golden said that the new system would make ratings services "obsolete" because computers would be able to tell how many homes were watching what program at any given time during the day or night.

Messrs. Golden and Pauley emphasized that the programing possibilities were unlimited and completely flexible in accordance with the needs and wants of the community.

Equipment & Engineering

Task force fights bugs in EBS
Group tries to reform system following false alert, then malfunction March 6

A task force of communications industry representatives meets in Washington for three days this week (March 17-19) to tighten up the techniques used in alerting TV and radio stations in the Emergency Broadcasting System—following a failure in the notification circuits on Saturday, March 6, two weeks after the EBS false alarm late in February.

This will be the second meeting of the EBS revision working group of the broadcast services subcommittee of the National Industry Advisory Committee. The group met initially last month after the inadvertent EBS alert failed to activate many broadcast stations (BROADCASTING, March 1). Thomas H, Phelan of NBC is chairman of the unit.

At its first meeting, the NIAC committee authorized the broadcast desks of the Associated Press and United Press International to authenticate all emergency alert messages and not to move any EBS activation message unless confirmed by the White House.

Originally, emergency action notifications were sent from the National Warning Center in Colorado to all broadcast stations automatically by way of the AP and UPI newswires. In last month's fiasco, the operator at the warning center inadvertently transmitted an actual EAN, rather than the test tape that was scheduled to be sent at the time.

The NIAC unit has also established a working group to analyze the answers to a questionnaire to all licensees sent out by FCC Defense Commissioner Robert Wells several days after the false alarm. Charles M. Stone, vice president for radio of the National Association of Broadcasters, is chairman of this group.

The failure on the March 6 morning test occurred over part of the UPI network when, according to a UPI spokesman, "somebody in Pittsburgh forgot to throw the right switch at the right time." Stations in Maryland, Delaware, New Jersey and Kentucky failed to receive the test EBS message, and those in Pennsylvania, West Virginia and Ohio received it about seven minutes late.

The March 6 breakdown was said to be the first under the new system, according to Kenneth W. Miller, chief of the FCC's Emergency Communications Division.

The technique of alerting stations by way of the AP and UPI is one of three methods that have been established. The other two consist of alerts from network headquarters to their affiliates, and having all stations monitor key network affiliate stations in their areas. All official emergency activation messages must originate from the White House.

Trend foreseen toward more FM-equipped sets

Manufacturers of TV and radio receivers are opposed to any legislation that would force them to include FM in all radio sets. Anyway, they say, close to 60% of all radio sets now include FM—and if the trend continues all radio sets will have FM capability in a few more years.

This was the view expressed by Jack H. Wayman, vice president of the Consumer Electronics Group at last week's spring conference of the Electronic In-
RCA joins list of satellite hopefuls

Application foresees service to the networks for $40 million annually

RCA Global Communications Inc. filed an application with the FCC last week for a $198-million domestic-satellite communications system that would, it said, provide television and radio service to broadcast networks at less than $40 million a year—considered to be half of what is spent now by the networks using terrestrial facilities.

The RCA Global Communications filing proposed three network-TV channels initially, and six in the expanded system plus two for educational TV and one for instructional TV for Alaska, with another ITV channel partially reserved.

The full system, scheduled for 1977 if RCA can begin construction in 1974, would consist of two satellites in orbit (one a spare) plus a spare on the ground. The expanded system would add another operating satellite to those in orbit. Each satellite would have 12 transponders (of 40-mhz band width), capable of handling a single TV program or 1,000 voice circuits.

A principal element of the RCA application is the number of ground stations it proposes. Initially, it looks for 13 major earth stations, near New York, Washington, Chicago, Denver, Los Angeles, San Francisco, Seattle and Honolulu and five in Alaska (Anchorage, Fairbanks, Juneau, Ketchikan and Prudhoe Bay). A joint applicant is RCA Alaska Communications Inc.

Under its expanded version, RCA contemplates building 23 major transmit-receive earth stations, plus 370 receive-only earth stations. These would be owned by RCA because it will be possible to use them for multiple purposes, according to Howard R. Hawkins, president of the RCA division.

Not only would the RCA system carry TV channels, it was pointed out, but radio signals could be carried "piggy-back" on the TV transmissions. Each transponder, it was explained, could accommodate four 15-khz channels in addition to the TV channel. This would permit, it was noted, two stereo channels if desired.

The RCA application also suggested that two channels be made available to the Public Broadcast System for non-commercial educational TV programs, as well as special instructional-TV channels for Alaska. The PBS service, it said, would be sold at a reduced rate to be set by the FCC. Also, RCA said, cable TV would be able to use the circuits.

RCA said it needed annual revenues of $40.2 million for the first phase of operations and $100.6 million yearly for the full expanded service.

Mr. Hawkins termed "premature" a question whether RCA would move forward if it did not get the contract to provide TV network service. He said he would have to know what other systems the FCC authorized, their potentials, etc.

The RCA filing was the third in as many weeks; two weeks ago MCI-Lockheed put in its application and the week before that, the Communications Satellite Corp. filed. Earlier filings were those from Western Union (which is planning to revise its application this week), Hughes Aircraft and a joint Comsat-ATT proposal.

Reportedly due are applications from Fairchild-Hiller and Western Tele-Communications.

Corrector for color errors

Rank Precision Industries Inc., West Nyack, N.Y., has introduced a new system for automatic correction or color film errors. The system, composed of Rank Cite!s new Colorgrade red, green and blue corrector and new Auto-Colorgrade punchered-paper tape storage and readback unit, stores frame-by-frame color corrections for automatic use when the film is transmitted or transferred to video tape. Cost of the Colorgrade is $10,700, while the Auto-Colorgrade is priced at $15,100. For additional information on the system, write: Rank Precision Industries Inc., 260 North Route 303, West Nyack, N.Y. 10994.
At FCC: a spectacular on cable TV

In first of seminars before FCC takes action
there's multitude of claims for channel access

Cable television technology has the potential of wiping out the "economics of scarcity" that has traditionally underlain FCC regulation of broadcasting. And "the economics of abundance"—of channels of communications—that it promises can provide the answer not only to program diversity but also to the critical dilemma now confronting the commission, broadcasters and the public—how to answer the growing public demand for access to the media of communications. But there would be a price for broadcasters—commission permission to CATV systems to import distant signals into their markets.

These were the themes that dominated more than five hours of discussion last Thursday, as broadcasting and CATV-industry representatives, together with the seven FCC commissioners, probed and questioned one another and debated some of the fundamental issues confronting the commission in its effort to establish basic CATV policy.

It was the first of four days to be devoted to panel discussions, all of them being held in the cavernous auditorium of Washington's National Academy of Sciences to accommodate expected large audiences of public and industry representatives. The panels will be followed by four days of set-piece arguments by various spokesmen before the commission.

Public-interest representatives, like Albert H. Kramer of the Citizens Communications Center, a public-interest law firm; Ted Ledbetter, of Urban Communications Group; and the Rev. Everett C. Parker, director of the Office of Communication of the United Church of Christ, were insistent in their view that the public should be assured access to cable TV channels.

Mr. Kramer, who has represented a number of citizens groups before the commission and the courts in efforts to obtain time on broadcast stations, also said the commission should not only require CATV systems to provide channel capacity to meet demand—"it's not sufficient to rely on the working of the market place to create channel capacity"—but to confer a right of access on citizen groups. These groups, he said, "are not satisfied in getting what they want through the benevolence of a master or a patron."

Support for public access came also from the establishment. McGeorge Bundy, president of the Ford Foundation, called for "a plurality of access," and John Macy Jr., president of the Corp. for Public Broadcasting, said that up to half of the channel capacity of cable television should be devoted to public, noncommercial uses and that access to public channels should be assured "to local governments, public broadcasters, educators, community groups and others who wish to communicate with the public."

What's more, Mr. Macy offered a surprising suggestion meeting the expense he said would be involved in making the channels available. The five percent of net system subscription revenue that the commission has proposed for the support of public broadcasting generally, he said, should be dedicated solely for cable purposes.

The idea was not alluded to again. (In fact, the proposal for payment to CPB was itself hardly mentioned, even though it was one of the subjects listed for discussion in the Thursday afternoon panel.) Instead, FCC Chairman Dean Burch was interested in whether the importation of distant signals was essential to the viability of CATV systems. Three CATV industry representatives on the two panels that met Thursday—Irving B. Kahn, of Teleprompter Corp.; Alfred R. Stern, of Television Communications Corp. and Bruce Merrill, of Amoco Inc.—said they were, although Mr. Kahn, whose company operates without them in New York and Los Angeles, said he would not need them in the largest markets. And Mr. Stern presented a National Cable Television Association for the importation by CATV systems of four nonlocal independent signals (see page 51).

Once CATV systems were operating, he and Mr. Kahn said, the benefits that CATV technology can provide will be realized. Mr. Stern noted that his firm is building a $15-million CATV plant in Akron, Ohio, with a 64-channel capacity that would provide some two-way service and would constitute an important public resource.

Like Mr. Kahn, he said that channels should be made available for the public. And when John McCoy, of Storer Broadcasting Co., said there would not be enough programming available to fill the channels the CATV operators said would be available, Commissioner Nicholas Johnson called the statement "preposterous." He cited reports of specialized programming being done on Canadian CATV and said there is "a burgeoning of young filmmakers" who could provide material.

Mr. Kahn provided some specifics of the nonprogram services for which cable could be used. "The technology does exist to make possible satellite interconnection, two-way systems and subscriber response terminals to provide..."
The FCC opened the latest phase of its effort to develop basic CATV policy in strange, if appropriately modernistic, surroundings, and in full view of a nationwide television audience. The seven commissioners assembled on Thursday morning in the auditorium of Washing-

ton's National Academy of Sciences for the first of seven panel discussions with spokesmen for a variety of viewpoints. The proceedings are being fed by non-
commercial WETA-TV Washington to 130 Public Broadcasting Service sta-
tions.

the often discussed new services of the communications era—shopping, bank-
ing, mail and newspaper delivery, burg-
lar and fire alarms and so on. Such services," he added, "will begin to come into use in the almost immediate future."

Mr. Kahn, who along with his com-
pany is under indictment on charges—
which he has denied—of bribing John-
town, Pa., officials to obtain a 10-year cable franchise, dominated the morning panel, meeting head-on skepticism ex-
pressed as to the potential of CATV.

He said that "within the past 10 weeks," Teleprompter and one of its major stockholders, Hughes Aircraft Corp., have committed $14 million to develop the hardware that is not other-
wise available for the services they want to provide.

Among the product he mentioned is an in-house terminal which would be used in providing two-way services. He said it would sell for about $150 and would make possible "the kind of serv-
ces we're talking about," as well as re-
duce the cost of cable to subscribers.

At one point, in answer to charges that cable is too expensive for the poor, he said the costs could be reduced from about $5 to $1 a month.

As Mr. Kahn saw it, technology was not the problem; it was regulation. He said the commission should not attempt to "divide as through a glass, darkly,"

how CATV will evolve and seek "to regu-
late additional channels into exist-
ence." He said the market place will
determine channel capacity.

But it was the familiar gut issues of distant-signal importation and enter-
tainment-program origination on which broadcast-industry representa-
tives focused. Paul Comstock, executive vice

president of the National Association of Broadcasters, said that CATV sys-
tems should be permitted to originate "public service and innovative pro-
grams of any kind not now available over the air" and that "extra channels
should be used for local expression, not for importation of signals from
other cities."

He warned that if CATV systems originate the kind of programing now available, eventually "the most popular
programs will be available only on the
closed-circuit system—the wired pay
television system." He cited the Joe
Frazier-Muhammad Ali heavyweight championship fight as a "classic ex-
ample." "If a clear national policy re-
garding free broadcasting is not estab-
lished," he said, "a wired pay television
system will eventually dominate tele-
vision in the United States."

The bitterness many broadcasters feel about competing with CATV systems that import distant signals was ex-
pressed by David Baltimore, of WBER-
TV Wilkes-Barre, Pa. "CATV should

be rolled back to the original concept
as an antenna system," he said. "Let
cable provide its own programing from
scratch. Let them not build for free
on the efforts of those they compete
with. Let them put up or shut up."

One point on which CATV and
broadcast interests agreed was the in-
feasibility of the commission's pro-
posal to permit CATV systems to im-
port distant signals on condition they
delete the commercials and make the
vacated time available for sale by local
UHF systems. Both George Bartlett,
NAB vice president of engineering,
and Mr. Baltimore said it was unwork-
able and impractical. They also op-
posed it on principle as, in Mr. Bartlett's
phrase, "repugnant to . . . our entire
system of competitive enterprise and
private property."

Mr. Merrill, in his prepared remarks,
had said the plan is "technically fea-
sible" and can be implemented "at a
reasonable cost." But he said later that
he doubted whether the local UHF sta-
tions could fill enough of the vacated
time with commercials to make it
worthwhile.

Only one commissioner, Thomas J.
Houser, pursued the matter in his ques-
tioning. And after Mr. Bartlett and
Mr. Baltimore said they would con-
tinue to oppose the plan even if it were
demonstrated to be practical, he said,
"I'm not defending the plan, I'm trying
to determine how dear it is."

The panel discussions—which repre-
sent a unique approach by the commis-
sion into the problem of developing
information it needs in a rulemaking
proceeding—is getting nationwide
attention on television. Noncommercial
WETA-TV Washington is feeding the pro-
cceeding live to 130 Public Broadcasting
Service stations.

Compromise solution offered by NCTA

Stern tells FCC panel of association's plan
for cable regulation

The National Cable Television Associa-
tion, at the onset of the FCC's panel
discussions on massive CATV rule re-
visions last week, offered a new seven-
point plan for CATV regulation "in the
spirit of compromise."

Alfred R. Stern, president of group-
system owner Television Communica-
tions Corp., former national chairman
of the NCTA and now chairman of the
association's copyright committee, ap-
ppeared at the first afternoon panel ses-
sion on behalf of NCTA. Mr. Stern
specifically took issue with the proposed
We know our new automatic color camera will make broadcast history. We just don't know if it will make NAB.

