FCC almost decided on what it has in mind for cable
Advertisers take hard look at TV future, find it some time away
Administration goes to bat on political spending bill
Cable reporting form in new, less onerous incarnation at FCC

KGMS, Sacramento

...One of America's outstanding radio stations
REPRESENTED BY ALAN TORBET ASSOCIATES

Sacramento is one of America's most amazing markets
—virtually recession-proof.

As America's 2nd largest seat of government (capitol of California being 2nd only to Washington, D.C.), thousands of well-paid state employees provide a high, steady income base.

Backed by exceptional retail activity, plus one of America's major agricultural areas, and with healthy industrial production, Sacramento's economy is unsurpassed year after year.

KGMS is one of America's most amazing radio stations
—in consistently strong audience position.

KGMS' Beautiful Music and award-winning news are uniquely matched to the interests of Sacramento—to the state employees, the affluent business community and the prosperous suburban life.

Sacramento people enjoy rewarding life-styles—casual, friendly, unharried—and KGMS matches their tastes in music, news and services. KGMS is the way to sell Sacramento.

KGMS... represented by
Alan Torbet Associates, Inc.
THE RADIO REPRESENTATIVE

New York  Chicago  Detroit  Atlanta  Memphis  Dallas
Los Angeles  San Francisco  Denver  Portland  Seattle
First with daytime women

In the Dallas-Fort Worth market KDFW-TV is first choice among the daytime women viewers. Channel 4 reaches more women per average quarter-hour, 9:00 a.m.-6:30 p.m., Monday thru Friday than any other station in the market... leading the second station by *9.3%.

To reach more women in the nation's 11th ranked television market, ask your H-R representative for further information and availabilities.

*January 1971 ARB TELEVISION AUDIENCE ESTIMATES DAY-PART AUDIENCE SUMMARY, TOTAL SURVEY AREA
Let's Make A Deal

Starring Monty Hall

It's your winner for first-run primetime programming.

"Let's Make a Deal" is a proven winner with a great track record. No guesswork about this show that has been consistently delivering top ratings and shares in its evening time period in over 170 cities.

No longshot by any means. "Let's Make a Deal" takes first prize with women 18-49 in 15 of the top 20 markets. Nationally, it's ABC-TV's number one game show having reached a high of 32% share in its three year prime-time run.

No surprise either is the fact that Monty Hall continues as television's most popular host.

For a change the odds are stacked in your favor. The same network quality, fun-filled half-hours may still be available for first-run primetime programming on your station.

Already sold in:
New York (WABC-TV)
Los Angeles (KABC-TV)
Chicago (WLS-TV)
Boston (WNAC-TV)
San Francisco (KGO-TV)
Detroit (WXYZ-TV)
Washington (WMAL-TV)
Dallas (KDFW-TV)
Seattle/Tacoma (KING-TV)
Portland (KGW-TV)
Nashville (WSIX-TV)
Louisville (WLKY-TV)
Greensboro/Winston-Salem (WGHP-TV)
Little Rock (KATV)
Wilkes-Barre (WBRE-TV)
Spokane (KREM-TV)
Honolulu (KHON-TV)
Evansville (WTVW-TV)
Rockford (WREX-TV)
Lafayette (KATC-TV)
Joplin (KODE-TV)
Atlanta (WSB-TV)
Milwaukee (WITI-TV)

Source: ARB, NTL TVG

More Programming Power

ABC FILMS

NEW YORK: (212) LT-1-7777
CHICAGO: (312) 263-0600
HOLLYWOOD: (213) NO-3-3311
ATLANTA: (404) 255-0777
JUVENILE JURY renewed for another 26 weeks!

KABC-TV

John J. McMahon
Vice President
General Manager

Four Star International, Inc.
400 South Beverly Drive
Beverly Hills, California 90212

May 13, 1971

Gentlemen:

As you are aware, we are presently in a hiatus period in the production of "Juvenile Jury".

Even though our option period on going back into production of new shows still has two months to run, I would like to give you a go-ahead at this time.

Please consider this a vote of confidence for Jack Barry and "Juvenile Jury" on the part of Channel 7. The show has had fine rating success and has become an anchor point for our local weekend programming.

I wish you continued success in syndication.

