End of the blues for networks; sales continue solid
Staggers into the act on TV journalism, subpoenas CBS, NBC data
NAB enters industry's major brief against one-to-a-market
New data on CATV homes in Broadcasting's exclusive Telestatus

Hogan's Heroes Just Escaped!

Lock 'em up fast!
(167 color half hours)
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New York, Chicago
San Francisco, Dallas, Atlanta
Over the years MGM has made more big pictures than anyone else. And had more big stars making more pictures than anyone else. Pictures that people want to see, not just because they’re big or have big stars, but because they tell a story as only a great Hollywood movie can. More than 1200 MGM movies are available. And with a little help fro
You can get it for less.

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Movies are still the best buy in television.

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MGM TELEVISION

1350 Avenue of the Americas, (212) 262-2727
WHAT MAKES WSB RADIO NUMBER ONE?
Sports for one thing. More than any other station in Atlanta.


Lots of sports attractions attract lots of sports fans. And more sports hungry Atlantans listen to WSB Radio than to the next two stations combined. (ARB, Oct.-Nov. 1970)

Our sports loving listeners stay with us after the final whistle, too. For the quality sound and satisfying service that makes WSB the most listened to station in Atlanta.

If selling adult Atlantans with big league buying power is your game, shouldn’t WSB Radio be in your lineup?

WSB Radio 750 Atlanta
Why are we number one? Listen.

300 SPORTS BROADCASTS A YEAR HELP.
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Broadcasting

April 12, 1971; Vol. 80, No. 15

Published 51 Mondays a year (combined issue at year end), by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington.

Subscription prices: one year $14, two years $27, three years $35. Add $4 a year for Canada and $6 a year for all other countries. Subscriber's occupation required. Regular issues $1 a copy. BROADCASTING YEARBOOK published each January, $13.50 a copy. CATV SOURCEBOOK annually, $8.50 a copy.

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One of America's pioneer stations, one of the country's greatest. The Channel 8 innovative patterns of programming and public service assure it most viewers in its multi-city market*. Buy WGAL-TV for truly in-depth coverage of this stable, prosperous area.

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

FCC Chairman Dean Burch is showing more restraint in looking into CBS's *The Selling of the Pentagon* than House Investigations Subcommittee, which is seeking outtakes and other nonbroadcast material involved in production of documentary (see page 22). Commission staff had prepared draft letter to CBS, asking it to comment on charges it had distorted answers that Defense Department's Daniel Z. Henkin had given in interview and that it had failed to comply with fairness doctrine.

Chairman Burch, however, reportedly had reservation about FCC's entering area that could be considered one of journalistic judgment. He will prepare his own draft.

Staff letter was prepared by chief of complaints and compliance division, William Ray, ex-NBC newsman in Chicago, in response to complaints from Representatives Harley Staggers (D-W. Va.), chairman of Investigations Subcommittee and parent Commerce Committee, and F. Edward Hebert (D-La.), chairman of House Armed Services Committee, one of documentary's bitterest critics ("Closed Circuit," March 29).

**Asked and bid**

Here's where Time-Life Broadcast stands on disposition of its radio properties, following sale of its television stations to McGraw-Hill (BROADCASTING, March 15). KOGO(AM) San Diego goes to Disney interests who own KJEO(TV) Fresno, Calif. (Joseph C. Drilling, VP) for $3 million. KOGO-FM San Diego goes to Kelly family, which owns KCRA-AM-TV and KCTC(FM), all Sacramento, Calif., for $225,000. KLZ-AM-FM Denver goes to Group One Broadcasting, headed by Roger Berk (WAKR-AM-FM Akron, Ohio, WONE-AM-FM Dayton, Ohio, KBOX-AM-FM Dallas), for $2.7 million. WOOD-AM-FM Grand Rapids, Mich., goes to local group headed by William Schroeder, incumbent manager, for slightly more than $2 million. Still on block is WFMF-AM-FM Indianapolis with combined asking price of $3 million. (Tough labor contract is said to be problem in Indianapolis sale.)

**Tune in next week**

Merger of Corinthian Broadcasting Corp. and Dun & Bradstreet has re-assumed its role as cliff-hanger at FCC. With item back on agenda last week for first time since November, commissioners appeared divided, 3-to-3, on whether to approve transfer of five Corinthian television stations or set applications for hearing, with new member, Republican Thomas J. Houser, holding balance of power. He asked for additional time to reflect, and got it. Matter is expected to be on agenda again this week.

No vote was taken when merger came up last week, but impression remains that Republicans Dean Burch, Robert E. Lee and Robert Wells favor approval while Democrats Robert T. Bartley, Nicholas Johnson and H. Rex Lee favor hearing. That's how commission split last November, when it was short one member, forcing companies to extend cut-off date of deal. New deadline of May 1 now approaches.

**Fine print**

Prospects that TV broadcasters will succeed in efforts to get product-usage questions knocked out of. diaries for American Research Bureau's May sweep, or perhaps out of any ARB local-market reports before 1972-73 season, appeared dim last week—and for reason considered ironic. At meeting with subcommittee of Committee on Local Television and Radio Audience Measurement (COLTRAM), ARB officials reportedly said one reason they could not drop product questions was that—though broadcasters are agitating for it—ARB contracts with broadcasters forbid it. Contracts extending through 1971-72, they said, forbid methodology changes without prior testing. But they said they would conduct tests on this and other methodology questions in connection with next November's sweep. It's too late, they said, for tests on May sweep. Some broadcasters say their own research satisfies them it is product-usage questions that cause viewing levels reported by ARB to be considerably below those reported by Nielsen.

**One track**

FCC Commissioner Robert T. Bartley has suddenly revived campaign he opened eight years ago to make station trading more difficult. At last week's FCC meeting he proposed rule requiring station buyer to prove that acquisition would upgrade broadcast service. Fellow Democrats Nicholas Johnson and H. Rex Lee were said to have indicated interest, but proposal was put off at suggestion of freshman member, Thomas J. Houser, who said it should be considered later when FCC takes up study of conglomerate ownerships and changes in multiple-ownership rules. Mr. Bartley's idea was once introduced as legislation (BROADCASTING, July 15, 1963) but never got far.

**Best of both**

NBC's long-term research into effects of television and other influences on children's behavior has reached, after two years of five-year minimum commitment to project, what NBC authorities regard as milestone: development of new methodology that harnesses conflicting strengths and weaknesses of conventional laboratory and conventional survey approaches. Laboratory is good on cause and effect but does not approximate real life; surveys take real life into account but don't track cause and effect. NBC feels its approach combines best of both. Progress report has been presented to NBC management and will be given to other key officials in two-hour session April 20 by Dr. Thomas Coffin, research vice president, and Dr. Ron Milavsky, social research manager.

**Full house**

All major noncommercial-broadcasting operations in Washington will soon be housed together, half block from headquarters of FCC. They'll fill entire eight-story building, now under construction at 2025 M Street, N.W. Occupancy is targeted for fall. Here are tenants: Corp. for Public Broadcasting, National Association of Educational Broadcasters, Public Broadcasting Service, National Public Radio, production unit of National Educational Television, noncommercial WETA-TV.

**The politic thing**

NBC officials have pretty well decided that, even if current negotiations lead to sale of their six AM and six FM stations (probably to several different buyers), NBC Radio network operations will be maintained, probably by NBC. They are aware of touchiness that Washington historically was exhibited when there was talk of closing any radio network, and they think it unlikely they will find buyer for whole string of stations who would also want to operate network. Thus they are prepared to maintain network even without owned stations.
A LITTLE BOY NEEDS HIS MOTHER.
UNFORTUNATELY, MOTHERS DON'T ALWAYS
NEED LITTLE BOYS.

His mother may be a prostitute.
His father? Who cares.
His nursery is the street. Begging
and stealing. Years of ruinous
orphanages and brutal reform schools.
And then, if he's lucky, he's
handed over to one of Italy's nine
"Citta del Ragazzi" for orphand,
abandoned or emotionally disturbed
boys.

In a one hour special, "Love is the
Answer," Mike Douglas narrates the
story of the "Citta del Ragazzi," or
"Boys Town" of Italy, started 25 years
ago by Monsignor John Patrick
Carroll-Abbing. A priest from Dublin
who has more love and understanding
for little boys than all of their natural
parents put together.

"Love is the Answer" tells how one
man's love has literally saved the
lives of nearly 30,000 Italian boys.

We at Group W applaud Monsignor
Carroll-Abbing and his efforts. And we
hope, with this special program, to
prove his credo: "The great lesson of
life, the secret of happiness, is to love,
and the essence of love is to serve."
Pulitzer to sell KVOA-TV
In midst of federal antitrust proceedings directed against owner of two daily newspapers in Tucson, Ariz., Justice Department has approved sale of one of those papers, Arizona Daily Star, from William A. Small to Pulitzer Publishing Co. But at same time, Justice ordered Pulitzer to sell its KVOA-TV there within year.

Justice antitrust suit against Mr. Small challenged his joint operation of Star and Tucson Daily Citizen. Mr. Small entered into negotiations with Pulitzer to sell Star shortly after congressional passage last summer of Newspaper Preservation Act—which grants, in certain cases, immunity from antitrust suits to two or more papers with combined operations in same locality. However, closing was held up because of uncertainty aroused by Pulitzer’s ownership of KVOA-TV.

Justice’s order to Pulitzer to sell television station is apparently in line with its unfavorable position on print and broadcast ownership in same market.

No buyer for KVOA-TV has been announced by Pulitzer, which publishes St. Louis Post Dispatch (KSDK-MT-V) and also owns KQTV-Albuquerque, N.M.

ABC says yes to O’Brien
ABC has agreed to comply with Democratic National Chairman Lawrence F. O’Brien’s request for free prime time to answer President Nixon’s April 7 address on Indochina (see page 29).

In telegram to Mr. O’Brien Friday (April 9), ABC News President Elmer Lower said ABC would offer Democratic spokesman half hour in prime time to discuss Indochina situation and differences, cited by Mr. O’Brien, between Democratic Party and administration.

CATV deliberations commence
Thursday (April 15) is C day at FCC. Commission will begin effort that day to fashion basic CATV policy out of mountain of pleadings and reams of oral testimony taken from representatives of public, and broadcasting and CATV industries. Various staff elements—Cable Television and Broadcast bureaus, general counsel’s office, and chairman’s planning staff are preparing variety of possible approaches for commission’s consideration.

tion on Indochina troop withdrawals.

Mr. Lower noted that ABC has reviewed its coverage and found that it had complied fully with FCC fairness requirements, but said ABC would afford Democrats opportunity in view of importance of Indochina question. Mr. O’Brien’s request was also directed to NBC and CBS. CBS declined immediate comment; however, NBC indicated that it plans to deny request. NBC said it feels it has covered all sides fairly and noted that it has scheduled “Loyal Opposition” program April 30 featuring leading Democratic presidential candidates.

Couric out at NAB
John H. Couric, for 15 years vice president for public relations for National Association of Broadcasters, was “terminated” Friday (April 9), according to announcement from association that day, which said move was part of overall reorganization instituted last January (Broadcasting, Jan. 30).

Vincent T. Wasielwski, president of NAB, said: “John Couric’s credentials and service to NAB are truly first-rate. I’m sure he will have no difficulty in re-locating.”

Position of Mr. Couric, 50, became equivocal when Paul Haney, former “voice” of Mission Control, Houston, and Houston Astros publicist, was brought in as executive vice president for public relations. One of Mr. Haney’s first moves was to name Mr. Couric his number one assistant, but word circulated that that was only temporary (“Closed Circuit,” March 15).

GOP re-run on war coverage
Controversial NBC and CBS news tapes of Indochina war compiled by Vanderbilt University are scheduled for re-run, this time by Republican National Committee.

Greg Maurer, RNC press secretary, said Friday (April 9) that committee wants to let those with “expressed interest” in tapes have opportunity to assess them for themselves. He said showing is tentatively scheduled for next week and following week.

First showing of tapes, arranged by Senator Clifford Hansen (R-Wyo.) for congressmen and news media, led to charges by Republican senators that CBS and NBC slanted news of Laotian incursion to discredit Nixon administration (Broadcasting, March 22).

Video tapes are compilation of CBS and NBC news coverage of Indochina war from Feb. 25 through March 5, following Laos incursion.

Mr. Maurer said he attended first showing and took notes on CBS coverage of Vietnam war, noting he did not have time to do same for NBC coverage. He compiled chronological listing of items covered and found that, in his opinion, overwhelming majority of material presented is inconsistent with administration’s announcements.

FCC, Justice disagree on settlement payoffs
Department of Justice, in brief for government, has asked U.S. Court of Appeals in Washington to overturn FCC decision barring broadcast licensees from reimbursing citizen groups in connection with agreements to withdraw petitions to deny license-renewal applications.

Department said commission’s ruling “frustrates” public participation in renewal proceedings which court has held to be essential. It also said that commission action violates principle that commission follows in permitting reimbursement in other situations—competition for new stations or comparative hearings involving applicant for occupied facilities, for example.

Justice brief in opposition to one filed by commission was highly unusual. Justice functions as counsel for government agencies and normally joins with them in appeals case.

Case in which Justice is opposing FCC involves request for commission approval of agreement under which KTAL-TV Texarkana, Tex., would have paid $15,137 to United Church of Christ, which had aided number of black groups in petitioning commission to deny station’s renewal application. Groups withdrew petition after station

Excuse it, please
CBS correspondent Morley Safer got apology from U.S. Command in Vietnam for memorandum accusing him of having “ulterior motives” in his current pursuit of story in Southeast Asia (see page 23).

agreed to adopt number of programing and employment practices they had urged (BROADCASTING, June 16, 1969).

Commission, in order adopted on 4-to-3 vote, held that payment of expenses was not necessary to encourage filing of petitions to deny or to achieve goal of amicable settlements. It also said approval of reimbursements could lead to detriments to public interest, such as overpayments, inflated fees and filing of petitions by those motivated by hope of recovering large fees.

United Church of Christ appealed decision, supported by Friends of the Earth, environmentalist group.

Commission, in its brief urging court to affirm decision, said church and FOE had raised arguments never made before commission. As result, commission added, arguments are not properly before court.

Commission also said that decision to bar reimbursements—and thus bar possibility of “extraneous considerations” influencing negotiations—is within its authority.

Justice, however, said that commission should not be concerned with whether reimbursement is “necessary” to achieve public-interest goals. Commission, Justice said, “has an affirmative obligation to further the public interest, not merely to take those steps which prevent its complete extinction.”

Owens-Illinois and ‘Mr. Wizard’

Owens-Illinois Inc., Toledo, Ohio, consumer and technical products division, through Meldrum and Fewsmit Inc., Cleveland, will sponsor Mr. Wizard, children’s science program, on NBC-TV starting Saturday, Sept. 11 (12:12:30 p.m. NYT). Show returns to NBC after absence of six years. Starring Don Herbert, it ran on NBC from 1951 to 1965.

NAB backs CBS on subpoena

CBS got strong support in its stand refusing to provide Representative Harley O. Staggers (D-W. Va.), and his House Commerce Investigations Subcommittee with background material that was used in producing Selling of the Pentagon documentary on military public-relations activities (see page 22).

Vincent T. Wasilewski, president of National Association of Broadcasters, issued this statement Friday (April 9):

"Under constitutional guarantees of free speech and free press, we believe the notes and background material used by a reporter—regardless of his media; print, broadcast or other—are not subject to subpoena. If our freedom as a nation is to continue, then the guarantees of journalistic freedom must be maintained."

WeeksHeadliners

Raymond E. Spence, FCC deputy chief engineer, appointed chief engineer succeeding late William H. Watkins (see page 36).

John Seall, diplomatic correspondent, ABC, is expected to join White House staff as special consultant on information to President Nixon (see page 36).

Darryl Zanuck, chief executive officer, 20th Century-Fox Film Corp., Hollywood, resigns (see page 30).

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

Howard Johnson campaign

Howard Johnson Co., Boston (restaurants), began today (April 12) 10-week spot radio campaign on 225 stations in rants), began today (April 12) 10-week 110 markets through Grey Advertising, New York. It consists of up to 35 one-minute spots weekly in each market offers. This is in conjunction with April 5 launching of first national network radio campaign in company’s 46-year history.

National campaign, on ABC, CBS and NBC, includes combined total of 28 one-minute announcements per week primarily in morning and evening drive time and will also last 10 weeks with similar schedule planned for fall.

Stations unaffected by strike

KWGN(TV) Denver and WGN-AM-TV Chicago continued on generally unaffected by strike of engineers at Denver TV station and picketing at WGN in behalf of KWGN dispute. Strike began April 3.

WGN Continental Broadcasting Co., parent firm of both outlets, filed charges last week with National Labor Relations Board charging unfair labor practices against Denver Local 1823 of International Brotherhood of Electrical Workers as result of Chicago picketing. Some union workers at WGN-AM-TV declined to cross picket line there but others reported for work. Supervisory personnel were keeping KWGN functioning.

Denver Local 1823 charged that KWGN locked out its engineers for six days in early March after contract there had expired. Union claimed KWGN was attempting to force open shop, among other charges, most of which WGN Continental group spokesmen have denied. KWGN engineers returned to work in mid-March as negotiations resumed but walked out April 3 in further dispute. Renewed negotiations were continuing later Thursday (April 8).

FCC votes campus radio study

FCC announcement Friday (April 9) of intention to look into operations of college and university campus carrier-current radio stations brought with it controversy between Commissioners Thomas Houser and Nicholas Johnson.

Commission said additional information about contemporary carrier-current systems is necessary because it has received “substantial number of inquiries and requests” regarding off-campus service and networking.

Commission also noted 1969 Ford Foundation study indicating increase in campus stations.

Comments, due June 4, also were invited on proposed rules for such stations using interconnection of two or more systems and interconnection of system with electronic media such as broadcast stations or CATV.

Commissioner Johnson, sole dissenter, expressed doubts as to real motivation behind “interest in campus radio,” adding “inevitably there will be those—especially students—wondering if commission’s action is related to ‘desire to control’ medium run by ‘generation of students who have become politically vocal, often in opposition to establishment wars and other values.’”

Commissioner Houser termed Commissioner Johnson’s dissent an “incredibly political statement. Commissioner Johnson seeks not to disagree with his colleagues but to dishonor them before his constituency.”

In related issue, commission announced authorization to Clarkson College of Technology, Potsdam, N.Y., to have signal of its noncommercial WNYC-FM (FM) picked up by Athena Systems Inc., local CATV system and distributed to cable subscribers.

Argument set on drug lyrics

Request for temporary restraining order to prohibit enforcement of FCC policy statement on drug lyrics will be heard in federal district court in Washington April 13.

Judge William B. Jones scheduled hearing on request filed by national group fighting drug abuse, two college radio stations and several others who are seeking ruling that policy statement violates First Amendment (see page 32).

Meanwhile, “group of under-30 with-it’ New York professionals” appears hopeful of profiling from policy statement, which requires broadcasters to know contents of lyrics they broadcast.

Group has classified ad in current BROADCASTING, announcing service to aid broadcasters in meeting their responsibility—to “clue you in,” as ad says (see page 68).
Three successful Seasons on the NBC TV Network with a 32% average audience share* Golden Globe Award-winner
Diahann Carroll is Julia Baker
Lloyd Nolan is Dr. Chegley
Marc Copage is Corey Baker

contemporary programming for today's audiences! and... it's available now.
86 half-hours of comedy-drama in color

"Julia"

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New York, N.Y. 10019
(212) 957-5010

*NTI 1968-71
(Data for original programs)
Whether you concentrate in the printed media or in skywriting, it's good business to understand broadcasting—its impact, its costs, its inherent value to you, your client. Broadcasting is the one book that keeps you on the inside of broadcasting. It tells you when, why, where it happens—as it happens. This coverage—accurate, intensive, thorough—gives you the facts you need for your workaday, money-making use.

Subscribe now... pay later!

**Datebook**

A calendar of important meetings and events in communications

...indicates first or revised listing.

**April**


April 13—Eighth annual Publicists Guild awards luncheon. Century Plaza hotel, Los Angeles.

April 13—Deadline for comments on applications for, and FCC's rulemaking proposal concerning, domestic-communications satellite systems in 4 and 6 gHz bands or utilizing higher frequencies (Doc. 14695). Previous deadline was March 30.

April 13—FCC deadline for networks' affiliates associations to apply for prototype receive-only earth station (Doc. 14695). Previous deadline was March 30.

April 13—FCC deadline for Western Tele-Communication Inc. to file for earth station to be operated with systems proposed by other applicants. Previous deadlines were March 30.

April 13—Sales clinic sponsored by Television Bureau of Advertising. Buffalo, N.Y.

April 14—Meeting, New England CATV Association. Sheraton West Harbor, Bedford, N.H.


April 16—Annual meeting of Boston Herald-Traveler Corp. Statler Hilton hotel, Boston.

April 16—New deadline for reply comments on FCC's proposal to reprogram standardized regular CAF-cable programming of CATV cablecast programming. Previous deadline was March 4.

April 17—Meeting, American Academy of Advertising. University of Georgia, Athens.

April 16—Board meeting, Institute of Broadcasting Financial Management. Sherry Hyatt house, Atlanta.

April 16—New deadline for comments from National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-one market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Jan. 15 (Docs. 1810 and 18891).


April 16-17—Meeting, officers and executive board, Mississippi Broadcasters Association, Laurel.

April 16-17—Region 6 conference. Sigma Delta Chi, Minneapolis.

April 16-17—Region 7 conference, Sigma Delta Chi, Wichita, Kan.

April 17—Annual meeting and awards banquet, Georgia Associated Press Broadcasters Association. Marriott motor hotel, Atlanta.


April 17-23—International Videorecord & Equipment Market (VIDCA) and International TV Program Market (MITVP). Cannes, France (New York office: (212) 489-1360).


April 19-25—23rd cine-meeting, International Film, TV Film and Documentary Market (MIFED). Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.

April 20—Sales clinic sponsored by Television Bureau of Advertising. Salt Lake City.

April 21—Annual meeting, General Telephone and Electronics Co. Xeeneland Association Sales pavilion, Lexington.


April 21-22—House Communications Subcommittee hearings on Representations Lionel Van Dernet (D-Calif.), legislation (H. Con. Res. 215) opposing use of public funds by federal, state and local governments for purchase of broadcast advertisements. 10 a.m., Room 2123, Rayburn House Office building.

April 21-23—Convention, Ohio Cable Television Association. Sherson Columbus Motor hotel, Columbus.

April 21-23—Meeting on CATV program origination, National Cable Television Association. Palmer house, Chicago.

April 22—Sales clinic sponsored by Television Bureau of Advertising. Los Angeles.

April 22—Sales clinic sponsored by Television Bureau of Advertising. Dallas-Fort Worth.

April 22-23—Board meeting, National Cable Television Association. Arizona Biltmore, Phoenix.


April 23-24—Region 1 conference, Sigma Delta Chi, Hartford, Conn.


April 23-25—Symposium sponsored by Ohio State University, College of Social and Behavioral Sciences, in cooperation with Association for Professional Broadcasting Education, Corp. for Public Broadcasting and National Association of Educational Broadcasters. Topic to be studied: "Global Broadcasting: Dimensions and Promises." Ohio State University Center for Tomorrow, Columbus.

**Maker convention dates in '71**


April 24—Anniversary meeting and awards luncheon, Alabama Associated Press Broadcasters Associa-

April 24—Region 8 conference, Sigma Delta Chi, Hot Springs, Ark.

April 24—11th annual Western Heritage Awards ceremony, Cowboy Hall of Fame and Western Heritage center, Oklahoma City.

April 24-25—Region 2 conference, Sigma Delta Chi, Chelce Hill, N.C.

April 25-30—Technical conference and equipment exhibit, Society of Motion Picture and Television Engineers. Century Plaza hotel, Los Angeles.

April 26—Deadline for reply comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 gHz bands or utilizing higher frequencies (Doc. 14695).

April 26—Public hearing of Canadian Radio-Television Commission. Hearing will deal only with proposed CATV policies and regulations. Sheraton-Mt. Royal hotel, Montreal.


April 27—Annual meeting of stockholders, Zenith Radio Corp., 1900 North Austin Ave., Chicago.

April 27—Anniversary stockholder's meeting, Reeves Industries Inc., Miami Lakes, Fla.

April 27—Sales clinic sponsored by Television Bureau of Advertising. San Francisco.
April 27—Sales clinic sponsored by Television Bureau of Advertising, Indianapolis.
April 27—House Communications Subcommittee hearings on resolutions opposed to films and broadcasts derogatory to ethnic, racial and religious groups. 10 a.m., Room 2123, Rayburn House Office Building.
April 27—Spring conference, North Central CATV Association. Park Motor inn, Madison, Wis.
April 27—Convention, Audio Engineering Society. Audio equipment used in broadcasting will be featured in addition to other exhibits. Guest speaker at convention luncheon will be Mort Sahl. Los Angeles Hilton.
April 28—Annual stockholders meeting of Fosse, Cone & Bealing Communications Inc. Summit hotel, New York.
April 29—House Communications Subcommittee hearing to review activities of FCC. 10 a.m., Room 2123, Rayburn House Office building.
April 29—Sales clinic sponsored by Television Bureau of Advertising, Seattle.
April 29—Sales clinic sponsored by Television Bureau of Advertising, Atlanta.
April 30-May 1—Region 5 conference, Sigma Delta Chi, Terre Haute, Ind.
April 30-May 2—General Assembly of the Inter-American Association of Broadcasters, Bogota, Colombia.

May

May 2—New deadline for comments on FCC's proposal regarding availability of TV programs produced by non-network suppliers to commercial TV stations and CATV systems. Previous deadline was March 3.
May 4—Sales clinic sponsored by Television Bureau of Advertising, Boston.
May 4—Spring meeting, Pennsylvania Community Antenna Television Association. FCC Commissioner Thomas J. Houser will speak. Marriott hotel, Philadelphia.
May 5—Meeting, Missouri Association of Broadcasters, University of Missouri, Columbia.
May 5—Dinner sponsored by Michigan Association of Broadcasters, Madison hotel, Washington, D.C.
May 6—Sales clinic sponsored by Television Bureau of Advertising, Baltimore.
May 7—National Academy of Television Arts and Sciences Crafts awards at banquets in New York and Hollywood.
May 7—Distinguished Service Awards Banquet and joint Region 9 and 11 conference, Sigma Delta Chi, Las Vegas.
May 9—30th annual Emmy awards presented by National Academy of Television Arts and Sciences, teletcast by NBC-TV, Hollywood Palladium.
May 12—Sales clinic sponsored by Television Bureau of Advertising, Roanoke, Va.
May 12—Region six Institute of Electrical and Electronics Engineers conference "Engineering for the Conservation of Mankind" at Wood Lake Inn, Sacramento, Calif.
May 13—Sales clinic sponsored by Television Bureau of Advertising, New Orleans.
May 17—New deadline for comments from all parties except National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-one market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Feb. 15 (Docket 18110 and 18891).
May 18—Public hearing of the Canadian Radio-Television Commission. Bayshore Inn, Vancouver, B.C.
May 18—Sales clinic sponsored by Television Bureau of Advertising, Detroit.
May 18—Sales clinic sponsored by Television Bureau of Advertising, Omaha.
May 20—Spring managers meeting, New Jersey Broadcasters Association. Douglass College campus, Rutgers University, New Brunswick, N.J.
May 20—Sales clinic sponsored by Television Bureau of Advertising, St. Louis.

Now available individually, to TV and Radio stations: ninety 12" LP's from COLUMBIA RECORDS' EZ CUE MUSIC LIBRARY

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170 color half hours with a great track record... a winner on CBS for 6 consecutive years in 4 different prime-time slots.

Its lifetime, prime-time average was a hefty 22 rating and 34 percent share.* Always in the top 40, it ended its sixth year among the top 30* shows.

Excellent “Young Women” demographic comp. Never over-exposed as a daytime network strip.

These are just some of the important reasons why you should call Len Firestone for availabilities in your market.

*Source: NTI estimates, Oct.-Apr. averages (regularly scheduled programs). 1965-71 for prime time. Subject to qualifications on request.
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KVOC Tulsa
WTIG Washington, D.C.

170 COLOR HALF-HOURS
starring
EDDIE ALBERT/EVA GABOR

The only all-family, off-net show available with the dual appeal of pure rural and city sophistication.
Right on

Editor: It is most gratifying to witness such accurate reporting of our recommendation to PGW station clients concerning selling policies and procedures [Broadcasting, March 29]. It is also gratifying to receive so many immediate responses from our industry's leaders who are currently aware of the need to examine the ways in which we price and sell our medium.

The responses have come from agencies and advertisers, as well as from station clients and nonstation clients—most in agreement and some with a "wait and see" attitude. This was expected, for it is not easy to change concepts quickly, but we have a feeling that more and more stations will be moving in the direction of "fixed" schedules for national spot. —Lloyd Griffin, president, Peters, Griffin, Woodward, New York.

(The story reported PGW's proposal for the elimination of rotation plans and pre-emptible spots.)

Military caveat

Editor: I think it is fine that the U.S. Army is using $10.6 million of our tax money for television advertising. I would only suggest that to avoid misleading prospective recruits, and in the name of truth in advertising, the broadcasters demand of the Army that the following disclaimer be employed immediately after each commercial: "CAUTION: MAY BE HAZARDOUS TO HEALTH." —Paul Meissner, Port Chester, N.Y.

Low power loud and clear

Editor: I would like to express my sincere thanks for the great article in Broadcasting Feb. 15 re Poor Peoples' Radio Inc. As a result, we were invited to be on a local FM station interview, and afterwards, an old Magnecorder (PT-63) tape recorder was donated to us.

I did want to bring one error to your attention. Our "15-year-old" volunteer is a person known as Mike Webb, who asks me to mention that he is more than "good with a cup." As a matter of fact, most of the begging was done by yours truly, and I am the chief engineer and treasurer.

In the Feb. 22 Broadcasting KFPR (FM) is mentioned as "4 kw."
Actually, this should be 4 w.—Meyer Gottesman, Chief Engineer/Treasurer, KFPR San Francisco.