Find out.
Visit NAB booth 127, East Hall
(where you may also win a Sony Trinitron® TV set).

Martin-Trigona strikes out again

The FCC last week dismissed as a “total failure” an attempt by Anthony R. Martin-Trigona to block the sale of three television stations involved in the $110-million transfer of broadcast properties from Triangle Publications Inc. to Capital Cities Broadcasting Corp.

Mr. Martin-Trigona had asked the commission to hold a hearing on the transaction because a government official “stands to benefit” from it. (He was apparently referring to Walter Annenberg, principal owner of Triangle and present U.S. ambassador to Great Britain.) The young lawyer sought denial of the transfer of WFTL-TV Philadelphia, WNHK-TV New Haven, Conn., and KFRE-TV Fresno, Calif.

However, the petition was judged inadequate in all particulars. According to the commission, it was filed six months too late, it was never served on
Group owner Nelskog adds Seattle consultancy

Wally Nelskog, West Coast station owner, has opened Wally Nelskog & Associates, a broadcast consulting firm in Seattle. Firm offers marketing and sales consultant services as well as automated programing packages for radio and TV.

Mr. Nelskog, who has been in broadcasting for 30 years, owns KFMX(FM) San Diego and KORD(AM) Pasco, Wash., and is president and general manager of KIXI(AM) Seattle.

Vice president in charge of sales and promotion of the new firm is Jerry Dennon, president of Jerden Industries, diversified company with broadcast interests. Production offices for Wally Nelskog & Associates are at 1200 Stewart Street. Sales offices are at Jerden Industries, 1810 Seventh Avenue.

'71 radio-TV directory is available this week

The 1971 Broadcasting Yearbook is off the press and will be mailed this week.

The reference book, first published in 1935, contains complete information of all kinds on U. S. television, radio, and allied fields. Among the listings: complete directories of TV and radio stations, guide to products and equipment manufacturers, radio and television program producers and distributors, and advertising; new population, marketing and audience data: figures on the dimensions of broadcasting (broadcast time sales since 1935, program analysis data, extent of broadcast editorializing, recent books about the business). Also included are FCC rules pertaining to broadcasting, a description of the evolution of broadcasting, prepared by the FCC, and information on how to apply for a broadcast station.

Price of the book is $13.50.

NAB buttresses joint-ownership case

Study rebuts theory of higher ad prices for commonly owned newspaper and TV

The National Association of Broadcasters told the FCC last week that joint ownership of newspapers and TV plays little part in setting advertising charges for either medium. On the contrary, NAB research says, audience and circulation are the major factors in rate setting.

An NAB study, performed by RMC Inc., Bethesda, Md., at a cost of $24,000, was presented principally as a rebuttal of a 1970 report submitted to the commission by the Research Center for Economic Growth at Stanford University, Palo Alto, Calif. This found, among other things, that both media are able to charge "significantly higher" and anticompetitive rates for national advertising when they are jointly rather than separately owned (Broadcasting, June 8, 1970).

Interestingly, the Stanford study was filed in response to the NAB-sponsored Litwin report that found that joint ownership has a beneficial effect on TV programing and newspaper quality (Broadcasting, Aug. 11, 1969).

The RMC analysis, which has been underway since last December, is the second major study filed by NAB in the commission's inquiry into joint ownership. Two additional studies are anticipated: One is a comparison of newspaper lineage compared to the amount of time devoted by TV broadcasters to news, and the other is a report on historical trends in joint newspaper-broadcast ownership going back to the early days of radio in the 1920's. Early this year, NAB filed its first report, the Seiden study, that showed the myriad voices coming into TV markets from all sorts of media (Broadcasting, Feb. 1).

The NAB is spending close to $250,000 on studies to rebut FCC leanings toward the imposition of a one-to-a-customer regulation, including divestiture of a five-year period of existing newspaper-TV ownerships. The NAB effort is under the direction of a special media structure and service group whose chairman is Douglas L. Manshp, WBRZ(TV) and WJBO-AM-FM Baton Rouge. A special committee of the American Newspaper Publishers Association is attacking the proposals from that viewpoint; it is expected to file its rebuttals by mid-April.

The FCC already has retreated a step in its over-all one-to-a-customer suggestions. Early this month, it repealed the idea of forbidding AM-FM ownership in the same market (Broadcasting, March 8).

The RMC report filed last week studied 546 TV stations to determine joint ownership effects, and 71 stations (the three largest stations in 24 markets) to determine vertical integration of stations and networks. It also studied 357 daily newspapers for the effect of joint ownership with TV, and 60 dailies to test the effect of joint operating agreements.

RMC, a division of Resource Management Corp., found that the most significant factors on TV-advertising rates were the size of the prime-time quarter-hour audience, and the population and the income of the market. For newspapers the most significant factors were the circulation of the newspaper and the population of its market. Joint ownership of TV and newspapers appeared among items identified as "insignificant factors."

In a word, according to RMC, the price behavior of TV stations under joint media ownership is not significantly different from the price behavior of TV stations not under joint ownership, and vice versa. And, according to Dr. Armando Lago of RMC, who was project director of the study, the same situation exists for joint ownership of TV and radio stations in the same market. The dominance of audience and/or circulation makes all other factors, such as joint ownership, "negligible," Dr. Lago said.

Back at NAB convention: astronaut Alan Shepard

Captain Alan B. Shepard Jr., commander of the Apollo 14 moon flight, will appear at the National Association of Broadcasters convention in Chicago March 29.

The event is billed as an "anniversary appearance." Captain Shepard appeared with the late President Kennedy at the 1961 NAB convention in Washington three days after his historic space flight (a first for an American). This time, he will appear at the opening assembly of the convention that takes place March 28-31 at the Conrad Hilton hotel in Chicago.

Announced as speakers for the engineering luncheons are Dr. Peter Goldmark, president and director of research, CBS Laboratories Inc., Monday (March 29), and Dr. Benjamin Adler, president, Polytechnic Institute of Brooklyn, N.Y., former president and principal owner of Adler Communications Laboratories Inc., New Rochelle, N.Y., Tuesday (March 30).
Hardin to wear one of Fraim's hats

Director of Mutual parent elected chief executive; chairmanship still open

John A. Hardin has been elected president and chief executive officer of Mutual Broadcasting Corp., succeeding John P. Fraim, who has resigned to devote more time to his responsibilities as chairman of People to People Inc. (BROADCASTING, March 8).

Mr. Hardin, who has been a director of Mutual since the purchase of the radio network from the 3M Co. in 1966, is a financial adviser and manager of personal investments. His office is in New York, where he is associated with Benjamin D. Gilbert, newly elected director of Mutual. Mr. Gilbert and his wife are purchasers of Mr. Fraim's interest in the company (BROADCASTING, Feb. 8, et seq.). The activities of Mr. Hardin and Mr. Gilbert include investments in gas, oil and real estate. The Gilberts live in Stamford, Conn., and Mr. Hardin's home is located in Montclair, N.J.

Mr. Hardin's business career began with Lybrand, Ross Brothers & Montgomery, New York, certified public accountants, where he served as a member of its senior staff from 1934 to 1941. He then became an officer of South American Gold and Platinum Co., which later merged into International Mining Corp., New York. Mr. Hardin left International Mining in 1958 to become a financial consultant and has been associated with Mr. Gilbert since 1963.

According to Mutual's announcement last week, Mr. Hardin will have active control of the three corporate subsidiaries: Mutual Broadcasting System, of which Victor C. Diehm is president and chief executive officer; Mutual Sports Inc., and MURAM Inc., a music-publishing enterprise. The last two subsidiaries are headed by Eugene H. Alnwick. At present, the post of chairman of Mutual Broadcasting Corp. has not been filled, though Mr. Hardin becomes chairman of the three subsidiaries.

In other actions: Richard A. Stark, a partner in the New York law firm of Milbank, Tweed, Hadley & McCloy, who succeeded attorney George C. McConnaughey as a director, was elected secretary of the corporation, and Thomas Williams was named assistant secretary. And corporate offices move from Los Angeles (which MBS will continue to use for its Western sales) to New York at 60 East 42d Street, where Messrs. Gilbert and Hardin have maintained their business headquarters. As previously reported (BROADCASTING, March 8), Leland M. Kaiser was re-elected to the board; Loren M. Berry, Henry W. Meers and J. G. Pew continue as directors, and Dudley J. Cox continues as corporate treasurer.

Changing Hands

Announced:

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

* KHVF-TV Honolulu and its satellites, KIHO-TV Hilo and KMVY-Waltuku, both Hawaii: Sold by Western Television Inc. to Starr Broadcasting Group Inc. for sum in excess of $3 million (story, page 55).
* WBAX(AM) Wilkes-Barre, Pa.: Sold by P.A.L. Broadcasters Inc. to Merv Griffin for aggregate sum of approximately $500,000. Principals of P.A.L. are Frank Henry, James F. Ward, Paul Phillips and Willard Seymour. Mr. Henry is head of a Pennsylvania-based interstate bus company. Mr. Ward is general manager of WBAX and will continue in that capacity. Mr. Phillips owns a wholesale seafood business. Mr. Seymour is a broker with Carl M. Loeb & Co., New York. Mr. Griffin, star of the Merv Griffin Show on CBS-TV, also owns WENE(AM) and WWCM-FM, both Endicott, N.Y.; WWCO-AM-FM Waterbury, Conn., and WNID(AM) Atlantic City. WBAX is on 1240 kHz with 1 kw day and 250 w night. Broker: Blackburn & Co.
* KIKZ(AM) Seminole, Tex.: Sold by Lon Williams to Michael Horne and Guy C. Russell for $65,000. Mr. Williams owns KORC(AM) Mineral Wells, Tex. Mr. Horne owns KKRJ(AM) Russellville and KWKX(AM) Searcy, both Arkansas. Mr. Russell is sales manager of KKRJ. KIKZ is a daytimer on 1250 kHz with 1 kw. Broker: Hamilton Landis & Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 66).

* KBL(AM) Liberty, Mo.: Sold by
George W. Bedlinger and others to Mack Sanders, James C. Treat, M. Crawford Clark and others for $250,000. Messrs. Sanders, Treat and Clark have interests in KFRL (AM) Salina, Kan.; KECK (AM) Lincoln, Neb., and KOOO (AM) Omaha, and are applicants for a new FM station in Wichita, Kan. Messrs. Sanders and Treat have interest in a radio-TV production company and Mr. Sanders has interest in applicant for a new AM at Shenandoah, Iowa. KAIL operates on 11,400 kHz with 500 w day.

**WTRL (AM)** Bradenton, Fla.: Sold by Jonathan Fletcher and others to J. McCarthy Miller, Boris Mitchell, William Tewell and others for $240,000. Mr. Fletcher owns 91% of KBCB (AM) Des Moines, Iowa. Messrs. Miller, Mitchell, and Tewell own respective interests in WCOA-AM-FM Pensacola, Fla. Mr. Miller also owns 46% of Pensacola CATV system. WTRL is on 1,490 kHz with 250 w.

**KMBY (AM)** Billings, Mont.: Sold by Kenneth Nybo and others to Howard and Stanley Enstrom for $210,000. The Enstroms have various real estate interests in the Chicago area and are the applicants for a new AM station in Wheaton, Ill. Howard Enstrom is a radio consulting engineer and Stanley Enstrom owns commercial photography firm. Mr. Nybo has no other broadcast holdings. KMBY operates on 1,240 kHz with 1 kw day and 250 w night.

**Cable television**


**New TV station**

- *WNJTV-AM* Trenton, N.J.: Permittee New Jersey Public Broadcasting Authority plans to commence broadcasting on April 18. The new UHF facility on ch. 52 will broadcast with 139.19 kw visual power, 31.43 kw aural power, and with an antenna 890 feet above average terrain.

**WKBS-TV will join Bucks County test**

The FCC last week granted permission to Bucks County Cable TV Inc., Falls township, Pa., to include WKBS-TV Philadelphia in the system's experimental commercial-substitution program (Broadcasting, Jan. 25). The commiss...

**Facility waste charged in plea for S.F. FM swap**

Poor Peoples Radio Inc., licensee of noncommercial KPFR (FM) San Francisco, has asked the FCC to deny the license renewal of a San Francisco educational broadcaster. Poor Peoples Radio told the commission that it wants to file for the greater power and the frequency of noncommercial KALW (FM), licensed to the San Francisco United School District. KALW operates on 91.7 mhz with a power of 3.3 kw. KPFR is a class-D station on 89.5 mhz with 10 w. Poor Peoples Radio contends that KALW is apparently used to "train DJ's," and that the station's few programs "are not topical in any way to the needs of the community."

The petitioner also said that the station operates for four hours daily and is silent on weekends, holidays and the summer months when school is not in session. "There is hardly an excuse for a station which has been on the air since 1940 to operate in such a manner," Poor Peoples Radio claimed.

The petitioner specifically seeks to "swap" facilities. Training radio station operators could be done "just as smoothly" with a class-D station, it was argued.

**Hawaiian buy to expand Starr TV's to four**

The Starr Broadcasting Group has agreed to purchase KHWH-TV Honolulu and its two satellite stations, KHWO (TV) Hilo and KMWV (TV) Hilo, both Hawaii, from Western Telestations Inc. The transaction is subject to FCC approval.

Sale price was not disclosed, but it is
estimated to be in excess of $3 million. **KTHV-TV** is an ABC-TV affiliate. Western Telestations' **KTHV(AM)** Honolulu is not included in the purchase.

Peter H. Starr is president of Starr Broadcasting, which is the licensee of **KXOK(AM)** Houston; **WBOK(AM)** New Orleans; **KUDL-AM/FM** Kansas City, Mo.; **KEIR-FM** Dallas; **KXLR(AM)** Little Rock, Ark., and **KISD(AM)** Sioux Falls, S.D. It also owns Arthus Publishing Corp., licensee of **WCTB-TV** Bristol, Tenn. Starr also has an application pending before the FCC to purchase **WCAM(AM)** Camden, N.J., from the city of Camden for $1.45 million.