Best regards.

Sincerely,

John J. McMahon

Jack Barry is host on television's newest all-family fun series.

A JACK BARRY/FOUR STAR PRODUCTION

Now 52 first-run half-hour color episodes available!

Already sold in these markets:

KABC Los Angeles, WJW Cleveland, WJAR Providence, WCCO Minneapolis, WAGA Atlanta, WPIX New York, KREM Spokane, KING Seattle, WFLA Tampa, WBEN Buffalo, WFBM Indianapolis, KOOL Phoenix, WTMJ Milwaukee, WFBC Greenville, WDSU New Orleans, WABP Ft. Worth, KPBC Houston, WPVI Philadelphia, WSBA York, KFSN Fresno, WTNH New Haven, WLTY Lebanon, WNBF Binghamton, WECS Altoona, WLWT Cincinnati, KWTV Oklahoma City, KTVU San Jose, KFMB San Diego, WREC Memphis, WDQX San Antonio and WLWC Columbus.
Sources differ on details, but it seems apparent that FCC Chairman Dean Burch marshalled majority support for a new cable package before leaving for Europe—one designed to thaw that major-market freeze. See ...  

Cable: It looks all over but the voting ... 20

The theme is continuity rather than change at Association of National Advertisers workshop. New technology's impact on broadcasting will be gradual, panelists say—and biggest changes may come from inside the medium. See ...

Vote of confidence for status quo ... 22

Television Bureau of Advertising reports that advertisers spent $3.5 billion last year in network, spot and local TV. And, for the first time, TVB adds a report on TV investments by local retail business categories. See ...

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Nixon administration's push to get antibroadcasting discrimination out of the political-spending bill, through single ceiling for all media and partial repeal of Section 315, keynotes testimony before Senate Rules Committee. See ...

GOP formula for campaign reform ... 28

Those long-awaited CATV reporting forms have been submitted to the Office of Management and Budget—although the FCC has yet to give its formal endorsement. The forms reflect some sensitivity to cablemen's comments. See ...

CATV reporting forms taking shape ... 32

FCC commissioners are staying home more often, but they managed to get out of Washington 50 times in the past 12 months, for $13,000 worth of conventions, convocations and conferences, with Robert Wells leading the way. See ...

Travels with the FCC commissioners ... 40

Redrafted Selling of the Pentagon subpoena excludes all film not broadcast 'even in part'—but still includes other outtakes; calls for appearance of CBS President Frank Stanton before House Investigations Subcommittee. See ...

Staggers juggles the hot potato ... 43

One of the strongest statements yet delivered on behalf of First Amendment protection for broadcast journalism has come from a most intriguing—some might say unlikely—source: Senator Frank E. Moss (D-Utah). See ...

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Broadcasting

May 31, 1971;Vol.80,No.22
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.

Subscription orders and address changes: Send to Broadcasting Circulation Department. On changes include both old and new address plus address label from front cover of magazine.
Words Worth Knowing
The world is too much with us; Late and soon
Getting and spending, we lay waste our powers.
Wm. Wordsworth — 1870

Deeds Worth Doing
Bringing to the public a greater awareness of environmental abuse with a hard hitting documentary entitled "Do You Miss America?"
WQAD TV — 1970

Recognition Worth Receiving
The coveted Broadcast Media Award to WQAD TV for its production of "Do You Miss America?"
San Francisco State College — 1971

WQAD TV gratefully appreciates San Francisco State College's award for "Do You Miss America?", a part of more than 25 weekly hours of community service programming.
Paley-Stanton pact

CBS's top team, Chairman William S. Paley and President Frank Stanton, will stay on jobs at least until April 1, 1973. Dr. Stanton, instead of relinquishing presidency Dec. 31, end of present contract, will continue until he's 65. Chairman-Founder Paley, already beyond retirement but continuing in office by board mandate, will serve until he's 73 in 1973—and in all probability thereafter.

But in another CBS echelon, there may be significant change by year-end. Dr. Peter Goldmark, guiding genius of CBS Laboratories and man behind many innovations in electronics and other sciences, may leave corporation. He wants to expand laboratories into manufacturing. Mr. Paley sees little profit potential in that.