If at first

Editor: Your article on the Roper study [Broadcasting, April 5] is excellent and has already brought several favorable comments and inquiries for further information. Unfortunately, the captions on the charts were mismatched, so some readers may be misled. Here are the correct headings.—Bert Briller, executive editor, Television Information Office, New York.

(The charts reported the Roper Organization's seventh annual survey of public attitudes toward the media. They are reprinted herewith, hopefully in correct order.)

Most believable news source

Source: The Roper Organization Inc., March 1971
Executive and publication headquarters
BROADCASTING-TELECASTING building,
1733 DeSales Street, N.W., Washington,
D.C. 20036. Phone 202-938-1022

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1931 by Broadcasting Publications Inc.,
using the title BROADCASTING®—The
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What do you have to do to get renewed?

1. Be the first in your time period, outperforming both competing networks every year for three years.
2. Rank consistently among the top ten rated programs, in 41 out of 61 NTI reports during your three-year network run.
3. Average a 22.8 rating and 36 share for all three years.
4. Register a 29% advantage over the average rating of all other situation comedies across three years.
5. Average as high a share of audience with summer repeats' as first runs: 36%

CANCELLED ANYHOW!
Even after notification of cancellation, "Mayberry R.F.D." ranked seventh among all programs, according to the second NTI Report, March, 1971 and was fourth highest-rated, regularly-scheduled program. How would a 25.8 rating and a 38 share of audience suit your station? If you want to renew "Mayberry R. F. D."— or if you want a crack at it for the first time — we're syndicating the sitcom now.

KEN BERRY starring in

Mayberry R.F.D.

78 half hours, in color.
Available now for fall start.

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1. 3/31: 7/15/69; 4/15: 9/7/70
Source: National Nielsen Average Audience Household Estimates:
II Sept. 1968 wk. 2 — II Sept. 1969 wk. 1;
Subject to qualifications available upon request.
Too few creative teams can think in terms of radio

Eisaman, John & Laws is among those $10-million-plus agencies you can count on one hand who schedule 30% or more of their media expenditures in radio. While the big multimillion-dollar budget advertisers seem to pass up radio for TV, we keep watching some of our major clients eat into their competitors’ market share by investing in this less costly broadcast medium. For them we utilize radio as battleships—not as tugboats.

It’s always interesting to read the “success” stories about radio—when it comes from people at agencies that spend anywhere from 2% to 10% of their ad dollars in the medium.

Think what could be done if some real money were spent to back up the credits.

How often have you heard agencies or creative groups protest that radio cannot be used as an exclusive medium. Visuals are imperative, etc. Creative concept just doesn’t fit into radio, etc. Need to show the product, etc. Reach is not available, etc. Too much frequency against thin slice of market, etc. All are excuses much of the time.

Let’s face it. There are few creative teams that can think in terms of the radio medium. For years, they’ve been relying on every visual/audio aid available. They don’t want to be limited and many can’t use the medium well.

Perhaps another reason for this beautiful medium being ignored by the giants is the fact that there is a huge vacuum in radio expertise at big agency media departments. They may have a time-buyer or two who can negotiate for the medium, but few media directors or planners know how to incorporate it into their media strategy. Even fewer would have the courage to recommend radio, except as a minor or supplementary addition. Probably the main reason is that most of your higher level media people today have been raised in the TV medium. And the very shops where they work have little or no experience in radio.

Yet we see our clients, Pennzoil, Alpha Beta Markets and others, use radio as the primary and sometimes only advertising medium. We see them making inroads and spectacular sales gains even when over-all category usage declines, or when more competitors enter the market.

Let me tell you about two completely different uses of radio by our clients, both with absolute success.

For more than eight years, we’ve ignored virtually every rule in the reach-and-frequency book in targeting Pennzoil’s male audience. We say that we can advertise in two-and-one-half newscasts per week on a station for 52 weeks—stripping in the morning—and get more momentum from such a schedule for Pennzoil, than if we ran 12 to 18 spots a week on a standard package on the same station. Prove it? We can’t on a reach-frequency basis. We can at the sales level. Pennzoil sales have averaged a substantial increase every year over the past eight years while total motor oil use was declining.

In most of Pennzoil’s radio markets, total frequency on all stations averages about five announcements per week.

We put Pennzoil only in five-minute news programs with opening and closing billboards while recognizing that it can cost 150% of the standard minute rate. But Pennzoil owns the program—the commercial and the two important billboards. Every time we say “Ask for it” in a billboard we have another Pennzoil commercial. So those billboards are used and not just for framing the minute commercial.

Pennzoil spends in radio in one year in the Los Angeles market, for example, what most package-goods advertisers would spend in one month in TV. And Pennzoil spends less than its motor oil competition. Also Pennzoil, as an independent, does not have the opportunities of being seen out front in service stations representing the bulk of the gasoline and oil business. Yet, Pennzoil has a dominant share of the motor oil business in the West, and a competitive share nationally.

Alpha Beta Markets is a completely different situation. When radio was first tested for this client three years ago, it was fourth in share of market in Southern California. Our first campaign began with a very successful “total discount” announcement, when for three days running we scheduled “news-bulletin” commercials every half hour on every major station.

Response was immediate and traffic boomed. We then set up a 52-week continuing, high-frequency, multistation campaign.

Alpha Beta now runs some 650 commercials a week on 33 southern California stations all year long. Alpha Beta has doubled the average weekly volume of its stores and is now the number-one chain in southern California. Says George Oatman, director of advertising for Alpha Beta: “The way we’ve used radio—big and believable—has been a strong contributing factor in our move to number one.”

Market chains have used radio for years. But none have been able to match this successful combination of continued weekly high frequency and continued sustaining believable interview commercials. And none of them has used radio as its dominant medium. The budget for this campaign wouldn’t quite buy 100 gross-rating points a week in television. But, oh how successful this radio has been.

For our agency, radio just has to be a “battleship” medium. We’ve had too much success with radio to relegate it to the “tugboat” status. Says Alpha Beta: “You made us believe in radio.”

Following graduation from UCLA, William W. Kennedy served as a naval gunnery officer in the South Pacific during World War II. Discharged from service in 1946, he tried the agency field on his own before associations with Erwin, Wasey; Foote, Cone & Belding, and Grey. Five years ago Mr. Kennedy joined Eisaman, John & Laws; now, as VP-account supervisor, he oversees all food business including Alpha Beta Markets, Ward Baking, Johnston Pies and Tri-Valley Growers.
They've buried the blues at the networks

It's almost as good now as it was bad then, sales chiefs say of the turned-around market

Network television sales, recovered from a bleak first quarter when advertisers were staying away in droves, are beginning to assume record proportions for the new season that starts in September. "Much better than last year" was the uniform verdict from the sales vice presidents of all three networks last week.

More significantly, they reported, there is much more 52-week buying this year. "It's as if advertisers—now—are as determined to get in for the long haul as they seemed determined to stay out during the first quarter," one source said.

Actually, selling for the fourth quarter of 1971—the first quarter of the new season—has not really started. Negotiations thus far have been with the so-called up-front buyers for contracts extending over all or most of the season. Selling on the fourth quarter alone should begin in earnest within the next week or two, according to network authorities.

Although the sales vice presidents refused to give figures, other sources estimated that $200 million to $225 million in prime-time contracts had been written on the 1971-72 season as of last week. It was believed that NBC-TV, first on the street with its new-season line-up, was substantially ahead of the others in sales thus far, with ABC-TV and CBS-TV approximately neck-and-neck for second place. NBC said it already had more than $96 million on the books.

Agency as well as network sources confirmed that sales were strong and prices firm. Prices appeared to be averaging out at about $4 to $4.25 per thousand homes, up a dollar or more from the levels to which they fell before the first-quarter drought finally broke.

Procter & Gamble, Lever Brothers, Bristol-Myers, American Home Products, Colgate-Palatine, Miles Laboratories, Chevrolet, Ford, Oscar Mayer & Co., Charles Pfizer & Co., Ralston Purina and Eastman Kodak were among those reported by agency sources as having made multi-million-dollar commitments on one or more networks.

Procter & Gamble was said to have committed more than $20 million to CBS and big but undetermined billings to NBC and ABC—it's first major up-front buy on ABC in years.

Miles Laboratories reportedly has placed $5 million to $6 million each on ABC and NBC; American Home over $7 million each on CBS and NBC and unspecified but major billings on ABC; Lever $10 million or more on CBS plus significant commitments on NBC.

Among others, Bristol-Myers was said to have bought heavily on NBC and CBS, Pfizer extensively on ABC and CBS, Colgate and Oscar Mayer also on CBS and ABC, Chevrolet, Nabisco, Metropolitan Life and Gulf Oil on NBC, Ford on ABC, Kodak and Ralston on CBS.

ABC's Monday-night pro football series, going into its second season, was said to be 80%-85% sold and virtually assured of a sell-out, with advertisers thus far including Ford, Sunoco, Avco, Humble Oil, Schick, Phillips 66, Gillette, Zenith, Arrow shirts, Goodyear, Hertz, Sears Roebuck and Aurora plastics.

The surge in long-term contracts was generally attributed to renewed advertiser confidence in the general economic outlook and the reduction in inventory that will result from the FCC's prime-time access rule, limiting networks to three hours of programming between 7 and 11 p.m. NYT, beginning next fall. Another factor: advertisers a year ago were aware of the imminent loss of cigarette advertising by the networks and many therefore passed up long-term contracts in favor of wait-and-see.

The bullish outlook for the new season is in sharp contrast with the opening months of this year, before a sudden surge in February and March transformed second-quarter prime time—and ultimately other daysparts as well—from distress merchandise into hard-to-get commodities (Broadcasting, March 15, et seq.).

"We are aware of a number of clients walking around with millions of dollars [in second-quarter network budgets] in their pockets and no place to put them," Frank M. Smith Jr., sales vice president of CBS-TV, said last week.

Since the second-quarter sell-out, however, the networks have been concentrating on new-season sales, with the result that at ABC and CBS, in particular, third-quarter selling hasn't really begun.

NBC has made some third-quarter sales, however, and reports cost-per-thousand prices up about 4% from a year ago, and officials of the other networks see no reason why it shouldn't be as good a summer as last year's.

James T. Shaw, vice president in charge of sales at ABC-TV, said that "the influx of 52-week purchases for the new season is at an all-time high for this network, and I imagine it is for the others, too." Moreover, he said, "all purchases are at improved pricing compared with previous years."

Mr. Shaw attributed the greater number of 52-week contracts both to the prime-access rule's imminent reduction in commercial availabilities and to advertiser recognition of ABC's "continuing improvement" in delivery of gross rating points and 18-49 age-group demographics. He was encouraged, too, because "with more advertisers buying up front and for longer periods, there will be fewer availabilities to sell—aside from the reduction in availability under the prime-time rule."

Mr. Shaw said ABC's second quarter was "very successful" but that its "third quarter is not really on the market yet." Third-quarter selling should begin this week or next, he said, predicting sales for the period should be "normal, compared with other years."
three networks “should do quite well when the three-hour economy is in full swing,” with long-term contracts already written assuring continued growth through at least the second quarter of 1971.

At CBS, Mr. Smith said up-front selling for 1971-72 “is far better than last year.” Making clear that he was talking about sales for the year, not the fourth quarter alone, he said that “we have concluded negotiating with approximately 10 advertisers already and are still negotiating with about 10 others. “I would say things are going very well. There is stability in the marketplace and the three networks are very competitive.” He said CBS was “not really in the market with the third quarter” but would be shortly, and “I see no reason why it shouldn’t be — but I would hope it will be a little more orderly than the second quarter was.”

That was the time in February and March when all three networks were suddenly so deluged with second-quarter orders that they could hardly keep track—a difficulty compounded in CBS’s case, Mr. Smith said, by a breakdown of its computer for a few days.

He figured the loss of cigarettes as representing a year’s normal growth for network-TV and speculated that 1971 network sales volume would equal 1970’s if it were not for the prime-access rule. With the reduced inventory, he expected volume for the year to be below 1970 levels but pointed out that the rule will curtail program costs, too, and accordingly “should help on the profit side.”

Referring to the first-quarter slump in sales, Mr. Smith said that “I don’t know how it could have been any worse.” But he didn’t think that so bleak a situation was apt to arise again, if only because of the diversity and timing of the elements that created it—loss of cigarettes, network TV’s biggest single advertising category, on the heels of a protracted automotive strike on top of a generally depressed economy. In any case, he said, “we’ve weathered this storm, from my point of view, quite well. It’s bottomed out, and now we can get on to bigger and better things.”

John M. Otter, NBC-TV network sales vice president, estimated that his network has already recorded “a little more than $96 million” in prime-time business for the 1971-72 season. “The happy thing,” he said, is the encouraging move of major advertisers into 52-week contracts—firm through the first 28 weeks, covering NBC’s winter, or peak, season—because “we can go on and sell other things [programs] rather than continue to sell the same time [positions] throughout the year.”

Mr. Otter reported a number of key network advertisers in the forefront. Procter & Gamble, for example, has bought the James Stewart Show (Sunday, 8:30-9) for 52 weeks, and participations in the movies and Flip Wilson Show (Thursday, 8-9). Lever Brothers, which has “six times as much business on NBC as it had last year,” is also in Flip Wilson, Laugh-In (Monday, 8-9) and Nichols (Monday, 9-10).

Also in the 52-week ranks: Chevrolet is in Bonanza (Sunday, 9-10) and Nichols—the auto firm, it was noted, is spending over $2 million more on NBC than it spent last year—while Nabisco, Metropolitan Life and Gulf Oil are all “firm” in Walt Disney (Sunday, 7:30-8:30); American Home Products, which bought heavily in all three movies including World Premiere (Friday, 8:30-10:30), also is in Night Gallery (Wednesday, 10-11) and Bold Ones (Sunday, 10-11), and Miles Laboratories (spending over $5 million on the network) is in Laugh-In, Bold Ones and Dean Martin (Thursday, 10-11).

The buying impetus is continuing for the third quarter of this year. Mr. Otter said. He was of the opinion that advertisers buying at a high level for that quarter are of two kinds: advertisers who were not able to buy network in the second-quarter sales surge, and advertisers who, noting what happened in the second quarter, are buying early. Cost-per-thousand in prime time, he said, is about 4% higher than last year in the third quarter periods. At the end of February, he said, third-quarter CPM’s had been about the same as last year’s. The CPM for fall-winter appeared to be “considerably over” last year’s, he said, reminding that the networks have less programing to sell in prime time because of the FCC rule.

He said network sales executives (and, he surmised, spot salesmen too) have a “better taste” in their mouths than they did last January when network sales levels were down and pricing was depressed. “We’ll all [both network and spot sales executives] get a campaign ribbon that will commend those who fought and survived the Battle of the First Quarter of 1971,” he said. “I do not know if we ever experienced a worse one.”

Otter on the first quarter:
“I do not know if we ever experienced a worse one.”

Smith on the second:
“We are aware of a number of clients walking around with millions of dollars in their pockets and no place to put them.”

Shaw on the third:
Just beginning, it should be “normal, compared with other years.”

All agree that the fourth will be better than 1970’s
New front opening in TV news war
Staggers subcommittee subpoenas CBS, NBC documentaries; Stanton refuses to yield outtakes, other unaired materials

The Investigations Subcommittee of the House Commerce Committee—the Staggers subcommittee—issued subpoenas against CBS and NBC in what appeared to be a preliminary to a full-fledged hearing on how TV networks produce information programs.

The subpoena issued against CBS asked not only for the complete 16mm sound film copy and written text of that network’s The Selling of the Pentagon, but also for outtakes, workprints, sound tape recordings, written scripts, transcripts whether or not used in the original Feb. 23 broadcast and the March 23 repeat. The latter included comment from critics and a statement by Richard S. Salant, president of CBS News. The subpoena also asked for information about payment to any of the persons who appeared in the program, as well as the names and addresses of individuals that were shown, except those who are well known (like military officers and congressmen).

The call on CBS brought an immediate statement from President Frank Stanton who said CBS would comply as to furnishing the film and transcript, but would not honor other requests by the subcommittee.

"[The other demands] therefore raises an unprecedented issue in the history of the relationship between the federal government and the press in this nation," Mr. Stanton said. "No newspaper, magazine or other part of the press could be required constitutionally to comply with such a subpoena with respect to material gathered by reporters in the course of a journalistic investigation but not published."

Dr. Stanton noted there is no question in this instance of alleged violation of criminal law on the part of the broadcaster—thus covering the tracks CBS made previously in honoring requests for outtakes of the WBBM-TV Chicago "pot party" episode. And, he added, there does not seem to be any governmental interest in whether the broadcaster has evidence pertinent to the criminal prosecution of third persons. "Rather," he said, "the sole purpose of this subpoena, so far as we can ascertain it, is to obtain materials which will aid the committee in subjecting to legislative surveillance the news judgments of CBS in preparing The Selling of the Pentagon."

And, he added, "The fact that television and radio stations are licensed by the government does not deprive the broadcast press of First Amendment protection..."

The CBS program has been the target of sustained criticism by members of the executive branch, Congress and the military since it was first broadcast in February (BROADCASTING, March 1 et seq.).

The subpoena to NBC called for similar data on that network’s Jan. 8 Say Goodbye program that dealt with vanishing wildlife, and which has been attacked by hunters who claimed it was falsified in spots, and by animal lovers. A particular object of protest is one segment that showed a mother polar bear shot by hunters leaving her two cubs nuzzling her carcass.

An NBC spokesman said that the network would have no objection in turning over to the subcommittee a print of the program and the transcript. However, it was noted, that the network obtained the program from the Wolper Organization, Los Angeles, and directed the committee to that source for the additional information. A subpoena was issued for the additional material from Wolper.

Privately, it was understood, the polar bear segment was actually supplied to Wolper by the Alaska Game and Fisheries Commission, and that what seemed to be hunting was actually that commission’s personnel shooting a tranquilizer into the mother bear.

Reached in Hollywood Thursday night, David Wolper stood by Say Goodbye “one-hundred percent.” He felt the attack by hunters, gun lobbies and other “special interest” groups sought to divert attention to what was essentially a production technique.

The thrust of the Wolper organization’s position was that (1) Say Goodbye was not a news report or a news documentary, but was “an intentionally emotionally-charged cinematic essay” built deliberately to “dramatize pre-established and authenticated facts,” and (2) that while, by “benefit of 20-20 hindsight” it probably would not do the polar bear sequence the same way again—because of its vulnerability to criticism—it felt the overall message of Say Goodbye was valid. In one section it quoted a definition of documentary as “endorsed by the 14 member nations of the World Union of Documentary” to bolster its position. That section:

"By the documentary film is meant all methods of recording on celluloid any aspect of reality interpreted either by factual showing or by sincere and justifiable reconstruction, so as to appeal either to reason or emotion, for the purpose of stimulating the desire for and the widening of human knowledge and understanding and of truthfully posing problems and their solutions in the spheres of economics, culture and human relations."

Speaking specifically of the polar bear sequence, Mr. Wolper said they had “utilized the best existing film images available to us to enable us to movingly represent known encroachments upon polar bears. These images included scenes intercut from an actual polar
beart killing, and an anesthetized polar bear to dramatize known facts. This is a technique commonly used in the production of nature documentaries, by all major filmmakers.

"In short," the Wolper statement continued, "we treated upon the facts in accepted documentary film montage form, with no specific references in script or image to where, when or whom."

Authority to issue the subpoenas was given to the staff April 7 when members of the investigation subcommittee determined to go ahead with what up to then had been a more informal study. The subpoenas are returnable next Tuesday (April 20). The subcommittee originally met March 31 and ordered the staff to prepare material on the Selling of the Pentagon program with an eye toward holding hearings on a whole range of network news practices with special attention on alleged misrepresentations, staging, deceptive editing, etc.

The Investigations Subcommittee consists of Representatives Harley O. Staggers (D-W.Va.), who is chairman (and also chairman of the parent Commerce Committee); William L. Springer (R-Ill.), ranking minority member of the full committee; Ray Banton (D-Tenn.); Henry Helstoski (D-N.J.) and Richard Shoup (R-Mont.). Daniel J. Manelli is acting chief counsel of the subcommittee.

**Pentagon, CBS in new rhubarb**

**Military suspects Safer, on Vietnam assignment of 'ulterior motive'**

CBS News charged the U.S. military in Vietnam last week with attempts at "government news management and news manipulation" after the Associated Press reported from Saigon that military information officers there had warned in a memorandum that CBS News correspondent Morley Safer may have an "ulterior motive" in his current reporting from the field.

CBS News President Richard S. Salant said the memorandum "casts its own frightening shadow." He said he could "hardly believe it was written, but if so it is a particularly hair-raising attempt to discredit news reporting in advance of its preparation, much less its distribution. In other words—government news management and news manipulation."

AP dispatches said information officers in the central highlands of Vietnam had been warned that Mr. Safer, on assignment for 10 days there by CBS, may have an "ulterior motive" in what he say, "let's do something upbeat." We have produced programs that many people would consider 'positive,' such as the ones we did on Presidents Eisenhower and Johnson and on the Supreme Court with Justice Black, but we did them because we felt they were newsworthy."

Does television news accentuate violence, the negative and the downbeat because they are more eye-catching?

"I don't know a single producer who would say that he doesn't want the Vietnam war or the riots on college campuses to end because he wouldn't have any programs to put on," The CBS News producer asserted. "The world is ugly and we're here to portray it. We're not responsible for the message. It was there. It happened. On the other hand.

CBS News produced a documentary on Bob Jones University in South Carolina, which never has had a campus disturbance. We didn't do it because this was a 'positive' story. We did it because we felt it was newsworthy."

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Mr. Benjamin noted there "is nothing new about the adversary relationship between government and the press and cited President Franklin D. Roosevelt as an example of an official who hired a steady salvo of criticism at newspapers during his administration. "In those days," he added, "critics would say, 'You misquoted me,' while today, with TV, they say, 'You mis-edited me.'"

**Quiet in eye of the storm**

**Pressures on high don't reach the troops, says CBS's Bud Benjamin of life after Agnew**

The spirit of Spiro Agnew and kindred souls doesn't hang at all over the head of Burton (Bud) Benjamin as he applies himself each day to the task of producing documentaries for CBS News. Mr. Benjamin, who is senior executive producer, is aware that Mr. Agnew and assorted critics are out there watching—closely—but he has main concern now, as always, is to "turn out better and better productions."

"The criticism by Mr. Agnew and others and their presence haven't affected my work at all," Mr. Benjamin said last week during an interview in his comfortable office at the CBS Broadcast Center in New York. While we are shooting, we are trying to do as good, as honest, as factual a program as possible. When it's over, we sometimes wonder if we could have done a better job. But we don't need an Agnew or others to spur us on to do a better job." Mr. Benjamin has been with CBS News for 14 years and was responsible for The 20th Century, which won 30 awards. He also was executive producer of The 21st Century and of the Peabody award-winning CBS Reports: The Poisoned Air. In 1968, he supervised production on the controversial CBS Reports: Hunger In America documentary.

Has the "flak" resulting from charges leveled against network documentaries been the topic of conversations among working producers?

"I would say there's little discussion when we're working," Mr. Benjamin replied. "We're too busy, trying to do a good job. I know there is discussion on the administrative and executive levels, but producers don't get that involved in it."

Have there been hints that documentaries of a less controversial nature should be produced?

"Never, not once," the veteran producer exclaimed. "Never has anyone said that 'Maybe we should cool things down a bit and do a program on Arbor Day or wild horses.' We have three general criteria for doing a documentary: Its significance, its journalistic validity and its visual appeal."

Is it conceivable that CBS News would produce documentaries that are significant and newsworthy but give a "positive" image of America?

"We just don't think in terms of 'positive' or 'negative,'" Mr. Benjamin answered. "I really wouldn't know what Mr. Agnew or other critics would consider 'positive' or 'negative.' We don't say, 'let's do something upbeat.' We have produced programs that many people would consider 'positive,' such as the ones we did on Presidents Eisenhower and Johnson and on the Supreme Court with Justice Black, but we did them because we felt they were newsworthy."

Does television news accentuate violence, the negative and the downbeat because they are more eye-catching?

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Announcing the
You can pull our new Chroma III off its studio tripod and take it to the sun-baked stadium or the wind-chilled ski slopes without making an adjustment. It's the most flexible—and the least temperamental—camera you've ever known.

Chroma III converts instantly to any operating mode. In the field it gives you full NTSC capability as a single unit, using standard coax. Change the cable and switch over to studio CCU, and it's back in multiple-camera operation.

Chroma III also lets you forget about temperature extremes, line voltage variations, daily re-registration, and other usual set-up adjustments.

This, in brief, is Chroma III:

- Excellent colorimetry—through the most efficient, most color-faithful prism optics ever built for a color camera—the result of computer-aided design.
- Pushbutton set-up—one man does it in seconds.
- Hands-off registration—maintained automatically through precise, feedback-stabilized width / linearity / centering circuits.
- Built-in full-screen video level monitoring—reads directly in IEEE units.

- Ultra-stable color encoder—digital phase-shift circuitry and 50 dB carrier rejection under all environmental extremes.
- Pushbutton white/black set—instantaneously sets video level, pedestal level and color balance.
- Automatic servo iris—with provision for local and remote override.
- Built-in digital sync generator—for self-contained operation.
- Pushbutton digital shading—establishes exact shading corrections.

We've made the camera that our experience and field research have told us you want. These features just begin to tell the story—but we think you'll agree it's a great beginning.

Write today for our six-page Chroma III brochure.

TELEMATION
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Phone: 801-487-5399
plans to report. The memorandum, it said, was written in the U.S. information advisor’s office for South Vietnam’s second military region at Pleiku. AP said that Mr. Safer had denied the accusations.

Mr. Safer was in Vietnam to report for 60 Minutes, of which he is co-host.

According to AP, the memorandum noted that Mr. Safer planned to be in an area where heavy fighting had taken place (Tan Canh) and warned: “The world is to be cautious and that Safer is not merely covering the war, but has an ulterior motive.” The memorandum, the wire service report continued, said there were “two possibilities:” noting that the U.S. Command Office of Information learned that Mr. Safer “is seeking evidence to pan Vietnamese training,” that the U.S. Army headquarters in Vietnam believed the correspondent was attempting to “do a feature on fragging” (incidents in which enlisted men set off fragmenting bombs against officers).

AP said the memo also suggested that Mr. Safer might “exploit” a casually story. Both South Vietnamese information officers in the region and Major General Charles P. Brown, commander of the U.S. First Field Force, were also to be notified.

David Miller, CBS bureau chief in Saigon, was quoted in the dispatch as finding the memorandum’s comments unfounded and as saying: “If their intelligence is not better than that, then we’re all in real trouble.” He said Mr. Safer was there to do a story on the South Vietnamese army and that the U.S. Command was informed “exactly” of that. Mr. Safer, said AP, expressed surprise at the memorandum and said he had notified the command in advance what his coverage plans were and that he denied any “ulterior motive.”

Deputy Assistant Secretary of Defense Jerry Friedheim said last week following news of the warning advisory in Vietnam: “Mr. Safer will be accorded by the Military Assistance Command-Vietnam (MAC-V) as he would . . . anywhere in the world the same courtesies and assistance as would any other American newsman.”

A MAC-V statement issued in Saigon said that it had assisted Mr. Safer in visits to Army of the Republic of Vietnam training centers and that he “has been and will be extended the courtesies and assistance accorded all newsmen in gathering information for their stories.”

## CATV’s hard push for local origination

**NCTA programing session set in Chicago next week as operators strive to meet FCC’s requirement**

Cable TV operators are meeting in Chicago next week for a second round on programing, but the aim this time is on the economics of programing. The first programing conference took place last year, also in Chicago, and was principally an introduction to program availabilities.

This year’s gathering, again sponsored by the National Cable TV Association, is scheduled for April 21-23 at the Palmer House. Featured speakers will be: Barry Zorthian, president of Time-Life Broadcast Inc., the April 21 banquet speaker, whose company is selling off its broadcast properties but is holding on to its cable-TV investments; FCC Commissioner Thomas J. Houser, the luncheon speaker April 22, the commission’s newest member who is a former Chicago lawyer, and Geoffrey M. Nathanson, president of Optical Systems Corp., Los Angeles, who will talk on leasing cable channels.

Scheduled are four panel discussions, pointed principally at the basics of programing: economics, advertising, alternative sources, and equipment standardization and distribution.

As of last week, more than 50 registrations had been received at NCTA headquarters, which anticipates a total registration of between 125 and 150. Program exhibitors are lagging somewhat with fewer than a dozen already signed. But, it was noted, perhaps this is because the conference is not aimed particularly at program product.

The CATV program meeting comes almost a month after the FCC-imposed deadline for local origination by cable systems with 3,500 or more subscribers. This order, which became effective April 1, is estimated to affect 325 cable systems, but many of them voluntarily have been originating local programs for a number of years. For example, Teleprompter Corp., multiple-cable owner, was originating programs on more than 30 of its systems before the others got into the act.

Leasing of channels to outsiders is not widespread, but long has been discussed as one method of meeting the FCC’s origination order (see above).

In its survey of cablecasting activities and plans by cable systems, the National Cable TV Association’s preliminary finding is that 18 CATV systems lease channels and that nine of them say they have turned over programing to the local radio station.

A check with these stations show a wide range of arrangements, ranging from WDDW(AM) Danville, Va., which pays $100 a month for the privilege of running its complete radio service as background to the cable system’s weather-news channel, to WKRT(AM) Cortland, N.Y., which has a 30-year lease for one channel in that community and which has programed it on some days up to 18 hours daily. Actually, there is no payment involved in the Cortland lease. It is sort of a trade-out deal—the CATV’s headend is on property owned by WKRT and the use of the channel is the payment to WKRT.

 effective date of the order, and had 63 cablecasting on or a few days before that date. And, the firm noted, 16 of them do not fall under the FCC requirement since they have less than the required 3,500 customers.

Robert H. Symonds, Teleprompter’s vice president in charge of CATV operations, commented that Teleprompter does not regard the FCC ruling as an order. Rather, he said, it is an opportunity: “We are the stewards of a medium which can, through its many channels, become the first definitive outlet for broad public expression. We would be derelict if we failed to open this outlet for the public as soon as possible.”