Lawrence S. Berger is the president of Western Telestations.

**KTHV-TV** operates on channel 4, with 100 kw visual and 20 kw aural power. It has an antenna 140 feet above average terrain. **KTHV(AM)** is on channel 13, 2.3 kw visual and 490 w aural with an antenna height of 670 feet, and **KMWV-TV** is on channel 12, 27.5 kw visual and 4.36 kw aural with an antenna height of 5,910 feet.

Broker for the sale is Blackburn & Co.

**WMAL-TV renewal appealed by blacks**

Group charges FCC with 'gerrymandering' primary service area

A group of 15 Washington-area blacks last week went to court in an effort to overturn the FCC decision renewing the license of **WMAL-TV** there. In the process, they coined a phrase—"electronic gerrymandering."

That is what the group said the commission did in "retroactively" determining that **WMAL-TV**'s primary service area includes the entire metropolitan area, with its largely white suburbs, rather than the "city of license," Washington, which is 70% black.

The group, in the notice of appeal it filed with the U.S. Court of Appeals in Washington, said that the "gerrymandering" makes it "far less likely that the station's programing will serve the needs and intents of the blacks."

They also said that the service-area concept was "arbitrarily and capriciously applied for the first time in the nation's only major predominantly black city."

The 15 blacks, most of whom represent nonprofit groups in the city, petitioned the commission in September 1969 to deny the **WMAL-TV** license-renewal application, principally on grounds of alleged discrimination against blacks in programing and employment (**BROADCASTING**, Sept. 8, 1969).

The commission, in its order last month renewing the **WMAL-TV** license (**BROADCASTING**, Feb. 8), asserted that it has long held that stations located in a particular city must serve not only the needs of that city's population but the needs of those residing within the station's service area.

The commission also held that **WMAL-TV** has made "an earnest effort to contact every segment of the community it serves for the purpose of preparing program material designed to meet the needs and problems of that community."

Commission policy regarding broadcasters' responsibilities to outlying areas is indicated in the primer the commission issued last month as a means of advising licensees on how to go about ascertaining community problems, needs and interests (**BROADCASTING**, March 1).

In response to a question as to whether a renewal applicant should ascertain community problems outside the community of license, it says: "Yes. Of course, an applicant's principal obligation is to ascertain problems of his community of license. But he should also ascertain the problems of the other communities that he undertakes to serve... ."

In their notice of appeal, the blacks allege, in all, 16 errors of fact and law in the commission's order renewing the **WMAL-TV** license. Besides the charge of "electronic gerrymandering," one of the major ones is the commission's refusal to reject an ascertainment-of-problems statement that **WMAL-TV** filed as an amendment to its application in May 1970—long after all other pleadings in the case had been submitted—and that related to the station's performance after its license expired on Oct. 1, 1969.

In accepting the amendment, they said, the commission violated congressional intent, its own rules, and "any concept of fundamental fairness in administrative precedent requiring an applicant for license renewal to 'run on his record.'"

The court case initiated by the blacks is certain to be followed closely in the industry. **WMAL-TV** was one of the first

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**The selling by the President, 1971**

The second of President Nixon's private audiences with executives of the major broadcast organizations took place last Tuesday (March 9). The guests: CBS officials (l to r) Robert D. Wood, president of the CBS Television Network; Richard W. Jencks, president of the CBS/Broadcast Group; William S. Pailey, chairman, CBS Inc.; Frank Stanton, president, CBS Inc., and John A. Schneider, executive vice president, CBS Inc. Their time with the President: 90 minutes. Their conversation: off the record.

Also present for the White House meeting were Herbert G. Klein, director of communications for the executive branch; Charles Colson, a counsel to the President, and Ronald Ziegler, presidential press secretary. Richard S. Salant, president of CBS News, was invited but did not attend.

The present series of presidential meetings with communications executives began Jan. 28 with ABC. Next in line for the alphabetically-ordered but unannounced-in-advance dialogues with the media: NBC.
stations to be involved in the growing incidence of efforts on the part of citizen groups around the country to apply pressure at license-renewal time to bring about changes in stations' programming and buying policies.

The controversy is the only one thus far to reach a commission decision. And the decision—unless overturned by the court—is likely to encourage broadcasters to resist citizen-group pressures.

Time, McGraw-Hill revise sale plans

New deal, minus radio, comes in at $69.3 million; AM-FM sales in works

Time Inc. has agreed to sell its five television stations to McGraw-Hill Inc. for $69.3 million in cash and notes subject to certain adjustments. The sale was announced last week by the two companies ("Closed Circuit," March 8).

In separate transactions yet to be negotiated Time will sell its radio properties to other buyers.

The stations McGraw-Hill will acquire are WBFR-TV Indianapolis, KLZ-TV Denver, K同步-TV San Diego and Wood-Grand Rapids, Mich., all of which are VHF outlets, and KERO-TV Bakersfield, Calif., a UHF facility. No other Time Inc. broadcast properties, domestic or foreign, are included in the sale, which is subject to FCC approval.

Originally Time Inc. had completed an agreement in principle last October to sell its TV outlets as well as eight AM and FM stations to McGraw-Hill for $80.1 million (Broadcasting, Nov. 2, 1970). Time Inc. pointed out that since the radio and TV properties were in the same markets, this transaction would have been contingent on McGraw-Hill's sale of the radio stations to comply with the FCC requirement that the same buyer not acquire TV and radio properties in the same market.

Andrew Heiskell, board chairman of Time, said that under the terms of the October memorandum "approval of the sale could have conceivably depended upon as many as eight separate sales of our radio stations." He added that "such a potential prolongation of the transaction not only disrupts the plans of the buyer and seller; it may moreover impair the morale of the broadcasting personnel involved."

Mr. Heiskell said that FCC regulations compel Time to choose between conventional television broadcasting and cable television within three years.

The sale to McGraw-Hill, he noted, 3 new Republicans on Pastore subcommittee

Three Republican senators—Marlow W. Cook (Ky.), James B. Pearson (Kan.) and Ted Stevens (Alaska)—will serve on the Senate Communications Subcommittee for the first time in the 92nd Congress.

Subcommittee assignments announced last week by the Senate Commerce Committee listed these three men and holdovers Robert P. Griffin (R-Mich.) and Howard H. Baker (R-Tenn.) as the minority membership of the Communications unit. The new assignments mean that Democrats will have a 6-to-5 majority on the subcommittee in this Congress, compared to the 6-to-4 edge they commanded in the 91st Congress.

The Democratic membership on the subcommittee remains unchanged: Chairman John O. Pastore (R.I.) and Senators Vance Hartke (Ind.), Philip A. Hart (Mich.), Russell B. Long (La.), Frank E. Moss (Utah) and Howard W. Cannon (Nev.).

Regulation as cure instead of cause

Whitehead calls for policies allowing technologies to develop

Dr. Clay T. Whitehead, director of the Office of Telecommunications Policy, last week called for innovative approaches to communications problems through "regulation by policy." He was speaking before executives at the Electronic Industries Association's spring conference in Washington.

Dr. Whitehead said that today's rapid technological advances in communications have exceeded the regulatory concepts of the 1930's, when communications was limited to radio and telephone. What is now required are flexible policies which can keep pace with expanding technology, he said.

Seeking to avoid what he called "laissez-faire" interpretations, regulation by policy, said Dr. Whitehead, is regulation "in the sense that the government—strongly but in the least meddlesome way possible—lays out what is expected of industry, establishes the limitations beyond which industry may not go, and then leaves it to the industry and the public to find their own equilibrium."

Dr. Whitehead added that government is able to correct discrepancies which function against public interests as they occur rather than foresee every possible abuse, and that the question was how, not whether, government should regulate.

Dr. Whitehead said that fundamental 57

BROADCASTING, March 15, 1971
To the person with an occasional or casual interest in microphone specifications, statements about microphone sensitivity may seem intended more to confuse than enlighten the user.

Part of the problem lies in the multiplicity of reference points used in establishing relative output levels. These differences in basic measurement are not simply a disagreement between manufacturers about standards. Each formal specification was designed for a particular application and reflects the wide variety of microphone types available as well as the variety of uses to which microphones are put.

Indeed, some manufacturers, Electro-Voice included, may find it necessary to use more than one reference standard to properly rate its microphones. This is because of the wide disparity in output of different classes of microphones and/or the wide differences in sound pressures these microphones are intended to reproduce.

For instance, the sound field used as a basis for measurement of most microphones is 10 dynes/cm². But some high output microphones, especially high impedance models, will be referenced to 1 dyne/cm². Alternatively, some microphone manufacturers prefer to express microphone output based on the microbar, a unit of sound pressure equal to 1 dyne/cm², and equivalent to a sound pressure level of 74 db, or approximately the average sound pressure of the normal male voice. Output references may vary too, with the microphone product expressed in terms of dB below a 1 milliwatt or 1 volt standard.

Because there is a strict mathematical relationship between the various forms of measurement, it is possible to construct a simple nomograph that permits conversion from one system to another, taking into account the impedance of the microphone under test. For years we have used such a nomograph in our laboratories. In order to increase its usefulness we have recently created a circular slide rule version that has proved even easier to use.

Although we cannot offer completed slide rules at this time, we can provide the components, carefully printed, plus instructions on assembly and use. While a simple, modest device, this conversion rule can simplify the problems of relating relative output regardless of the measurement basis.

For reprints of other discussions in this series, or technical data on any E-V products, write: ELECTRO-VOICE, INC., Dept. 313BR 669 Cecil St., Buchanan, Michigan 49107

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regulatory theory should be examined in the light of new technology. Citing cable-TV, originally regarded in concept as a master antenna, Dr. Whitehead said that cable has "become a medium in its own right" which presently "disregards the rights of copyright owners" and the "reasonable expectations of broadcast-station licensees."

Pointing next to satellite communications as a second example of the technological-regulatory gap, Dr. Whitehead noted that for six years no one has "been permitted to establish a system to serve domestic communications." Dr. Whitehead negated economics, technology, and lack of public interest as the causes of this gap, but said the problem in developing diverse new specialized methods of communications rested with the government's present inability to set policy.

WHDH Inc. turns to appeals court

WHDH Inc., not willing to accept the FCC's rejection two weeks ago of its request to reopen the case in which the company lost its channel-5 Boston facility, last week urged the U.S. Court of Appeals in Washington to send the case back to the commission.

In its appeal motion, WHDH seeks the answer to the same question it posed in its petition to the commission: Whether the WHDH-TV decision was the product of "a majority of the four-man quorum of the commission" that participated (BROADCASTING, March 8).

WHDH based its request to the commission and the appeals court on a story in BROADCASTING indicating that former Commissioner James J. Wadsworth, a member of the majority in the 3-to-1 vote, had been persuaded by factors other than those cited in the decision (BROADCASTING, March 8, Dec. 28, 1970 - Jan. 4).

FocusOnFinance®

RCA reports a slow 1970

In a slackened economy long strike hurt company, according to Sarnoff

RCA apparently did not avoid the downward pull of last year's soft economy and has reported sales and profits off in 1970. Revenues for the firm dropped from $3.4 billion in 1969 to $3.3 billion and net income fell to $91.7 million in 1970, in contrast to the $159.8 million recorded the previous year.

In announcing the figures last Tuesday (March 9), RCA President and Chairman Robert W. Sarnoff attributed the losses to the sluggish national economy. "In our case," he added, "its effect was compounded by a costly 101-day strike."

He expressed optimism for 1971, but tied the firm's fiscal future also to the national monetary atmosphere.

The downhill slide of the company
as a whole was reflected by NBC, RCA's wholly owned subsidiary. The network's sales and earnings were down in 1970 from the previous year, largely due to the general hesitancy of advertisers to make advance commitments, the company said. The ban on cigarette advertising, which went into effect at the beginning of this year, is expected to have a direct adverse effect on NBC sales and earnings in the current year, the firm added.

The company also said that sales in this country of its broadcast equipment were lower in 1970. RCA attributed the decline to broadcasters' reluctance to invest in new systems in the face of the shaky economy.

One division of the company, however, did not fall victim to the over-all economic decline—RCA Global Communications. RCA reported record sales and profits for the division in 1970, largely attributable to the acquisition of Alaska Communications System by RCA Alaska Communications, a subsidiary. (RCA Global filed an application with the FCC last week for a domestic-satellite system. See page 49).

For the year ended Dec. 31, 1970:

<table>
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<tr>
<th>1970</th>
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<tbody>
<tr>
<td>Earnings</td>
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<tr>
<td>Average shares outstanding</td>
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SEC reports January stock trading by insiders

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for January (all common stock unless otherwise indicated):

- Avco Corp.—O. F. Graehne sold 500 shares, leaving him 1,893; his family owns 99 shares.
- Burnup & Sims (CATV)—C. W. Cox, through trading account, acquired 6,945 shares and disposed of 6,802, leaving him no holdings.
- Cablecom General Inc.—H. J. Delynn family sold $20,000 in 414% convertible subordinate debentures, leaving none.
- Capital Cities Broadcasting Corp.—D. B. Burke bought 4,000 shares, giving him 30,250; C. W. Weaver bought 200 shares, giving him 202, and L. Pollock bought 4,000 shares, giving him 10,000.
- Chris Craft Industries Inc.—A. L. Hollander sold $35,000 in 6% convertible debentures, leaving him 396,000 worth of such stock.
- Columbia Cable Systems—Homes Life Insurance Co. bought 186,363 shares of common stock issuable through conversion of $1,500,000 worth of 9% convertible subordinate debentures upon exercise of warrant.
- Commonwealth United—N. Dolson sold 17,300 shares and his wife sold 11,200 shares, leaving

subject to shareholder approval of both companies. Included in the deal would be Comtel Inc., Bell's New York-based cable-television firm.