Busy, busy

Another "public-service" law firm specializing in attacking incumbent licensees in proceedings before FCC has drawn support from FCC Commissioner Nicholas Johnson. It's Stern Community Law Firm of Washington (financed by Stern Foundation and run by Tracy Weston, one-time legal assistant to Mr. Johnson). Mr. Johnson, it's now learned, was principal attraction at party given for political activists in Hollywood and intended to recruit their work in production of television shows that will induce public action against establishment. Stern firm may open Hollywood branch to coordinate such activity.

Party was given at expensive Bel-Air hotel on May 15-16 weekend when Mr. Johnson was in Los Angeles area at government expense to "inspect media" and appear on TV show. Another "public-service" law firm that has been tangibly benefited by commissioner is Citizens Communications Center of Washington, recipient of royalties from Mr. Johnson's book, "How to Talk Back to Your Television Set."

Signs are at hand

Whether NBC-TV President Don Durgin was right or wrong when he said that by 1980 stations will be paying networks for programs (story page 22), that's a way trend has been running. In 1969, by official FCC count, three TV networks paid out $255.7 million in station compensation. Last year, piddling economy on top of 6.5% comp cuts imposed by NBC and CBS to help offset AT&T rate increases brought total down to $235.5 million. And despite resurging economy, it's bound to go down again this year.

For one thing, ABC's own 6.5% AT&T-inspired comp cut went into effect Jan. 1. For another, bigger thing, FCC's prime-time access rule goes into effect this fall and by best available estimates will cut comp roughly 9-10% per year. For ABC affiliates, effect of access rules program cutback this year will be even more severe than for other stations because ABC reduced prime-time programming by two and one-half hours in January, without waiting for access rule to take effect.

Money talks

FCC decision to be announced this week indicates commission will take CATV systems' financial condition into account in determining whether to permit importation of distant signals under present rules. Case involves request of Cablevision of Hendersonville Inc., of Hendersonville, N.C., owned by wink Incorporated. Cablevision's CATV system was losing money and would go under if not permitted to carry WTVF (TV) and WSOV-TV Charlotte, N.C., both receivable in large part of Spartanburg-Greenville-Asheville market that it serves. CATV has 500 subscribers, says its potential, with distant signals, is 3,500.

Commission, in granting waiver, reportedly took note of system's financial plight, thus establishing kind of "failing-CATV policy," as well as off-air availability of signals.

Like fathers

William P. "Bill" Hobby Jr., president and executive editor of Houston Post (with which KPRC-AM-TV is affiliated), son of late Governor Will and Mrs. Oveta Culp Hobby, and J. Fred Hoheinz, son of Roy W. Hofheinz, proprietor of Astrodome and baseball Astros and affiliated enterprises, former mayor of Houston, and former station owner (KHTM), are entering politics. Mr. Hobby, 29, will seek Democrat nomination for lieutenant governor; Attorney Hofheinz, in early 30's, will go for Democrat nomination for mayor.

Watering mouths

Line of top FCC staffers interested in filling Horace Slone vacancy on Review Board—considered real plum—is beginning to stretch around corners of FCC headquarters. Among those said to be interested, if not actively campaigning, are Daniel Ohlbaum and John Conlin, top lawyers in general counsel's office; James Tierney, hearing examiner; Thomas Fitzpatrick, chief of hearing division; Philip Cross, legal assistant to Commissioner Robert T. Bartley; Joseph Zias, in Opinions and Review; and four engineers—Wallace E. Johnson, assistant chief of Broadcast Bureau; Robert G. Weston, assistant to Commissioner Robert E. Lee; George Ashenden, on Review Board staff, and Bruce Longfellow, in rules and standards. Many candidates are at or near pay level that job offers—$32,546-$36,000. But prestige of job plus independence of those on board make it attractive.

No field, no hit

It was "all in the family" but CBS, without fanfare, has terminated its agreement making CBS/Viacom sales representative for broadcasts of CBS-owned New York Yankees. Report is that CBS/Viacom, scheduled for spinoff from parent company, soon in sales for Yankees. Club has hired Don Stuart, formerly with CBS-TV, as vice president, broadcast affairs, to add advertising punch to team's TV-radio schedule.