The CATV origination order, however, is under attack. Midwest Video Corp., Little Rock, Ark., a group-cable owner, challenged the order in federal court in Washington on the ground that the FCC does not have the authority to require originations by CATV. Argument on this appeal was heard last January.

In that same month, in fact in the same week that the court heard the Midwest Video appeal, the commission turned down a petition from the California Community Television Association to change the floor on subscriber levels from 3,500 to 10,000 before a cable system is required to engage in local programing.

But, acting on its own, the commission said it would entertain petitions for waivers of obligatory origination from systems having between 3,500 and 10,000 subscribers. And, it added, none

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**26 PROGRAMING**

**BROADCASTING, April 12, 1971**
Which of these cities has the safest air to breathe?

San Francisco has the safest air out of these seven cities. But don’t pack your bag. The air in San Francisco is polluted. It’s just not as bad as New York, where you inhale the equivalent of a half-pack of cigarettes on an average day.* If you don’t smoke.

There’s a CBS-owned AM radio station in each of these seven cities. And they’re all doing something about air pollution. It’s a big responsibility. Because our stations feel responsible to over 60 million people.

WBBM Newsradio is the CBS station that serves the Chicago area. They ran a series entitled “Pollution in Chicago.” It zeroed in on Chicago’s ten major air and water polluters. Other community-spirited groups joined the outcry against the polluters. The result? Chicago’s air is still dirty. But not as dirty as it was.

Whether the problem is air pollution or drugs, unemployment or crime, or simply the news of the day, the people of these seven cities can turn to a CBS-owned radio station for help. In fact, we’ve won quite a few awards for our community service. But that doesn’t mean we’re going to rest on our laurels.

Because a laurel doesn’t do you much good when what you really had in mind was a nice breath of fresh air.

The CBS Owned AM Stations

We feel responsible to over 60 million people.

*Based on benzpyrene content of New York City air samples as measured by the Department of Air Resources.

Cablemen oppose logging proposal

NCTA, others say elaborate program records would be unnecessary, burdensome

A war of words is developing over the FCC's proposal to require standardized program logging of cablecasts.

The National Cable Television Association and a number of other CATV industry interests urged more lenient requirements, while ABC and the Office of Communications of the United Church of Christ, the latter filing earlier in the proceeding, added some requirements of their own.

Terminating the proposed rules "arbitrary, undesirable and unnecessary," NCTA told the commission that only such information as is absolutely necessary should be required. By the same token, NCTA argued, only such information as "will be useful to, and used by the commission should be required."

Concerning the commission's proposed commercial standards whereby no provision other than logging of approximate time and identification of commercial

of those petitioners need start origination until action was taken on the petitions. As of the middle of last week, about 50 such appeals had been filed with the FCC.

Other petitions for waivers of the origination order have also been filed with the FCC, and last week the commission acted on five of them—all from cable systems with 10,000 or more subscribers; all seeking extensions of the April 1 deadline.

Delays of from five to six months were granted to CATV systems in Macon, Ga.; Tyler, Tex.; Fort Smith, Ark., and Concord, Calif. In each case, the petitioners showed that their efforts to comply with the April 1 target date had been stymied by equipment delivery delays, construction problems, or, as in the case of the Macon cable system, long-range plans by Cox Cable Communications Corp., to coordinate its existing cablecasting efforts in Warner Robins, Ga., which it also owns, with the system in Macon.

Sums ranging from $55,000 to $100,000 have been committed by the five cable owners, the documents showed.

Ironically, one instance where the commission denied the request for delay, it said that the problems that had been submitted for consideration were conjectural. This was a joint petition from the Gainesville, Fla., CATV system and wcjb(tv) (ch. 20) there asking for a delay in the commencement of local programing by the cable firm because the UHF station went on the air for the first time the same April 1 day.

Fear was expressed that the ch. 20 station would be bucking the cable system's originations for audience and might be adversely affected.

Meanwhile, the NCTA is surveying its membership to determine how cable systems are meeting their programing obligations. Based on the first 600 returns, the survey shows that before April 1, almost 100 systems were producing local programs for an average of 15 hours weekly. And that eighty of those cable systems accept advertising on those channels at prices that run an average of $21 per minute spot, $65 per program, or $144 per series.

Sports blackout bill readied by Proxmire

When the Senate returns this week from its Easter recess, Senator William Proxmire (D-Wis.) plans to introduce legislation that would ban TV blackouts of home professional football games when the games are sold out.

The senator made the same proposal informally last fall to the Commerce Committee, which has decided to hold hearings on the issue (Broadcasting, Feb. 15).

In a speech prepared for delivery in the Senate, Senator Proxmire said the bill would amend federal law by requiring that those who hold TV rights to away games be required to televise the sold-out home games. The present antitrust exemption permits football, baseball, basketball and hockey teams to pool their TV rights and sell them to the networks as a package. It also permits teams to black out home games. Senator Proxmire's amendment to the law would remove the antitrust exemption when the home games are sold out.

Senator Proxmire pointed out that "the airwaves belong to the public and not to the pro football leagues." In most cities, he added, the local stadium has been built with public funds and yet the taxpayers can neither buy a ticket nor see the game on TV.

The proposed amendment would not be unfair to the regular ticket holder, he contended, because home-game TV coverage would only occur if the game was sold out. He said his proposal could increase TV revenues for professional teams.

"Times have changed since the blackout section was passed," he said. "Pro
burden" on CATV systems.

The Empire-Lebanon system urged the commission to allow a system to determine the amount of commercial matter on the basis of its "preset scheduling" of such announcements, rather than having to verify commercial matter per hour or length of each commercial message by actual "on-the-air" viewing before log entries can be made.

The Antenna-Buckeye-National Trans Video group said the "additional operational burden" that will be imposed by adoption of the new logging requirements would be limited if it applied to CATV's with more than 3,500 subscribers. The group urged that any logging requirement eventually adopted should be as flexible and as simple as possible in posing minimal burdens.

ABC urged more stringent requirements, contending that information as to whether programming has been available over the air, generally or locally, and whether it is being offered for a per-program or per-channel charge, is "minimally necessary." With this information, ABC said, the commission would know the extent to which the CATV system is functioning by "simply repeating product available over the air rather than truly developing new and different offerings."

teams are no longer struggling to survive. It is time that the fan got a break as well as the owners of the clubs."

Senator Proxmire pointed out that technically his measure would also apply to other areas of sports that impose TV blackouts.

O'Brien again asks for time to answer Nixon

Democratic National Chairman Lawrence F. O'Brien last week demanded free "comparable prime evening time" from the three networks to respond to President Nixon's address to the nation on April 7 concerning U.S. policies in Indochina.

The action follows refusal by ABC and NBC to give the Democratic Party equal time to balance exposure they gave President Nixon in other broadcasts (BROADCASTING, April 5).

In telegrams to ABC, CBS and NBC last Thursday (April 8), Mr. O'Brien charged that in the April 7 telecast the President "clearly" sought to blame the Indochina conflict on the Democratic party. And, he added, in the telecast the President dealt in detail with his reasons for not setting a specific date for U.S. troop withdrawal from Indochina, while the Democratic Policy Council and Democratic congressmen have gone on record in support of a specific withdrawal date. This difference of opinion between the Democrats and the administration "obligates your network to provide comparable time . . . ."

Mr. O'Brien said. He said the DNC would work with network representatives in selecting appropriate spokesmen and a suitable program format.

A past-and-present view of press and Presidency

The continuing conflict between U.S. Presidents and the news media was discussed by the top communications advisors of four administrations on NBC-TV's Comment program, scheduled for yesterday (April 11) at 6:630 p.m. EST.

The participants stressed the need for an "adversary relationship" on the part of the press to ferret out news that is being withheld, but added that news media must exercise responsibility in matters of security and be prepared to take criticism.

Herbert G. Klein, director of communications for President Nixon, said that for the government, the answer to credibility must lie in candor and truth. He said most reporting in the news media is "good," but he upheld the right of government officials to speak out openly "without undue concern of retaliation by the media."

George Reedy, press secretary and special assistant to President Lyndon B. Johnson, voiced the view that U.S. Presidents "do not have press problems, they have political problems." He explained there is a tendency to blame the news media when government officials are linked with "bad news," such as war, unemployment and inflation. He suggested that Presidents stick to their basic duty of national leadership and leave the press problems to the technicians on their staff.

Pierre Salinger, press secretary to President John F. Kennedy, said the relationship between the press and the Presidency always has been hostile and that this struggle will continue. He said its intensity will diminish as government becomes more truthful and candid and the news media recognize that national problems require the broadest and fairest possible approach in coverage.

Roger Tubby, press secretary to President Harry S Truman, said Mr. Truman recognized that probing, disputatious media are "vitaliy important to a healthy democracy." He added that Mr. Truman had high respect for reporters covering the White House but felt that publishers and editors and commentators often engaged in distortion and misrepresentation.

Mayor Daley wins; Chicago TV's lose

They're flooded with complaints when early election reports cut into prime-time programs

Chicago station officials will long chew over the issue of whether to give the people the news as it happens or wait until they want it.

Just about everyone in Chicago knew that Mayor Richard Daley and his political machine would grind the challenger to bits in last Tuesday's (April 6) election.

What viewers didn't know was that their prime evening television would be interrupted regularly so the hard-news buffs could witness the ritual of live coverage of the concession and victory statements. And they reacted, deluging stations with calls that continued still late the next day.

A pool arrangement had been set up, with NBC-owned WMAQ-TV providing the live camera facilities at democratic incumbent Daley's headquarters, and ABC-owned WLS-TV providing the camera facilities at the headquarters of the Republican hopeful, Richard Friedman. Also taking feeds were CBS-owned WBBM-TV and independent WGN-TV. Advance planning estimates were that the break would come in the 9-10 p.m. period at the earliest, but instead it hit about 8:30 and caught nearly everybody short.

WLS-TV was carrying the network movie Escape and lost the final suspenseful half-hour. Phone protestors became so frustrated trying to reach ABC that some 500 of them phoned the network long-distance in New York and scores of others called WMAQ-TV to complain they could not reach its competitor. Over 2,000 protest calls had been logged by Wednesday afternoon at WLS-TV. The station flew the final 45 minutes of the film to Chicago Wednesday and aired it locally at 12:15 a.m. Thursday after Dick Cavett.

WLS-TV had planned to run only bulletin crawls if the break came in the expected 9-10 p.m. period when it was carrying Marcus Welby, M.D. The station expected to video-tape the news breaks and air them during the regular 10 p.m. news.

WMAQ-TV came off rather well because it was carrying NBC-TV's First Tuesday, and at natural segment breaks substituted the local live news segments. Viewers in general were not aware of what they had missed. During the half-hour, however, NBC logged 107 protest calls, many of them frustrated over not
Seven in radio-TV win SDX honors

Research in journalism award is to go to Small of CBS News

Winners of the 39th annual Sigma Delta Chi awards for distinguished service in journalism were announced in Chicago Friday (April 9) by the national professional journalism society. Radio-TV took honors in seven of sixteen categories.


The television awards: reporting, KBTV (TV) Denver; public service, KING (TV) Seattle, and editorializing, WCCO-TV Minneapolis.

William Small, CBS News, Washington, took the SDX research in journalism award.

SDX said the selections were made this year from a record field of 1,159 entries submitted by the nation's newspapers, magazines and broadcast stations. Formal awards presentations will be made at a banquet May 8 in Las Vegas during a Western conference of SDX members May 7-8.

Hurricane Celia coverage by Mr. White on KRLD caught the SDX judging panel's attention. "With little regard for his own personal safety," they noted, "Mr. White arrived in Corpus Christi two hours before the storm. While faced with such obstacles as 160 mile-an-hour winds and the complete destruction of his transportation and some equipment, he continued to file reports on the worst being able to get through to WLS-TV.

Other viewers were so upset at completely losing CBS-TV's All in the Family story line because of the live election breaks on WBBM-TV that their protest calls overloaded the telephone-registering meters and an actual count could not be tallied. WBBM-TV answered 560 calls during the half-hour and an un-numbered stream until 11 p.m. that night and all day Wednesday. Many callers were aware WBBM-TV had scheduled an election special Tuesday at 9 p.m. and indicated they would rather have seen the details then, the station reported.

WGN-TV lost most of its half-hour Dragnet show when it aired the break. It logged 150 complaints during the period.

Darryl Zanuck quits as Fox chief executive

Darryl F. Zanuck, a magical name in Hollywood history, resigned last week as chief executive officer of the 20th Century-Fox Film Corp., but will retain the title of chairman. He will concentrate on feature-film production activities.

The announcement of Mr. Zanuck's move was made at a special meeting of the board of directors in New York, during which the board said that Dennis C. Stanfill, recently elected president of Fox, would oversee all phases of corporate activity except motion-picture production. In that area, the board said, he would administer budget controls as adopted by the directors.

Mr. Zanuck's action was not unexpected. Fox's fortunes have plunged in the past two years; it reported a loss of $77.4 million in 1970 and a loss of $36.8 million in 1960. In addition, a dissident group of shareholders, called the 20th Century-Fox Stockholders Committee, has filed with the Securities and Exchange Commission its intention to solicit proxies (BROADCASTING, March 15). The company's annual meeting will be held in New York on May 18, and a proxy battle may be in the offering.

The company has been active in television production for many years through its subsidiary, 20th Century-Fox Television.

Adult 'Sesame Street' envisioned by HEW

Officials of the U.S. Office of Education are so impressed with the success of Sesame Street, the noncommercial children's program that leads preschool children into numbers and letters as well as easy-going acceptance of community living, that they are hoping to use the same techniques for adult-education TV programs.

This was the outcome of a meeting held in Washington two weeks ago between officials of the Department of Health, Education & Welfare, with representatives of the Children's Television Workshop, producer of the program, and organizations that provide funds for the program.

HEW plans to extend this style of programming to such Office of Education programs as Right to Read, career education and environmental education, according to Commissioner of Education Sidney P. Marland Jr. The Office of Education at present provides $2 million for the Sesame Street program; in the fiscal 1972 budget this is expected to increase to $5 million.
storm in Texas history. As the first person out of Corpus Christi after Celia hit, Mr. White was interviewed by other newsmen and also fed reports to other Texas stations.

WWDC was not satisfied with just broadcasting the dangers of drug abuse," SDX related, "so it combined a 28-part documentary series with a concerted effort to establish a community action program in the heart of the city—a program to find drug users and find them help." Because 16 such centers have begun or are about to begin operating in the nation's capital, the SDX judges said they were proud to present the radio public service award to WWDC, last year's winner in radio reporting.

SDX said the award-winning radio editorial by WLFR "noted with dismay that the lieutenant governor-elect of Alabama had addressed a secret Ku Klux Klan meeting in Tuscaloosa and requested from the official either a strong explanation or an apology. WLFR described this recognition of the Klan by an elected official as an affront to decent thinking citizens."

In the television categories, KBTX was cited for its coverage last autumn of the fatal crash of the plane carrying the football team of Wichita State University. KBTX won the reporting award for its accuracy and completeness in the face of deadline pressures.

King-TV's examination of "the entire spectrum of environmental and social questions which confront the Puget Sound region" was the winner for public service. The judges pointed out that the problems the Seattle station highlighted—pollution, population, crime, dissent, politics, economy—are the same problems in nearly every major city in the world. They felt this entry "represented a truly outstanding commitment of time, talent and resources to the public interest."

WCCO-TV was another repeat broadcast winner. It had been cited a year ago for TV reporting. WCCO(AM) also had won a public service award in 1965, SDX recalled. This year WCCO-TV was recognized for its editorial presentation of the sensitive subject of abortion. The judges described the editorial as a strong statement which "gives the viewer a perspective that no other medium could provide."

The research award went to Mr. Small, news director and bureau manager of CBS News, Washington, for his book, "To Kill A Messenger." SDX said Mr. Small's work "provides deep insight into the impact of television on American culture and is an eloquent reaffirmation of the best values of free, responsible journalism in any medium."

Program notes:

At the helm again blog Finkel, who produced the first national telecast of the Emmy awards in 1955, has been named executive producer of the 1971 program. Bob Foster will produce and direct the broadcast which will be carried on NBC-TV, May 9 (10-11:30 p.m. NYT). Mr. Finkel is also the executive producer of this year's Oscar ceremonies, which NBC will air Thursday (April 15). The program will begin at 10 p.m. NYT.

M and K offers four blog M and K Program Sales Inc., Hollywood, has announced the start of production on one series and the acquisition of several others for distribution in the fall. The Sound of Winter, filmed and narrated by Warren Miller, will be bartered by M and K, covering resorts in North America and Europe in 13 episodes. The company has also acquired distribution rights to a live-action series, Tongaloo, which was originally produced for CBS but never shown by the network. Also, two cartoon shows: Captain Fathom (195 five-minute segments) and The Three Stooges (156 five-minute features).

Return to ring blog Live boxing on a regular basis will be available to the home screen after an absence of 10 years beginning this spring, according to the American Telesports Network, a subsidiary of Transmedia International Corp., New York. It has scheduled a series of 12 contests in its Fight of the Month series. The first bout, featuring Bob Foster against Ray Anderson for the World Light-Heavyweight Championship, from Tampa, Fla., will be broadcast Saturday, April 24, in prime time. Century Broadcast Communications, subsidiary of ATN, is handling the distribution and sales to advertisers for the bouts.

All-American Family blog The Transmedia Television Network plans to link approximately 200 cities throughout the U.S. for live-TV coverage of the fourth "All-American Family Pageant" from Lehigh Acres, Fla. The 90-minute color presentation is scheduled for broadcast Friday, Aug. 13, in prime time. Dr. Joyce Brothers will be hostess at the pageant. Century Broadcast Communications, exclusive sales and distribution arm of Transmedia, is currently buying broadcast time for the special and will be responsible for broadcast time sales to advertisers.

News on soap series blog Darryl Hickman, veteran of motion pictures, radio, TV and theater, has been named associate producer of Love of Life, weekday drama series (11:30 a.m.-noon NYT) on CBS-TV. Producer is Fredya Rothstein.

Changing Formats

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

* WXRY-FM Cleveland—effective April 5, switched from a contemporary middle-of-the-road format to female-oriented popular-music programming entitled "Gentle on Your Mind," followed by a simulcast with the AM affiliate of a talk/comment program. The NBC-owned station operates on 105.7 mhz with 27 kw and an antenna 900 feet above average terrain.

* WBIL(AM) Biloxi, Miss.—New South Communications, on March 15, switched to an adult-contemporary format, discontinuing its previous 100% Negro-oriented rhythm-and-blues programming. The station's broadcast day will now be automated, with the exception of a live Sunrise Club morning program. WBIL broadcasts on 93.7 mhz with 100 kw and an antenna 320 feet above average terrain.

* KFSS(AM) Joplin, Mo.—J. R. Broadcasting Co., has expanded the station's schedule to an 18-hour day and dropped its "easy-listening" format. It now programs modern country and nonrock popular music during the day, and contemporary music from 7 p.m. to midnight. KFSS operates on 1310 kHz with 5 kw day and 1 kw night.

* WLEF(AM) Greenwood, Miss.—LeFore Broadcasting Co. on March 2 terminated its rhythm-and-blues programming, which previously composed 95% of the station's schedule, and now has a 100% country-and-western format, WLEF is a daytimer on 1540 kHz with 1 kw.
Did FCC go too far on drug lyrics?

Wide range of challengers question constitutionality of policy statement linking music and drug abuse

If the FCC is looking for a petition for reconsideration that would provide it with an excuse to clarify its policy statement on drug lyrics ("Closed Circuit," March 29), it need look no further.

Commercial and noncommercial licensees, the Recording Industry Association of America and the American Civil Liberties Union last week filed pleadings with the commission, denouncing the policy statement as a violation of broadcasters’ freedom of speech and asking that it be withdrawn.

The commission may have gotten more than it wanted. A suit was filed in federal district court in Washington seeking a declaratory ruling that the policy statement violates the constitutional guarantee of freedom of speech and the no-censorship provision of the Communications Act. Also sought were preliminary and permanent injunctions barring the commission from enforcing the policy.

The suit was filed by the National Coordinating Council on Drug Abuse Education and Information Inc., by two university radio stations—KUOP-FM Stockton, Calif. (University of the Pacific), and WYBC-FM New Haven, Conn. (Yale)—and by several former announcers and program directors some of whom link their firing to the FCC policy statement.

FCC Commissioner Robert Wells, Robert Cahill, administrative assistant to FCC Chairman Dean Burch, and General Counsel Richard Wiley went to great lengths at the National Association of Broadcasters convention in Chicago two weeks ago to lower temperature raised by a policy statement. They said the statement does not constitute an effort to ban any type of record from air play (BROADCASTING, April 5).

They said the policy statement is designed solely to remind broadcasters of their responsibility to be familiar with the material they broadcast—as, for instance, they are responsible for knowing the content of foreign-language broadcasts. Mr. Cahill said the commission may fasten on a petition for reconsideration as a means of clarifying its position.

And a commission official last week indicated that the agency would act "fast—within a few weeks" in responding to the petitions that have been filed. He noted that some of the petitioners had asked the commission to stay the effectiveness of the policy statement pending a review of the questions raised.

The commission last month had been considering issuing a statement on its own motion to clarify what it felt was the erroneous impression generated by press accounts implying that the commission would censor lyrics ("Closed Circuit," March 29). However, that effort was abandoned, reportedly after a disagreement developed as to how far the commission should go in asserting its determination not to involve itself in broadcasters’ programing decisions. A draft of the statement, said to have been prepared by former General Counsel Henry Geller, now an aide to the chairman, went too far, in the view of some officials. Mr. Wiley, for one, thought it went beyond the scope of a "clarification" statement.

What may need clarifying is the juxtaposition of the admonition to be familiar with the content of lyrics and the assertion that the commission has received numerous complaints from the public about lyrics tending "to promote or glorify the use of illegal drugs." The petitions for reconsideration, as well as the court suit, say the commission is, in effect if not directly, advising broadcasters not to play such music—whatever that music may be.

The petitions last week were filed by Pacifica Foundation Inc., which operates five noncommercial FM stations, and by the Washington law firm of Pierson, Ball & Dowd, in behalf of Dick Broadcasting Inc., Lee Enterprises Inc., RKO General Inc. and Time-Life Broadcast Inc., as well as by the recording industry association. ACLU presented its views in a letter to Chairman Burch.

Earlier, the Federal Communications Bar Association filed a petition for reconsideration, asking the commission to make it clear that it is not passing judgment on the "desirability of broadcasting any type of song, even if a licensee should determine that it tended to promote the use of drugs" (BROADCASTING, April 5).

The court suit asserts that the policy statement violates the First Amendment by threatening broadcasters with administrative sanction for the broadcast of musical expression. It says the threat is found in the assertion that lyrics tending to promote the use of illegal drugs are a "subject of recent and pressing concern."

Peter Hammond, executive director of the council, submitted an affidavit in which he describes the commission’s approach to the drug problem as "a highly emotional one in an area which is already extremely volatile and one that does not meet and deal with the issue but serves only to confuse it and create further anxieties."

The council is a private nonprofit organization whose membership includes more than 90 national governmental, professional, educational, law-enforcement and other groups active in efforts to combat drug abuse.

The parties to the suit and the petitioners for reconsideration said the policy statement has already persuaded broadcasters to play it safe and not broadcast records that might be con-

ATTACKERS REINFORCED IN SOUL-FORMAT CASE

The Joint Strategy and Action Commission, Northern California Council of Churches and a group of unemployed black disk jockeys have joined San Francisco Bay-area blacks in a fight to force KSFR(AM) San Francisco to return to a soul-music format.

Also at issue is a charge that the firing of six black employees when the station switched formats Sept. 21 was racial discrimination. Last January the FCC deferred action in that complaint pending the outcome of court proceedings (BROADCASTING, Feb. 1).

Representing JSAC, an urban work agency for six Protestant denominations in the Northern California Council, are Albert H. Kramer of the Citizens Communications Center, Washington, and Tracy A. Westen, former legal aide to FCC Commissioner Nicholas Johnson and now with the Stern Community Law Firm, Washington.

The petitioners want the commission to reconsider its decision to defer consideration of the discrimination complaints, initiate an inquiry into the discrimination charges, declare that the licensee has failed to make the requisite substantial showing that its program format change is in the public interest and rule on the contention that KSFR (formerly KSOL) refused to make its public files available to members of the community.

BROADCASTING, April 12, 1971
sidered as glorifying the use of illegal drugs.

The court suit relies on what are said to be personal experiences, backed up by affidavits, to indicate the climate created by the policy statement. One plaintiff, Steve Leon, says he was fired from his announcing job at WDAS-FM Philadelphia because he played "a song only marginally drug-related but which had not been reviewed by station management," after the policy statement was issued (BROADCASTING, March 22).

Two other plaintiffs, John Gorman and Kenneth P. Currier, said they were fired from their announcing jobs by WNTN(AM) Newton, Mass., when they broadcast a song "completely unconnected with drugs" but which had not been reviewed by management. They also said that, in response to the commission's notice, the station barred from broadcast all unreviewed records; they said only 15 albums in the library were approved.

Other plaintiffs in the suit, including the management officials of WBYC and KUOR, said the "creativity and spontaneity of programing" on their stations has been hindered; they say they are uncertain as to what lyrics might promote the use of illegal drugs.

The record industry association, in its petition, also expressed the view that the policy statement would have "serious adverse effects upon the free and creative expression of ideas by composers, authors, musicians, performers and record companies," then added:

"We are confident that the commission did not intend to have the vague standards set forth in the notice become a rallying cry for arbitrary action by censors and vigilantes. That appears, however, to be the emerging result of the notice."

Pacifica and the companies represented by Pierson, Ball & Dowd are not as charitable in their assessment of the commission's motives. They see the notice as deliberately designed to persuade broadcasters to refrain from airing certain types of records—those, in Pacifica's words, that contain "the cultural, esthetic and moral ideas and expressions of the 'new generation.'" As evidence, they point to a concurrence statement by Commissioner Robert E. Lee, in which Thomas J. Houser joined, that expresses the hope that the commission's action "will discourage, if not eliminate," the playing of records glorifying the use of illegal drugs.

All of the petitioners said the notice requires a form of self-censorship that is constitutionally unacceptable. ACLU said nothing could be more "chilling to freedom of expression" than the commission's warning that broadcasters must decide whether a particular song promotes the use of drugs, followed by the commission's statement that failure to know the contents of lyrics "raises serious questions as to whether continued operation of the station is in the public interest."

The petitions and the court suit also attacked the policy statement for the vagueness of its terms. RIAA said the language was so imprecise that it could lead to a result contrary to that presumably being sought. It said at least two songs written for the purpose of discouraging the use of drugs—"Snow Blind Friend" and "One Toe over the Line"—have been banned by some stations in the fear that they might be regarded as promoting the use of drugs. Yet, "Snow Blind Friend" concerns an individual whose life was ruined by the use of "snow"—a term for cocaine, and "One Toe over the Line" is about a boy estranged from his family because of his excessive use of marijuana.

RIAA said that even speculation over the meaning of initials is an uncertain business. For those who believe that the Beatles' recording of "Lucy in the Sky with Diamonds" refers to LSD, RIAA points, in a footnote, to the commission's action in assigning the call letters WLSD to a station in Big Stone Gap, Va. It also cited other call letters that could be derived from the language of the drug culture—among them, KHT(AM) Walla Walla, Wash., and WEED-AM-FM Rocky Mount, N.C.

The petitions and the court suit do not exhaust the expressions of concern the commission has heard about the policy statement. The commission has received more than 200 letters and cards on the subject—and, according to commission staffs, they are running against the commission's action by a margin of 15- or 20-to-1. Many of those on both sides of the issue appear to be under the impression that the commission has banned lyrics promoting the use of drugs.

The commission has also received inquiries from a number of broadcasters and record companies requesting more specific guidance as to what can be aired. There have even been requests for a list of "approved" songs. The commission has routinely responded that it has no such lists, that broadcasters have the responsibility for selecting the music they play and that the commission does not interfere in that choice.

Embarassing moments

Two news cameramen for KPFX(TV) San Francisco helped police capture two robbery suspects in suburban Burlingame but failed to capture the event on film. Ron McCormick and Dave Abriz, while listening to a police radio description of a car reportedly used in a supermarket holdup, spotted a car matching the description on the freeway in front of them. The two notified police who later arrested the suspects after a chase that required the lawmen to shoot out a front tire of the pursued car. But it happened so fast, the two cameramen say, they didn't have time to get their equipment from the back seat of their station wagon.

Non commercials get their network May 3

Noncommercial radio will emerge as a national network on May 3 when National Public Radio begins programing to more than 90 member stations, Donald R. Quayle, president of NPR, said last week.

Incorporated in March 1970 and headquartered in Washington, NPR was established by noncommercial radio stations with financial assistance from the Corp. for Public Broadcasting to produce and distribute program to stations in 32 states.

Initial efforts are focusing on a daily magazine-style program, which NPR said will "emphasize interpretative and investigative journalism." Member stations will be contributing programs for national distribution.

Another program series set for distribution to member stations is a 20 concert-spotlight on the 1970-71 season of the Los Angeles Philharmonic, recorded and produced by noncommercial KPFX-FM Los Angeles under a $25,000 grant from CPB.
Forget it, NAB says of one-to-market

Files principal industry case against FCC proposal, calls idea's main premise gratuitous and unsupported

The National Association of Broadcasters told the FCC last week that its proposal to break up multimedia holdings within markets would be a pointless, counterproductive exercise that would result in "the most drastic, extensive and radical restructuring of an industry ever undertaken by an administrative agency."

The NAB, in a 125-page pleading filed with the commission Thursday, urged that body to abandon its proposal without action. As an alternative, it said the commission should hold a full evidentiary hearing and to bear oral argument before reaching a decision. Adoption of the proposed rule, it said, would be, "at best, an entirely reckless gamble ... that the new licensees ... the new ownership structure, and the new economic circumstances of the national mass media system, would not cause substantial deterioration of an effectively functioning mass communications system."