According to the proposed agreement, Bell shareholders would receive 0.4 share of Prudential common stock for each Bell share outstanding. The minority Holmes shareholders would receive Prudential stock at an exchange ratio to be determined, a company spokesman said.

LIN has big change for the better in profits

LIN Broadcasting Corp., New York-based group broadcaster, reported a sharp increase in net income, to $1,159,000, in contrast to the firm's loss of $6.5 million a year ago.

The company announced that broadcasting profits for 1970 were up 23% over the previous year.

LIN Broadcasting owns and operates WAND-TV Decatur, Ill.; WAVY-TV Norfolk, Va.; WIL-AM-FM St. Louis; KILT-AM-FM Houston; WBBF(AM) and WBBF(FM) Rochester, N.Y.; WAKY(AM) Louisville, Ky.; KEEL-AM-FM Shreveport, La., and KAAV(AM) Little Rock, Ark., and last month received FCC authorization for the purchase of WFLA(AM) Philadelphia from Capital Cities Broadcasting Corp.

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Firm plans purchase of Bell Television

Prudential Building Maintenance Corp., New York, has agreed in principle to buy Bell Television Inc. and its subsidiary, Holmes Protection Inc., a protection systems concern, both New York, through a stock exchange valued at about $20 million. The transaction is subject to shareholder approval of both companies. Included in the deal would be Comtel Inc., Bell's New York-based cable-television firm.

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The Broadcasting stock index
A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock Exchange</th>
<th>Closing March 10</th>
<th>Closing March 3</th>
<th>Weekly % change</th>
<th>High 1970-71</th>
<th>Low 1970-71</th>
<th>Appro. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<td>Abc</td>
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Theis bought 500 shares, giving her 680; Mr. Theis, own 1,697 shares, his son owns 1,600 shares and Theis Packing Co. owns 2,700 shares.

- Kaufman & Brod Inc. (CATV) — J. H. Gollman sold 1,900 shares and 13,400 shares separately, leaving him 1,615 shares personally and 650 shares as custodian.

- Kinney National Services-H. Chamberland sold 1,600 shares, leaving him 13,775. M. M. Smith sold 3,000 shares, leaving him 10,652 shares personally and 4,000 shares in trust.

- H. L. Klahn bought 250 shares of series A preferred stock, giving him 1,000 shares of such stock.

- Lee Enterprises Inc. — D. K. Gottlieb sold 200 shares, leaving him 14,234 shares personally, 1,100 shares in trust and 11,772 held by family.

- Liberty Corp. — J. F. Kane bought 100 shares, giving him 100.


- Motorola Inc. — J. T. Hickey sold 500 shares, leaving him 2,000; his family sold 78 shares, leaving it 1,186, and his estate sold 1,000 shares, giving him 153,051 shares; his wife owns 500 shares.

- Plough Inc. — I. C. Dillon sold 200 shares, leaving him 18,310.

- Post Corp. — J. V. Loewi, through Loewi & Co. trading account, bought 2,389 shares and sold 1,845 shares, leaving him 142 shares through trading account and 600 shares personally.

- Republic Corp. — F. R. Moothart sold 15,000 shares, leaving him 15,000.

- Television Communications Corp. — A. L. Fleischman bought 100 shares and 200 shares separately, giving him 700.

- Zenith Radio Corp. — E. McCausland sold 1,650 shares, leaving him 3,860.

**Committee will fight for control of Fox**

Two dissident shareholders of Twentieth Century-Fox Corp. announced last week they intend to wage a proxy battle for control of the financially pinched mo.
Goldfarb, "calamitous policies" and said they planned a proxy solicitation.

Mr. Powell is a partner in Regan, Goldfarb, Powell & Quinn, which represents Max Factor & Co., said to be a substantial investor in Fox. Mr. Lewis is a partner in Trevis & Co., one of whose clients is Harry Brandt, well-known theatrical exhibitor, also reported to be a large Fox shareholder. Mr. Brandt was quoted last week as saying that he planned to back the insurgents, but Mr. Factor would only say that "we are not now connected with the new committee."

It was not known how many shares of stock the committee controlled, but in the past sources close to the group have claimed it represents more than 500,000 shares of 8.5 million outstanding shares of Fox.

Darryl F. Zanuck, board chairman of Fox, announced recently that Fox's 1970 pre-tax loss was likely to exceed the $65 million deficit before taxes on income and extraordinary items that were reported for 1969. He expressed optimism that the first quarter of 1971 would be profitable (Broadcasting, March 8).

Financial notes:

- General Telephone and Electronics Corp., New York, diverse communications company, will sell 4,500,000 shares of common stock through public sale. Maximum selling price per share will be $32.25. Proceeds will be used to pay off an outstanding debt of $54,000,000 as of Jan. 31. Remaining revenue will be available for general purposes.

- Burnup & Sims Inc., West Palm Beach, Fla., diversified communications company, which constructs CATV systems and has minority interests in cable systems, has acquired Fitton & Pittman Inc., Cedartown, Ga., for an estimated $3 million. F&P provides installation and maintenance services for major telephone companies in South Carolina area.

Rollins revenues, profits up

Rollins Inc., Atlanta-based national environmental services company, reported record revenues and earnings for nine months ending Jan. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>$92,959,604</td>
<td>$9,771,011</td>
</tr>
<tr>
<td>1970</td>
<td>$6,668,911</td>
<td>$6,563,971</td>
</tr>
</tbody>
</table>

Note: Per-share figures based on average number of common shares outstanding during period as to net earnings after allowance for dividends on preferred stock. Figures have not been audited and are subject to adjustment at year's end.

Promotion

Christophers cite 13 in resumption of awards

Eleven television specials, one series and Xerox Corp., as underwriter of the Civilization noncommercial-TV series, have been presented awards from The Christophers in New York. Criteria for their selection were "affirmation of the highest values of the human spirit, artistic and technical proficiency and a significant degree of public acceptance."


Promotion tips:

**Syndicated drug series** • Drugs: A to Z, wcbs-tv New York series written and narrated by Earl Ubell, is being syndicated and distributed in 50 markets throughout the U.S. by Prime TV Films Inc., New York. Also, the Department of the Army has acquired the 30-part series to be shown at Army installations in the U.S. and abroad.

**Serving world peace** • Noncommercial stations WNYC-AM-FM-TV New York, licensed to the Municipal Broadcasting System, have received special citations from the United Nations Office of Public Information for their coverage of the United Nations for over a quarter of a century. Also receiving a special citation was Seymour N. Siegel, director of communications of Municipal Broadcasting, on behalf of the city-owned stations.

**Anemia campaign** • WTIC-AM-FM-TV Hartford, Conn. is conducting a campaign to raise money for a center which will study Sickle Cell Anemia at Howard University, Washington. The hereditary disease, found almost exclusively among blacks, is presently incurable—killing half its victims before the age of 20. The proposed center will have three functions: research, treatment, and providing information. Interested parties may send contributions to Sickle Cell Center Howard University, c/o WTIC, 3 Constitution Plaza, Hartford, Conn. 06115.

**Blakeslee Awards deadline** • The American Heart Association, New York, last week announced May 1 as the deadline for entries in the annual competition for the Howard W. Blakeslee Awards, which honor outstanding reporting in the field of heart and blood vessel diseases. The awards, which carry an honorarium of $500 each, will be presented in the fall. Entry blanks and details on rules may be obtained from local Heart Associations. They may also be obtained from the American Heart Association.

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

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Broadcasting, March 15, 1971

"The future of communications technology" is the kind of subject that too often inspires either glassy-eyed visions of Utopia or the antiseptic, gadget-oriented forecasts of post-graduate robots. Happily, Ben Bagdikian has managed to avoid both extremes in this sober, comprehensive assessment of technological possibilities and their human implications.

Mr. Bagdikian, a veteran journalist presently serving as national affairs editor of the Washington Post, wrote "The Information Machines" during two years with the Rand Corp., during which time he collected so much material that his book almost defies summary. Generally, he tells news organizations to expect "a vast increase in the scope of their newsgathering, in the quantity and speed of their intake of information, radically new methods of storing and selecting from this expanded reservoir, and increasing versatility in presenting it to the consumer." More specifically, he foresees a blurring of the distinctions between print and broadcast news, with electronic dissemination of some printed material, and the use of computers, cables and satellites to offer the consumer a vastly expanded selection of fact and analysis.

But, as Mr. Bagdikian constantly reminds the reader, technology is one thing and its social use quite another. "Diversity and openness are not luxuries granted by an indulgent social system," he writes, "they are the difference between that system's living and dying. . . . The new technology must be put to uses that support the process of freedom rather than some single goal of monetary profit, or mechanical efficiency, or the indoctrination."

Although he foresees drastic changes in broadcasting, Mr. Bagdikian is no worshipper of cable or any other new technology. Indeed, he doubts that cable operators will improve upon the performance of today's television, absent any changes in the over-all communications system. "Electrons have no morals," he says, and innovation alone guarantees nothing.

On the way to these conclusions, Mr. Bagdikian occasionally shoots from the hip, as when he informs us that over-the-air broadcasting will move to wire "within this decade." By and large, however, even readers who disagree with some of Mr. Bagdikian's projections will find his book an absorbing, responsible study. His purpose is not so much to "predict" in a strict sense as to define the choices that will be offered in the next 30 years, and to remind us of the human concerns that ought to guide those choices.


Others are more specific—for example, "The Believability of Broadcasting" is his answer to the attacks by Vice President Spiro Agnew on broadcast journalism.

The introduction is by Irving Dilliard, Ferris professor of journalism, Princeton University.


The creation and production in 1966-67 of a two-minute Eastman Kodak TV commercial, "Yesterdays," are recounted by major participants.

The book, a text for students of the commercial and professionals working in this area, is amply illustrated. An appendix includes the transcript of questions and answers from a seven-week International Radio and Television Society panel-seminar discussion in 1969 on the making of the commercial, the original draft script by Ken Thoren and the final photo-script (the commercial was shown July 23, 1967).

This package is tied together by Mr. Diamant's running commentary. Net effect is a story on the visual inventive process of creating a commercial, which can be of more than incidental interest to readers outside the commercial-production field.

The author is qualified in the field: He is president of Spots Alive Inc., New York, a broadcast advertising firm; is a former advertising agency TV-commercial production executive and was creator-moderator of the IRTS panel-seminar on the anatomy of the Kodak commercial.
London firm sets up base in Elmsford, N.Y.

GEC-Marconi Electronics, London, has opened American headquarters in Elmsford, N.Y., for its Marconi Electronics Inc., which will provide marketing and product support for all of the company's present operations in the U.S.

Tom Mayer, managing director of Marconi Communications Systems, London, has been appointed president of the new firm but will remain in England. Frank Cassidy, executive vice president of Marconi Philippines Inc., has been appointed to a similar post in Elmsford and made chief executive officer of the new firm.

American sales for Marconi Electronics in the U.S. in 1970 were estimated by the company at between $3-4 million.

Address of the new headquarters is 500 Executive Boulevard, Elmsford, N.Y. 10523. Telephone is: (914) 592-4810. The office is expected to be fully operational by April 1.

DES adds Belgian agency

DES-Dorland International, New York, last week announced the addition of Mens Conseils, Brussels, as the 13th member of its international advertising agency network. Mens Conseils billed approximately $2.1 million in 1970. Combined billings of the 13 agencies is an approximate $242.5 million.

Fates & Fortunes

Broadcast advertising

Malcolm Sullivan, management supervisor, J. Walter Thompson, Chicago office, elected senior VP.

Robert H. Huntington Jr., assistant secretary-treasurer, Compton Advertising, New York, named senior VP. Alfred M. Ull, head of domestic and international business development, and Gerald H. Murphy, management supervisor, Compton, also named senior VP's.


Richard Busciglio, manager of TV programming; Donald Wilson, administrator of commercial production; Constantine Camamis, head of sales-promotion department and John Conrad, copy supervisor, all Cunningham & Walsh, New York, elected VP's. Mr. Busciglio is also appointed TV program director.

Michael E. Hvidonov, head of print-production department, LaRoche, McCaffrey & McCall, New York, named VP. Robert R. Morris and William J. Vieser, account supervisors, also named VP's.

John M. Kemper, VP-account supervisor, Lennen & Newell, Chicago, elected senior VP and member of executive committee.


Leslie W. Wallwork, director of syndication and associate media director, McCarrn-Erickson, Los Angeles, named VP.

Robert C. Doherty, senior VP for client services, John Rockwell & Associates, New York, elected executive VP. Kenneth S. Olsham, VP and management supervisor, elected senior VP. W. Jack Mann, associate research director, Ogilvy & Mather there, joins Rockwell as senior VP.

John C. Harding, account supervisor, Cargill, Wilson & Acree, Richmond Va., agency, elected VP.

John Register, senior VP, LaRoche, McCaffrey & McCall, New York, joins creative department, Geer, DuBois & Co., agency there in executive capacity.

Hector Hamilton, sales manager, KPOI-AM-FM Honolulu, named VP in charge of sales, KKUA(AM) there.
Richard H. Bolster, account executive, Major Market Radio, station representative, Chicago, joins ABC-FM Spot Sales there in same capacity.

John Benson and Powell Johns, brand supervisors, Leo Burnett, Chicago, appointed account supervisors.

Harry Warren Jr., VP and senior account supervisor, Lennen & Newell, New York, appointed account supervisor, Knox Reeves Advertising, Minneapolis.


Steven J. Powell, production manager, Gray & Kilgore, Detroit agency, joins Kenyon & Eckhardt there in same capacity.

Robert K. Gass, media supervisor, Young & Rubicam, New York, joins N. W. Ayer & Son there as associate media director.

George Lekas, TV producer, Compton Advertising, Chicago, joins Scott & Scott, agency there, as radio-TV creative director.