Branching out

Look for U.S. Office of Education to expand its educational broadcasting role. Division of Libraries and Educational Technology, formed last year, is expected soon to have more money to spend in this area than Corp. for Public Broadcasting—and, if present agency plans materialize, more projects on which to spend it. Division now oversees traditional broadcast functions—facilities grants and Sesame Street—but Office of Education hopes to move more deeply into educational program production and nonbroadcast areas such as closed circuit.

Sun seeker

Clark George, long-time CBS executive who was to have become president of Viacom International Inc., CATV and syndication spinoff still awaiting FCC approval, is going into business—land development in Antigua. He reportedly has arranged substantial bank loan for initial phase of project on Caribbean island.
KOVR brought four top ABC newsmen to Stockton.

Not to report news...to make it.

William Lawrence, ABC National Affairs Editor.
Jim Kincaid, ABC Vietnam Correspondent.
Barrie Dunsmore, ABC Rome Bureau.
Edward P. Morgan, ABC News Commentator.

These four top newsmen made the top of the news recently in Stockton. KOVR sponsored their appearance at a free, public discussion program presented, not on TV, but live in one of Stockton's large community centers.

The correspondents visited only two other California cities on their speaking tour. And Stockton was the only city where the public was admitted at no charge.

KOVR-TV takes pride in presenting off-the-air programs as a public service to the community it serves. And that's one reason why KOVR-TV is known in Stockton as a true community station.

KOVR-CHANNEL 13
STOCKTON/SACRAMENTO, CALIFORNIA
McClatchy Broadcasting
Basic ABC Affiliate
Represented Nationally by Katz Television
We're eyeing satellites, networks warn AT&T

Three major networks, in effort to persuade FCC to roll back new AT&T rates for program transmission service, have warned that new rates could drive them to use competitive service.

Networks put forth case in rate hearing in written testimony presented to hearing examiner on Friday (May 28).

Warning on AT&T's potential loss of network business came in testimony provided by David M. Blank, vice president, economics and research, CBS/Broadcast Group.

Mr. Blank, noting that net impact of new rates was increase of about $18,700,000—nearly 37% of network profits in 1970—said other services are available.

He said domestic satellites represent "real and viable alternative which would offer major savings for broadcast use.

He noted that networks have received detailed proposals from "approximately half-a-dozen entities" who are applying for FCC satellite authorizations and are interested in network business. He also said there is growing availability of non-AT&T terrestrial microwave services that would "offer major savings for program transmission purposes."

Children's parley report on President's desk

Stephen Hess, chairman of last year's White House Conference on Children, presented President Nixon with final draft of conference report Friday (May 28) with its scathing, controversial TV recommendations of panel on Children and Mass Media still intact.

Recommendations of that panel (forum 20)—among other things—calls for advertisers and networks to undertake innovations in next fall's children's TV, including tests of clustering of commercials; elimination of commercials, and formation of national organization to participate in broadcast license renewals as public defenders (Broadcasting, March 22 et seq.).

Vincent T. Wasilewski, president of National Association of Broadcasters, challenged Mr. Hess last April on forum 20 recommendations, claiming that neither members of mass media group nor conference as whole voted on proposals. Mr. Hess responded to Mr. Wasilewski early in May, and repeated again on Friday at White House that forum 20 recommendations had not been voted on by full conference because members of mass media group felt all recommendations were significant and could not choose single one to submit to full membership. Also, he noted, conference had important children's TV programers among members, mentioning Fred Rogers, of Mister Rogers Neighborhood, who was chairman; and Joan Ganz Cooney, creator of Sesame Street. Mr. Hess added that he felt strong recommendations in report were helpful in "stirring up creative controversy."

In report to President, Mr. Hess, accompanied by Dr. Edward Zigler, director of Office of Child Development at Department of Health, Education and Welfare, announced creation by ODC of National Center for Child Advocacy. Center, President was told, will work with all levels of federal, state and local government, national organizations and private citizens. Dr. Zigler later announced center would be divided into three divisions: children's concerns, to accept and respond to inquiries and suggestions from individual citizens; secretariat to oversee activities of federal government in area of child development and aid, and group to be responsible for "vulnerable" children, those children who are victims of either mental or physical retardation.

No director has been chosen yet for the center, Dr. Zigler said.