The broadcasters' pleading was the second major shot fired at the proposal to require multimedia owners to reduce their holdings within markets, in five years, to one television station, one AM-FM combination, or one or more daily newspapers. The American Newspaper Publishers Association filed its comments a week earlier, declaring that the proposal is beyond the commission's authority and would reduce the service the media now provide the public (Broadcasting, April 5).

Like the ANPA, NAB said that the commission lacks the authority to adopt the proposed rule and that fundamental public policy questions involved in it should be left to Congress's determination. And, again like ANPA, the NAB is sending copies of its comments to every member of Congress and to the Justice Department, increasing speculation that the media owners will take their flight to Capitol Hill, if necessary. ANPA officials have left no doubt they will appeal to Congress and the courts if the commission adopts its proposed rule. However, NAB President Vincent Wasilewski, at a news conference called to release the association's comments, said NAB had not yet decided on the course it would take if the commission rejected its arguments.

One other voice was heard in the proceeding last week—one that differed from those of the two associations. The Center for Policy Research, of New York and Washington, filed with the commission a study supporting the proposed breakup of newspaper-television crossownership within markets. The study was the product of Dr. Harvey J. Levin of Hofstra University, Hempstead, N.Y. (see page 35).

A major argument in the NAB pleading is that the commission's proposal—whose aim is to increase competition and diversity in program sources—has no factual basis. "There is no evidence whatever that the present ownership structure does not serve the public interest and has not served the public interest well over the years."

And it strikes hard at the major underlying premise of the proposal, as stated by the commission in its notice of proposed rulemaking: "60 different licensees are more desirable than 50, and even ... 51 are more desirable than 50." NAB called this "a wholly gratuitous assumption that is not supported by logic, experience or empirical data."

As did the ANPA in its comments, NAB said the American people are already served by a "plethora" of voices and that the number and diversity of media owners is on the rise. "The outstanding fact is," it said, "that we are today faced with a number and diversity of media sources such that we are near, at or beyond the point of information and communication overload, both for the individual and for society." It cited a study on mass communications in the U.S. that it has already filed that, it noted, showed that in each group of markets studied—1-50, 51-100, 101-150 and 151-204—the number of average media, as well as the average number of media owners, "is more than 60."

Furthermore, it said, each newspaper, television station and radio outlet provides "unlimited diversity." So far as broadcast properties are concerned, at least, it said, that is assured by the commission's fairness doctrine, which requires broadcasters to air all sides of controversial issues if they air any, and the Supreme Court's Red Lion decision, which asserts the public's "right" of access to a multitude of ideas and experiences (Broadcasting, June 16, 1969).

At the NAB news conference, the
pleading's principal author, Lee Loewinger, a former FCC commissioner, elaborated on the association's position with a cutting remark about his former colleagues. He said the proposal emanated from "the greatest single vested interest in the world today ... the theoreticians." They have no factual basis for their ideas, he said, except their own social views of what would be best for the world. He declined to name anyone at the commission as a member of that group, although he did refer to the "sincere," long-held position of Commissioner Robert T. Bartley that licenses should be distributed among as many different individuals as possible.

(As a commissioner, Mr. Loewinger in March 1968 was one of the prime movers behind the proposal that resulted, after his departure, in the rule barring, prospectively, VHF television-radio crossownership in the same market ["Closed Circuit," March 25, 1968]. That rule was the forerunner of the proposal now under consideration.)

NAB asserted in its comments that forced divestiture would produce a result contrary to that intended—a reduction in the number and diversity of media owners and news sources. It said that in view of the financial resources that would be needed to acquire the divested properties, group owners would be the most likely purchasers. And NAB also said that some licensees now find it economically feasible to maintain news bureaus in Washington or in state capitals to service combined operations in one or a few markets. But, NAB added, they could not economically service facilities scattered among several states.

Nor would the proposed rule result in an appreciable increase in competition, in the NAB view. Citing studies it has already filed with the commission, NAB said that there are "a relative small number of commercial rivals within each market" and that evidence of market behavior indicates that cross-media ownership "has no effect" on the competition in a market.

In calling the restructuring the industry contemplated in the proposal unprecedented in scope, NAB said it would require the sale of 750 AM, FM and TV stations, with a total market value estimated at $3 billion. (ANPA estimated that, so far as newspaper-owned properties are concerned, the proposal would affect 476 stations with a value of some $2 billion.) Yet, NAB said, the existing structure is one that the commission itself has created and repeatedly found to be in the public interest.

The comments will not be the NAB's last word in the proceeding. A study of broadcast pioneers and their history in broadcasting by Dr. Buren Robbins of Southern Illinois University, is scheduled to be filed with the commission this week. Previous studies commissioned and submitted by NAB include one by Dr. Martin H. Seiden on mass media voices in all markets (BROADCASTING, Feb. 1), another by Dr. Christopher Sterling on newspaper and broadcast concentration in the top kets (BROADCASTING, March 29) and a third, by RMC Inc. of Bethesda, Md., on the effect of joint ownership of newspapers and TV on the setting of advertising charges for those media (BROADCASTING, March 15). These first-round studies and pleadings represent one of the most extensive efforts ever made by NAB in opposing an FCC proposal—an effort that has thus far cost the association $300,000.

Support for FCC's crossownership ban

Tie-in with newspaper doesn't enhance programing, according to new study

Center for Policy Research, New York and Washington, released a study last week urging the separation of TV station and newspaper ownership in the same market and a ban on any new grants or transfers of existing TV stations to a newspaper in the same market. The study was made by Dr. Harvey J. Levin, a professor of economics at Hofstra University at Hempstead, N.Y., and was sent last Wednesday (April 7) to the FCC. The commission is considering a rule to end ownership links between TV and AM/FM stations and between TV stations and daily newspapers in the same area, and has invited comment.

Dr. Levin's research focused on the probable effects of the FCC's proposed rule on TV program diversity. Together with assistants at Hofstra, he examined the programming of 279 newspaper and nonnewspaper stations in 145 markets, with the programming data drawn from the regional issues of TV Guide for the week starting Feb. 27, 1967. The data were processed over a two-year period and relate to 88 leading multistation and 57 one-station markets.

The study concludes there is no evidence that newspaper ownership of TV stations has widened the range of program options for the viewers. It contends that the separation of commonly owned, co-located newspapers and TV stations, or a strong preventive policy against future affiliations, would not narrow the range of viewer selection. On the contrary, it might lead to diversity and wider choices, it was stated.

In addition, the study emphasizes that in both one-station and multistation markets, diversified ownership "posed no visible threat" to local origination, or to the volume of news, instructional and public-affairs programing. It asserts that the nonnewspaper station "normally outclassed the newspaper owner in this regard, again when network affiliation and channel type were taken into account."

The study also maintains that the presence of numerous independent newspaper, TV, radio and magazine entities in many TV markets "by no means eliminates the need for the new FCC policy."

The policy has a "crucial preventive role to play in forestalling new cross-media links," according to the study.

"The economic hardship with which the new rule is alleged to threaten existing joint enterprises has been exaggerated," Dr. Levin writes. "The FCC already has proposed a number of safeguards to minimize undue private distress as the new policy is phased in."

Dr. Levin's research procedure was to calculate the number of program type differences available to viewers during prime time, throughout the sample week. The study allocates all program log information to 20 standard program categories, including dramatic adventure, situation comedy, feature film, news, instructional, documentary, interviews, discussion and political.

It identifies a number of key determinants of program type differences, including market size and number and type of stations in terms of commercial and educational, network and independent, group and nongroup and newspaper and nonnewspaper. It analyzes the relative importance of each of these factors in explaining program type differences and, in particular estimates, the relative impact of newspaper and nonnewspaper ownership when all other relevant factors are taken into account.

Dr. Levin, who is also a senior research associate at the Center For Policy Research, told a news conference in New York last Monday (April 5) that the study did not consider the question of program quality. He said the purpose was to analyze the impact of the proposed rule on TV program diversity.

Dr. Levin said that he undertook and completed the study as an independent scholar without financial support from any organization. A spokesman for the center said it endorsed Dr. Levin's conclusions and paid for the printing of the study and for its distribution.

Eleven more for ABC Radio

ABC Radio last week announced the addition of 11 new affiliates to its four network services. Joining the American Contemporary Network: WKOY(AM) Bluefield, W. Va.; the American Enter-
Nixon drafts Scali to beef up PR

ABC newsmen expected to polish White House image in foreign-affairs field

The Nixon administration, whose relations with network newsmen have not been known for their warmth, is reported on the verge of tapping one of them for a high-level public-information job in the field of foreign affairs.

He is John Scali, ABC's diplomatic correspondent for the last 10 years. Official confirmation of the appointment was still lacking late last week, but no one was denying it would be made.

Mr. Scali would, reportedly, sever his relations with ABC to take the White House post. However, it is understood he would sign on with the administration for a fixed period—for the remainder of Mr. Nixon's term and for six months into his next, assuming he seeks re-election and wins.

Mr. Scali, who is 52 and was a war correspondent and State Department correspondent for AP for 17 years before joining ABC, is one of the few network newsmen to escape charges of harboring anti-Nixon views. Although a Democrat, he is said to agree substantially with Mr. Nixon's foreign policy.

Mr. Scali's impending appointment is seen in some quarters as an effort by the President to improve his standing with the public at a time when his position in the polls has fallen and when the administration's credibility, particularly in foreign affairs, is believed to be suffering. It is understood Mr. Scali's function will be to improve the Nixon administration's communications with the public in the foreign-policy field.

It would appear that the President feels that, with the presidential election year of 1972 fast approaching, the present information-dispensing apparatus, consisting primarily of White House Communications Director Herbert G. Klein and White House News Secretary Ronald Ziegler, is inadequate. Some sources expect other changes or additions in the apparatus to be made in the months ahead.

Mr. Nixon is said to have personally directed aides to recruit Mr. Scali and to have discussed the proposed job with him at least once. In that interview, Mr. Scali is said to have been assured he would have direct access to the President. He will also deal with such key White House aides as H. R. Haldeman, appointments secretary, and Charles Colson, special counsel to Mr. Nixon.

However, informed White House sources say there is no basis for the speculation that the President is dissatisfied with the work being done by Mr. Klein and Mr. Ziegler. They say that Mr. Scali is regarded as a "good property" who can put to the President's service in the foreign-policy field the analytical talents he employs as a newsmen.

Mr. Scali will have some direct dealing with the news media, but his principal job will be as adviser to the President on short-range and long-range information policies in the field of foreign affairs. He may also work with the State and Defense Departments.

House approves CPB money bill

The Corp. for Public Broadcasting would receive its full fiscal 1972 budget request of $35 million under an education appropriations bill approved by the House last Wednesday (April 7).

The vote on the bill was 354 to 7. The bill (H.R. 7016), which now goes to the Senate, would appropriate $4.77 billion for the Office of Education and related agencies. The Department of Health, Education and Welfare would receive $30 million to disburse to CPB, plus up to $5-million to match funds received from nonfederal sources in the next year. In addition, HEW would receive $11 million to distribute to states for construction of educational broadcasting facilities.

Meanwhile, Representative Robert O. Tiemann (D-R.I.) has come up with an alternative (H.R. 7443) to the present method of CPB funding.

He introduced legislation last week that would establish a Public Broadcasting Fund in the Treasury. Money would go into the trust fund through a two-for-one matching program and the funds would be dispensed by CPB.

Petitions to deny petitions to deny

Round and round it goes in FCC's new game of license on the line

Hardly a week now passes at the FCC without a flurry of challenge and defense of license renewals. Last week was right in line with the times.

Albert J. Treutler, owner of Treutler Advertising Agency, Omaha, urged the commission to deny Meredith Corp. its license-renewal applications for wow-AM-FM-TV Omaha. Mr. Treutler charged that Meredith Corp. used its facilities to promote own political philosophy and "favored political candidates through secretive news acquisition, camera techniques, editing . . . and innuendo with complete disregard for the truth in the public interest."

In a response to another challenge, Paxton Radio Inc., licensee of KJNG-AM-TV Omaha, last week urged the commission to dismiss a petition to deny that facility's license-renewal application. The licensee of KJNG argued that the denial petition by Black Identity Education Association of Omaha "does not meet the requirements of verification and specific factual allegation required by the commission's rules to insure that all parties to commission proceedings are guaranteed due process of law."

The association had charged that the station's employment was not representative of the minorities of the area and that in its programing it had "categorically denied the black community . . . black recognition" (BROADCASTING, March 29). Paxton Radio argued that the charges are impossible to answer "without a factual showing or specific allegations as to KJNG's performance."

Time-Life Broadcast Inc., licensee of KLZ-TV, also sought last week to coun-
ter a challenge to the renewal of its KLZ-TV Denver. Time-Life argued that a petition to deny filed by the Colorado Committee on the Mass Media and the Spanish-Surnamed Inc. offered no "substantial and material issues of fact."

The opponents alleged in part that KLZ-TV—among other Colorado stations—is not meeting the needs of Spanish-surnamed Americans and blacks in eastern Colorado, that the station takes "an overwhelming portion" of its programming from network, CBS, and does not deal with specific local needs, either through in-depth documentaries or public-service announcements (BROADCASTING, March 8).

The Colorado Committee also has urged the FCC to deny renewals for KLMO-AM-FM Longmont, Colo., and to reconsider its action granting the renewal application of XPIB(AM) Pueblo, Colo. The group reiterated the position it has taken in its campaign to deny other Colorado station renewals. And while the deadline for petitions to deny license renewals of stations in the Rocky Mountain area was March 12, the commission has said it will consider the petitions as "informal objections" to renewal.

KWGN-TV Denver, also caught up in the onslaught of petitions to deny Colorado station renewals, again two weeks ago, asked for similar relief from the Colorado Committee's attempt to deny license renewal. Licensee of KWGN, WGN of Colorado Inc., argued substantially the same contentions as Time-Life—that the filing for denial was unsupported by affidavits as required and was filed too late and that no facts were presented showing the station to be in violation of any commission policy or rule.

In still another renewal proceeding, a group representing the South Dakota Sioux Indian Nation has asked the commission to deny renewal of the license of KEO-TV Sioux Falls and its satellite, KPLO-TV Reliance, both South Dakota. This marks the second renewal challenge to the Midcontinent Broadcasting Co. stations. An earlier petition to deny filed by an Aberdeen, S.D., CATV operator concerns KELO-TV, KPLO-TV and also a second KEO-TV satellite, KDLO-TV, as well as KDMO-AM-FM, both Florence, S.D.

Examiner favors renewal for Wometco stations

The licensee of WTVJ(TV) Miami and WLOS-TV Asheville, N.C., did not use the facilities to further anticompetitive activities, FCC Hearing Examiner Forrest L. McClennen concluded last week in recommending that the station's license renewal applications be granted.

The renewal applications were set for hearing by the FCC in May, 1968, on issues including whether the stations were used for anticompetitive purposes for the distribution of first-run motion pictures in Dade county, Fla.

Wometco Enterprises Inc. owner of the TV facilities also owns motion picture theaters.

The hearing orders followed a series of events in which Antwin Theatres Inc., film distributor, filed a petition to deny the stations their renewals. The commission denied Antwin's petition, after which Antwin took the action to the U.S. Court of Appeals for the District of Columbia.

Antwin accused Wometco of inducing film distributors to join with it and another theater operator to monopolize the exhibition of first-run films in Dade county. It charged that the distributors serving Antwin with first-run pictures would lose the business of renting old pictures to television stations controlled by Wometco and that economic pressures from Wometco had resulted in film distributors rejecting terms offered by Antwin. The commission decided to reconsider its denial of Antwin's petition on Jan. 31, 1968.

The examiner concluded that there was no evidence of anticompetitive activity or pressure by Wometco.

Rust to pay $1 million for Richmond stations

Media General Inc., a diversified communications operator owning out of Richmond, Va., plans to divest itself of its broadcast interests in that city, through the sale of WRNL-AM-FM there. The company also owns Richmond's only newspapers—the evening News-Leader, and the morning Times-Dispatch.

Group owner William F. Rust Jr., who is known for his manufacture of broadcast-remote control systems, will pay WRNL Inc., a Media General subsidiary, $1 million for the WRNL stations. Transaction is subject to FCC approval. Mr. Rust also has controlling interests in WHAM(AM) and WHFM(FM), both Rochester, and WPTF(AM) Albany, both New York; WNOW-AM-FM York, WAEB-AM-FM Allentown and WRW(AM) Reading, all Pennsylvania, and WKLX(AM) Portsmouth (Norfolk), Va.

In addition to its Richmond properties, Media General owns WLAA-AM-FM-TV Tampa, Fla., and newspapers in Tampa, Winston-Salem, N.C., and Newark, N.J. It also controls a New Jersey engraving company and a CATV system in Lakeland, Fla. Its officers include D. Tennant Bryan, board chairman, and Allen S. Donnahue, president.

The company did not reveal any plan for future divestiture of its other print-broadcast facilities in the same market. Apparently it will retain its interests in Tampa for the present.

CCC plans to buy Mullins holdings

About $30 million involved in option to purchase stations and other interests

Combined Communications Corp., a Phoenix-based group broadcaster, publisher and advertiser, has been given a 30-day option, effective last Monday (April 5), to purchase all the stock of Mullins Broadcasting Co.—which includes radio and TV stations in Denver and Little Rock, Ark., and advertising businesses in Colorado and New Mexico. A Mullins spokesman said the total consideration in the transaction would be "in the neighborhood of $30 million."

The package deal was agreed to in principle last week by CCC and the executors of the estate of the late John C. Mullins. Mr. Mullins, who died in August 1969, owned 100% of Mullins Broadcasting, the assets of which include KBTV(AM) and KBTV(TV), both Denver, KARK-AM-FM-TV Little Rock, electric sign companies in Denver and Albuquerque, N.M., and a film production company. It also has outdoor-advertising interests in Denver, Colorado Springs and Pueblo, Colo.

Sources close to the principals in question would not comment on what action would be taken to assure that the deal would be in compliance with present FCC ruling banning combined sales of VHF TV and radio facilities in the same market (KBTV is on ch. 9; KARK-TV, on ch. 4). Although CCC could conceivably petition the commission to waive the rules in this case, it was felt that a more "sensible" approach would be to spin off the radio interests in Denver and Little Rock to a third party.

CCC's communications interests are similar to those of Mullins. It operates KTAR-AM-FM-TV Phoenix; KBLU-AM-TV Yuma and KYCA(AM) Prescott, all Arizona, and KOCC-TV Oklahoma City. It also owns outdoor-advertising and electric sign businesses in Detroit, St. Louis and Kansas City, Mo., and Arizona; two outdoor-sports oriented magazines in Arizona, and Muzak franchises in Phoenix.

If CCC (a publicly held company), exercises its option to contract for the acquisition of the Mullins stock, the transaction would still require approval of its stockholders. The transfers would also be subject to FCC approval.
FCC wants hard look into FCC

Burch, colleagues favor independent study of agency; tell congressmen goal is to recoup total budget in fees

The FCC wants to commission a major independent study of its operations in hopes of making them more effective, but it may have to dip into its fiscal 1972 budget to pay the freight.

That was one of the key points made by FCC Chairman Dean Burch as he appeared before the House Appropriations Committee with his six colleagues last Wednesday (April 7) with a load of figures to justify the FCC's fiscal 1972 budget request of $29,990,000—a $3.8-million increase over the FCC's budget for fiscal 1971.

The hearings were conducted by the Subcommittee on the Department of Housing and Urban Development, Space and Science (formerly the Subcommittee on Independent Offices and HUD) under Chairman Edward P. Boland (D-Mass.).

Chairman Burch said the FCC has put top priority on using its available resources before asking for more funds. As an example of the commission's progress in this area, he stated the backlog of pending applications had been cut by 38% since last June. However, he noted that the commission lacks the manpower to keep its backlog in check.

An examination of the commission's over-all organization and progress in the fees program are two actions now under way to strengthen the management of resources and to expand services, Mr. Burch reported. "Although present plans are not complete," he said, "we believe that an over-all organizational review of the commission's operations is essential in fiscal year 1972." The FCC's present bureau and division structure "is simply not good enough" to deal with present and future responsibilities, he said.

Although the commission would participate in such a study, "we feel that it would be more productive for an independent, outside source to apply its expertise in recommending organizational alternatives," Mr. Burch said. He said the commission has had informal contacts with the Office of Management and Budget on the problem of financing the study. However, he noted the commission may have to shoulder the burden alone with some of its 1972 budget money. Such a study, the chairman said, "might well be the best possible use of contractual funds, in terms of ultimate payoff in more effective operations."

The commission's goal is to recover 100% of its 1972 budget request in fees, he said, "and we think we can do it." The commission has collected $7.1 million in fees as of March 31 (since initiating the new fee schedule Aug. 1, 1970), below its expectation of $15 million in fiscal 1971, Chairman Burch stated. "As the general economy strengthens, and we phase in all aspects of our new schedule we are confident that the objective of 100% of our budget in FY-1972 is realistic," he added.

Chairman Burch cited several recent actions that he said represent "real steps forward" in the commission's broadcasting activities.

In developing its inquiry into children's programming, he said, "we are working in concert with the FTC (Federal Trade Commission), and are awaiting the findings of the surgeon general's advisory committee on TV's impact on mental health. Our interest is deep, and we will not settle for mere 'cosmetics' on the part of the industry."

Commissioner Nicholas Johnson fielded a question from subcommittee member Joseph M. McFadden (R-Pa.) on what the FCC intends to do in the area of violence on television.

"If it is my view that, while the FCC should not censor, it should try to delve into the impact of programming on the national well-being," Mr. Johnson replied.

Subcommittee Chairman Boland asked Mr. Burch if the FCC examines the "authenticity" of TV documentaries. The commission, Mr. Burch said, plays "a delicate role" in this area and exercises responsibility only in cases involving the fairness doctrine and over-all public interest considerations.

For broadcast activity the commission is requesting an increase of 26 positions and $671,752 for fiscal 1972. Chairman Burch said 10 of the positions are needed for strengthened complaint and compliance functions; seven for improvements in applications processing; six for expedited hearings; two for improved rulemaking, and one for increased research.

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

*KBTR(AM) and KBTV(TV)* Denver, KARK-AM-FM-TV Little Rock, Ark., and other interests, all owned by Mullins
Macdonald deplores 'kick-the-media' game

In speech to cablenmen he calls for saner look at news, pay-TV issues

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) told a group of CATV operators last week that he is concerned about "the mounting number of emotional attacks" that are being made on the communications media.

Speaking before the Southern CATV Association in Memphis last Monday (April 5), Mr. Macdonald objected to what he called the game of "kick the media" being played by administration officials and members of Congress.

"All too frequently those who are upset about the news events that appear on the television screen find it easier to attack the communicators of the news than to examine the events which make the news," he said.

Mr. Macdonald said he did not think the TV networks "have always risen to the challenge of objective journalism." However, he added: "It is my belief that the networks do a conscientious and responsible job to present the news impartially and objectively."

He cited another subject that has elicited "more emotion than reason"—the closed-circuit telecast of the Joe Frazier-Muhammad Ali heavyweight championship fight (Broadcasting, March 15). Mr. Macdonald said he could see no cause for the concern that CCTV will deprive the public of sports events on free television.

"As I made clear during hearings held before a subcommittee on the subject of over-the-air subscription television [Broadcasting, Nov. 24, 1969], my colleagues in Congress and I will not sit idly by to allow such sports events to be siphoned off free over-the-air television to be sold to the American public on a program-by-program basis," Mr. Macdonald said.

The FCC's pay-TV rules "offer firm assurance" that siphoning of sports will not happen, he said, and the commissioners of baseball and football have stated they have no intention of turning the events into studio sports.

CATV has also been the object of emotional reaction following the Frazier-Ali fight, Mr. Macdonald said, and "the indiscriminate linking" of cable and CCTV does little to assist the American public in its efforts to assure program diversity at the lowest cost to the public.

**EXCLUSIVE LISTINGS!**

**Midwest:** Profitable daytimer with Class A FM in metro area of 65,000 population. Annual gross approximately $200,000. Price $440,000—with terms to be negotiated.

Contact Richard A. Shaheen in our Chicago office.

**Southeast:** Daytimer with established 50 kw FM companion in important three station market. Operation profitable and has good cash flow to support debt service payments on asking price of $325,000—29% down, balance 15 years.

Contact Cecil L. Richards in our Washington office.
Agencies fight to keep May sweep

Letter to broadcasters cites need for frequent reports; counter charge made that May data is used for fall planning

The controversy over May sweeps by the TV audience measurement services erupted last week into a charge that "broadcasting-industry pressures" were being applied to produce an "unconscionable" reduction in TV audience measurements during seasons when TV set usage is relatively low.

The charge, leveled by members of the Agency Media Research Council in a letter apparently distributed widely to broadcasters, brought a prompt retort that agencies often misuse the May reports to drive down prices in other seasons when set usage is much higher than in May.

The research group's letter, signed by 15 agency research executives, said that "quarterly measurements, encompassing all markets, are essential" for a number of reasons. After specifying eight reasons, the letter continued:

"It is unconscionable in an era which stresses accountability that no information would be available on audiences for a major part of the broadcast year. As consumers of local commercial broadcast time, advertisers have a right to know what value they receive in transactions for air time.

"In our view, the elimination of report coverage of any season would represent a serious retrogression in local television audience measurement and would be a gross disservice to agencies and their clients."

In response to questions, officials of the Television Bureau of Advertising said that "the broadcaster is not trying to keep audience information from responsible users of media research, but when we find continuing misuse of this information on the part of buyers, we cannot condone it."

"Too many of the agencies these same people represent are asking for May data in support of buying done in the fall, which is a complete misuse. If these research people can get together with their own media departments on this point, we'll be glad to discuss it further."

The letter brought an even more pointed response from Alan Henry, executive vice president of Sonderling Broadcasting Corp. In a reply letter he told the council that "your plea would be better received if it also addressed itself to the 'root cause' of 'wasteful and even useless data ... secured through an arrogance of power.'"

It is in response to agencies, he said, that the measurement services have "overlooked their samples" at the expense of data reliability. Why, he asked, don't agencies demand "better research" instead of "more reports, more pages, more numbers and inevitably more abuses on the same size?"

The council, he wrote, has "given no thought to the reasons why 'pressure' has been brought to bear" to eliminate

White House tips its hand on spending bill

Kleindienst says his testimony before Pastore 'does reflect the administration's position'

The Nixon Administration's position on political spending was made official last Thursday (April 8) in a letter from Deputy Attorney General Richard G. Kleindienst to Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

The letter was in response to a number of questions asked when Mr. Kleindienst appeared before the Communications Subcommittee earlier this month to testify on election reform (Broadcasting, April 5). One of the questions posed by the subcommittee chairman, John O. Pastore (D-R.I.), was whether the Justice Department's testimony at the hearing was that of the White House.

"My prepared statement does reflect the administration's position," Mr. Kleindienst told Senator Magnuson.

That statement reveals White House thinking on some of the crucial issues involved in the political-spending bills being considered by the subcommittee.

It means the administration:

- favors repeal of Section 315 of the Communications Act for all federal candidates.
- endorses the lowest-unit-cost concept and favors one-over-all spending limitation for both broadcast and non-broadcast media.
- opposes limitations on campaign contributions.
- believes major emphasis should be placed on full disclosure of contributions and expenditures.

All of these views were contained in the Justice Department's statement.

Mr. Kleindienst told Senator Magnuson that Senate Minority Leader Hugh Scott's (R-Pa.) political-spending bill "would constitute a significant improvement in existing law by prohibiting a senator, representative or candidate for federal office from using for his personal purposes a contribution received through fund-raising activity organized in his behalf. We strongly endorse it."

The deputy attorney general said Justice also endorses the disclosure provisions of the Scott bill that would place administration of disclosure requirements in the hands of an independent commission.

Mr. Kleindienst also said Justice agreed with the portion of S. 382—sponsored by Senators Pastore, Mike Mansfield (D-Mont.) and Howard W. Cannon (D-Nev.)—that would require reports of contributions or expenditures only when the funds go to someone other than a political committee or candidate.

In the opinion of Justice, he said, disclosure provisions would be enforceable and "a valid exercise of congressional authority."

And, he added, Justice believes that the establishment of an independent commission to administer disclosure requirements "would not constitute an unlawful delegation of legislative authority to the executive branch."

The Communications Subcommittee will consider the political-spending proposals further in executive sessions to be held after the Senate returns from the Easter recess this Wednesday (April 14).
CBS, WTOP-TV deny laxity about ads

Answer citizens group complaint to FCC by spelling out procedures they follow in maintaining standards

CBS has disclosed that it has required revisions in one of six commercials it airs that were cited in a complaint filed at the FCC by a citizen group against the television network and its Washington affiliate, WTOP-TV. It also says some commercials for another product named in the complaint have been found to be "of marginal acceptability" and are no longer carried.

But it denies the charge that it "devotes only minimal resources to the effort to eliminate deceptive advertising." It also says that the complaint, at least as it relates to the network, is "based on incomplete and misleading information."

WTOP-TV maintains that none of the contentions in the complaint demonstrated a failure on its part to meet its responsibilities as a licensee "and that no change in advertisements then being carried was required." But one change the station acknowledged as resulting from the complaint is that it has tighter and more formal procedures for dealing with CBS on network continuity matters.

The complaint, filed by the Consumer Association of the District of Columbia, a citizen group claiming 225 members, alleged that the Post-Newsweek station and the network failed to adhere to their own standards or to the policies of the FCC and the Federal Trade Commission, in regularly broadcasting "false, misleading or deceptive advertising" (Broadcasting, Feb. 15).

The group asked the commission to take a number of remedies—including the imposition of a requirement that CBS and the station establish "adequate procedures to eliminate" such advertising and the issuance of a notice to WTOP-TV that it faces a fine of up to $10,000 for violating the public-interest standard of the Communications Act by broadcasting allegedly false advertising.

CBS's response to the complaint was prepared by Mark W. Johnson, of the network's law department, who discussed in detail each of the commercials cited by the group.

The one commercial in which he said CBS has required revisions is for Easy Off oven cleaner. He said the commercial carried a claim "33% more power cleaner than another spray," which the network's program practices department considers unacceptable "from a competitive viewpoint." The commercial was said to have "evolved generally into its present form from an original version which was acceptable."