Thomas E. Guthrie, commercial manager, WPLV(AM) Painesville, Ohio, appointed general sales manager.

Brian D. Stone, sales and marketing manager, WCFR(FM) Falmouth, Mass., joins WCAAS(AM) Cambridge, Mass., as sales manager. He succeeds Tony Thompson, appointed sales manager, KBSC-TV Corona, Calif. WCAAS and KBSC-TV are both Kaiser Broadcasting stations.

James T. Rhodes, marketing director, Sea & Ski Corp., Reno, joins Gross, Pera & Rockey, San Francisco agency, as account executive.

Allen S. Feuer, general sales manager WKBF-TV Cleveland, moves to KBHR-TV San Francisco in same capacity. He is succeeded by Thomas V. O'Connell, WKBF-TV local sales manager.

Lee Larsen, station manager, KFMS(FM) San Francisco, joins KFRC-AM-FM there as national sales manager.


Chris Robinson, sales manager, KXYZ-AM-FM Houston, appointed general sales manager.

Stephen D. Seymour, general sales manager, WJZ-TV Baltimore, joins WBZ-TV Boston in same capacity. Mr. Seymour is succeeded by Joel A. Segall, sales manager, KYW-TV Philadelphia. All are Westinghouse Broadcasting stations.

Monas S. Bachman, national sales manager, WISN-TV Milwaukee, appointed general sales manager.

Joe DiMaggio, former New York Yankee baseball great, has joined Hughes Sports Network as VP in public relations. Mr. DiMaggio will appear at various sports events covered by Hughes but does not plan to make regular on-camera appearances.

Media

James F. Ackerman, senior VP, Economy Finance Corp., Indianapolis, named president, Communications Advisers, CATV consultants there. Firm is division of Communications Properties, group-CATV owner.

James L. Lopez, executive vice president and general manager, noncommercial KGET(TV) Los Angeles, and Lloyd Kaiser, president of noncommercial WQEM(TV) Pittsburgh, re-elected chairman and vice chairman respectively, Public Broadcasting Corp. board.

Roger Turner, general manager, WNAX-(AM) Yankton, S.D., named executive VP, Park Broadcasting, licensee of WNAX-AM-FM-TV.

Sidney A. Grayson, former owner, KUBA(AM) Yuba City, Calif., appointed general manager, Grayson Television, licensee of KRAQ(TV) Sacramento.

Charles C. Monde, general manager, Amherst Cablevision, Amherst, N.Y., named VP and general manager.

Charles Olson, operations manager, KEMO-TV San Francisco, appointed station manager.

Walter P. Sheppard, general manager WRR(FM) Riverhead, N.Y., joins non-commercial WITF-FM Hershey, Pa., as station manager.

Programing

Klaus Lehmann, general program associate, international division, TelCom, New York, program consultant and marketing firm, named VP. Mr. Lehmann succeeds Vincente Ramos, who with Robert Rich, former president of TelCom, forms Rich-Ramos Associates, also program consultant and marketing firm there.

Jim Murphy, production manager, WNEW-TV New York, appointed to newly created position of commercial operations manager. He is succeeded by Irving Schecter, former film operations manager, William Spitzer, assistant production manager at station, appointed to newly created position of production coordinator.

Eleanor Ross, casting director, Grey Advertising, New York, will head Tel-pac Casting, New York firm which provides casting services for companies involved in feature-film production and TV programming.

Bruce Johansen, in European film production, joins KBSC-TV Corona, Calif., as operations manager.

Michael Seagly, production manager, WSPD-TV Toledo, Ohio, joins WSBR-TV Boston, in same capacity.

Stanley Swales, transcription librarian responsible for music selection, WWJ-AM-FM-TV Detroit, and 49-year broadcasting veteran, retires. Mr. Swales began his career with what is now WLJF-(AM) Detroit. Mr. Swales joined WWJ stations in 1938. He has been active in many phases of program administration.
man for UPI, appointed night editor, and Norberto L. Svarzman, Latin American desk, appointed overnight editor. Royal A. Brightbill, newsman, UPI, Charlotte, N.C., appointed manager of consumer-affairs editor.

Bev Smith, with news staff, WIIIC-TV Pittsburgh, appointed consumer-affairs editor.


Promotion

Andrew E. Jackson, president and general manager, WMKG-TV Muskegon, Mich., appointed director of community relations, Capital Cities Broadcasting, New York.

Equipment & engineering


John J. Casey, director of plans and programs, Riker-Maxson Corp., New York communications group, joins CBS Electronic Video Recording division there as director of merchandising.

Cliff Ratcliff, director of engineering, Broadcast Electronics Inc., Silver Spring, Md., tape-cartridge equipment-manufacturing subsidiary of Filmways, named VP of engineering, secretary-treasurer and director of Broadcast Electronics.

Howard Daubenmeyer, chief engineer, WTRF-TV Wheeling, W. Va., appointed manager, CATV relations, and chief engineer, WTRF-FM. Robert McFarland, assistant chief engineer, WTRF-TV, appointed chief engineer.

Derald O. Cummings, senior electronic engineer, C-COR Electronics, CATV-equipment manufacturer, State College, Pa., appointed manager, research and development department.

Allied fields

Antonin Scalia, law professor, University of Virginia, appointed general counsel, Office of Telecommunications Policy, Washington.

Richard Hunt, methods manager for media-research division, A. C. Nielsen, Chicago, elected VP. William R. Behanna, with Nielsen Television Index services, named director of Nielsen press relations, New York.

Deaths

Barney Balaban, 83, honorary chairman of Paramount Pictures Corp., died at his home in Byram, Conn., on March 7 after brief illness. Mr. Balaban and family entered motion picture theater business in Chicago in 1907. Enterprise encompassed chain of 125 theaters in Midwest, Balaban & Katz. In 1926 Paramount Pictures bought control of chain, keeping Balabans in management. Mr. Balaban helped establish B&K’s WBBM(TV) Chicago, in early days of TV. When ABC merged with Paramount, WBBM facilities were sold with call letters being retained for ABC’s WENR-TVC Chicago. Later change was made to WLS-TV. Mr. Balaban is survived by his wife, Tillie, one daughter and one son.

James T. McKnight, 46, regional manager for Far West, National Association of Broadcasters, Washington, died March 11 in Redding, Calif., of heart attack. Mr. McKnight, who joined NAB in 1960, began his broadcasting career in 1946 as announcer and salesman for KBOR(AM) Longview, Tex. He is survived by his wife, Joan, two daughters and one son.

Douglas E. Jones, 58, account executive, Alan Torbet Associates, New York, radio representatives, died Feb. 24 of apparent heart attack there. He had been with Torbet since 1962 and was formerly with H-R Representatives. He is survived by his brother, Donald, owner of WSOA(AM) Savannah, Ga.

W. T. Cruickshank, 73, Ontario radio pioneer, died Feb. 28 at Victoria hospital, London, Ont., after lengthy illness. Mr. Cruickshank was founder of CRKN(AM) Wingham, Ont., and was involved in early Canadian television. He is survived by his wife, Mabel, son and daughter.

For the Record

As compiled by BROADCASTING, March 2 through March 9, and based on filings, authorization and other actions by the FCC.

New TV stations

Other action

- Review board in St. Louis denied application by Continental Summit Television Corp. for fifth extension of time to construct KGSL-TV St. Louis, and CP and call letters for station canceled in a decision by review board (Doc. 18999). Ann. March 2.

Existing TV stations

Other actions


- Review board in Boston denied appeal by Community Broadcasting of Boston Inc. from hearing examiner’s order setting aside community’s notice to take deposition of the president of WHDH Inc. (former licensee of WHDH-TV Boston) in Boston TV proceeding (Docs. 18759-61). Action March 4.

Final actions

- FCC denied petition by corporate broadcast owner D. H. Overmyer for reconsideration of order (Sept. 4, 1975) designating for hearing his applications for transfer of 80% of his 100% stock interest in permitees of five UHF TV’s to U.S. Communications Corp. (Doc. 18950). Action March 3.

- FCC granted community group, Colorado Com-
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Edward F. Lorenz
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Coldwater, Michigan—49036
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8200 Snowville Road
Cleveland, Ohio 44111
Phone: 216-526-4386
Member APOOB
## Summary of broadcasting

**Complied by FCC, March 1, 1971**

<table>
<thead>
<tr>
<th>Licensed On Air</th>
<th>Total CP's</th>
<th>Total On Air</th>
<th>Total Authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Commercial AM</strong></td>
<td>4,341</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td><strong>Commercial FM</strong></td>
<td>2,179</td>
<td>0</td>
<td>39</td>
</tr>
<tr>
<td><strong>Total Commercial TV</strong></td>
<td>301</td>
<td>6</td>
<td>17</td>
</tr>
<tr>
<td><strong>Educational FM</strong></td>
<td>4,725</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td><strong>Educational TV</strong></td>
<td>372</td>
<td>0</td>
<td>14</td>
</tr>
<tr>
<td><strong>Total Educational TV</strong></td>
<td>678</td>
<td>0</td>
<td>14</td>
</tr>
</tbody>
</table>

*Special Temporary Authorization:

1. Includes 25 educational AM's on nonreserved channels.
2. Indicates four educational stations on nonreserved channels.
3. Does not include six commercial UHF TV's licensed but silent.*

### Designated for hearing

**WESH-TV Daytona Beach, Fla.** — Broadcast Bureau designated for hearing mutually exclusive applications by Cowles Florida Broadcasting, Inc., for renewal of license for its station WESH-TV and Central Florida Enterprises, Inc., for CP for new TV at Daytona Beach. Cowles Florida Broadcasting's application to change facilities and site of WTV was included in the designation order. Action March 3.

### Network affiliations

**ABC**

- Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to the fraction of the hour substantially occupied by a program for which compensation is paid) by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deduces 25% of station's network rate weekly to cover expenses, including payments to A&BM and interconnection charges.


**CBS**


### New AM stations

**Final actions**

- FCC dismissed application by Martin Lake Broadcasting Co. for review of ruling by review board reversing hearing examiner and rejecting Martin's position that amendments showing change in corporate ownership in proceeding involving mutually exclusive applications for new AM's at Alexander City and Clinton, both Alabama, respectively (Docs. 18762, 18763). Action March 3.


- Calhoun, Ga.—FCC granted petition of John C. Roach, Calhoun, asking FCC to seek remand of docket for decision to grant AM CP, pending in U.S. Court of Appeals for District of Columbia Circuit. Action March 3.

### Actions on motions


- Chief Hearing Examiner Arthur A. Gladstone in Indianapolis, Ind. (Indianapolis Broadcasting Corp.), AM proceeding, approved by Broadcast Bureau, granted motion by Clinton for enlargement of scope of hearing to extend that section of such testimony in which Berry was heard to all engineers who were heard at hearing and to extend the scope of the record and remand petition that Armstrong examiner alter hearing schedule with respect to hearing examiner be denied (Docs. 18782-3). Action March 3.

- Chief Hearing Examiner Arthur A. Gladstone in Fort Worth, Tex. (AM proceeding), AM application, granted motion by Armstrong Broadcasting Corp. to file letter applications for additional instant case from Hearing Examiner David E. Knab, changed April 1, 1972, to April 11, 1972, for review of order and set certain procedural dates (Doc. 19042). Action Feb. 26.


- Hearing Examiner Chester F. Naumowitz in Indianapolis, Ind. (AM proceeding), granted motion by Armstrong Stations of Indiana Inc., et al., and AM and FM broadcasting in Indianapolis, Ind. (AM proceeding), for two years, for two years. Am. April 1, 1972, to April 1, 1972, for review of order and set certain procedural dates (Docs. 19123-5). Action Feb. 24.


### Other actions


- Review board in Eupora, Miss., granted motion by Radio Tupelo, applicant for new AM at Tupelo, Miss., to add application of Tri County Broadcasting Co., competing applicant for use of facilities at Tupelo. Action March 1.

### Call letter applications

- Big County Radio Inc., Fairbanks, Alaska.
Requests KIAK(AM).

Wabash Radio Co., Wabash, Ind. Requests WATT(AM).

Existing AM stations

Final actions


KAWT Douglas, Ariz.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new daytime trans.

KSCJ Sioux City, Iowa—Broadcast Bureau granted request for issuance of tax certificate, in keeping with Internal Revenue Code 26, in connection with assignment of license granted on Nov. 29, 1969, to Clark Communications.


WPUD Brewster, N.Y.—Broadcast Bureau granted CP to install new 250 w trans. for aux.

KFLY-AM-FM Corvallis, Ore.— FCC granted KFLY Interim Broadcasters, joint venture by three cheating corporations for KFLY AM-FM, authority to continue operation of stations until termination of hearing on applications for regular authority. Action March 1.

KISN Vancouver, Wash.; KOIL-AM-FM Omaha, WIFE-AM-FM Indianapolis—FCC denied in part applications of Belk Broadcasting Co. of Florida Inc. (Dots. 19122-25) and Belk Broadcasting Co. of Florida Inc. (Dots. 19122-26), which, in access to station documents, writings or other materials contained in FCC files, to set up new stations. KISN; KOIL-AM-FM; WIFE-AM-FM; and KISN have been set for separate hearing. Action March 3.

Initial decision

New McCombsburg, Pa.—Hearing Examiner Iseris issued in initial decision grant of application of Town Radio Inc., licensee of WQEN-AM, Pa., for CP for new AM at McCombsburg to operate daytime on 1530 kc with 1 kw (250 w, CH) (Doc. 19040). Ann. March 8.

Actions on motions

Hearing Examiner Chester F. Naumowicz in Gulfport, Miss., and Americus, Ga. (Charles W. Dowdy (WRQA) and Suner Broadcasting Co.), AM permitting, set certain procedural dates and scheduled hearing for March 22 (Docs. 18941-2). Action Feb. 26.


Hearing Examiner Chester F. Naumowicz in San Juan, P.R. (Radio San Juan Inc. (WRSJ), AM proceeding, scheduled a conference for March 9 (Doc. 17574). Action Feb. 15.