In discussing commercials for Johnny Lightning Hot Wheels Sizzlers, Mr. Johnson said that "although none ... were found to be unacceptable, a few were of marginal acceptability and the decision was made that they should no longer be scheduled."

He said that all were in compliance with the National Association of Broadcasters standards for toy commercials throughout the time they were broadcast and were originally approved by the network after comparison of the films with samples of the toys in operation.

The CBS-sponsored commercials listed in the complaint that CBS found acceptable for broadcast—and which were also reviewed after the complaint was received—are for Dancerina Doll, Barbie Doll, Sugar Frosted Flakes and Excedrin. Dancerina Doll was also the subject of an FTC proposed complaint, but Mr. Johnson says it was subsequently reviewed by the network's program practices department and found to be acceptable. (WTOP-TV in its response said that "close analysis" of the FTC complaint indicates that it was aimed at advertising on the packaging, not the television commercials.)

The complainants had based their understanding of CBS policy in clearing advertising on a "report" CBS was said to have transmitted to WTOP-TV. However, Mr. Johnson said the report was a transcript of "rough notes" that J. Norman Nelson, director of the network's program practices department, had prepared for use in a discussion with European advertising executives in December 1968. "They were not ... a precise statement of CBS policy," Mr. Johnson said.

WTOP-TV and CBS both described in considerable detail the procedures they follow in implementing advertising acceptance standards. And, both said their efforts are effective. As part of its argument, WTOP-TV cited an "unsolicited" letter from a local consumer group, dated Jan. 15, that congratulated it on its "initiative" in "pursuing the expansion of consumer telecasting."

But a major part of WTOP-TV's response argues that the consumers association is, in effect, in the wrong court—that it is seeking to establish new concepts of misleading advertising that is "a function committed to the Federal Trade Commission, not the Federal Communications Commission." And WTOP-TV notes that the group, along with several others, filed a petition with
Advanced design capabilities is one reason why the AEL FM-25KD, 25KW is the transmitter for the 70's.

The FM-25KD, 25KW's all new functional design makes meter-reading easier and operation simpler while it updates your station.

We made sure that the FM-25KD was 100% right before telling you about its designed-in quality, capabilities and easy access cabinet, filled with the latest in efficient and reliable components:

- Full 25KW power output
- Two tube design
- Filament voltage control
- Automatic power output control
- Solid state control circuitry for improved reliability
- Designed for automatic operation
- Solid state exciter & power supplies

Contact AEL and we'll also tell you all about our FM-12KD, 12KW transmitter.

Caution at Pentagon on paid advertising

Until Laird evaluates Army's spot campaign, services are prohibited from new buying

Now that the Navy, Marine Corps and Air Force have become excited about paid recruiting advertising on prime-time TV and radio, following the introduction of the Army's $10.6 million broadcast budget, Assistant Secretary of Defense Roger T. Kelley has told them to cool it.

Mr. Kelley issued an order March 2, it was learned last week, prohibiting the Navy or Air Force from spending any money in buying recruiting ads until the Army's 13-week campaign to generate volunteer enlistments is evaluated and presented to Secretary of Defense Melvin Laird, who will make the ultimate decision whether recruiting advertisements should be bought.

"The Army's TV-radio recruiting campaign...is to determine the effectiveness of prime-time TV-radio advertising as a means of interesting young men and women in enlisting in the Armed Forces," Mr. Kelley wrote.

The Army program began March 1 and has sparked a number of complaints on Capitol Hill and in broadcasting circles. Some senators and congressmen complained about spending money for what normally are carried as public service announcements by TV and radio stations. Broadcasters have been chagrined at the fact that for years they have been carrying the Army spots for free and now discover they are being bought, with little of the money going to smaller stations. Even some of the major-market stations have refused to sell the time, continuing their policy of donating it. N. W. Ayer & Son, Philadelphia, is handling the account (Broadcasting, Feb. 22 et seq.).
Every last nut and bolt

Exhibit-by-exhibit, here’s what was on the line for the technically-inclined broadcaster at the NAB

An estimated $80 million worth of equipment was on display at the National Association of Broadcasters convention in Chicago (Broadcasting, April 5). And if little was totally new, much was improved or refined from previous years. All was essential hardware for those who make their living in the broadcasting business.

The most glamorous and widely attended exhibits are those that spotlight color cameras; whatever the level of innovation in a given year, these displays are certain to be eyed closely by everyone. This year was no exception.

Cameras and lenses

Attracting especially large crowds was the Philips PC-100A, which uses digital-control techniques that permit use of triaxial cable, one-tenth the weight and cost of regular cable. The three-Plumbicon unit can show nearly noiseless pictures below 10 foot-candles. During a demonstration, technicians butted the triaxial cable and connected it to a live camera in about three minutes. Cost of the unit is $89,000, with deliveries scheduled to begin next month. Among other Philips' cameras were the portable PCP-90B, a man-held TV color camera said to be of broadcast quality, and an updated PC-70S-2, with features that included automatic centering and variable matrixing.

Probably the newest camera in operation at the convention was International Video Corp.'s IVC-500. It uses a ticon tube (developed by Texas Instruments) in the red channel, with Plumbicon tubes in the green and blue channels. The camera can operate at 10 foot-candles or less, and is designed for use in cable and closed-circuit systems as well as broadcast. The price is from $26,795 with first deliveries next month.

Marconi Electronics Inc., newly-formed as a U.S. firm, showed what it called the first fully automated color camera. The Marconi Mark VIII features automatic line-up, color balance, dynamic centering and check-out, all push-button-controlled. It sells for $77,000.

New developments were added to the RCA TK-44 color camera, including a remote-control panel that enables one operator to handle a multiple-camera facility, and servo-driven shuttering mechanism for greater clarity in action shots.

The Fermesh KCU 40 studio and remote color camera was shown at two exhibits: Sarkesian Tarzian (U.S. distributor) and Robert Bosch Co. (U.S. representative of the Bosch Group, parent of Fermesh). Computer-controlled, its adaptability to remote stems from its light weight (without lens, about 70 pounds). It is priced at about $60,000.

The new Telecimation Chroma III color camera, while not ready for operation at convention time, was the subject of an elaborate presentation. (Target date is now the National Cable Television Association convention in July.) The camera is designed for instant conversion from studio to field operation; the only requirement for remote operation is an AC power source. It is self-contained—including built-in EIA sync generator, NTSC encoder and integrally mounted zoom lens. Price is $20,000.

The Commercial Electronics color TV camera features low-light-level rendition. It uses the Westinghouse secondary electron conduction tube for low-light-level use, and has provided good color rendition with an f/4 stop at illumination as low as five foot-candles.

Angenieux Corp. led the camera-accessories field with its new 15-to-1 zoom lens. It is said to be able to zoom from 18 to 270 mm, focus down to 25 inches, and fill a full screen with an object less than one-half inch high. The new lens is lighter than a standard 10-to-1 and the same size, with adjustable back focus. Extenders can be changed by pushing a button. The price is about $12,000.

New from Canon USA Inc., were two new manual zoom lenses for institutional and industrial television. The Canon JX412 and JX515, designed for use on 35" vidicon camera, achieve color correction by patented "spectra" coating with amber and magenta colors.

Cameras: the eyes of TV always attract convention traffic.

Television Association's Convention in Rank Precision Industries are equipped with a "flip-in" range extender. Combined with other features, this permits objects to be brought into focus when they are touching the front of the lens.

Video recording

Evolution was the theme in video recording this year, but there were some widely discussed items on display.

RCA's TCR-100 video-tape cartridge machine, now ready for shipment, car-
High Energy is more than a mere step forward. A giant leap ahead in magnetic technology, it brings you video tape that will actually make possible dramatic future developments.

With a totally new oxide formulation, "Scotch" Brand "HE" delivers greatly increased signal-to-noise for new brilliance in color definition, new contrast and clarity. Plus third generation duplicates equal to or better than today's best masters.

Yet "HE" achieves this new peak of performance with full advantage of other 3M improvements. No increase in abrasivity or head wear. Fully compatible with your present equipment, it's ready for you now for special applications and critical mastering.

But a word of honest advice. For most applications, "Scotch" Brand No. 400 quadruplex tape still offers you the best performance value. Plus the only use-proven back treatment for longlife protection against contaminants, against static buildup, against handling damage.

Get all the facts about "Scotch" video tapes for today — and tomorrow. Contact your "Scotch" Brand representative or write Market Services, Magnetic Products Division, 3M Center, St. Paul, Minnesota 55101.

"Scotch" is a trademark of 3M Co.
circuits, color-coded warning lights to indicate malfunctioning circuits and simplified tape threading.

The new one-inch video-tape recorder from International Video Corp., the IVC-4190, is available in either color or black-and-white. A maximum three-and-one-half hours of recording and playback time are possible. An “Instant Video Confidence” feature permits playback while recording. Options include a time-base corrector accessory, waveform monitor, audio amplifier and speaker and video display switcher.

A studio console version of the IVC unit has been placed on the market and begins at $14,000. IVC-4102 color time-base corrector is $9,000.

Among related items at the convention: Memorex Chroma 90 broadcast video tape, 2" in width, with special back-coating to reduce drop-outs; new professional cassette alignment tape, from Nortronics Inc., with all original recorded tones and including zero reference, azimuth alignment and frequency response test; new cartridge-tape devices in single and multi-minideck series from Broadcast Electronics Inc. and Visual Electronics; video-tape cleaners which automatically remove oxide build-up, dust and other debris from the tape, offered by Television Equipment Associates Inc. and Recortec Inc.; and a line of Marathon cartridge tools, including head-cleaning cartridge, torque tester and strobe speed tester, from Effective Communications Inc.

The Central Dynamics VA 2083 video-processing amplifier features all-silicone solid-state circuitry and modular construction.

The transmitter world

With FCC authorization of remote control for VHF’s now a reality, transmitters for those stations were among the items most carefully examined at NAB.

RCA said all its transmitters made since 1964 were capable of remote-control operation. Newest addition to its line is the 50-kw, high-band TT-50H, scheduled for delivery late this year. It comprises two 25-kw transmitters, providing full redundancy to guard against interruptions in television transmissions. Extensive use of solid-state devices is combined with only six tubes in the transmitter’s design. It’s priced at $330,500.

The Gates BT-50H, as do others from that company, employs IF modulation, in which picture and sound signals are processed, modulated and corrected at very low power levels, then increased through amplifiers to desired output power. The BT-50H has five cabinets—a 1300-watt exciter/driver, an aural amplifier, a visual amplifier driver and two 25-kw single-tube visual amplifiers, paralleled for video output. Price is about $225,000.

Among others who centered their
pictures on remote control were Ampex, showing its TA-8000 VHF line, in which the basic system employs a 1.5 kw driver unit plus power amplifiers for the specified station power output requirement; General Electric, which uses a 60-kw klystron, said to be the highest-powered tube of its kind, and Philips, whose 17.5-kw unit with IF modulation was given emphasis in remote-control-oriented pitch.

Among other transmitters: Standard Electronics Corp., lines of UHF transmitters and amplifiers utilize air-cooled klystrons with permanent magnets; a selection of VHF and UHF television transmitters from Rodelco Inc., featuring all silicon solid circuitry, with the exception of transmitting tubes; the Wilkinson Electronics 1000-w FM transmitter, requiring only four square feet of floor space (the right side is removable and all other components can be reached from this access or the full rear door); American Electronics Laboratories Inc., which introduced its line of solid-state transmitters—compact, completely self-contained units in which the amplifier operates in a grounded grid configuration with zero bias, and the cathode circuitry is broadbanded, requiring no field adjustment; CCA Electronics, showing complete lines of AM and FM transmitters from 1 kw to 50 kw in AM and 10 watts to 25 kw in FM; Collins Radio, with its new 20 kw FM transmitter, the 831G-1, with overload protection circuits and an automatic power output control: Continental Electronics Manufacturing Co. AM transmitters, with solid-state exciter and built-in Magnaphase antenna protection circuit among their features.

At the other end of the transmitter scale: Vega Electronics showed its Model 55 miniature high-fidelity transmitter. It is 3.5 inches long, weighs five ounces, and has a short flexible plug-in antenna that can be hidden under clothing. The purpose, of course, is as a wireless microphone.

Antennas and the like
CCA Electronics showed its circularly polarized FM antenna with one-and-a-half turn helix form factor to eliminate sharp points and minimize corona. Jampro Antenna Co. demonstrated its elliptically polarized FM antennas, including the Performer JLCP series. It is rated at 1 kw per bay and is available in models from one to eight bays.

The 4730 Delta Dipole Antenna from Alford Manufacturing Corp. consists of an array of individual dipoles mounted on panels and arranged and fed to produce horizontal and vertical patterns for VHF.

Raytheon Co.'s KTR line of microwave transmitters are long-haul systems

... and now a word from our SPONSOR
(you're in trouble)

Sponsors like to be on the same level as program material. When they're not, they tend to take their advertising elsewhere. There goes your profit! Belar control equipment lets you keep your entire broadcast where it should be — our peak limiter and mod minder give you a level start ... our AM, FM, and TV XMTR Monitors tell you exactly what's happening at the transmitter. With Belar, your engineers can spot and correct trouble before it's audible — before you lose your audience and profit. And all Belar instruments are complete — no additional calibrators are ever needed. For your profit controls call Arno Meyer at (215) 789-0550, or write:

BELAR ELECTRONICS LABORATORY, INC., Dept.B41
Box 83, Upper Darby, Pennsylvania 19084
used for studio-to-transmitter links, inter-city relays and educational TV systems. The Marti Electronics Inc. FM studio-transmitter link features plug-in modular construction, solid-state circuitry and components.

Lighting equipment
In the field of lighting, the “Q-File” memory system for lighting control was unveiled by Kliegl Bros. Combining the random-access memory storage unit with a console operated by one individual, the system permits rapid changes in lighting and cueing.

Among the new items in the Bardwell & McAllister lighting equipment line was the “Slimline II" 2000-w tungsten-halogen "quartz" light, a high-intensity, continuous-duty light source designed for TV and motion-picture studios. Mole-Richardson Co. introduced its latest line of quartz solarspots designed for quartz tungsten-halogen globes, GTE-Sylvania Inc.'s line of tungsten-halogen gas is designed to reduce blackening and maintain color temperature by the use of the halogen gas.

Skirpan Electronics has a system for relating lighting to music or voice by converting audio signals into direct-current signals that control dimmers.

In keeping with the search for easy-to-operate, low-cost equipment, a portable lighting kit from Century Strand was available for $680.

Audio
In the audio field, Gates introduced its broadcast cassette playback and recorder system. More than 100 individual items can be recorded on a single cassette. For commercials, a control tone automatically cues the cassette to the beginning of the next spot. An auxiliary tone recorded after the last commercial causes the cassette to rewind automatically and to cue to the first commercial in a matter of seconds. Units are available in playback only or playback/recorder combinations, and in monaural or stereo. Combinations average about $1,200.

CCA Electronics Corp. exhibited its “Automatic Ten” push-button console, which eliminates individual channel faders and replaces front panel switches with interdependent, solid-state audio switching logic. These controls are operated by illuminated pushbuttons. Ten independent monaural channels have facilities for accepting either of two audio inputs.

Low Power Broadcast Inc. displayed its S-1 audio distribution amplifier, which the company says is designed to fill the gap between a console and a number of limited-area broadcast transmitters. The design utilizes all solid-state devices for the active elements and an output network that provides over 60 db of channel separation.

Sparta Electronics Corp.'s automatic program controller 1052 can be augmented with automatic format expanders, a module for network joining and rack space at 83/4". The control board is separate from carousel unit.

United Research Laboratory Corp. displayed the Auto-Tec Recording System. The tape transport incorporates a pair of synchronous direct-drive capstan motors with their shaft sizes so arranged to provide differential closed loop for intimate tape-to-head contact and speed regulation, yielding a flutter specification of DIN .05% peak-to-peak.

An automatic programing system from Systems Marketing Corp., the “Digi-card" Model 600, has the capacity to provide 10 hours of programming with an average of 60 events per hour. Using a special plastic card, the system with its companion decoder will program 15 or more channels of radio and at the same time random-select 10 or more cassettes.

Broadcast Products Inc. featured a new AR-2000 series broadcast automation system. The totally solid-state system has full random-select capability and facilities for up to 99 source inputs.

Audio equipment shown by McCurdy
amp/limiter/compressor, to be sure that clipping will not occur "even if you scream into the mike," the company says: QRK Electronic Products Inc.'s eight-channel stereo audio console, 100% solid-state with 16 stereo inputs. The 6400 series professional tunable preamplifiers of Gray Research Corp., all self-contained and self-powered, designed to accept the output of a 47K ohm stereo cartridge; International Tapetronics' master recorder-reproducer designed for stereo; microphones at Shure Brothers Inc. and Vick Electronics Inc.—latter a wireless system; background-music systems by Seeburg Music Library, International Good Music Inc. and Rowe International Inc.; Telex lines of RP 110 (monaural) and RP 120 (stereo) solid-state amplifiers intended for use with electrically controlled magnetic tape transports with separate erase, record and play heads; stereo cartridges from Stanton Magnetics, beginning with Model 681, packed with individually calibrated performance data, a knurled screwdriver and a metal "pill box" for spare styli.

Film equipment

Despite heavy use of video tape, film is still vitally important to TV broadcasters. At NAB:

The General Electric Mini-Telecenter—a compact film island that can also be used in live camera configuration for studio work—was shown. Included are a color camera, multiplexer, slide projector and low-cost 16mm and super 8mm projectors. The 16mm is for syndicated film; the super 8, for low-cost color origination. The unit can also be used as a live camera for studio work by rotating the camera head 90 degrees. Entire package costs $27,500.

A new Eastman Kodak television film projector, model CT-500, incorporates channel threading, solid-state cueing and solid-state sound reproduction. The projector automatically shuts down at end of film or in case of film breakage. It has automatic projection-lamp and exciter-lamp changers and Geneva intermittent-type drive. The camera will retail for about $16,000 when available this fall.

Cintel Corp. presented its newest film processor, the "Little Max"—in models LTM-ME4 and LTM-CR-100 for processing 8/16mm or 16/35mm Ektachrome film. The control panel and take-up reel are located at one end for ease of operation. Also included are an advanced demand drive system using new spring-centered rollers; wiper-blade squeegees at crossover points and box squeegees at the final exit to minimize contamination of solutions; and a dryer cabinet complete with RH temperature controls.

The Jamieson Film Co. color film processor, in both 16/8 and 35/16 versions, was offered. It conducts the standard ME-4 process at 20 feet per minute. At higher temperatures it runs at 30 feet per minute.

The Mark X Inspect-o-Film editor was shown by Harwald Electronics. It electronically inspects film for breaks or tears, measures or times the footage, and counts splices. Then the film is cleaned, rewound and viewed; the sound is read and can be synchronized.

The Cohu Electronics color film camera in 1500 series has modular design and comes complete with image enhancer, color encoder, set-up monitor and waveform monitor. Cohu also can furnish a full film island with optical multiplexer, film projectors and slide projectors.

Abto Inc., which last year unveiled an optical system that permits color reproduction from coded black-and-white film and slides, offered a complete system with cameras and film-and-slide chain. It may be leased for $15,000 annually for three years.

Paillard Inc. displayed a new 16mm single-system camera. It can be used for news filming, documentaries, commercials and animated films.

The 3M Co. showed new developments in its ChromaBeam recorder-printer system for converting color-television signals to color-16mm mo-
tion-picture film. A video disc-storage unit has been added to the system to eliminate color fringing and smear or break-up of the film image during the fast motion of objects. Delivery of the Chromabeam units is now scheduled for late this year. The complete system costs about $120,000.

The Arriflex 16BL film camera for TV synchronous-sound filming has a built-in exposure system.

The Lipsner-Smith CF2 film-conditioning unit cleans film on both sides and removes scratches, coats them, and lubricates the film.

**Special effects and switching**

The CBS Laboratories Vidifont system was unveiled during the convention. It permits production of messages—on command and in real time—from several desired type fonts and sizes. It can be operated by a typist, eliminating the major need for artwork or "menu board titling." The system provides proportional character spacing, as well as character display color control on a word-by-word basis.

The Chiron Telesystems character generator features external data-storage capabilities. The portable D-1500 offers among standard features: page roll-up, one-row crawl, cursor editing controls and 32 characters by 15 rows of display.

It may be used in a wide range of system configurations.

Colorado Video Inc. introduced its model 606A video quantizer for special-effects production. A normal video signal is "sliced" into eight amplitude levels, with subsequent intermixture of these levels to achieve a wide range of video effects.

Q-TV Sales and Distributing Corp. introduced its "Videoprompter" system, consisting of dual-camera multi-transport read-out. It will transmit information typed on conventional or multilingual typewriters to one or more monitors placed directly on or off cameras.

The line of prompting equipment shown by Telesync Corp. features line-for-line sync, easy set-up by nontechnical personnel, and next-to-lens mount-

---

**SMOOTH AND EASY**

"Smooth and easy" describes a Spartamation-programmed station. Smooth, because the air sound flows effortlessly, and ever so precisely. Easy, because Spartamation systems are easy to operate. Easy to understand. Convenient visual displays show exactly what's going on.

Smooth sound. Easy operation. Spartamation makes it happen.

Options include network joining, unlimited format expansion, teletype logging, audio consoles, AM & FM transmitters, towers, and FM antennas. (Quotations for complete package stations on request.)

---

*Spartamation System*
quires, and includes an interface to mate with existing switches.

Visual Electronics' vertical-interval video-switching system uses dual trans
lators at cross-points, integrated circuits for logic and accepts composite or non-
composite signals on any input, automatically adding sync to the non-comp
signals. The Grass Valley Group Inc. 1400 series of switchers offers a variety
of options including: cut-bar system, processing system, insert keyer sys-
tem, auxiliary buses, pre-roll system and non-synchronous inhibit. The Richmond Hill Laborator
y's VPM 2000 series studio-production switchers stress simplicity of
operation in providing video path flow-through, left to right. Power-Optics Inc.
showed a remote-control system for studio control of television cameras that
sells for about $40,000 without camera. Vital Industries' VIX 124 production
switcher: 13 video inputs, 10 effects patterns, including circle, and all-ef-
effects options available. The Telemet vertical-interval switcher with mixer,
model 7149/7941, are respectively 12-
input and eight-input self-contained
units.

Measuring and testing
The Rohde & Schwarz TV demodula-
tor type AMF, high-precision vestigial
sideband unit with Nyquist slope, avail-
able with special antenna for VHF or
UHF band.

Taber Manufacturing and Engineer-
ing Co.'s line of precision magnetic test
tapes, from 1/4" up and including cas-
sette format, was displayed.

Delta Electronics Inc. RG-1 receiver/
generator is a portable combination sig-
nal generator with high output power
and receiver, for use with impedance
measuring bridges in antenna measure-
ments.

Moseley Associates showed two re-

time-control systems with 15- to 30-
channel switching and monitoring ca-

psibility. The basic system can be ex-

dended to include automatic logging.

The Rust Corp. remote-control, au-

matic logging and alarm system can print-
parameters of 24 readings plus
time of day and calibrate-check reading.
It also notifies the operator when the
transmitter requires attention.

New from Schafer Electronics was the
VEL-800 logger, providing verified
encoded logging using standard teletype
input/output. Typing errors can be cor-
corrected "on-line" and special log in-
formation can be inserted by keyboard
entry.

The Tape-a-Thon Corp. logger can
record up to 409 hours (over 17 days)
of audio voice transmissions on a single
reel. By adding a second or third tape
transport, the system can easily be en-
larged.

Johnson Electronics displayed a bat-
tery-operated, portable single-channel
field-strength meter.

Conra color monitors feature inde-
dependent and regulated second anode
supply, with complete current-limiting
and failure production circuits.

Color monitors using Sony Trinitron
tubes were shown by World Video Inc.,
and Tektronix Inc., and one using a
black matrix tube at Ball Brothers Re-
search Corp., which now has them in
19-inch, 21-inch and 25-inch units.

Boston Insulated Wire & Cable Co.
showed a camera cable tester that auto-

matically detects shorts, open circuits
and low insulation resistance.

Bird Electronics showed instruments
and components for RF power measure-
ment.

The Time and Frequency Technology
Model 701 TV frequency and modula-
tion monitor, for gauging aural and
visual frequency and percent aural mod-
ulation, can also remotely monitor
transmitters up to 30 miles away with
a rooftop antenna. It has both a peak
reading modulation meter and two peak
flashers which measure and display plus-
and-minus peak modulation simultane-
ously.

Bolvar Electronics Laboratory Inc.
introduced its TVM-2 television digital
frequency monitor. It simultaneously
measures both aural and visual carriers
or intercarrier and has either ±500 hz
or ±1 kHz off-frequency alarms. Among
the monitors displayed by McMartin
was the TBM-8000 AM digital fre-
quency monitor, with solid-state modu-
lar design. It monitors the frequency
deviation of AM transmitters at 10
KHz increments throughout the AM
range.

The Cooke Engineering program
timer 728 is a bidirectional counter
with neon readout tubes. It has BCD
coded digital information to drive re-

date readouts.

Among the products shown by Tape-
caster TCM Inc. was a real-time digital
clock with solid-state construction. The
VIF International studio timer is pro-
gamed by means of thumbwheel
switches and may be operated either in
the normal up mode or in the down
mode. There are four sizes of char-
acters; they are switchable and may be
positions vertically or horizontally. The
start-stop function may be remotely
operated.

Miscellany

Products and services that play a sup-
porting role (sometimes literally) in
broadcasting were among the subjects
of NAB exhibits. Examples:

Sarkes Tarzian Co. offers a system for
handling and processing contract data,
Radio-TV, CATV prospects good

However, Commerce forecast notes rising costs will hold down '71 profits

Television broadcasters ought to increase their 1971 revenues by 7% over last year to almost $3.1 billion despite the loss of cigarette advertisements and the restrictions on network prime-time programming, according to the U.S. Department of Commerce’s Bureau of Domestic Commerce.

In its “Outlook 1971,” the federal agency foresees, however, no appreciable rise in income because of the squeeze from rising costs.

By 1975, the department estimates, TV-broadcast revenues should approach the $4.3-billion mark, and by 1980, revenues should pass the $6.7-billion level. Gross income before taxes should also continue to increase at an annual rate of 9%, the agency calculates.

In CATV, the department foresees total system revenues of $375 million in 1971, compared to $310 million in 1970.

In radio, the 1971 outlook is for a 7% rise in revenues, to $1.2 billion with income jumping 9% to $94 million. FM revenues, the agency estimates, could approach $100 million this year.

By 1975, it says, revenues of radio broadcasters should reach $1.6 billion, with income before taxes of about $140 million. By 1980, broadcast revenues should pass the $2-billion mark, accompanied by pretax profits of about $230 million.

The Commerce Department’s estimates were made by E. MacDonald Nyhen, of the bureau’s communications-electronics division.

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

HOWARD E. STARK
Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. (212) 355-0405

Million-dollar troika at CBS; miscellany

There’s little news as such in CBS’s proxy statement to shareholders, but there is more grist for the “what other people make” mill. In 1970: Chairman William S. Paley again made $200,000 in salary, plus $198,450 in additional compensation ($14,884 deferred). President Frank Stanton made $200,000 plus $198,450, none deferred. Executive Vice President John A. Schneider made $150,000 plus $106,375 plus $8,625 deferred. Aggregate for the big three: $1,061,900.

Richard W. Jencks, president of the CBS/Broadcast Group, received $95,769 in salary (increase of $17,844), $42,250 in additional compensation and $22,750 in extra compensation deferred (in total $10,000 less than in 1969). Salary, additional and deferred for Goddard Lieberson, president of the CBS/Columbia Group, were $100,000, $30,000 and $90,000; for Ross D. Sackett, president of CBS/Education and Publishing Group and chairman of Holt, Rinehart & Winston, $84,018, $19,500 and $10,500; for Ralph O. Briscoe, president of CBS/Comtec Group, $80,000, $26,250 and $8,750. Aggregate for the smaller four: $609,787.

Estimated annual benefits under the CBS pension plan for key executives, upon retirement, were reported as follows: Mr. Paley, $59,706; Dr. Stanton, $88,341; Mr. Schneider, $65,965; Mr. Jencks, $30,445; Mr. Briscoe, $34,504; Mr. Lieberson, $43,619; Mr. Sackett, $28,510.

The retirement estimates assume the executives will remain with CBS at their

FocusOnFinance

scheduling, logs, etc.; it makes daily audits comparing contracts and actual broadcast reports, intermixed standard-month and calendar-month billing, and other necessary paperwork. System is computer-controlled and may be integrated into other automation systems.

Ingersoll Products, a division of Borg-Warner Corp., showed a variety of modular enclosure systems for housing electronic and other kinds of equipment. Tower exhibits were Fort Worth Tower Co., Rohn Manufacturing Corp. and Utility Tower Co. Phelps Dodge Communications Co. displayed its coaxial cable and rigid transmission line. Reynolds Products Co. demonstrated a variety of lettering and duplicating devices for graphic-arts needs. The prerequisites for an environmentally conditioned clean room were part of the Liberty Industries Inc. presentation. Soll Corp. specialties in station planning and the design, construction and installation of studios, transmitters, and other equipment. Power grid tubes were featured at Thomson-CSF Tubes and Varian Associates. A variety of support equipment was at Quick-Set Inc., Innovative Television Equipment and Listec Television Equipment Corp. And there was CATV equipment from companies such as Jerrold Corp., Vikoa Inc., Kaiser CATV, and B&K Instruments.

A test marriage of fax and FM

Facsimile transmitting is decades-old, but at least one man thinks its profit potential still remains to be tapped.

John Porterfield, president of the newly formed Broadcast Facsimile Network, has been demonstrating a system of facsimile transmission over FM sub-carrier frequencies. The experiment is being carried out with special FCC authorization.

The use of the FM band can produce reproductions in a quantity as high as the number of receivers tuned in to the frequency. (When telephone lines are used, a separate call is required for each copy.) Mr. Porterfield hopes to form a true network of facsimile communication.

The Broadcast Facsimile Network concert was displayed at the equipment exhibits during the National Association of Broadcasters Convention in Chicago and during a special reception on March 28.
present salaries until age 65 and will elect to receive their retirement benefits in the form of a 10-year certain and continuous annuity. Mr. Paley is serving past normal retirement and will not receive pension benefits until actual retirement.

Dr. Stanton's current contract for his employment as a senior executive of CBS Inc. expires on Dec. 31 this year. It provides, however, that he is to serve as a consultant for 16 years after that date at $100,000 a year adjusted for increases in the cost-of-living (since 1966) and that he is to be afforded office space, secretarial assistance and other facilities and services similar to those available to him during his employment.

Shares of CBS common stock owned by each of the top seven executives: Mr. Paley, 7,179,694; Dr. Stanton, 1,953,961; Mr. Schneider, 1,782,492; Mr. Bresco, 8,332; Mr. Lieberson, 43,328, and Mr. Sackett, 1,953 plus 4,750 shares of CBS preference stock.

The report was sent to shareholders in soliciting proxies for the annual meeting to be held at 10 a.m. Wednesday, April 21, at CBS Studio Center in North Hollywood, Calif.

Teleprompter profits propelled by merger

Teleprompter Corp., New York, has reported a 79.1% increase in net income and a 22.7% rise in revenues for 1970. These figures reflect the company's merger with H&B American Corp., on Sept. 17, 1970 (Broadcasting, Sept. 21, 1970), to form the largest cable-TV systems operator in the country.

A company spokesman said a strong fourth quarter helped Teleprompter achieve its record results.

Teleprompter now has over 100 operating cable-TV systems in 30 states serving more than 540,000 subscribers, the spokesman said, and on Dec. 31, 1970, it completed the purchase of six CATV systems from Reeves Telecom Corp. Contribution of these acquisitions to the firm's over-all financial picture, he added, were not included in the report for 1970.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings</td>
<td>1.53</td>
</tr>
<tr>
<td>Revenues</td>
<td>33,023,403</td>
</tr>
<tr>
<td>Net income</td>
<td>4,760,715</td>
</tr>
</tbody>
</table>

*—After provision for federal income taxes
**—Before extraordinary credits

Financial notes:

* Fuqua Industries Inc., Atlanta, diversified conglomerate with broadcast holdings, reports that it has agreed to acquire Arizona Valley Development Co. in stock-exchange transaction said to run in vicinity of $5 million. Agreement calls for exchange of one share of Fuqua stock for every four common shares of Arizona Valley. Transaction, subject to Arizona Valley stockholders' approval, will require Fuqua to issue additional amount of stock, in excess of 200,000 shares.

** Plough Broadcasting helps in parent's gain

Consolidated revenues for Schering-Plough Corp. in 1970 were 10% above comparable figures for the previous year, while net income rose 17%.

The conglomerate, which formally came into being Jan. 16 following the merger of Schering Corp. and Plough Inc., issued its 1970 financial figures in a comparison with those registered by both Schering and Plough the year before, combined for purposes of comparison.

Schering-Plough, whose primary business endeavors lie in the fields of para-medical product development, household goods and cosmetics, is the parent of Plough Broadcasting Co., owner and operator of five AM-FM combinations in major markets. While individual sales and profit figures for the broadcast division were not disclosed, the company reported that its stations posted "strong sales gains" in 1970.

Consolidated figures for the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share$</td>
<td>1.90</td>
</tr>
<tr>
<td>Revenues</td>
<td>402,239,000</td>
</tr>
<tr>
<td>Net income</td>
<td>50,515,000</td>
</tr>
<tr>
<td>Average equivalent shares outstanding</td>
<td>26,553,585</td>
</tr>
</tbody>
</table>
| *—Computed on basis of weighted average number of equivalent common shares outstanding assuming conversion of outstanding preferred shares.

448,895 Shares

Multimedia, Inc.

Common Stock

(per value $1 per share)

Price $25 Per Share

Goldman, Sachs & Co.

Drexel Firestone

duPent Gleor Forgan

Eastman Dillon, Union Securities & Co.

Hornblower & Weeks-Hemphill, Noyes

Kidder, Peabody & Co.

Lazard Frères & Co.

Lehman Brothers

Merrill Lynch, Pierce, Fenner & Smith

Smith, Barney & Co.

Wertheim & Co.

White, Weld & Co.

Dean Witter & Co.

Reynolds & Co.

April 8, 1971

BROADCASTING, April 12, 1971
Stock analysts cautious despite broadcast gains

The strong surge of broadcast and related stocks last month was attributed by Wall Street to the influx of time sales to the TV networks. But this flow is not expected by securities analysts to be sustained this month or in the months to come.

The general attitude among broadcast analysts is that 1971 will generally be a slow year, and that next year should be better. Network stocks, one analyst said, will sell on the basis of what kind of earnings they can show for the year.

There is general agreement on Wall Street that the cable-television hearings in Washington last month probably will have a restraining influence on the stocks—especially since some detect the vague outline of compromise on the question of distant signal importation. "This makes the broadcast people a little nervous," one analyst said.

At present, the market in broadcast and related stocks is somewhat cautious, and still looking for some positive economic sign before moving ahead.

The big move in broadcast stocks earlier this month was considered by some analysts as the first in a market. The stocks now are described as inching along, waiting for confirmation of a

Company reports:

Lamb Communications Inc., Toledo-based broadcaster and multiple-CATV stronger economy.

The Broadcasting stock index

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

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Stock Exchange</th>
<th>Closing April 7*</th>
<th>Closing March 31</th>
<th>% change in week</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

- **Broadcasting**

  - ABC
  - ASI Communications
  - Capital Cities
  - CBS
  - Continental
  - Cox
  - Gross Telecasting
  - Metromedia
  - Mooney
  - Pacific & Southern
  - Rahall Communications
  - Reeves Telecom
  - Scripps-Howard
  - Sandling
  - Starr
  - Taft

- **Broadcasting with other major interests**

  - Avco
  - Bartell Meds
  - Boston Herald-Tribune
  - Chris-Craft
  - Combined Communications
  - Cowles Communications
  - FTD
  - Gannett
  - General Tire
  - Global Comm.
  - Iowa Broadcasting
  - Liberty Corp.
  - LIN
  - Meredith Corp.
  - Outlet Co.
  - Post Corp.
  - Riddler Publications
  - Rolins
  - Rust Craft
  - Schering-Plough
  - Storer
  - Time Inc.
  - Trans-National Comm.
  - Turner Communications
  - Wometco

- **CATV**

  - Ameco
  - American Electronic Labs.
  - American TV & Comm.
  - Bump & Sims
  - Cablevision-General
  - Cable Information Systems
  - Citizens Financial Corp.
  - Columbia Cable
  - Communications Properties
  - Cox Cable Communications
  - Cypress Communications
  - Entron
  - General Instrument Corp.
  - Sterling Communications
  - Tele-Communications
  - Telprogrammer
  - Television Communications
  - Viacom
  - Vox

54 FOCUS ON FINANCE
owner, reported a 32% increase in profits over the corresponding period a year ago.

For nine months ended Feb. 28:

<table>
<thead>
<tr>
<th>Company</th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$2,010,100</td>
<td>$1,756,700</td>
</tr>
<tr>
<td>Net Income</td>
<td>134,000</td>
<td>101,500</td>
</tr>
<tr>
<td>Special credits</td>
<td>—</td>
<td>132,000</td>
</tr>
</tbody>
</table>

Communications Properties Inc., Austin, Tex., diversified communications firm, reported 13% increase in revenues for first quarter of fiscal 1971. Revenues from CATV operation, company said, were up 15% over corresponding period a year ago.

For three months ended Jan. 31:

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exchange</th>
<th>Closing APRIL 7</th>
<th>Closing MARSH 31</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia Pictures</td>
<td>CPS N</td>
<td>14%</td>
<td>14%</td>
<td>-3.4</td>
<td>15</td>
<td>14%</td>
</tr>
<tr>
<td>Disney</td>
<td>DIS N</td>
<td>102%</td>
<td>101%</td>
<td>+1.5</td>
<td>104%</td>
<td>101</td>
</tr>
<tr>
<td>Filmways</td>
<td>FWY A</td>
<td>8%</td>
<td>9%</td>
<td>-2.6</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Four Star International</td>
<td>O</td>
<td>1%</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Gulf &amp; Western</td>
<td>GW N</td>
<td>26%</td>
<td>28%</td>
<td>-2%</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>Kinney National</td>
<td>KNS N</td>
<td>35%</td>
<td>36%</td>
<td>-1.4</td>
<td>36%</td>
<td>35%</td>
</tr>
<tr>
<td>MCA</td>
<td>MCA N</td>
<td>26%</td>
<td>29%</td>
<td>-3.4</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>MGM</td>
<td>MGM N</td>
<td>25%</td>
<td>25%</td>
<td>-2.3</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Music Makers</td>
<td>O</td>
<td>2%</td>
<td>2%</td>
<td>-10.0</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>National General</td>
<td>NGC N</td>
<td>23%</td>
<td>25%</td>
<td>-6.9</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>Tele-Tape Productions</td>
<td>O</td>
<td>1%</td>
<td>1%</td>
<td>-2.3</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Transamerica</td>
<td>TA N</td>
<td>16%</td>
<td>17%</td>
<td>-21.9</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>20th Century Fox</td>
<td>TF N</td>
<td>13%</td>
<td>13%</td>
<td>+1.0</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Walter Reade Organization</td>
<td>O</td>
<td>3%</td>
<td>3%</td>
<td>+4.4</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Weather Corp.</td>
<td>WCO A</td>
<td>7%</td>
<td>7%</td>
<td>+3.3</td>
<td>7%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Total 128,551 $3,717,900

Memorea Corp., Santa Clara, Calif., reported decreased earnings and net income in preliminary, unaudited figures for fiscal 1970. Laurence L. Spitters, president, reported that company was

Service

<table>
<thead>
<tr>
<th>Name</th>
<th>Symbol</th>
<th>Exchange</th>
<th>Closing APRIL 7</th>
<th>Closing MARSH 31</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Blair</td>
<td>BJ N</td>
<td>19%</td>
<td>19%</td>
<td>-3.2</td>
<td>20</td>
<td>18%</td>
<td>2,583</td>
</tr>
<tr>
<td>Creative Management</td>
<td>CMA A</td>
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<td>14%</td>
<td>+1.7</td>
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<td>23%</td>
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<td>9%</td>
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<td>Foote Cone &amp; Beiding</td>
<td>FCB N</td>
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<td>9%</td>
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<td>3%</td>
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<td>15%</td>
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<tr>
<td>Moviola</td>
<td>MOY A</td>
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<td>J. Walter Thompson</td>
<td>JWT N</td>
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<td>18%</td>
<td>-2%</td>
<td>17%</td>
<td>12%</td>
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<td>-9.4</td>
<td>24</td>
<td>21%</td>
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</table>

Total 35,927 $1,238,108

Memorea Corp., Santa Clara, Calif., reported decreased earnings and net income in preliminary, unaudited figures for fiscal 1970. Laurence L. Spitters, president, reported that company was

Manufacturing

<table>
<thead>
<tr>
<th>Name</th>
<th>Symbol</th>
<th>Exchange</th>
<th>Closing APRIL 7</th>
<th>Closing MARSH 31</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
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<tr>
<td>Admiral</td>
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<td>12%</td>
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<td>+20.1</td>
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<td>10%</td>
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<td>Ampex</td>
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<td>24%</td>
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<td>CCA N</td>
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<td>18%</td>
<td>-7</td>
<td>19</td>
<td>18%</td>
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<tr>
<td>Callco Radio</td>
<td>CRI N</td>
<td>19%</td>
<td>18%</td>
<td>-7</td>
<td>19</td>
<td>18%</td>
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<td>Computer Equipment</td>
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<td>5%</td>
<td>5%</td>
<td>-</td>
<td>5%</td>
<td>5%</td>
<td>2,096</td>
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<td>68%</td>
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<td>+5</td>
<td>46%</td>
<td>45%</td>
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Total 385,648 $24,195,052

Grand total 771,328 $25,906,064

Standard & Poor Industrial Average 110.42 100.58 +8

A-McDonald's Stock Exchange 1 M-Midwest Stock Exchange 2 N-New York Stock Exchange 3 O-Over-the-counter (bid price shown) 4 -2:30 p.m. prices for American Exchange

in transition period in that year, chang-
ing from the manufacture and sale of
media supplies to data processing equip-
ment. Earnings and income were re-
duced, Mr. Spitters said, because of the
transition to a business based primarily
upon leasing to computer users.

For year ended Dec. 31, 1970:
1970 1969
Earnings per share $ 0.83 $ 1.85
Revenues 78,996,817 76,066,759
Net income 3,188,585 6,002,161
Shares outstanding 3,829,879 3,733,547

Note: 1970 figures have been restated to reflect 48-
month deferral of earnings attained from forma-
tion of ILC Peripherals Leasing Corp., in which
Memorex has 20% interest.

Gross Telecasting Inc., Lansing, Mich.,
group station owner, reported net in-
come for 1970 slightly increased over
previous year, although revenues rose
nearly $1 million over figures reported
a year ago. President Harold F. Gross
reported that 1970, which saw record
earnings for the firm, was highlighted
by the FCC's approval (on Jan. 15,
1970) of Gross' acquisition of WKBST-TV
LaCrosse, Wis.

For year ended Dec. 31, 1970:
1970 1969
Earnings per share $ 1.18 $ 1.09
Revenues 5,081,674 4,143,201
Net Income 947,297 876,581
Average shares outstanding 800,000 800,000
* Net income for 1969 was restated to reflect tax
assessments, interest and certain other changes.

Spencer-Kennedy Laboratories Inc.,
Winchester, Mass., CATV equipment
manufacturer, reported a loss from con-
tinuing operations of $396,264 during
the first six months of its fiscal year.
Extraordinary gain from sale of Amer-
ican Television and Communications
Corp. common stock, which amounted
to $429,546, enabled company to sus-
tain profit for 1970.

For six months ended Dec. 31, 1970:
1970 1969
Revenues $733,886 $1,002,851
Income before extraordinary
items (206,284) (124,575)
Net Income 33,282 1,142,849
Note: No provision for federal income tax required as result of net operating loss carry forwards available to taxable income.

Teletronics Industries Inc., Dallas, man-
ufacturer and lessee of color-TV sets,
reported profitable first half in fiscal
1971, although firm's net income for
that period represented roughly half of
its measured profit for corresponding
period a year ago.

For six months ended Dec. 31, 1970:
1970 1969
Earnings per share $ 0.05 $ 0.10
Net Income 377,550 552,297
Average shares outstanding 418,416 418,416

Grey Advertising Inc., New York, reg-
istered decline in revenues and net in-
come in 1970, compared with previous
year.

For year ended Dec. 31, 1970:
1970 1969
Earnings per share $ 1.15 $ 1.42
Revenue 197,199,000 203,642,000
Net Income 1,394,000 1,647,000
Shares outstanding 1,207,280 1,161,303
* Restated, following new auditing procedures.
** Weighted average. Restricted stock which was
sold at midyear in 1969 counted all year of 1970.

PKL Co.'s, New York-based diversified
company, reported dismal returns for
1970. The company announced that
Papert, Koeing, Louis Advertising, a
division, has recovered from a substan-
tial first-quarter loss and is now oper-
ating profitably, as is its British sub-
sidary, PKL Ltd. Sale of ACS Industries
Inc., West Coast electronic connector
manufacturer, earlier this year, has
"plugged our main cash drain," com-
pany said. That division took a
$184,475 bite out of firm's profits last
year.

For year ended Nov. 30, 1970:
1970 1969
Earnings per share ($ 0.45) $ 0.32
Revenues 5,866,507 17,542,285
Net income (336,633) 232,379

Reeves Industries Inc., Hialeah, Fla.,
reported record income in 1970 but de-
creased revenues due to disposition of
its Soundcraft division.

For year ended Dec. 31, 1970:
1970 1969
Earnings per share $ 0.15 $ 0.41
Revenues 6,474,000 7,709,000
Net income 508,000 1,404,000
Shares outstanding 3,458,000 3,446,000
* 1969 net income and per-share earnings reflects
impact of extraordinary items—of $597,000 and
$372,000, respectively—for gain in sale of Sound-
craft and tax benefit of operating loss carry-forward.
Without these gains income for 1969 would have
been $436,000 or 13 cents per share.

CPI adds finance consultancy
Communications Properties Inc., Hous-
ton-based multiple-CATV owner, has
announced formation of a subsidiary, Communications Advisors Inc., to han-
dle financing, supervision, investments
and counseling of cable-TV systems.
James F. Ackerman has been named
president of the new division. Mr.
Ackerman, vice-president-finance for
the parent firm, was involved in the
development of another CPI subsidiary,
Communications Finance Division, in
1960.

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**Equipment & Engineering**

**FCC's Spence sets goal of objectivity**

New chief engineer denies he is antibroadcasting—can't see 'wired-city concept'

The mills at the Civil Service Commiss-
ion last week finished grinding out the
clearance for a new chief engineer for
the FCC, and the commission an-
nounced the appointment of Raymond
E. Spence, who had joined the agency
as deputy chief engineer in November
1968.

Broadcasters who follow such things
closely were not pleased when the com-
mision, in February, was reported to
have named Mr. Spence to fill the spot
left vacant in January by the death of
William N. Watkins ("Closed Circuit," Feb. 22). Mr. Spence, who had spent
eight years with the Federal Aviation
Agency before joining the commission
and had been acting chief since Janu-
ary, was regarded as antibroadcasting
in his approach to spectrum-manage-
ment matters. At a time of land-mobile
radio demands for television spectrum
space, and of suggestions that all tele-
vision be moved to wire, the Spence
appointment was regarded by some
broadcasters as disquieting.

But Mr. Spence last week said he
was "amused" by the speculation about
his views, that he didn't know any basis
for it, and was not "pro" or "anti" any
service. (He did express a fondness for
one service, however—the amateur
service. He is a ham operator.) He
found closer to the point the anony-
rous statement quoted in the Feb. 22
"Closed Circuit," which said that, "to
broadcasters anyone 'equally interested'
in special radio and other services using
that spectrum would probably be regarded
as 'antibroadcasting.'"

If the chief engineer's office cannot
maintain a reputation for impartiality
and objectivity, he said, "it will lose
its effectiveness as an adviser to the com-
mision." But, "if broadcasters are con-
cerned," he said, "I suggest they come
in and talk.

Some broadcasters, at least, were be-
lieved to have been quietly rooting for
Harold Kassens, an engineer who is
chief of the rules and standards di-
vision. The commission had at least
tentatively settled on Mr. Kassens for
Mr. Spence's deputy, but Mr. Kassens
was interested in the top job only and
turned down second spot, even though
it meant a two-step promotion in grade
and an annual $4,000 raise in pay.

The commission is understood to

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BROADCASTING, April 12, 1971
have decided to fill the deputy's job with Saul M. (Whitey) Myers, now chief of the frequency allocation and treaty division in the engineer's office, a position he has held since 1966. C. Phyll Horne, who had been engineering assistant to former Chairman Rose H. Hyde and now fills the job with Chairman Dean Burch is to move into Mr. Myers' present position.

In discussing broadcasters' concerns last week, Mr. Spence tried to be reassuring, without making extravagant promises. As for fears of further demands by land mobile for television spectrum space—the commission last year turned over some UHF space to land mobile and provided for sharing of the lower seven UHF channels with land mobile in major cities—Mr. Spence does not see any need for taking additional space until "well beyond 1980."

However, he wasn't saying land mobile would not need additional space before then. He said that it may be possible to obtain frequencies from the share now allocated to the government. He also said it might be possible to permit services requiring "very low power. in the milliwatts," like medical telemetry and local paging, to operate on VHF channels in cities where they are not assigned to television.

As for the so-called wired-city concept, he regards that as "very impractical." He says a "balance of the two"—of broadcast and cable services—is the most effective means of providing information and entertainment to the people. He cited the problem of serving rural areas—one that is particularly difficult for cable to solve.

Mr. Spence, who is regarded as a "systems engineer" rather than an equipment man, helped in the establishment and direction of the commission's Spectrum Management Task Force. The task force is now setting up centers in Chicago as a prototype of a system of regional centers of land-mobile spectrum management. And Mr. Spence hopes to expand to other services, including broadcasting and microwave, the use of "more advanced techniques" of spectrum management.

Mr. Spence, who is 41, married and the father of a 6-year-old son and an 8-year-old daughter (both of whom, he says, watch a great deal of television), is a native of Columbus, Ohio, and holds a B.S. degree from Ohio State University. He did graduate work at Ohio State and at Oklahoma University before serving as an engineering officer with the Army Signal Corps in U.S. and Germany.

In his eight years with FAA, Mr. Spence did a considerable amount of work in research and development. One project involved the development of

**LVO wants to build five earth stations**

LVO Cable Inc., Tulsa-based multiple CATV owner, filed applications with the FCC last week asking permission to build five earth stations to receive TV and other signals from a domestic satellite system or systems to be authorized by the commission.

Proposing to spend $900,000, LVO—and its microwave subsidiary, United Video Inc.—plan to build the receiving stations at Tulsa and Oklahoma City, both Oklahoma; Boise, Idaho; Albuquerque, N.M., and Pera, Ill. LVO has either operating systems or franchises in four of these communities; it is an applicant for a cable-TV franchise in Oklahoma City.

Each station, LVO estimated, will cost about $180,000 and will use 35-foot antennas. Each will be capable of receiving from 12 to 24 channels. The stations can be built six months after approval has been given, the company said.

Principal purpose is to receive and distribute TV programs to cable TV systems, Gene W. Schneider, president
Japanese licensed to sell EVR here

CBS Electronic Video Recording Division of CBS Inc. has licensed four leading Japanese companies to manufacture and export to the U.S. and Canada its EVR players.

Robert E. Brockway, president of the EVR division, said the Japanese firms are Hitachi Ltd., Matsushita Electric Industrial Co. Ltd., Mitsubishi Electric Corp. and Tokyo Shibaura (Toshiba) Electric Co. Ltd. The companies are expected to begin delivering the EVR players early in 1972.

With the Japanese agreements, CBS has now licensed a total of 10 companies around the world, including Motorola for North America, Rank Bush Murphy for the United Kingdom, Bosch for Germany, Zanussi for Italy, Luxor for Scandinavian countries, and Thomson for France.

First-class tickets for blind under study

The capability of a blind person to perform the duties of a first-class operator was one of the questions the FCC has asked in requesting comments on the feasibility of permitting the sightless to hold first or second-class radiotelephone licenses.

In issuing a notice of inquiry, the commission said that it has no such rule amendment on tap but indicated that if comments on the matter justify considering, there may be further proceedings.

Currently, a blind person is permitted to hold a third-class license only, a privilege granted in June 1967. At that time it was pointed out that the maintenance duties usually required of a first-class operator—repairing and adjusting internal portions of the station’s transmitter—involved a danger of electrocution. Accordingly it was felt that these duties could not be performed by a sightless person. But since then, the commission noted, advances in technology and radio equipment as well as favorable experiences by broadcasters with the employment of blind operators have prompted the question whether these people are capable of the more demanding and hazardous chores.

The commission noted that the capabilities of blind people in the broadcast field will vary, adding that it has neither the competence nor the staff to judge each sightless person individually.

Written comments are due by May 24 and replies should be dated no later than June 8.

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Technical topics:

Cable contract * Sylvania Electronic Components, Seneca Falls, N.Y., an operating group of GTE-Sylvania Inc., has received a $1.2-million contract from Colony Communications Inc., Providence, R.I., for the installation of cable-TV systems in New England, Pennsylvania, and New York.

New catalog * A catalog on the full line of communications equipment manufactured by Concord Communications Systems, division of Concord Electronics Corp., Los Angeles, is being offered by
the company. Information contained therein covers applications, features and specifications on video-tape recording systems, closed circuit TV systems and other audio-visual communications equipment. Free copies are available from Concord Electronics Corp., 1935 Armacost Ave., Los Angeles 90025.

Forms new unit • Andersen Laboratories, Bloomfield, Conn., has announced the formation of a new subsidiary, Television Microtime Inc. The company will manufacture and market video products previously produced and sold by Andersen Laboratories. TMI will also introduce new equipment. Among new products to be marketed is a time base corrector for helical scan tape recorders.

Sawyer Business Colleges, through Cooke and Levitt Inc., Hollywood, has started television-test campaign for approximately half its schools in 10 markets. Average of 60 spots will air in each market with billings to run about $20,000 per month. The one-minute commercials were created by Ron Clark Productions, Hollywood.

Cutouts from RCA • RCA Corp., Camden, N.J., is offering a radio facilities layout booklet that includes two-dimensional scaled cutouts for a variety of RCA audio and transmitting equipment and grid-lined floor plans. Cutouts to scale are provided for mounting in desired configurations. Among the major equipment cutouts are: AM-FM transmitters, audio consoles, turntables, cartridge and reel-tape recorders, speakers and studio furniture. Copies (booklet 355-625) may be obtained from RCA Broadcast Systems sales services, Camden, N.J. 08102.

Pollution monitor • Viewers of KUTV (TV) Salt Lake City can see what they breathe via a two-camera air pollution monitor. One camera's view is from 8,400-foot Pix Peak, site of the KUTV transmitter, the other from atop a 24-story Salt Lake City building. In concert, they present a commentary on atmospheric conditions in Salt Lake Valley. The service is used during station identification and evening weather forecasts.

Eastward expansion for Telemation Inc.

Telemation Inc., Salt Lake City-based communications equipment firm, is opening two new London operations to serve Europe, Africa and the Middle East. One, Telemation Ltd., will distribute to users within the United Kingdom; the other, Telemation International, will sell to distributors in Europe, Africa and the Middle East. Tony Rider, Swiss native who was formerly with Ampex International, will head both operations.

Telemation Inc. presently serves the Western Hemisphere through Telameric, based in New York, and Telamtion de Brasil, with offices in Rio de Janeiro and Sao Paulo.

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**Where all those cables are going**

4.5-million CATV homes are broken down into market-by-market estimates by Nielsen

There were 4.5-million CATV-connected homes in the U.S. in the fall of 1970, according to brand-new figures that are to be released by A. C. Nielsen Co. This represents 7.5% of all the television households and is up sharply from the 3.7-million CATV-connected homes figure of last year (Broadcasting, June 1, 1970).

In weighing these latest figures, it should be considered that of the 3,000-plus U.S. counties, more than half have no CATV activity at all. In those counties with CATV service, CATV penetration is above 13%.

The following market-by-market estimates are from the Nielsen Station Index and are taken from Nielsen questionnaires and phone inquiries to CATV systems, published sources, Nielsen NTI field reports and NSI sample data. The figures are subject to sampling error. They should be regarded as estimates and not exact counts.

For a more comprehensive look at CATV, its systems, facilities and ownership, consult the new Broadcasting Sourcebook: CATV 1971.

"Telestatus" is published in Broadcasting each month. The material is prepared in cooperation with Carl Ally Inc., New York.

---

**Table:**

<table>
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<tr>
<th>DMA</th>
<th>CATV penetration rank</th>
<th>Sept. '70 estimated TV households</th>
<th>Nov. '70 estimated CATV households as % of estimated TV households</th>
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<td>33</td>
<td>72,580</td>
<td>21,090 29.1</td>
</tr>
<tr>
<td>Atlanta</td>
<td>81</td>
<td>44,420</td>
<td>6,860 19.4</td>
</tr>
<tr>
<td>Alberton, Ga.</td>
<td>69</td>
<td>73,340</td>
<td>8,350 11.4</td>
</tr>
<tr>
<td>Albany-Schenectady-Troy, N.Y.</td>
<td>115</td>
<td>396,550</td>
<td>29,440 7.4</td>
</tr>
<tr>
<td>Albuquerque, N.M.</td>
<td>111</td>
<td>187,330</td>
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<td>Alexandria, La.</td>
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<td>11,230 11.5</td>
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<td>Atlanta</td>
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<td>645,680</td>
<td>17,720 2.7</td>
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<td>147,170</td>
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<td>16,540 15.1</td>
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<td>38,810 43.8</td>
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<td>Bangor, Me.</td>
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<td>4,270 5.5</td>
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<td>Baton Rouge</td>
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<td>146,360</td>
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<tr>
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<td>Beckley-Bluefield, W. Va.</td>
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<td>23,970 26.4</td>
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<td>Billings, Mont.</td>
<td>31</td>
<td>51,580</td>
<td>15,210 29.5</td>
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**Table:**

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<th>DMA</th>
<th>CATV penetration rank</th>
<th>Sept. '70 estimated TV households</th>
<th>Nov. '70 estimated CATV households as % of estimated TV households</th>
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<td>Binghamton, N.Y.</td>
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<td>Boise, Idaho</td>
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<td>86,220</td>
<td>6,730 7.8</td>
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<td>Bozeman, Montana</td>
<td>162</td>
<td>1,536,310</td>
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<td>Buffalo, N.Y.</td>
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<td>561,230</td>
<td>40,710 7.3</td>
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<tr>
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<td>25,540 22.6</td>
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<td>Butler, Mont.</td>
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<td>10,520 30.0</td>
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<td>17,070 48.0</td>
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<td>Champaign &amp; Springfield-Decatur, Ill.</td>
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<td>Charlotte, N.C.</td>
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<td>Chattanooga, Tenn.</td>
<td>154</td>
<td>207,630</td>
<td>6,520 4.0</td>
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---

BROADCASTING, April 12, 1971
Broadcast advertising

John C. Flemer, Edward M. Roche and Ralph Usina, account supervisors, McCann-Erickson, San Francisco; Gina B. Gaylord, director of broadcast operations, Thom Grant and Garry Niefbauer, account directors, M-E, New York, elected VP's.

Robert Mounry, former general manager, wnew(AM) New York, Metromedia station, named VP for sales of all Metromedia radio stations.

Stanley Sherwin, creative director, Caruso, Malis & Pollack, Chicago agency, named VP in charge of creative services.

John Linder, senior art director, Cunningham & Walsh, New York, joins J. M. Mathes, agency, there, as associate creative director.