Finis


Call letter application

Triangle Broadcasting Corp., Drew, Miss. Requests WDRU(AM).

Designated for hearing


New FM stations

Final actions

Louisville, Ga., Peach Broadcasting Co. FCC granted 92.1 mhz, 3 kw. Ant. height above average terrain 200 ft. P.O. address: Middle Ground Road, Louisville 30434. Estimated construction cost $20,400; first-year operating cost $3,620; revenue $2,500. Principals: Otto G. Stephens, sole owner.

Macon, Ga.— FCC granted petition filed by Middle Georgia Broadcasting Company, applicant for new FM at Macon asking that FCC request denial of Middle Georgia's appeal from United States Court of Appeals for District of Columbia Circuit (Docs. 18278-9). Action March 3.

Initial decisions


Sun Prairie, Wis.—Sun Broadcasting Inc. Chief Hearing Examiner Arthur A. Gladsins in initial decision proposed 91.3 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address Route 1, Sun Prairie 53590. Estimated construction cost $36,012; first-year operating cost $42,790; revenue $200. Principals: Garvin Cramer, president, Mel Andre, vice president, and Carl J. Tutera, secretary-treasurer (each 33% & Mr. Cramer is controlling stockholder of mail-order cheese business. Messers. Andre and Tutera own 50% and 40% respectively, of CP for new AM Sun Prairie, Wis. Mr. Tutera owns 20% of WBOO(AM) Baraboo, Wis. Action March 8.

Actions on motions

Hearing Examiner Millard F. French in Cama- rillo, Calif. (Camarillo Broadcasting Co. and Hot Air Radio), FM proceeding, on request of Broadcast Bureau continued hearing to April 5 (Docs. 18969-90). Action Feb. 25.


Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, granted petition by Live Oak for leave to amend its application to submit current financial information concerning employment of Fred Hughes, one of its principals (Docs. 18975-6). Action Feb. 26.


Hearing Examiner David I. Kraushaar in Oma- ha (Charles F. Heider and Pier San of Nebraska Inc.), FM proceeding, granted joint request of applicant and approved agreement; dismissed with prejudice application of Charles F. Heider for CP for new FM in Omaha and retained in hear- ing application of Pier San of Nebraska Inc. (Docs. 19020-1). Action March 2.

Hearing Examiner Jay A. Kyle in Leisure City and Gouds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, on request of Fine Arts set certain pro- cedural dates and scheduled hearing to convene at 3 p.m. on March 8 (Docs. 18956, 19958). Action Feb. 25.


Hearing Examiner Ernest Nash in Athens, Tenn. (Athens Broadcasting Co., S J's Broadcasting Co.), FM proceeding, to confirm actions taken and agreed upon at March 1 prehearing confer- rence, set procedural dates; scheduled hearing to begin April 12 and extend to March 29 (Docs. 17617-8). Action March 3.


Hearing Examiner Chester F. Naumowicz in Titusville and Fort Pierce, both Florida (WRMP Inc. and WRMP Radio Inc.), AM proceeding, scheduled conference for March 9 (Docs. 19223-3). Action Feb. 25.

Call letter applications

KAMO Inc. Rogers, Ark. Requests KAMO-FM.

Francis C. Kegel, Riviera Beach, Fla. Requests WGMW(FM).

Coffee County Broadcasters Inc., Douglas, Ga. Requests WOKA-FM.

Douglas E. Eddy, Forest City, Iowa. Requests WKNHC(FM).

Loyola University of Chicago, Chicago. Re- quests WYEN(FM).


South Central Educational Broadcasters, Hersh- ey, Pa. Requests *WITF-FM.

Call letter actions

Auburn University, Auburn, Ala. Granted WGEW(FM).

Lighthouse Broadcasting Co., Jupiter, Fla. Granted WMMI-FM.


WHBL Inc., Sheboygan, Wis. Granted WHBL- FM.

Designated for hearing

Bangor, Me.— FCC set for hearing mutually exclusive applications of Bangor Broadcasting Corp. and Penobscot Broadcasting Corp. for CP for new FM's to operate on 92.9 mhz in Bangor. Action March 3.

Existing FM stations

Final actions

KVRJ-FM Salida, Colo.—Broadcast Bureau request of WQLO-FM to change trans and antennae make changes in ant. system; ant. height 70 ft. Action March 1.

WKVL(FM) Belvidere, Ill.—Broadcast Bureau granted request for subsidiary communications authorization on sub-carrier frequency of 67 kzh. Action Feb. 25. (Continued on page 76)
CLASSIFIED ADVERTISING

Help Wanted Management

Vice President/General Manager position in top 10 market. Must have experience in management and execu-
tive interest in greater financial rewards. Previous management or sales management experience neces-
sary and some knowledge of sales and salary requirements to B-214, BROADCASTING.

General Manager. Willing to purchase majority interest, and manage, an FM station in a metro-

politan market. Must have sales, promotion and admini-
strative ability to sell and build local sales force. Salary and benefits are negotiable. Please submit resumes to C-17, BROADCASTING.

Ownership—that's what the man selected will re-
ceive as general manager of our northeast station. Box C-78, BROADCASTING.

RADIO

Sales wanted for desired job and sales teams. Must have excellent sales ability, be able to sell and build local sales force. Salary and benefits are negotiable. Please submit resumes to C-17, BROADCASTING.

Aggressive Ohio group needs strong, sales-oriented manager for small FM in one of northern Ohio's richest markets. Station crosses six figures but has staff and potential that can do much better under qual-
ified, take-charge manager. Many fringe benefits. Salary negotiable. Outstanding opportunity for self-
starter to complete resume to Box C-178, BROADCASTING.

One of Indiana's top FM stations needs a dedicated pro- grammer. Must have excellent music taste, market knowledge, and ability to work as part of a team. Submit resume to Box C-111, BROADCASTING.

Sales manager. We're looking for the greatest young radio sales talent Ohio has. Small FM in one of the state's oldest sales teams. If you're good, we have the opportunity for you. Send resume to Box C-71, BROADCASTING.

Las Vegas "Soul" station has immediate opening for a general sales manager. Must have ability to recognize talent. Must have excellent handling of "soul" radio, must have a good track record. Man selected can expect to make some big changes. Salary, commission, override, interviews arranged, either in Las Vegas or in NAB convention Chicago. Send complete resume plus recent photo to C-159, BROADCASTING.

Program director: University public FM, job qual-
ified, and interested. Excellent opportunity for student experience with student. Interested? Contact Larry Generette, Bowling Green State University. Box 42403, Bowling Green State University is an equal opportunity employer.

Sales

Help Wanted 30¢ per word—$2.00 minimum. All classifications 35¢ per word—$2.50 minimum.

Display ads. Situations Wanted (Personal ads) $25.00 per inch. All others—$4.00 per inch. Full reply must be included. All replies must be over blank remittance envelopes, boxed, addressed to box number, sent with their remittance for their consideration. Deadline for copy: Must be received by Monday for publication next month. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Sales continued

Salesman opening in one of Tennessee's oldest sta-
tions under continuous ownership. Guaranteed sal-
ary plus commission. If you are interested in a good opportunity, contact me, D.J. Member of NAB, TAF and charter member of RAB. Plenty room for advancement. Please send resume, including complete information, to Box C-21, BROADCASTING.

Salesman. $10,000-$15,000 start. Reasonable poten-
tial, $25,000 first year. Location southeast. Send resume to Box C-116, BROADCASTING.

FOX sales manager. South Florida coast. Salary, commission, package. Entry level. Send resume to Box C-10, BROADCASTING.

Southeast fulltime regional station needs salesman with ability, desire and willingness to work. Not interested in selling small station! Excellent rates. Send resume to Box C-193, BROADCASTING.

Salesmen, WFL, AM & FM have opening for commis-
sion salesmen. Fulltime job. Benefits, profit sharing. Send resumes to Box 1400, Ft. Lauderdale, Florida 33302.

Leading MOR and sports station in beautiful growth area needs salesman with management potential, stability and creativity. Good guarantee and com-
mision structure. Call Manager, WJPS, Hermitage, Illi-

ois (612) 942-2181. Equal opportunity employer.

Broadcast equipment sales engineer: CCA Electronics is expanding and we have vacancies for the Cali-


Announcers

Where have all the mature-voiced, pleasant per-
sonalities gone? Most of them are in the 30's—ages (up to $10,000 as starter for the right man). pleasant, suburban personalities (who love to do morning shows), are interested in a bright future in radio. Everything a commercial can offer. Radio offers big money. Send resume to WHVL, 717 Greeneville Highway, Hendersonville, N.C. Phone 692-1600.

Chief engineer needed who knows AM & FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

Chief engineer—Large group broadcast needs ex-
perienced engineer. Great opportunity for one of its radio properties in large east coast market. Will be re-
quired to oversee engineering and operations. Salary commensurate with experience. Excellent bene-

fits and working conditions. Resume must include experience, past salary history and expected salary. Box C-148, BROADCASTING.

Chief engineer for New York AM-FM outlet. State years of experience. Box C-153, BROADCASTING.

Engineer with good credentials looking for perma-
nent position. Will take over in short order. Send resume. Box C-161, BROADCASTING. Include resume.

Chiefs of Staff

Chief engineer, AM-FM, Top 40 market, east coast, Box C-203, BROADCASTING.

Chief engineer, WJPS, Evansville, Indiana needs immediate experience in proofs, maintenance and engineering rule and req necessity. Top money, benefits. Call 812-425-2221.


Preparing for success in radio news. When you learn, in several months, you'll teach everything you know about broadcast news. When you learn, in three months, you'll get a substantial raise and a permanent job if you want it. This is an AM-FM operation just outside NYC metro area. Experienced women need not apply. Box C-597, BROADCASTING.

Wanted: Experienced program director will have an excellent opportunity in Paul Valley, Oklahoma. Salary negotiable. Contact George Willbourn, KVPH, Paul Valley, Oklahoma.

Assistant program director will have an excel-


News

Modern day, 10 kw powerhouse offers good announ-
cer experience with first ticket (no main-
tainance). Everything is available. Great area to live. WAXU, Box 759, Lexington, Ken-

sington, Ky., 40501.

WANTED--An announcer with some experience. Contact Box 1400, Ft. Lauderdale, Florida 33302.

WERT-FM stereo in Hammondport, New York needs announcers with a good voice. We serve wine county, U.S.

5 kw needs experienced, stable radio personality who can communicate with his audience in an AM format. Send resume and tape to WHLV, Lakewood, N.J.

WANTED: Experienced, modern, country-western an-

nouncer, 1st class ticket for AM station. Need some experience. Send resume to Joe Orr, WHVL, 717 Greeneville Highway, Hendersonville, N.C. Phone 692-1600.
News continued

Farm director for big Iowa farm station. Must know agriculture. Must be top notch broadcaster. Plenty of opportunity for growth. Reasonable rewards. Send tape, complete resume and salary requests to Manager, KMA Radio, Shenandoah, Iowa 51601.

Newspaper with phone for new 500 DA-D in attractive suburban 35 miles from Manhattan. Sinecure to come, set up and deliver local news in a right of middle format for an upper middle audience. Salary and flexible hours. Send letter and photo to Bob Barry, WBRW, Box 1170, Somerville, N.J. 08876.

Full time newspaper to write and deliver local and regional news. Send tape and resume to WHLW, Lakewood, N.J.

We need a third man for our news department. Must be willing to work nights. Great opportunity. Excellent pay and benefits at progressive radio station in college community. Send resume, tape, picture to Tom Cahill, WITF, P.O. Box 336, Tiffin, Ohio 44883.

Major Ohio market has excellent opportunity for an experienced newsman, or one with potential, in a heavy news operation. Call Paul Burke 513-324-1137.

Situations Wanted

Production, Programming, Others

We're looking for a creative continuity writer and production man. Contemporary thinker. Medium market. Willing to contribute to community for advancement. Box C-83, BROADCASTING.

Our new program director will be a pro. We'll keep our audience bright and tight. Must know how to bring it to #1 through music control, contests, promotions, and good direction. He'll take a shift, do some writing, and help the community and enjoy our summer and winter weather. Send resume and air check to Box C-181, BROADCASTING.

5 kw seeks professional broadcaster-production man to co-ordinate activities of programming department and perform all sound of on-air ends. Send resume and tape to WHLW, Lakewood, N.J.

General manager: Experienced AM/FM and TV, Sobar, reliable family man, 38. Twelve years experience, N.Y. or Pennsylvania. Box C-54, BROADCASTING.

General manager—good administrator, community-minded executive, key man for management job. Must have more than college degree. We need a man with vision, one who can make time for management. Currently complete charge medium market daytimer. Built failing operation into top five. Background includes sales, programming, promotion, television, accounting, sales management. Excellent broadcast executive. Require current owner selling property, will give top references. Send your full background with this letter and you'll have quality product with outstanding P & L statement. $500. Personal interview at NAB. Box C-103, BROADCASTING.

General manager—must see resume to appreciate. Box C-112, BROADCASTING.

Somewhere in the south, there's a radio station needing a general manager, salesman, promotions, Bryan, or any other job you can think of. Please send resume. Box C-145, BROADCASTING.

General manager, age 40. Seeks small growing corporate or locally owned station opportunity in Wyoming, Colorado, Utah, Oregon, Idaho or western Nevada. Hasful background in creative sales, sales direction, promotion. Want opportunity for full time and year. 22 years experience, heavy in programming and sales. Presently employed as general manager can upgrade programming and sales local and national into good ratings and profit. Write to Box C-138, BROADCASTING.

22 years in the industry I love! General manager—radio-TV-Sport in sales. Hard working family man, 41, proven record, highest references. Presently employed, needs more responsibility. Box C-169, BROADCASTING.

Young manager with energy to burn, proven record in sales, programming, promotion. Good man with people. Box C-204, BROADCASTING.