Robert Warner, broadcast producer, Ogilvy & Mather, New York, joins Dodge & Delano, New York, as senior broadcast producer.

Dr. Lewis G. Pringle, VP and senior associate director of research, BBDO, named director, newly created management science department.

Thomas H. Brennan, account supervisor, BBDO, San Francisco, joins Foote, Cone & Belding there in similar capacity.

Joseph E. Dawson, account supervisor, Bo Bernstein & Co., Providence, R.I., agency, joins Fitzgerald-Toole & Co., agency there, as account executive.

John F. Donohue, account executive, MacManus, John & Adams, Chicago, joins Clinton E. Frank, West Coast, Los Angeles, in similar capacity.

William C. Riley, account executive, Boston and Philadelphia offices, N. W. Ayer & Son, appointed to similar position with Hill, Holliday, Connors, Cosmopolis, Boston agency.

James L. Perabo, VP-account supervisor, Gardner Advertising, St. Louis, appointed VP-management representative assuming additional account responsibilities.

Gilbert L. Bond, general sales manager, KYYA(AM) and KIOI(FM) San Francisco, appointed market research director, Golden West Broadcasters, Hollywood, group owner.

Phil Goodman, account executive, KOKR(TV) Sacramento, Calif., joins KTXL(TV) there as local sales manager.

David L. McGahey, sales manager, WFIL-FM Philadelphia, appointed to similar position, WMMR(FM) there.

Joe Durbin, sports director, WUIC(FM) Winchester, Ind., assumes additional duties of sales manager.

H. Reginald Bankart, senior VP—international, SSC&B-Lintas, New York, retires.

Albert M. Holtz, sales manager, WCNB-TV New York, joins KYW-TV Philadelphia in same capacity.

Robert A. Hart, local and regional sales manager, KLZ-TV Denver, appointed general sales manager.

Pat Gmiter, local sales manager, WWC-TV Pittsburgh, appointed general sales manager.

Cliff Conley, with WFTV(TV) Orlando, appointed national sales manager.

Media

Frank Kabela, VP, Greater New York Media, New Brunswick, N.J.-based firm with broadcast and print media interests, named executive VP.

Jay W. Lloyd, station manager, KSL-TV Salt Lake City, named VP, KSL Inc., licensee of KSL-FM-TV.

Elizabeth Murphy, widow of late Morgan Murphy (BROADCASTING, Feb. 15), elected to succeed her husband as president of various media holdings he owned. These include Evening Telegram Co., Superior, Wisc., which also has controlling interest in six CATV systems in San Francisco Bay area; Pacifica Cable Co., Pacifica; Crystal-Brite Television Inc., Half Moon Bay; Vista Grand Cablevision Inc., Daly City; Fremont Cable TV Inc., Fremont; M & M Cable Co., Sunset Whitney, all California; Spokane Television Inc., licensee, KXLY-TV Spokane, Wash., and KTHI-TV Fargo-Grand Forks, N.D.; Spokane Radio Inc., licensee, KXLY-FM there, and Apple Valley, licensee, KAPP-TV Yakima and KVEW(TV) Kennewick, both Washington.


Clifford M. Hunter, program director, WVLW(AM) Cincinnati, joins WOAI(AM) San Antonio, Tex., as general manager.

Joseph Fife, general sales manager, WORT(AM) Chicago, joins WGOO(AM) Atlanta as general manager.

James P. Barrett, national PR director, Junior Achievement, Washington, appointed director of public information, National Public Radio, newly established network, there.

Programing

Stanley Robertson, director, motion pictures for TV, NBC-TV, Los Angeles, elected VP, supervising selection, production and scheduling of World Premiere motion pictures made for network.

Frank Herman, program sales representative, CBS Enterprises, New York, appointed Western regional programing manager, Teleprompter Corp., Los Angeles.

James McAdams, executive consultant, Paramount TV, Hollywood, named to newly created post of director, current programming.

Pat Whiteley, program manager, WWDC-AM-FM Washington, joins WNBC-AM-FM New York, as program director.

Raymond C. Dennis, with WXW(AM) Indianapolis, appointed program director.

Charles Batlin, VP, station and sales manager, WJOM-AM-FM New York, joins WAAM(AM) there as director of special projects.

Johnny Canton, music director and air personality, WDDY(AM) Minneapolis, appointed production director.

David Slout, TV studio supervisor, Ball State University, Muncie, Ind., assumes additional responsibilities as operations manager of noncommercial WUIC(FM) Winchester, Ind.

News

M. Gene Mearns, on UPI, New Orleans, news staff, appointed bureau manager.


John St. George Joyce, with news staff WCBS-AM-FM Philadelphia, appointed director of editorials and research.

Judith Evans, assistant to editorial director, KMOX-TV St. Louis, appointed public affairs manager. She succeeds Parker Wheatley who retires after 13 years with station.

John D. Harrison, editorial consultant, KOLO-TV Oklahoma City, appointed di-
rector of public affairs and editorial director.

Arlan E. Schlage, correspondent, AP, Fargo, N.D., appointed regional membership executive for Wisconsin, Minnesota and northern Michigan.

Alan Wasser, newsman, WPAT-AM-FM Paterson, N.J., appointed news director.

Daniel B. Drooz, producer, KDKA-TV Pittsburgh, joins news staff of WHTV-TV there as writer.

George W. Tomek, news anchorman, KMOV-TV St. Louis, joins KDFW-TV Dallas in same capacity.


Robb Mahr, sports director and administrative news director, KTVN-TV San Jose, Calif., joins news staff, KSTP-AM-FM Minneapolis-St. Paul.

Promotion

Steven Fisher, promotion and publicity assistant, WLOD-TV Dayton, Ohio, appointed promotion and publicity director.

Equipment & engineering

Edward M. Scala, general manager, WKNR-TV Binghamton, N.Y., named VP of broadcast division, Stainless Inc., North Wales, Pa., broadcast equipment manufacturer, which recently acquired WSNR-TV.

Allied fields


International

Dennis Barkman, president and managing director, Fraser Valley Broadcasters, licensee of CFVR(AM) Abbotsford and CHWK(AM) Chilliwack, both British Columbia, Canada, elected president, British Columbia Association of Broadcasters.

Deaths

Eugene Burr, 64, former network executive and TV writer-producer, died March 27 of heart attack at his home in Sherman Oaks, Calif. He held title of VP, TV programing at NBC, New York, during early 1950's. Later he produced series for CBS and ABC, latter on West Coast. He is survived by his wife, Marion.

A. John Fulton, 59, president, Dee Rivers Stations, group owner, Atlanta, died April 7 in Doctors Memorial hospital there after long illness. Mr. Fulton began his career in early 30's as announcer with WOST(AM) Atlanta and later became general manager. In 1953 he joined R. W. Roushville Stations, also group owner, Atlanta, where he served as VP before moving to Rivers in 1960. He is survived by his wife, Margaret, one son and two step-daughters.

Albert N. Jackson, 66, vice chairman of Times Herald Printing Co., owner of Dallas Times-Herald and its associated KDFW-TV Dallas, died April 1 of apparent heart attack in his hotel room in Washington. Mr. Jackson is survived by his wife, Jennie, and one daughter.

Joseph W. Collins, 50, owner and founder of WGNR-AM Panaya City, Fla., died March 14 in Bay Memorial hospital there after traffic accident. He is survived by his wife, Stella, two sons and one daughter.

Other actions


Review board in New Orleans, TV proceeding, denied application of Rault Petroleum Corp., licensee WNOV-TV New Orleans, for extension of time to complete construction of station and Rault's CP and call letters have been cancelled (Doc. 19113). Action March 31.

Call letter applications

University of Alaska, College, Ala.—Requests *KUAQ-TV.

Mississippi Authority for Educational TV, Biloxi, Miss.—Requests *WMAJ-TV.

Mississippi Authority for Educational TV, Bude, Miss.—Requests *WMAU-TV.

Mississippi Authority for Educational TV, Greenwood, Miss.—Requests *WMAO-TV.

Mississippi Authority for Educational TV, Meridian, Miss.—Requests *WMAW-TV.

Mississippi Authority for Educational TV, Senatobia, Miss.—Requests *WMAV-TV.

Existing TV stations

Actions on motions

Hearing Examiner Arthur A. Gladstone in Brady, Rochelle and rural area, all Texas (Doyle J. Todd, dba Heart of Texas TV), TV proceeding, designated Hearing Examiner Frederick W. Dennis to serve as presiding officer and scheduled prehearing conference for May 12, in Washington and hearing for Jun 9 in Brady (Doc. 19184). Action March 26.

As compiled by BROADCASTING, March 30 through April 6 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ant.—antenna. au.—aural. aux.—auxiliary. CATV—community antenna television. CP—critical permit. DA—day. DA—directional antenna. ERP—effective radiated power. kw—kilowatts. LS—local station. mhz—megahertz. mod.—modification. N.—night. PSA—preservice service authority. SCA—subdivision communications authorization. SH—specified hours. SSA—subdivision service authorization. STA—special temporary authorization. tran.—transmitter. UHF—ultra high frequency. VHF—very high frequency. vis.—visual. w—watts. —educational.
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Wash., D.C. 20006
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WASHINGTON, D.C. 20036
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SPECIALISTS FOR AM-FM-TV
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BFM ASSOCIATES
Management Consultants
Specializing in Music License Fees Traffic—Billing—Acquisitions
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Managing Partner
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Tel. 212-651-1470-75

contact BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D.C. 20036
For availabilities Phone: (202) 638-1022
Summary of broadcasting

Compiled by FCC, March 1, 1971

<table>
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<tr>
<th>Licensed</th>
<th>On Air Station</th>
<th>CP's</th>
<th>Total On Air</th>
<th>Not Authorized</th>
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<td>167</td>
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<td>Educational TV-UHF</td>
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<td>102</td>
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<td>17</td>
<td>197</td>
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* Special Temporary Authorization.
* Indicates four educational stations on nonserved channels.
* Does not include six commercial UHF TV's licensed but silent.

For leave to reply and reply to opposition and to designated use by WXYZ for temporary relief (Docs. 18711-12). Action March 26.

Final action

- **WOL-TV** Ann Arbor, Mich.-Broadcast Bureau granted CP to change trans. location to approximately 1 mile south of Ann Arbor, Mich.; change trans. location to make change in ant. structure; ERP 100 kW visual, 10.0 kW audible; ant. height 1,860 ft.; condition. Action March 26.

Other actions

- Review board in Waterbury, Conn., denied application of WATR Inc. to increase power and ant. height and change ant. location for WATR-TV Waterbury (Docs. 18973). Action March 26.

Network affiliations

**ABC**

- Formula: In arriving at clearance payments ABC will pay at the station rate by a compensation percentage (which varies according to the station), plus one third of the fraction of hour substantially occupied by program which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program incurred by network commercials. ABC deducts 2.5% of nation's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.


**CBS**

- Formula: Same as ABC.


New AM stations

Actions on motions

- **Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Music Co.). AM proceeding, scheduled further prehearing conference for April 5 (Docs. 18966, 18988). Action March 29.

- **Hearing Examiner Millard F. French in Vancouver, Wash. (Cathryn M. Murphy). AM proceeding, scheduled further prehearing conference for March 10 (Docs. 18672). Action March 5.

- **Hearing Examiner Millard F. French in Green Bay, Wis., granted AM proceeding, extended to March 10 to file evidence exhibits exchanged by Green Bay Broadcasting on Feb. 22 (Docs. 18790). Action March 3.


- **Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.). FM proceeding, scheduled oral argument on request of Delaware-Gahanna FM Radio Broadcasting Station Inc. for permission to file oral appeal to review board for March 30. Columbus, Ohio, held, may be rescheduled thereafter (Docs. 18308, 18793). Action March 25.


- **Hearing Examiner James F. Tierney in Guaya- mas and Yabucua, both Puerto Rico (Fideltad Broadcasting Co.). AM proceeding, granted supplemental petition by James Caldenle for leave to further hearing. Condition: to reflect financial ability of a person to stock purchase commitment (Docs. 19057-57). Action March 25.

Other actions

- **Review board in Alexander City and Clanton, both Alabama, AM proceeding, denied petition by Clanton Broadcasting Co. to enlarge hearing issues on competing application of Martin Lake Broadcasting Co. (Docs. 19073). Action April 2.**

- **Review board in Mobile, Ala., AM proceeding, dismissed petition by Azalea Corp. to reopen record to ascertain effect of Fiber Mobile, under current suburban requirements. Action April 2.**


Call letter application

- **Radio Gallo Inc., Gallo, Ohio-Requests WGLX(AM).**

Call letter actions

- **Pickens County Broadcasting Co., Jasper, Ga.-Granted WYZY(AM).**

- **Gateway Broadcasting Co., Yazoo City, Miss.-Granted WYAZ.**

- **Western Ohio Broadcasting Service Inc., Eaton, Ohio-Granted WCTM(AM).**

Existing AM stations

Final actions

- **William B. Ray, chief, complaints and compliance division notified Columbia Broadcasting System Inc., New York, that it does not appear to have complied fully with its obligations under fairness doctrine as it presents show on Station KUSY, Los Angeles, that it does not appear to have complied sufficiently to meet the requirements of the Radio Act, Oct. 9, 1969, editorial judging the Judges. Ann. April 2.**

- **KPSI Palm Springs, Calif.-Broadcast Bureau granted license covering change in corporate name to KPSI Radio Corp. Action March 29.**

- **KSLY San Luis Obispo, Calif.-Broadcast Bureau granted license covering change in corporate name to KMOS Inc. for change in location to 0.2 mile south of San Luis Obispo, 1,000 ft. east of U.S. Highway 101. Action March 16.**

- **WAXY Port Lauderdale, Fla.-Broadcast Bureau granted license to operate by remote control from 19741 Northeast 9th Court, Miami Beach, Fla. Action March 16.**

- **Hearing Examiner Arthur A. Gladsone in New Albany, Ind. (Shell Broadcasting Inc.), renewal proceeding for WHRL (25), opposing Bureau's action to grant license to station to reflect change in corporate name, for by further order (Docs. 19157-9). Action March 31.**

- **WREJ, Jenkins, Ky.-Broadcast Bureau permitted remote control. Action March 22.**

- **WWEI Boston-Chief, complaints and compliance, William B. Ray, rules CBS Inc., license, did not violate FCC's personal attack rule or federal statutes governing use of profane obscenity and obscenity. Action March 31.**

- **Broadcast Bureau dismissed petition, by Arizona Corp. for extension of time for application for new AM at 2100 Lake Shore Drive, Chicago, Illinois, March 7, 1970, to April 15, 1970.**

- **Hearing Examiner Jay A. Kyle in Oneonta, N.Y.-Broadcast Bureau granted license for remote control, by remote control from 2100 Lake Shore Drive, on March 29, 1970.**

- **WALT Meridian, Miss.-Broadcast Bureau permitted remote control. Action March 13.**

- **Broadcast Bureau, contrary to the decision of the FCC, granted requests for SCA on 67 kHz for following: KJAZ(FM) Alameda, Calif., KGRR San Francisco, WMAZ-FM Macon, Ga. Action March 30.**

Initial decision

- **KJCM Golden, Colo.-Hearing Examiner B. Ray, proposed decision denial of application of Voice of Reason Inc. for permanent authority to operate KJCM (Doc. 16170).**
Actions on motions

- Hearing Examiner Millard F. French in Van- couver, Wash. (Cathryn C. Murphy), renewal of KVAN(FM) Broadcasting Bureau and ordered Cathryn C. Murphy, licensees, to deliver program and operating logs covering period Sept. 1 to mid-February to FCC within 10 days (Doc. 1687D). Action March 30.
- Hearing Examiner David I. Krauthaar in Eu-ropa and Tupelo, both Mississippi (Tri County Broadcasting Co. and Radio Tupelo), AM pro- ceeding, granted petition by Tri County for leave to amend application in order to substitute re-vised Figure 275-
- Hearing Examiner Chester F. Naumowicz Jr. in Champaign, Ill. (WKPRFM) and Rock City Broadcasting Inc.), AM proceeding, granted petition as Rock City Broadcasting Inc. for leave to amend application to show modification in programming proposal necessitated by dis-continuance of programming source heretofore pro-posed (Docs. 1890-2). Action March 29.

Other actions

- Review board in Chattanooga, AM proceeding, granted motion by Jay Sadow, licensees WRIP, for extension of time to make filing of reply responsive to responsive pleadings to his further petition to en-large issues (Docs. 18901-2). Action March 31.

Call letter applications

- WABB, Brunswick of Tampa Inc., Winter Park, Fla.—Requests WBJS/FM.
- WSWS, Shain Broadcasting Co., Berea, Ky.—Requests WRKX.

Call letter actions

- WAAT(AM), Delaware Valley Broadcasting Co., Trenton, N.J.—Granted WUNK(AM).
- WDOY(AM), Eastern Shore Broadcasting Co., Columbus, Pa.—Granted WHEX(AM).
- WTOS, Margarita S. Sudbrink, Wauwatosa, Wis.—Granted WEZD.

New FM stations

Actions on motions

- Hearing Examiner Basil P. Coover in Donald-sonville, La. (Lafouche Valley Enterprises Inc. and Shirley), FM proceeding, granted petition by Lafouche for leave to amend application to show changes in ownership of applicant’s stockholders and to reflect existence of a $15,000 letter of credit from Cit-izens Bank & Trust Co. (Docs. 19004-3). Action March 29.

Other action

- Review board in Anderson, Ind., FM pro- ceeding, granted request by Eastern Broadcasting Corp. for extension of time to April 1 to file oppositions to petitions to enlarge issues filed by Broadcasting Inc. of Anderson, and Broadcast Bureau permit in proceeding (Docs. 19079-80). Action March 31.

Rulemaking hearings

- Onawa, Iowa—MoVal Enterprises. Requests amendment or assignments to include ch. 292A. Ann. March 22.

Call letter applications

- Radio Metter, Metter, Ga.—Requests WCHG- (FM).
- Fidelity Broadcasting Co., Rochester, Ind.— Requests WROI(FM).
- Grand Rapids Baptist Bible College and Semi- nary, Grand Rapids, Mich.—Requests WSCG- (FM).
- Community Radio Workship Inc., Durham, N.C.—Requests WAPRFM.
- Southeast State Broadcasting Corp. Havelock, N.C.—Requests WKVD(FM).
- Lower Columbia Broadcasting Co., Longview, Wash.—Requests KLVR(FM).

Call letter actions

- J. K. Whitmore, Tompkinsville, Ky.—Granted WKTY-FM.
- TAB Broadcasting Co., Jackson, Miss.—Granted WKXI(FM).

Existing FM stations

Final actions

- KZAP(FM) Sacramento, Calif.—Broadcast Bu-reau granted license covering increase in power. Action March 29.
- WHO-FM Des Moines, Iowa—Broadcast Bu-reau granted CP to change trans. location, 5 mi. south of Allamakee, Iowa; install trans.; make changes in site; ERP 100 kw, ant. height 1,610 ft. Action March 26.
- KFMP(FM) Cape Girardeau, Mo.—Broadcast Bureau granted CP to change trans. location, ERP 12 kw; remote control permitted. Action March 26.
- WIA-FM San Juan, Puerto Rico—Broadcast Bureau granted CP to change trans. location, Route 24 and Bayamon Municipal Limits, Baya- mon, Puerto Rico; install new ant.; make changes in ant. system; ant. height 255 ft.; remote control permitted. Action March 30.
- KOWN-FM Escondido, Calif.—Broadcast Bureau granted CP to change trans. location, north- east quarter of Section 19, Escondido; ERP 3 kw, ant. height 155 ft.; remote control permitted. Action March 31.
- WCAG-FM Baltimore—Broadcast Bureau granted license covering use of main trans. and aux. for aux. purposes only. Action March 31.
- KNUN(FM) Tulare, Calif.—Broadcast Bureau granted CP to install new ant. Action March 31.
- WDBO-FM Orlando, Fla.—Broadcast Bureau granted CP to install new trans., to be used with ant. for aux. purposes only at 750 North Florida Avenue, Orlando; ERP 20 kw; height 540 ft. Action March 31.
- WRVA-FM Richmond, Va.—Broadcast Bureau permitted remote control. Action March 11.

Actions on motions

- Hearing Examiner Lenore Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Community Media), FM pro- ceeding, postponed certain procedural dates and postponed hearing to June 1 (Docs. 18805-6). Action March 30.
- Hearing Examiner Millard F. French in Cat- letsburg, Ky. (K & P Broadcasting Co.), FM pro- ceeding, continued to April 15, time to file proposed findings of fact and to May 3, time to file reply findings (Docs. 18464). Action April 1.

Other action

- Review board in Virginia Beach, Va., FM pro- ceeding, enlarged comparative hearing issues to determine whether Virginia Beach Broadcasting Corp., one of three competing applicants for CP for new FM in Virginia Beach, has failed to dis- close material information as required by rules (Docs. 19095-97). Action March 18.

Renewal of licenses, all stations

(Continued on page 71)
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Display or column ad $56 per word—$2.00 minimum. All display ads classified 35s per word—$2.00 minimum. Applicants: If tapes or films are submitted, please send $1.00 for each package to cover cost of handling. All replies must be addressed to box numbers sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 36s per word—$2.00 minimum.

Display ads. Situations Wanted (Personal add)—$25.00 per inch. All others—$4.00 per inch—minimum run of 5 inches. Use of abbreviations, symbols, or symbols—$25.00 minimum. Box D-100, BROADCASTING.

Buy Stations, Employment Agencies, and Business Owners: Require display space. Agency commissions only on display space. No charge for blind classified ads.

Help Wanted Management

Experienced sales manager, who will personally solicit new accounts, and service and who can effectively direct the sales effort of staff. Salary, bonus, benefits, and commission. replies, photo and references. Box C-246, BROADCASTING.


Minnesota network fulltime station needs selling manager for midwest college town. Current gross indicated real potential for sales oriented manager. Please, phone, letter, or photo. Box D-38, BROADCASTING.


Radio

Situations Wanted

Chief engineer, San Francisco area. Tape, temporary—progressive format. Requires sales experience. Box R-126, BROADCASTING.

First class ticket. Assist chief in AM, FM and complete automation. Send photo and resume to KCTA, Corpus Christi, Texas.

Don needs help. KDTH, Dubuque, Iowa is looking for an experienced audio engineer and transmitter maintenance technician for combination AM, FM-Stereo and RRC. We are a medium sized station with a full time engineering department. Write or call, Don Abitz, KDTH, Dubuque, Iowa, 319-588-5700.

Have early opening for experienced reliable chief engineer at established successful 25kw daytimer with finest facilities and equipment. Top pay and added benefits for man who can maintain transmitter and studio equipment and handle a moderate easy paced business. Family man preferred for this permanent position in a rural trade center where family living is our prime concern. References checked. Prima donnas, drifters and trouble-makers need not apply. Others send photo, personal details, references and employment resumes to Al Clar, KWTW, Winner, S.D. 57580. Also opening for announcer-first class with interest in engineering.


Chief engineer, full time station in northeast Florida needs an engineer with good credentials, experience in all phases of transmission and production—excellent opportunity for right man. Top pay for this market and our college. Contact R. R. Oldenberg—904-356-5540.

Major Ohio market has excellent opportunity for an experienced newsman, or one with potential, in a heavy news operation. Call Paul Burke 513-224-1137.

Situations Wanted

Programing, Production, Others

Continuity director handle all commercial copy and production work for midwest medium market network station. Excellent benefits including pension plan after 3 years, $6000 to 6500 annual starting salary. Send resume and sample copy. Box C-1040, BROADCASTING.

Wanted: Experienced copywriter/production for WGSA-WOW, Lancaster University, Pennsylvania. Must have good voice, EOE. Write for preliminary copywriter test to WGSA, Ephrata, Pa. 17522.

Situations Wanted Management

Successful general manager seeks new challenges, 16 years experience on major market, desires medians or major market, $25,000 minimum plus incentives. Box C-303, BROADCASTING.

12 years in radio and TV. Highest rating for years in major market. Experience in management. Sales, first, phone, account executive. Civics minded. You've probably heard of me, recently divorced. Want to relocate. Box D-86, BROADCASTING.

Management continued

36 year old family man with over 10 years as general manager in smaller market. Desires new challenge. Excellent references and complete resume available to serious inquiries. $20,000 minimum. Box D-100, BROADCASTING.

Successful general manager—20 years experience and under 40. Top major market. Heavy sales. 9 years at one major market station. 300M range. Box D-104, BROADCASTING.

Thirty one year old family man with nine years in sales looking for greater opportunity in radio or TV, Prefer Denver, but will consider all offers. Box D-111, BROADCASTING.

Operations manager first phone eight years experience selling, programming, engineering. Looking for small market. Married. Will relocate. Box D-120, BROADCASTING.

First phone looking for management position in small to medium market. Can sail. Box D-121, BROADCASTING.

Manager/Engineer. Sixteen years in management, sales production, production of all formats. Resume tells it all. Box D-124, BROADCASTING.

Don't waste our time if all you are after is a street salesman with a title. Sent a general manager, a sales manager, good personal salesman, in that order. Box D-126, BROADCASTING.

Attention absentee owners! Experienced N.Y. manag teams available in all price ranges. Will assume all functions of your radio station, efficiently, economically and profitably! Including sales, traffic, engineering, and programming. Will relocate. Try master, 63 Champlain Avenue, East Islip, N.Y. 11735.

Situations Wanted

Experienced, self starter, ambitious, 26. Available May, Prefer medium market in Ohio or Cape Cod area. Box D-70, BROADCASTING.

Salesman-announcer-first. Single, 40, sober, state salary. Box D-89, BROADCASTING.

Announcer-

Seasoned sales representative open to offer! Experienced in FM, UHF, VHF Presently AM station. Box D-129, BROADCASTING.

Experienced, mature family man desires permanent position with medium market family station. Will relocate, Pac. Coast, SE. Box D-184, BROADCASTING.

Announcers

Don't pass up this chance. MOR-play-by-play, phone talk too, bright, alive, 28, married, 2nd. Write Box C-304, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box D-5, BROADCASTING.

First phone ten year pro. Married, contemporary, current employer 1175 weeks. Least if moving expense considered. Call (318) 561-1684, Box D-13, BROADCASTING.

Sports... News and sports man in midwest capital city looking for sports opportunity including play-by-play. Will move anywhere if job is right. Deadline—November 30th. Reply to Box S-296, BROADCASTING.

Don't let your time go to waste! Have the best adver
tiser. Good music, news and copy. Talk to and with the listeners, not at them. (817) 665-9418. Box D-32, BROADCASTING.

Time, temperature, weather. Honey! This old timer is making this his last call until the ad
ter. Good music, news and copy. Talk to and with the listeners, not at them. (817) 665-9418. Box D-32, BROADCASTING.

4 years experience, currently southern secondary, married, 25, minimum salary. Call 912-987-0575 or Box D-43, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice... Box D-50, BROADCASTING.

Announcer...

Michigan... surrounding area, disc jockey, copy, production, 1-313-881-9348. Box D-51, BROADCASTING.

Actor prefers radio—3rd endorsed. Any format/time. Will relocate. Box D-54, BROADCASTING.

Help Wanted: Assistant Engineer.

KCM 5-kw, Dubuque, Iowa.

We are an equal opportunity employer, actively seeking minority candidates.

We are looking for a motivated radio station engineer to take over for an employee that is leaving the area. The position is a great opportunity for the right individual to develop their career in radio.

Requirements:

- Experience in operating medium market radio stations
- Ability to work independently
- Knowledge of broadcast equipment
- Ability to troubleshoot electronic equipment

Salary: Competitive salary

Contact: Human Resources Department, Box 56, Dubuque, IA 52022

If you are interested in this opportunity, please submit your resume to Box 56, Dubuque, IA 52022. We offer a competitive salary package and benefits.

KCM 5-kw, Dubuque, Iowa is an equal opportunity employer. We are committed to diversity and inclusion in our workforce. We encourage applications from all qualified individuals, including women, minorities, veterans, and individuals with disabilities.
Announcers continued

Female DJ, versatile, dependable, with 3rd-
degree college education in radio news, will re-
locate. Box D-115, BROADCASTING.

Disc jockey-aggressive, experienced, tight board, versatile announcer, will relocate. Box D-209, BROAD-
CASTING.

Career Academy graduate, 3rd class license/endorse-
ment, eager and willing to learn the business. Phone (602) 395-4000. Young soul brother-DJ. Age 23. Any station that’s that’s together please call on me. The B. altogether—
Richie B. Broadcasting and newscaster. Prefer nightshift. Box D-95, BROADCASTING.

Young man, 1st phone seeks news or announcing with reputable company. Wants to learn with radio and with ambition. Draft exempt and single. Box D-101, BROAD-
CASTING.

First phone, college grad with 2 years in rock, MOR, country. Some TV experience. Excellent production background in news, writing. Married, 27, will travel anywhere. Box D-113, BROADCASTING.

You’re a medium market. You’re top 40 or MOR.
You want talent. You want experience. You want a smooth voice sound. You want a 1st phone with an audience appeal. You want someone with over seven years in radio. You want me. You want to pay me at least $180 a week. If you still want me write Box D-115, BROADCASTING.

NYC professional, wants weekend work in suburban Philadelphia area. 28 yrs. includes TV, theater. Box D-116, BROADCASTING.

First phone—experienced—news—production—prefer rock or MOR—married—will relocate. Box D-118, BROADCASTING.

Available in June; 1st phone, 45, family—12 years in radio. Seeking permanent position. $175 minimum. Life insurance or surrounding states. Box D-125, BROADCASTING.

Immediately, experienced, recent graduate Don Martin School of Radio—TV. Have 1st phone, can run a tight board, handle any format, news, sports, etc. Like sales & promotions. Mature and willing to go anywhere in the world. Call (213) 657-5890 or write Box D-127, BROADCASTING.

15 yrs. radio. Appreciate opportunity with smaller C-O. Prefer small market, versatile. References. Moderate salary. 1st phone. Smith (305) 843-5723. Box D-135, BROADCASTING. Experienced in top 40/MOR in small market, would like to move into medium. 24, 3rd, tight board, dependable. 207-772-7899, Box D-137, BROADCASTING.