General manager—Top salesman seeks opportunity AM or FM. Will love ultimate amount of cash. Box C-209, BROADCASTING.

Factual News

General manager—20 years at this level, seeks challenging opportunity in large and small markets. Active community affairs, Excellent sales record. Box C-213, BROADCASTING.

Wanted: Manager. Young growing station small to medium market. Presently five figure sales. Must be AM, in small market. Experienced all phases including radio, TV. AM, FM,办 good station. Familiar with FCC license renewals, applications for CP's, get the best staff. Minimum $15,000 plus percentage of gross. South, southeast, in promising area. Must be supervised. Box C-216, BROADCASTING.

I'll boost sagging morale, ratings, programs—in that order. Hired with high hopes. Strong MOR wants new challenge in management. No on-air experience. Strong management, Excellent references. Box C-172, BROADCASTING.

Haveing troubles getting top listeners? Have the experience and the ability. Pulse rated #1 in N.E. Send resume. Box C-775, BROADCASTING.

7 years experience in broadcasting, married, and ready to work for you. Prefer Rocky Mountain region but will consider all areas. 3rd. Send on heavy news and production. Good deep voice and smooth delivery. Box C-190, BROADCASTING.

Professional top 40 announcer with phone. Send resume Box C-121, BROADCASTING.

Sports announcer New York market, air experience, can handle basketball, college football, writing,,young, hard to find. Box C-190, BROADCASTING.

Look at this: MOR and C&W music background. Strong news—good production—sports, play-by-play. Box C-184, BROADCASTING.

1st phone experienced announcer-newsman looking to move up. Have done air shift, extensive news, talk show and play-by-play. Age 27; married, a hard worker with intelligence, personality and know-how. East coast preferred. Box C-195, BROADCASTING.

Put me on file for April . . . Time to step up, experience in all phases of radio . . . Ist-phone with background, make handy assistant chief, eager to learn more . . . Want to be groomed for pro top 40, excellent references, currently employed . . . All details in first letter, Northeast only. Box C-195, BROADCASTING.

1st phone experienced up-tempo rock, write copy. Prefer western states. Box C-207, BROADCASTING.

Professional top 40 announcer with phone. Send resume Box C-212, BROADCASTING.

Professional! Trained in announcing and time sales. Works in the morning, D J-DJ through evening, hard working and brimming with enthusiasm. Available 1 May anywhere! Box C-215, BROADCASTING.

Free, 80 hrs. air time: Rusty DJ/newsman with first wants back in SF Bay area only. (408) 736-7056.

PD, news director, DJ, talk host, actor, 10 years pr; B.B. Speech; first phone. Gordon Michaels (414) 492-1376.

When numbers mean money—dial 5 pro. 219-743-4611.

College grad., radio & TV major; 4 years experience, MOR-top 40, third phone, single, draft exempt. Prefer Chicago; check available—take me you're. (213) 939-3660.

When numbers mean money—dial 5 pro. 219-743-4611.

Rocky Mountain area, intelligent, first phone announcer and newscaster. References, college, extremely personable; Jerry Bernstein, 2230 South 31st Street, Omaha, Nebraska.

Professionally trained announcer, 1st phone, 25, married, up-tempo, MOR, Dennis Carlson, 1552 North Lake, Pasadena, California 91104.

Young first phone, radio school grad, college and time sales experience. Good looking, newsmen and news, top five market with leading contemporary. Creative producer and announcer will relocate, at extreme salary to fill opportunity with progressive station. Available immediately, tape resume and references available.


Advertisements continued

First information leading to capture of experienced broadcaster with five years in business. Have done Jackwork (all formats), radio TV news, also radio production/directing. College grad. Requires full time summer work/part time rest of year. Box C-106, BROADCASTING.

C/W jack years for warmer climate. Industrious, ambitious, knowledgeable with easy-going style and experience. Need $700. Box C-167, BROADCASTING.

Good music, good news, good copy, good vintage. (917) 665-9418 or 665-2367. Box C-168, BROADCASTING.

DJ/PD/Talk show host who is nice to his audience, is not a "know-it-all," 30-years old, single, no financial responsibilities. Box C-194, BROADCASTING.

Knows rock well. Midwest, medium market. Wants experience in management. Box C-172, BROADCASTING.
Announcers continued

Experienced pro. Seeks challenge. Currently news director small market. Want medium to large market. Prefer Colorado, write Bill Croghan, Box 335, Canby City, Colorado, call 275-4427 (home) or 275-4788 (work), A.C. 203.

Don't settle for second best! Experienced newsman seeks challenging position with medium or major station. Call toll talk show, Gene Steinberg, 803-556-0885.

Programming, Producers, Others

Producers—copy, Black jack 1st phone, experienced, (news), Box C-3, BROADCASTING.

June, Carolinas preferred, 1st phone, various interests, prefers no announcing. Anything considered. Age 31, married. Box C-80, BROADCASTING.

Talented rock FD, first ticket. Box C-144, BROADCASTING.

Program/operations management. Successful experience producing, program, promotion, all phases management, all air work. Hard work plus diversified experience and products results for you. Box C-152, BROADCASTING.

Professional contemporary MOR DJ, last 7 years in two major southern markets, ready for program director slot. First phone, 34 college, family, best of references. Box 1st, BROADCASTING.

Experienced male copywrite-produce wants new position. Prefer N.E./N.Y. Write Box C-171, BROADCASTING.

Broadcasting-journalism graduate, 27, married, veteran. Experiences include: Announcing, copywriting, film, directing, etc. Some television production for resume. Write, Box C-192, BROADCASTING.

First phone, currently employed with 2zone Ohio market. Lives in nice college area at small medium market. Married, stable, will consider financial packages. Box C-208, BROADCASTING.

Seeking production assistant. Bob Raleigh 12 years experience, 7 years WWDC experience. Now ratings, willing to relocate, prefer northeast. Box C-214, BROADCASTING.

Number one soul in the tenth largest market wants to become a programmer. (304) 260-4182.

Manager, major college grad., music director . . . country, MOR, rock, Contemporary, strong production, play-by-play. Phone talk show, Sales, call (412) 467-3678.

Attractive female, 8 years experience radio TV production on the air interviews, news, editing, electronics, good accent. Seeks challenging employment. 212 TR 7-2244.

Copywriter—with voice first-rate. I'm single and willing to relocate, I'm a beginner but willing to learn, if I'm on top form. Had broadcast training for a woman's show. Let me know if my experience can be of interest. Write, Box 17,管网-1, home 519-3568, call Donald Little, 212 522-5581.

TELEVISION

Help Wanted Announcers

Immediate opening for full-time staff announcer for color VHF station in southern New England. Minimum two years broadcast experience, good on camera, See resumes, picture, salary requirements, audio tape, which cannot be returned, to Joe Jaworski, Production Manager, WHCH-TV, 135 College St., New Haven, Conn. 06510 (No phone calls please).

Programing, Producers, Others

Wanted . . . experienced, creative continuity director for prominent affiliate in one of the Midwest's most aggressive-color stations. Experience, supervisory ability and creativity essential. Send details and resume to Box C-75, BROADCASTING.

Producer/director for major northeast VHF. Looking for weekend professional. Be experienced in all phases of control and studio operations. Strong technical skill, salary requirements. Box C-100, BROADCASTING.

Wanted: Summer relief producer-director for top ten group owned station. Must be good news director. Have broadcast experience from April 1st to October 1st, chance for permanent employment. "Equal opportunity employer." Box C-185, BROADCASTING.

Immediate opening for experienced studio supervisor GE equipment in northeast U.S.; four years recreation, good salary. Call Mr. Seculn (802) 655-2222.

Television

Situations Wanted Management

Young experienced operations, program man desires challenging. Excellent references. Box C-100, BROADCASTING.

CAIV owner—are you ready for local origination in April? Nine years TV-CTV/broadcast available to actively manage cable system. Experienced CCTV operations, programming, promotion and technical area. M.S. R-17, Resume. Box C-155, BROADCASTING.

General manager—sales manager. Skillful independent account executive. UHF or VHF. Cost conscious, community minded, family man. Desires real challenge. Box C-187, BROADCASTING.

Announcers

All-around personality . . . news, sports, weather, stocks. Will specialize. Currently employed. Box C-111, BROADCASTING.

Experienced professional—news, reporting, weather, sports, MC, commercial announcer. Thirty, degree. Box C-126, BROADCASTING.

Technical


News

Professional TV journalist—10 years market experience. Anchorman/reporter/cameraman. Production/documentary editor, we produce, VTR, film, resume available. Box C-22, BROADCASTING.

Long experienced radio newsman wants out of the smog and traffic and into medium market television. Must be with VHF/DV references. Reply Box C-85, BROADCASTING.

3 years experience Broadcast Journalism, Writing, film, sports, news, anchor, BA degree Communications. Presently in public affairs. Want back into news, any market. Box C-135, BROADCASTING.

Things are rough all over—but there is always room for a good talent. Recent and broad news experience. School mums, leaving Army this summer. No resume will be accepted. Write Resume/ photo/references available. Box C-162, BROADCASTING.

Weatherman—top rated professional wants out of major market into medium market preferably West. Excellent on camera appearance and pleasant understandable presence, Box C-199, BROADCASTING.

Strong anchorman/reporter; 10 years experience in two major markets. BFA plus graduate study; 28 years old; top five market only. Box C-210, BROADCASTING.

Don't sacrifice personality for professionalism! Meteorologist with 21/2 years experience as weekend man on number one station in a top ten market is available for full time employment. AMS endorsement. Call 814-865-0478.


Programing, Production, Others

Director, switcher, first, studio-operations, B.A., anywhere. 315-478-8896. Box B-210, BROADCASTING.

Recent honors graduate of major university in 9/18. Single and available. Primarily interested in shooting and/or editing film, Familiar with all film processing. Strong background in motion picture and still photography. Anywhere. Box C-125, BROADCASTING.

Director—stager manager—AD seeks position as director of production assistant, BFA; five years experience. Last job with nationally syndicated variety show. Box C-164, BROADCASTING.

Top market experience 16mm photography/ editing; videotape; remotes (2 years). Produced and directed. Sells small market with future. Box C-211, BROADCASTING.

MISCELLANEOUS

DEJAEFFER 11,000-classified gag lines. $10.00. Un- 
guaranteed. Comedy catalog free. Edmund Orin, 
Marion, Iowa.

"1971 tests-answers" for FCC first class license. 
Plus Command's "Self-Study Ability Test." Proven 
$9.95. Command Productions, Box 26348, San 
Francisco 94126.

Womb Comedy 202 pages best ones linen 
only $5.00! Shad's House of Humor, 3744 Apple 
Ave, Cincinnati, Ohio 45211.

Command Software. The "best" deejay comedy 
collection available anywhere! You must agree — 
1 - $7.50. Command, Box 26348, San Francisco 
94126.

Prizez Prized Prized National brands for promo-
otions, contests, programming, no barrier, or trade 
shows. (All types of radio, TV, Hot Rod.) With six 
weeks notice. Television & Radio Features, Inc., 166 
E. Superior St., Chicago, Illinois 60601, call collect 
312-944-3700.

"Classroom KWZII": Produce local and live—high 
school TV quiz in your studio. Top-rated across 
country—proven format. Questions furnished. De-
tails—Hayden Hudleston Productions, Shenandoah 
Building, Shenandoah, Iowa 51601 (515) 240-1391.

"Reminiscing in Old Time Radio." Two 60-minute 
specials available—actual voices and events last 
years. Details: Hayden Hudleston Productions, Shin-
andoah, Iowa 51601.

Your dollars worth: Twenty-five—five chapter radio 
series for consumers only. $2.00 per chapter. Ar-
azon, 1530 Woodside Drive, Kansas City, Missouri 
64120 (816) 942-1895.

Ever wander why we're all Working NYC pros 
will evaluate your aircheck. Critique $10, top quality 
sub $3 for 12. Mediamaze, Box 91, Dobbs Ferry, 
N.Y.

Genuinely funny daily 5-minute radio program. 
NEW RADIO Productions, 303 E. Crawford, Elkhart, 
Indiana 46514.

INSTRUCTIONS

Advance beyond the FCC license level. Be a real 
engineer. Earn your degree (mostly by correspond-
ence), accredited by the accrediting commission 
of the National Association of Technology Council. 
Engineer with higher income, prestige, and security. 
Free catalog. Grantham School of Engineering, 1500 
N. Western, Hollywood, California 90027.

First class FCC license theory and laboratory 
training in six weeks. Be prepared ... lets the masters 
in the nation's largest network of first class FCC 
licensing schools train you. Approved for veterans 
and accredited member National Association of 
Trade and Technical Schools. Write or phone the 
location nearest you. NEWNATIONAL TECHNICAL 
INSTITUTE*** in Texas. 2603 Inwood Road, Dallas, 
Texas 75215. Phone (214) 337-4001.

ELKINS*** in California. 160 South Van Ness, San 
Francisco, California 94102. Phone: 415-626-6757.

ELKINS in Connecticut, 800 Silver Lane, East Hart- 
ford, Connection 06118, Phone: 203-528-9543

ELKINS in Colorado, 420 South Broadway, Denver, 
Colorado 80209. Phone: 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami 
Beach, Florida 33139, Phone: 305-352-4452

ELKINS in Georgia, 10th Street at Spring, 
N.W., Atlanta, Georgia 30309. Phone: 404-877-8644

ELKINS in Illinois, 3443 N. Central Avenue, 
Chicago, Illinois 60634. Phone: 312-286-0210

ELKINS in Louisiana, 233 S. Chamblee Avenue, 
New Orleans, Louisiana 70130. Phone: 504-581-8474

ELKINS in Missouri, 6655 Hampton Avenue, St. 
Louis, Missouri 63125. Phone: 314-937-0878

ELKINS in Ohio, 1170 Chestardale Road, Cincin-
ati, Ohio 45246. Phone: 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma 
City, Oklahoma 73105. Phone: 405-542-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, 
Tennessee 38104. Phone: 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South 
Nashville, Tennessee 37203. Phone: 615-297-5804

ELKINS in Texas, 1705 West 7th Street, Fort 
Worth, Texas 76101. Phone: 817-335-5697

ELKINS in Texas, 3518 Travis, Houston, Texas 
77002. Phone: 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, 
Texas 78204. Phone: 512-233-1848

ELKINS in Washington, 404 Dexter, Seattle, Wash-
ington 98109. Phone: 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Mil-
waukee, Wisconsin 53226. Phone: 414-352-9445

Announcing Programming, production, newscast-
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All taught by highly qualified professional teachers. 
One of the nation's few schools offering 1st Class 
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For free catalog and information write to: Wil-
liam B. Ogden Radio Operational Engineering 
School, 5075 Waver Ave., Huntington Beach, Calif. 
92647.

"1971 Tests-Answers" for FCC first class license. 
Plus Command's "Self-Study Ability Test." Proven 
$9.95. Command Productions, Box 26348, San Francisco 
94126.

Licensed by New York state, veteran approved for 
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BROADCASTING, March 15, 1971
BROADCASTING, March 15, 1971

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Renewal of licenses, all stations

- KOKA Shreveport, La.—FCC granted KOKA Broadcasting Co., one-year license renewal for KOKA, Shreveport. The renewal is effective until April 30, 1974.

- WALA-TV, Mobile, Ala.—FCC granted application by Universal Communications Corporation for Class A station for location of station WALA-TV. In same action, FCC dismissed petition to deny filed by a community group who requested that station's renewal application be denied because of licensees failure to serve local community as licensees claim to have done.

- WOYK-AM, Madison, Conn.—FCC granted renewal of license for WOYK-AM. In same action, FCC granted renewal of license for WOYK-FM.

- WQXK, Savanna, Ga.—FCC granted renewal of license for WQXK-AM and WQXK-FM.

Other actions


- Hearing Examiner Chester F. Naumowitz in Chattanooga, Tenn. (Jay Sadow (WRIP) and Rock City Broadcasting Inc.), AM proceeding, scheduled conference for March 8 (Docs. 18210-2). Action Feb. 25.

Call letter applications


Call letter actions


Modification of CP's, all stations

- KWE-36 Berkeley, Calif.—Broadcast Bureau granted mod. of CP to extend completion date for instructional TV fixed station to Aug. 18. Action March 12.

- KFTV(TV) Hanford, Calif.—Broadcast Bureau granted mod. of CP to extend completion date for CATV system to March 25. Action Feb. 15.


- KOSE Thompson—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 2. Action March 2.

- KZ-23, 24 and 25 Elko Nevada, both Nevada-Cable Television Bureau granted mod. of CP to extend completion date of community antenna relay station to June 30. Action Feb. 24.


- KFOR-TV Austin, Tex.—Broadcast Bureau granted mod. of CP to change ERP to WTVS, Burleson, Tex. to 7000 watts ERP. In same action, FCC granted permission to change ERP to Aug. 24. Action Feb. 24.


- WHRO-TV Hampton-Norfolk, Va.—Broadcast Bureau granted mod. of CP to extend completion date of commercial TV to September 15, 1972. Action March 2.

- KWOM-TV Hampton-Norfolk, Va.—Broadcast Bureau granted mod. of CP to extend completion date of CATV system to September 15, 1972. Action March 2.

-在深圳，一个名为“KOTA”的广播电台也取得了许可证，其频率为1787 kHz，从5月30日开始。该电台随后将被命名为“KOTA-CF”。“KOTA”是一个意为“北方”的词，可能象征着该电台的北方特色。在加拿大，这种类型的电台通常用于商业目的，例如提供天气、交通和新闻等信息。尽管该电台的经营者没有透露具体的广播内容，但可以预期它将为当地居民提供必要的信息和服务。

-播音员需要具备良好的语言表达能力和良好的听力。他们需要能够清晰地读出节目内容，并且在需要时可以进行即时的即兴讲话。此外，他们还需要有很好的听力，以便能够识别和理解不清晰的言语。

-播音员的工作环境通常是在广播台上，那里有很多设备和机器。他们需要熟悉这些设备，并且能够熟练地操作。此外，他们还需要有较强的心理素质，以应对高压的工作环境。

-播音员的收入通常取决于他们的经验和技能。在一些国家，播音员的收入可能并不高，而在其他一些国家，他们可能获得很高的收入。此外，他们可能还需要支付某些费用，例如税收或社会保险。

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Some broadcasters start their careers in the business. Others, like Burt Harris, take a while to get there. Mr. Harris was manager of a biscuit-company plant in Dallas, spent a brief period in food manufacturing, worked in liaison for a construction company, even syndicated wrestling films, before he went into broadcasting to stay with the purchase of K2WO-TV Casper, Wyo., in 1956.

Today, however, the youthful-looking Mr. Harris is very much a part of both television and CATV, as president of Harriscope Broadcasting Inc. and Cypress Communications Inc., both Los Angeles. Harriscope is licensee of K2WO-TV Casper; KFBB-TV Great Falls and KULR-TV Billings, both Montana; KBAK-TV Bakersfield, Calif.; owns 50% of WSN1-TV Chicago, and has interests in KGGM-AM-TV Albuquerque and KYSF-(AM) Santa Fe, all New Mexico.

And Cypress Communications is now the fourth largest cable company in the country, with over 150,000 subscribers. Burt Harris has been involved in the business for less than a decade; he launched Harriscope Cable Inc. in 1964. But the merger of that company with Cypress in 1970 created one of the industry's giants.

His entrance into television in the mid-fifties came after a period of searching for the right field. "I spent 18 months examining various businesses before deciding on the TV industry," he says. "The potential was there, even though it was a losing proposition back then." In 1956 when he was flying to Montana on business, the plane made a stop in Casper, Wyo. He looked at the city, did some subsequent checking and decided it would be a perfect location for television. Later that year, K2WO-TV became the city's first TV station.

His later plunge into the cable field was another matter entirely. "I was afraid to go into cable TV," he says. "I thought it might be declared illegal and I wasn't prepared to risk the investment. Part of my nature involves being very close with the dollar." But once he had his foot in the door, expansion became mandatory. For Burt Harris, being meaningful in CATV meant being big and publicly owned.

Like many businessmen who have one foot in CATV and the other in conventional television, Mr. Harris sees the two services as complementary. "The cable is not going to put any TV stations out of business," he says. "It might create some problems for local operations in marginal markets, but I prefer to look at CATV as the expander of communications horizons and not the executioner."

He sees two-way communication as an exciting new phase in broadcasting's future, although he ventures no predictions on how it will arrive and at what cost. "I don't have all the answers," he says, "but even with the problems and the growing pains, CATV is the best potential industry in the United States. It has a lot of romance attached to it. The industry is in the public eye, its growth is really indeterminate and at present unlimited."

Mr. Harris adds that cable television has, by its very nature, the ability to serve areas and audiences of a limited, specialized nature—something broadcasting cannot do because of its economic base. Television must serve the mass audience, Mr. Harris notes, while cable TV can provide—in addition to more channels—programs that appeal to individual communities or small groups with specialized interests.

But he refuses to rate one kind of service over the other. "Both serve the public," Mr. Harris says, "and both can be economically viable."

Mr. Harris expects the FCC to be a tough watchdog of the industry but doesn't feel that regulation will stunt cable's growth. His one fear is the removal of the profit motive or the reduction of profit opportunities, to the detriment of CATV's progress.

When he speaks of broadcasting, Mr. Harris is less expansive, more a settled businessman. "Our experience in the small market [Casper] is what kept us from becoming a major factor in television today," he says. In its early days, he says, the Casper station lost $10,000 a month; "by the time we were ready to buy our second station in 1962 [KFBB-TV Great Falls] the prices had become so inflated that there was no way of getting into the larger markets."

And although he predicts enormous growth for cable, Mr. Harris is anything but a reckless CATV entrepreneur. He lives in the present. "Some business analysts," he notes, "have been saying our [Cypress] stock is not a good investment because it hasn't been jumping up and down like others in the field. My own philosophy is to devote my time to building the strength of the company and letting the stock take care of itself. Sure, our stock price has held fairly steady over the past year but that's because we have no franchises to build. The way the business stands now, however, there are more opportunities than money. We want to have the money to be able to build with when the time comes."

So although he looks to the future, as any businessman must, he does not become obsessed with it. "You can spin your wheels philosophizing," Mr. Harris says. "I prefer to go out and run my company."

When not running his company, Mr. Harris finds time to play golf and tennis every week, and plays piano about every other day ("very loudly"). He also serves as president of the American Technion Society, the fund-raising arm of the Technion Israel Institute of Technology ("the MIT of Israel," he says).

Editorials

Rising tide
The sudden upsurge of broadcast advertising sales in the past week or so comes as a needed restorative to the broadcasters' confidence. It confirms the essentiality of the broadcast media.

By nature of their business, broadcasters are sensitive to any decline in sales volume. Their inventory is perishable. The unoccupied commercial minute is gone forever once broadcast with a noncommercial content.

Still we wondered at the time, and wonder now, whether there was an excess of alarm when network and spot sales fell off in the first quarter. Some commercials may have been lost in the lean period, but the audience and all its values stayed right there.

Running for cover
Since the FCC proposed several weeks ago to impose minimum requirements on nonentertainment programing for television stations, we have heard disquieting hints that some broadcasters may welcome such controls. The thinking is that quotas of programing would be relatively easy to fulfill, at little competitive disadvantage if all stations had to indulge in small-audience programing, and that fulfillment would buy protection against challenges at license-renewal time.

When broadcasters begin to think that way, they have begun to think like public utilities and have forfeited their claims to independence as purveyors of enlightenment and entertainment. They cannot at one moment cry for the constitutional freedom of the broadcast press and at the next concede to the government the right to dictate programing.

This same sort of thinking was also at work last week in the efforts of television networks to attain a standardization of prime-time scheduling. As reported elsewhere in this issue, the FCC was being used as a conduit for delicate negotiations that the networks hoped would lead to a common 8-11 p.m. schedule next fall. Whatever future claims may be made for the competitive system of television broadcasting in this country, they will be discounted by the actions of last week.

Broadcasters as a whole must not take their cues from those who seek or willingly accept government shelter against outside challenge or inside competition. In the revisions of license renewal that the FCC has proposed (Broadcasting, Feb. 22) resides the threat of the government's deepest incursion into program control. That threat must be resisted with all the resources at the broadcasters' command—including, surely, the recently expanded executive ranks of the National Association of Broadcasters.

Bad trip
In its notice holding broadcasters accountable if songs promoting illegal drugs get on the air, the FCC has once again lurched into an area marked off limits by the First Amendment. The several accompanying statements by individual commissioners only accentuated the violation. The saddest development of all is that this notice is apt to stand unchallenged by the broadcasters.

Let it be inserted here that this publication's position is not to be confused with an advocacy of the use or promotion of illegal drugs. Neither should the FCC's notice be mistaken for a meaningful act against the drug trade.

The point is that five members of the FCC have voted to suppress a type of music that they identify only in the vaguest terms. By what criteria is a song to be judged to "promote or glorify" the use of illegal drugs? Except for the assumption that Robert E. Lee's criteria would differ from Nicholas Johnson's, no guidance is provided.

Mr. Lee strongly hinted in a concurring statement that he wished the commission's notice had been harsher. Mr. Johnson, in a dissent, called the notice unconstitutional. At neither extreme was there displayed a decent understanding of the First Amendment.

Mr. Lee made no reference at all to the Constitution, which occasionally comes second to his personal concepts of morality. Mr. Johnson denounced the notice as an illegal control over the content of speech, but in the same dissent betrayed his incompetence to make that judgment. While criticizing his colleagues for suppressing drug-oriented songs, he chided them for ignoring lyrics pertaining to drinking or advertisements for analgesics. His dissent told more about Mr. Johnson's personal tastes than about the Bill of Rights.

Nor can H. Rex Lee or Thomas Houser be counted on to generate illumination of constitutional issues. Both expressed a desire for commission action on the advertising of perfectly legal drugs that they have decided, even if the constituted authorities have not, are harmful to the public. Indeed Mr. Houser vowed to take the lead in directing the FCC's attention toward proprietaries.

Another net loss of American values.

Only in America
In the annals of ballyhoo, the Joe Frazier-Muhammad Ali fight deserves at least a chapter of its own. An exploitation of that magnitude must be studied in detail by anyone who plans a career in gulling the public.

Some 300-million persons were said to have seen or heard live radio or television accounts of the fight, but only a fraction of them were in the U.S., the country of origin, where no broadcasts were available and box-office prices were out of sight. Only at the last moment did the promoters consent to overseas broadcasts to our armed forces. Was this the model for future sports events?

If there is a rematch under equally avaricious auspices we have a suggestion to the news media that were all but foiled from carrying timely accounts of last Monday's match. Advance promotion for the next one ought to be sold at conventional advertising rates.
KOVR 13 in Stockton/Sacramento, KMJ-TV 24 in Fresno.

Together, these two McClatchy TV stations cover a huge market with over $14 billion in effective buying income...more than $7 billion in retail sales...over 3.3 million in viewing population.

Stockton/Sacramento's KOVR covers the nation's 25th ADI TV market. Fresno's KMJ-TV is the dominant audience leader in the San Joaquin Valley covering the nation's #1 agricultural county.

Make sure you're using McClatchy TV to thoroughly cover these vital California areas. It can mean new sales for you.

*Effective buying income, 1969, for the combined KMJ-TV 30-county market—($14,773,545,000.)
Sources: Sales Management, Survey of Buying Power, June 1970 • SRDS, December 1970
Television Factbook 1970-1971—counties in which the net weekly circulation is 5% or better.

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By (Please print or type) __________________________ Title __________________________

Signature ____________________________________________________________________________________