Florida, rock, first phone, college, service, experi-
experienced. Box D-139, BROADCASTING.

First phone—quality voice—mature, stable, adult host. 14 years experience—all size markets. Mar-
ed, seeks steady work to improve status. Box D-140, BROADCASTING.

Fifteen year pro looking for announcer and/or P.D. position. Prefer small market. Major format—Mercury. Box D-141, BROADCASTING. Married, 27 adult rated station in Denver (KLSX). For more information, call Bill James (303) 279-2809.


1st class ticket announcer needs break. Some experi-
ence. Morton, 227-7-2nd. Spokane, Washing-

ton 99202.

First phone, stable with family, don’t want smog. Will relocate to West Coast, or New England. Bill Wyale graduate. Tight board, tape, resume, etc. Salary $100 minimum. Gene Shepard, 906 Fess Ave., Buben, California 91505 (213) 843-5771. Re-

turn all calls, available now.

Summer telecast job. Male or female, junior, first, 3 years experience: MOR, rock, classical, TV announcer. can handle board . . . San Francisco area preferred . . . tape records welcome . . . no maintenance. P.O. Box C-22, S. C., Pullman, Washington 99204.

Trained, versatile, announcer, disc, sport-
scaster, etc. writer, desires fulltime position any-
where. Currently, school February graduation, 3rd ticket, single, 22, and draft exempt with three years college, Dan, Arizona, college resume, and impressive references on request. William Roenig, 15008 Rose Drive, South Holland, Illinois 60473. 312-393-9163.

Mr. P. D. looking for first phone with technical background, with strong news de-

delivery, coupled with a relaxed style MOR or CW format. Experienced in work for sport production. Broadcasting school graduate, married, military career, will relocate. Write or call. Jim Doh Halliday, 10375 Hadson Ave., Pacoima, Cali-

fornia 91313. (213) 896-8706.

Announcer with 1st phone—MOR or CW. Experi-
enced, good tone, dependable. Box D-209, BROAD-
CASTING.

Announcer with 2 years experience in commercial, AM, FM. Prefer Carolinas or Gulf Coast area. Will relocate. Box D-109, BROAD-
CASTING.

Radio-TV newsman/news director. 16 years broad-
cast experience. Prefer position in southwest. Write Box D-109, BROADCASTING.

Network, young, aggressive black reporter with network background, seeks challenging position with major network. Can handle all phases of radio news. Am also interested in TV. Box D-110, BROAD-
CASTING.

Newscaster, young, experienced, heavy news back-
ground (some television) seeking spot as News Director or/and newscaster. A bright, up tempo MOR in Ohio, Indiana or Michigan. Other areas considered if price is right. Who’s yours? If so, let’s talk. Box D-126, BROADCASTING.

Newspaper/newsman currently employed as news director at small market radio station ready to move up. Strong educated professional delivery also ex-

perienced in IG systems, 23, single, hard worker, will relocate. Box D-129, BROADCASTING. Would consider other locations. Box D-142, BROADCASTING.

Right now—young TV pro wants back into radio news, sports, play-by-play, talk shows. Stable—col-
lege graduate, major in drama. Anywhere. Jim Brodson, 2229 Allied, Madison, Wisconsin 53711, (608) 375-3756.

Combe news and evening slot leaving due to personal cutback recommendations, tape available. RA broad-
casting and journalism, single, no floater. Call 316, Preferred resume or write 105 E. Ave, "A", Hutchinson, Kansas.

Programing, Production, Others

Program director seeks small station opportunity west. Experienced, professional. Box D-68, BROAD-
CASTING.

University graduate, 27—married. BA in broadcast-
ing, willing to relocate and experience programming positions. Resume available. Box D-78, BROAD-
CASTING.

Vassarville. Six years top 40, five as AM-FM stereo chief, two as successful medium market PD. Currently employed, but looking for growth oppor-
tunity. Prefer combination CE/programming position, New England. Pleasant atmosphere, money im-
portant. Excellent references. College. Will consider small market, junior, first, 2-yr background, tape or face on request. Not cheap but well worth the money. Box D-97, BROAD-
CASTING.

Blind broadcaster seeks employment: I have a journalism degree, some experience working on an AM/FM station, including news, sports, taped equipment, tape recording, and production of promotional announcements by cart audio. Am proficient in voice-over, direction. I desire any position in radio and am willing to work in any location. Box D-146, BROADCASTING.

Sports director, radio/TV, in 60th market, wants to move up. Heavy major college play-by-play ex-
perience. Will consider combination. Expect above average earnings. Box D-99, BROADCASTING.

Hungry A.D. 100 ten market, seeks director’s job. Married, degree, I will do the job for you. Box D-117, BROADCASTING.

Two man team—experienced engineer, program-
ing, sales installation (we have tools and equip-
ment) seek position. Chad, Brian. Available mid-April. Box D-143, BROADCASTING.

1st phone 5 years. B.A. degree in radio/journalism. Want PD job in June, Rowley Thayer, Box 373, Lec-

ton, Ill. (312) 638-2623.

Announcers continued

News continued

Network news production assistant seeks reporting or production position, in New York or university. BSJ (Journalism). Female. Will attend AWRT Convention. Cheri Moore. Box D-105, BROAD-
CASTING.

Newswoman/announcer with 7 years experience in non-commercial FM, 4 years news. Desires position with commercial station. Will travel. Expect to graduate from college in May with B.A. in political science. Box D-108, BROAD-
CASTING.

News continued

Excellent, creative technical director for studio production and on air, with a first class license, and willing to work. Send resume and salary re-

quirements to Box D-17, BROADCASTING.

BROADCASTING, April 12, 1971
**Television Help Wanted**

**Technical continued**

An economic strike now exists at this station involving engineers represented by the Teamsters Union (Local 119). We are offering permanent employment to qualified persons whose work is satisfactory to replace striking employees. KTVI Television, Ottumwa, Ia. Phone 215-682-4567.

**Programing, Production, Others**

Film editor wanted to handle independent programing and receiving/shipping department. Send background information and salary requirements to Box D-19, BROADCASTING.

Producer/director/continuity announcer needed. If you are experienced in every aspect of production and management, send complete resume to Box D-20, BROADCASTING. Include salary requirements.

Graphite Arts department needs an artist that can handle all phases of graphic production. Send background information and salary requirements to Box D-21, BROADCASTING.

We’re looking for a special person—a young, aggressive, thoroughly professional producer who is ambitious enough to make innovative and relevant programs for an ambitious major market VHF. The pay is not great. The security is up to you. The opportunity is unlimited. If that sounds like you, send a resume to Box D-103, BROADCASTING.

Traffic manager or assistant. Capital city network affiliate station needs person to handle traffic department and National Spot. Good salary and company benefits. Call program manager. Area code 217-529-0445.

**Television**

**Situations Wanted Management**

Operations manager—15 years professional experience in television, all phases of the business, including engineering. Proves administrative leadership. Box C-279, BROADCASTING.

**Announcers**

Versatile performer not getting promised air work. Lee Evans, Box 442, 123 W. Main St., Goshen, Ind. 46523.

**Technical**

Chief of independent U, top 30 markets, desires change. Twelve years experience in all phases of broadcast engineering. Proven technical manager. Excellent references. Box D-123, BROADCASTING.

Engineer, 15 years experience in operations, engineering and management. Excellent references. Box D-123, BROADCASTING.

**News**

Network producer/writer wants to be news director. Experienced, has written for two major networks, as well as for major newspapers. Highly creative and management roles. Box D-69, BROADCASTING.

Attestant: Milwaukee, Madison, Waukesha, news directors—I will establish residency in Milwaukee as of May 10 and with personal interview. Qualifications: Journalism graduate; personality/appearance. 10 years radio-TV-film newspaper experience; strong writing, editing, production background. Box D-22, BROADCASTING.

Attestant: Madison, Waukesha, news directors—30 years experience. Highly creative and management roles. Box D-69, BROADCASTING.

**For Sale Equipment**

One Sahaler series 800 stereo automation system with Ampex model 660 deck,-one Ampex model 840 deck, two rack, cables, etc. Call Ron Pierce, KBNO 713-789-7463, 2425 S. 9th St., Lincoln, Neb. 68503.

Amptek designed Model 450 background music tape reproducer, both new and factory reconditioned models available from VIF International, Box 1555, Minn. View, Calif. 94610. Price: $225.00. (312) 929-0235.


**MISCELLANEUS**

DesiJay! 11,000 classified gag lines. $10.00, Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Margin, 323-797-9425.

"1971 test-answers" for FCC first class license. Plus Command’s "Self-Study Ability" Test. $9.95, Command Productions, Box 26348, San Francisco 94126.

Wowl 25 pages best one liners only $3.00! Shad’s House of Humor, 3744 Appleage Ave., Cincinnati, Ohio 45211.

Command Comedy... the "best" deep-loyd comedy collection available anywhere! You must agree—or your money back! Volume 1 $3.97. Command, Box 59348, San Francisco 94126.

Prizet Pricet Prizelt National brands for promotions, contests, programing. No barrier, or trade in. Write for price sheet. Box #1-9005, Hollywood 94040, Calif. 90026.

1973 wage survey for radio and television technicians. Survey includes starting salaries of stations located in 75 major cities. To order mail $5.00 to: Research Company, Box 32141, Fresno, Calif. 93731.

The FCC has poinntedly reminded you that broadcasters are responsible for knowing what’s in the lyrics you air. Aren’t you it in tune with the hidden meanings that may be in today’s songs? Don’t be. A group of under-30 “with it” NY professionals experimented in all phases of media, reported and researched for you. Call us for your consulting service inquire at Box D-114, BROADCASTING.

Call letter items—Jewelry, mike plates, banners, decals, bumper sticker audience builders, spot sales incentives, promotions. Write Radio TV Publicizers, Box 351, Scranton, Tex. 75708.

Gary Owens sez “Of All joke sheets I get, Weenie is funnest. All great lines. Use some on Left In.” 2425 SW 12th Avenue, Miami, Florida 33145, for samples.

“Owen Comedy Letter” and “Current Comedy.” Professional level joke services for dealers. Sample $2.00. Comedy Center, 1229 East 19th, Brooklyn, N.Y. 11230.


Automation broadcasters! Custom programing (your format) for off-the-shelf price or lowing for specialized libraries like "Soul Sound Instrumentals"? CrB Studios, 3415 Baretson Avenue, Belmont, California 94002.

Recorded character voices, set #15 different recorded voices on 7-inch 45 rpm recorded script and O.J. come back for each $10.00. Sent immediately. Box #1-9001, WTV Radio/TV Studio, Inc., 51 E. Chestnut, Chicago 60611.

**INSTRUCTIONS**

Advance beyond the FCC license level. Be a real engineer. Be independent, own your station (corporate or individual ownership, accredited by the accrediting commission of the National Home Office). Sign your bill for every real engineer with higher income, prestige, and security. Freedom! Goodness, 1509 N. Western, Hollywood, California 90028.
Television
Help Wanted Management

CAREER OPPORTUNITIES at CYPRESS COMMUNICATIONS CORPORATION

Director of CATV Operations
Director of CATV Engineering
Vice President—Legal (House Counsel)
also
CATV Purchasing Agent

Cypress Communications Corporation, Los Angeles based multiple CATV system owner seeks several outstanding executives to join its corporate staff to assume major responsibilities for the management and development of its cable communications enterprises. We operate 42 CATV systems in 17 states and are among the five largest companies in our industry. Our stock (2.3 million shares outstanding) is traded O-T-C.

Successful applicants will join a resourceful, congenial, experienced management team dedicated to continued and accelerated personal and corporate growth.

Compensation commensurate with skills and experience. Serious consideration will be afforded junior executives who, though limited in experience, exhibit high intelligence and a strong combination of education, initiative and personality attributes.

Resume stating salary requirements or record of prior compensation should be sent in confidence to:

Mr. Leon N. Papernow, Executive Vice President
Cypress Communications Corporation
10880 Wilshire Boulevard
Los Angeles, California 90024

Telephone inquiries cannot be answered.

Technical

ENGINEERS

We have openings for first-rate VTR men, Master Control engineers and Maintenance men. We are looking for people who have been, or are now, working in a major market—people who are quality conscious, who have a sense of production values and know good engineering practices.

In return we offer an opportunity to participate in a new kind of networking, new equipment, a secure job with good pay and all the pleasures of Herbey living.

If you're interested write to me or call:
Larry Messenger, Director of Engineering
Pennsylvania Public Television Network
189 West Chocolate Avenue
Hershey, Pennsylvania 17033
717-535-2157

Television Situations Wanted

Management

MANAGER

Looking for medium market station in need of direction. Major-market, P.D., former TV manager with sales background. Ready for hard work.

Box D-90, BROADCASTING

Announcers

TALK SHOW HOST

Solve local programming dilemma. Hire this former news correspondent for talk show your station five nights per week or whatever. I'll produce and host at reasonable salary.

Box C-355, BROADCASTING

FOR SALE Stations


tex. small AM/FM 100M Cash
Midwest small profitable 197M 29%
East metro daytime 600M Cash
South metro FM 180M terms
East top 10 fulltime 6.5MM Nege

Penn. small FM 180M 29%
Wisc. small AM/FM 446M 29%
East medium fulltime 240M Cash
N.C. metro daytime 150M 25M
West metro AM/FM 135M Nege

Chapman Associates

Media Brokerage Service

Atlanta • Chicago • Dallas • Detroit • New York • San Diego

Please write: 2045 Peachtree Road, Atlanta, Ga. 30309

Miscellaneous

ATTENTION STATIONS
NOW AVAILABLE

Guy Lombardo boating tips for fun and safety exclusive in your market, fully personalized.

One of America's best known performers, and one of boating's most respected authorities to help your sales picture at an extremely attractive price, in a variety of packages.

Write for full details.

Can'tar Productions Ltd.
Box D-80, BROADCASTING

Business Opportunity

EXPERIENCED BROADCASTER & STATION MANAGER

Has opportunity to purchase low cost money making radio station in Florida growth area. Needs assistance in mortgage down payment.

Box D-134, BROADCASTING

Wanted To Buy Stations

Experienced broadcaster of many years wishes to buy small market radio station. Will move, settle and operate. Replies confidential. No brokers, please.

Box D-107, BROADCASTING

FOR SALE Stations

TELEVISION

In Operation in North Louisiana
$100,000 down will handle and owner will finance balance on good terms.

Write:

Box C-328, BROADCASTING
For Sale Stations
continued
LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y. 265-3430

Small market UHF. Presently operating. Network affiliation. Potential not developed. Terms to responsible party. Write

Box D-85, BROADCASTING

STATIONS FOR SALE

1. SOUTHWEST. AM-FM. Profitable. Includes real estate. $325,000. Terms.

2. CALIFORNIA. High power fulltimer. Regional coverage. $500,000. 2970. Terms. Negotiable.

Box D-138, BROADCASTING

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90087
1001 Ave. of the Stars
410 S. Vine St., Suite 501
213/727-1561

LES WALKER

For Best Results
You Can't Top A CLASSIFIED AD
in

BROADCASTING

(Continued from page 65)


II. KZM-80 and KMZ-95, both Jackson, Tenn.—Cable Television Bureau granted renewal of licenses for CATV relays to serve Jackson. Action March 4.


V. KCS-54 Rawlings and Casper, both Wyoming—Cable Television Bureau granted renewal of licenses for CATV relay to serve Rawlings and Casper. Action March 4.


Box D-85, BROADCASTING

MEDIUM MARKET

5 kw—AM & FM

Growth Area

Beautiful Operation

Box D-77, BROADCASTING

BROADCASTING, April 12, 1971
FOR THE RECORD 71
Other actions, all stations

- FCC adopts ruling clarifying new filing fees. Action resolved inconsistencies in determining different kinds of fees and modernized based on complaints. Commission said present action was in response to number of petitions for reconsideration and declaratory ruling (Doc. 18802). Action March 24.

Transmitter actions

- K1OAK Crested Butte, Colo.—Broadcast Bureau granted mod. of license covering change in primary VHF of HVT translator to KRXV-TV Montrose, Colo. Action March 26.
- K1ZK Crested Butte, Colo.—Broadcast Bureau granted mod. of license covering change in primary VHF of HVT translator to KRXV-TV Montrose, Colo. Action March 26.

Ownership changes

- ABC, Inc. has been granted a request for a franchise for a CATV system in the city of Stillwater, Okla. Action March 2.
- WQVX-FM Dover, Del., has been granted a license to transmit for a CATV system in the city of Dover, Del. Action March 3.
- WCCA-AM/TV Altoona, Iowa.—Broadcast Bureau granted mod. of license covering change in primary VHF of HVT translator to WCCA-AM/TV Altoona, Iowa. Action March 3.

Modifications of CPs, all stations

- WEAW Evanston, Ill.—Broadcast Bureau granted mod. of CP to change trans. and ant; ERP 3 kw; height 1,170 ft; remote control permitted. Action March 31.
- WFLA-AM/TV Lakeland, Fla.—Broadcast Bureau granted mod. of CP to change trans. and ant; ERP 5 kw; height 1,560 ft; remote control permitted. Action March 31.
- WHZ-FM Waynesboro, Pa.—Broadcast Bureau granted mod. of CP to change trans. and ant; ERP 10 kw; height 1,420 ft; remote control permitted. Action March 31.
- WDFM-FM Teaneck, N.J.—Broadcast Bureau granted mod. of CP to change trans. and ant; ERP 3 kw; height 660 ft; remote control permitted. Action March 31.
- WFMO Lebanon, Tenn.—Broadcast Bureau granted mod. of CP to change trans. and ant; ERP 10 kw; height 1,060 ft; remote control permitted. Action March 31.
- WRFC-FM Memphis—Broadcast Bureau granted mod. of CP to change trans. and ant; ERP 5 kw; height 960 ft; remote control permitted. Action March 31.
- WRXO-FM Richmond, Va.—Broadcast Bureau granted mod. of CP to change trans. and ant; ERP 10 kw; height 640 ft; remote control permitted. Action March 31.


Final actions

- WHC-74 Santa Barbara, Calif.—California Television Bureau granted CP for CATV relay to hold for a limited period to test CATV in Santa Barbara. Action March 25.
- Macc, Ga.—FCC granted petition by Cox Communications to extend completion date for CATV relay of Macc, Ga. Action April 5.

Cable actions elsewhere

- Hearing Examiner Frederick W. Denniston ordered Colorado Cable TV Co., Berwick, Pa., to cease and desist from further violation of rules by importing stations without approval and extending second period of temporary waiver of April 1 effective date of rules (program origination to Oct. 1, 1971). Action March 6.
- Makaha Valley, Oahu, both Hawaii—California Bureau granted CP for CATV to hold for a test of CATV in Makaha Valley and Oahu. Action March 5.
- WGY 59 and WGY 60 Kearney and Hastings, both Nebraska—Cable Television Bureau granted CP for new CATV relays to be used with CATV in Kearney and Hastings. Action March 5.
- WGY 61 Sayre, Okla.—Cable Television Bureau granted CP for new CATV relay to bring KOCO-TV, KWTY-TV and WGY-TV, all Oklahoma City, to CATV at Sayre. Action March 5.
- WDL-36 Ozone, Texas—Cable Bureau granted CP to hold for a test of CATV relay before operation. Action March 5.

Initial decisions

- Hearing Examiner Frederick W. Denniston ordered All Channels Cable TV Inc. to cease and desist from further violation of rules by importing stations without approval and extending second period of temporary waiver of April 19 effective date of rules (program origination to Oct. 1, 1971). Action March 6.

Cable actions elsewhere

- Video Research Corp. have been granted a franchise for CATV in the city of South, Millard, Neb. Action March 31.
- WADC-FM Albertville, Ala.—Broadcast Bureau granted mod. of license covering change in direction of radiation of a broadcast station in a rural area. Action March 28.
- WITC-TF Topeka, Kan.—Broadcast Bureau granted CP for new CATV relay to hold. Action March 29.
- WSM Radio-Television Co. is seeking a franchise for CATV system in the city of Maryville, Mo. Action March 29.
- WOPA-FM Great Falls, Mont.—Broadcast Bureau granted mod. of CP to change trans. and ant; ERP 2 kw; height 660 ft; remote control permitted. Action March 31.
- WQQJ-AM/TV Wilkes-Barre, Pa.—Broadcast Bureau granted mod. of CP to change trans. and ant; ERP 5 kw; height 960 ft; remote control permitted. Action March 31.
“Ben Wolfe? He’s a genius, an innovator, an inventor. He’s aggressive, enthusiastic. He’s the finest man I’ve ever known.”

The comment is typical of people in broadcasting who know Benjamin Wolfe, post-Newsweek Stations vice-president for engineering. And the National Association of Broadcasters must have agreed; on March 30, it awarded him its highest engineering honor.

George W. Bartlett, NAB’s vice president for engineering, presenting Mr. Wolfe with the organization’s Engineering Achievement Award, called Mr. Wolfe a “broadcast pioneer.” The inscription on the plaque given to Mr. Wolfe at the NAB convention in Chicago speaks for itself:

“In recognition of his distinguished professional career... for his many contributions to our nation’s knowledge in the field of communication technology... for his untiring efforts to foster advances in the art of broadcasting... and for his pioneering spirit which has so richly enhanced the forward progress of broadcast engineering.”

Mr. Wolfe’s reply in receiving the award was characteristically unpretentious. He said: “I am certainly fortunate to have had a small part in contributing some technical advances to broadcast engineering, and thank my many friends and associates who helped make this possible, but most of all my partner for 35 years, my wife, Phyllis.”

His attachment to the industry began four decades ago. For a younger attracted to the magnetism of radio, the late twenties and early thirties were the beginning of an era. Mr. Wolfe received a combination amateur-commercial operators’ license from the Department of Commerce in 1928 and gained practical experience working spark and arc transmitters as a ship’s radio operator. Few colleges, if any, were teaching radio engineering at the time—most were still engaged in “power” engineering.

Broadcasting as a career began for Mr. Wolfe in 1936 at WCBM (AM) Baltimore without sophisticated equipment, but rather with “racks of tubes and pots for gain riding.”

“Our ‘VU’ meters reached their peaks many moments after the ‘voice’ so the art of controlling volume was often in the ‘wonderland’,” he has written. Back then, as now, manufacturers and station engineers were constantly probing for improvement. “If ever there was a need for technical improvement, this was the time,” he says, reflecting on the not always “golden” early days of radio.

And some of the improvements that followed were the result of Mr. Wolfe’s work. Inventor of the single carrier television multiplexed and anti-acoustic feedback systems, Mr. Wolfe also pioneered the development of the first three-antenna candelabra tower in the

Engineering’s what he ‘sleeps, dreams, walks and talks’ world—now used in Baltimore by WBAL-TV, WMAV-TV and WJZ-TV.

More recently, he is credited with the conceptual design and specifications for a new type of television transmitter, developed and manufactured by RCA. The idea, he says, was to have two transmitters in operation, side by side, so that if one cut out, the other would remain on and provide a fairly good signal until repairs could be made. This dual transmitter set-up is a step towards “real automatic control, rather than remote control,” he adds.

Chet Collier, Westinghouse Broadcasting Co. TV station group president, says of Mr. Wolfe: “He sleeps engineering, dreams it, walks it, talks it.” But for someone as enthusiastic for the technical side of broadcasting as he, all agree Mr. Wolfe also knows people. One calls him “human,” another terms him “kindly.” But most speak of his untiring “devotion” to broadcasting.

His devotion can be seen in his written works. He is the author of many engineering articles appearing in Electronics, Tele-Tech, IRE Transactions and Broadcast Engineering.

A paper he presented at the NAB Engineering Conference in 1961 (one of many he has delivered during the last 15 years) contains the first complete design of a workable wideband transistorized video amplifier.

His credentials are endless: senior member of the Institute of Electronic Engineers, senior member of the Society of Broadcast Engineers, associate member of the Association of Federal Communications Consulting Engineers. As if these were not enough to establish him as one of the most active technical masters in broadcasting, in 1967 he was chairman of the NAB’S engineering conference committee; for the past two years he has been a member of the NAB’S engineering advisory committee, and he is now serving as the NAB’S representative on the ad hoc committee established for color technical investigation in the U.S.

It is in this last area that Mr. Wolfe is most presently concerned. One of television’s pressing problems, he says, is color telecasting technology. What we need now, and will have within the next five years, he adds, is consistently good color for all stations.

“There should be no need to reset the color controls on a television set when you change channels,” he said, “and we’re working on it.”

Also for the future, Mr. Wolfe speaks enthusiastically of a speech synthesizer forthcoming in the next decade which would turn the printed word from news tickers instantaneously into “real professional-quality speech for the air.”

For the present, Mr. Wolfe says almost sadly, he doesn’t have as much time as he would like to actually get his hands in the circuitry and hear the whine of transmitting equipment. Now he’s administrator, he misses it at home with his hobby of amateur radio and “anything to do with electronics.” Mr. Wolfe, balding, husky, breaks into a smile: “I like that!”

Newspapers please copy

In the first part of this year, when cigarette business left the air and broadcast sales to other clients slackened, a spate of newspaper stories called attention to the recession in television advertising.

In the past several weeks, as readers of this publication have been made aware, television sales have taken off. A report appearing elsewhere in this issue finds networks moving into stronger positions than they have occupied for a year or more. Spot is similarly on the rise.

Funny that the turnabout in broadcast fortunes has passed virtually unnoticed in many of the papers that were so interested in television business only a couple of months ago.

Rock around the clock

The American Society of Composers, Authors and Publishers has lately been conducting a vigorous campaign to recruit members from the rival Broadcast Music Inc. For ASCAP this is a radical change of character. If Jerome Kern were alive today, he would, as Sam Goldwyn once said of someone else, be spinning in his grave.

Mr. Kern, it must be explained to readers whose arteries are yet to harden, was a leading figure in ASCAP in the thirties and forties when it had the music business in its cashmere pocket. ASCAP, the only performing-rights society with an inventory of popular music, collected just about all the fees there were to collect from the performance of copyrighted works. As senior members of ASCAP, Mr. Kern and a small band of colleagues split most of the ASCAP take. Tin Pan Alley, you should forgive the expression, was a restricted neighborhood.

The alley never did let Broadcast Music in. After the formation of BMI as a cooperative venture of broadcasters rebelling against ASCAP demands, the moon-June school of song writers stayed with ASCAP. BMI turned first to Latin America in a desperate search for music, then to the U.S. hinterlands. By the early fifties BMI had discovered a generation of writers whose music was to become a central element in the national culture. The era of rock had dawned.

In its early years of growing popularity, rock was subjected to incessant criticism by the musical establishment. It was called degenerate by such experts as Billy Rose and Frank Sinatra. It was denounced by members of Congress, reading from cue sheets shipped in from Hollywood and New York. Ed Sullivan, daring to introduce Elvis Presley to a national television audience, had his cameramen concentrate on Mr. Presley from the waist up. Through all of it, BMI was repeatedly identified as the center of a broadcast conspiracy to debase the nation's taste, monopolize the nation's music and destroy ASCAP.

With that background in mind, it is interesting to read the latest ASCAP advertising, directed to the writers and publishers of modern songs. "ASCAP pays more," the copy reads. "When we license your music, we have one goal. To get as much for it as possible. Because ASCAP is owned by its own members."

The men who license music at BMI are broadcasters. They own BMI. As your bargainers they should get as much for you as possible. But as broadcasters they want to spend as little as possible . . .

"We have an interesting proposition. You know what you made at BMI. We have a computer. It tells us what you would've made with ASCAP.

"So come to us."

In that ad ASCAP has written as good an argument as is likely to be made for competition in music licensing. In seeking the performing rights to music forms it so recently scorned, it is conceding that it was outvoted by the public. Chances are the public would have never had a vote on rock if the repressive influence of in-group music licensing, as practiced in the old days of ASCAP, had not been broken.

It's something for broadcasters to keep in mind in their future negotiations with licensing authorities.

The builders

Despite the probability that an all-advertising system of self-regulation will soon come into being, the National Association of Broadcasters proceeds with plans to enlarge its private system of self-regulation. It is also distributing a weighty manual telling subscribers how to run their businesses according to the NAB codes.

The rationale for the build-up at the NAB while progress is being made toward an all-advertising system has been explained by Stockton Helffrich, director of the NAB Code Authority, in a letter appearing in this publication's "Open Mike" last week. The all-advertising plan is designed to handle complaints about advertising after it has appeared, Mr. Helffrich said. The NAB Code Authority acts to prevent the appearance of advertising that may lead to complaints. Hence, in his view, the all-industry system and the NAB's will be complementary.

To Mr. Helffrich's observations, we would add some of our own. If the NAB system had succeeded in the preventive function claimed for it, there would be less need than is now felt for the creation of an all-advertising system of discipline. To enlarge the NAB's own system now is to imply a lack of confidence in the all-industry system. Not only that, the NAB will call more attention to the uniqueness of its own system. As we have said before, the mere existence of the NAB's highly institutionalized system of self-regulation has provided a handy pressure point from which outsiders can manipulate the whole broadcasting business.

A fragment of a C. Northcote Parkinson law that we once encountered comes again to mind. It is that the last act of a dying organization is to issue a new and enlarged rule book. Mr. Parkinson, of course, was only kidding.
WSPA-TV cares—and our Eyewitness 7 News team proves it! WSPA-TV was honored as the television station in South Carolina with the most significant contribution in general news programming during 1970. Specifically cited was a series on the plight of the migrant workers who harvest the Spartanburg County peach crop each year. Dave Handy, News Director and newsmen Bob Knowles spent many weeks compiling this comprehensive report. These men are just two reasons so many Carolinians depend on TV-7 for comprehensive news coverage.

WSPA Radio cares too—and our people prove it. WSPA was honored as the radio station in South Carolina with the most outstanding community service for 1970. Nominated by listeners, WSPA was cited for station support of a local anti-drug campaign started by students, S.T.A.N.D. (Students Talk about Narcotic Dangers) has not only received formal station support through Editorials and News; but our staff of concerned citizens has actively supported those things that are good for our community. The WSPA stations care—and those who know us don’t have to be told!
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Los Angeles, Calif. 90069
NEW PHONE
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