The chosen ones

NBC has chosen its delegates to workshop on children and television to be sponsored by ABC-TV in New York June 23-24 (Broadcasting, May 10). They will be George Barimo, manager of children's program operations, and June Reig, producer of NBC Children's Theater. CBS does not plan to participate.

Virginia AM loses license

WCFV(AM) Clifton Forge, Va., has been denied license renewal by FCC, it was announced Friday (May 28).

In 4-to-3 decision, commission found licensee Image Radio Inc. guilty of misrepresentations, fraudulent billing practices, assorted technical violations, and general irresponsibility of operation.

Ruling reversed initial decision of Hearing Examiner Herbert Sharfman, who had found licensee guilty of violations but had recommended one-year renewal because principal offenders were no longer with station. Commission majority, however, ruled that remaining principals had been guilty of unacceptable negligence in overseeing station affairs, not mere "carelessness" as examiner had concluded.

Dissenting votes: Chairman Dean Burch and Commissioners Robert E. Lee and Robert Wells.

Alberto-Culver, Ayer part company

Break in four-year relationship between heavy broadcast advertiser, Alberto-Culver, Melrose Park, Ill., and N. W. Ayer & Son, Chicago, puts approximately $11 million in billings on market. Advertiser and agency said they "came to the reluctant decision that it was in the best interest of both companies to sever the relationship." Ayer won account in 1967.

According to Henry Witteman, Alberto-Culver vice president for advertising services, billings will be split between two agencies, probably in New York and Chicago. These appointments will be announced shortly. Alberto-Culver allocated $42 million in 1969 to Ayer and its other agencies, J. Walter Thompson, and Arthur & Wheeler, both Chicago.

Alberto-Culver and Ayer led pres-
Continuing story of WHDH-TV

WHDH Inc., accused of relying on lies in its request that FCC investigate allegations of wrongdoing on part of Boston Broadcasters Inc. officials, last week stood by its charges and said it is BBI that is guilty of “falsehoods and deliberate distortions of fact.”

WHDH made new charges Friday (May 28) in pleading filed with commission in which it asked that Boston channel-5 hearing record be reopened to determine whether BBI has filed affidavits in proceeding that it knew “to be false and misleading.”

WHDH, fighting to hold on to license that commission awarded to BBI in 1969 comparative hearing, opened latest series of filings on April 21. It said it had uncovered evidence as to wrongdoing on part of BBI principals, particularly its executive vice president, Nathan David (BROADCASTING, April 26). BBI filed back on May 11, denying allegations and accusing WHDH of “unadulterated lies.”

In replying to that pleading last week, WHDH said BBI has been guilty of “the precise kind of reckless and irresponsible conduct with which BBI has charged WHDH.”

WHDH said affidavits it has produced demonstrate that sworn testimony of BBI director C. Charles Marran denying that Mr. David asked him to invest in new CATV company is false.

WHDH also cited numerous affidavits in support of its charge that affidavit Mr. David submitted in connection with BBI filing “is replete with lies, misrepresentations, distortions and concealments of material facts.”

Challenge to license of WFMY-TV fades away

Competing applicant for channel 2 in Greensboro, N.C., which has sought to have license of WFMY-TV there denied, dropped out of proceeding last week. Greensboro Television Co., said its chances for success in comparative hearing for channel against present licensee “had been substantially diminished” in light of FCC’s Jan. 5, 1970, policy statement on comparative hearings for license renewals.

GTC had based its challenge on concentration of mass-media control grounds (BROADCASTING, Nov. 10, 1969): WFMY-TV is owned by parent company of publisher of Greensboro Daily News and Greensboro Record. But FCC’s January 1970 policy statement, which came out after GTC’s initial filing, said that agency would favor incumbent licensee over challenger in renewal proceeding if incumbent had met needs of its community and had no severe deficiencies in service during past license term.

Parties in proceeding filed joint petition with FCC last week to dismiss GTC’s petition to deny renewal for WFMY-TV. They also asked commission to approve agreement between themselves whereby WFMY-TV licensee will reimburse GTC for expenses later incurred during proceeding—sum to be set by commission and not to exceed $44,195.

Two proceedings similar to this were dissolved last year when licensees offered to pay challengers to drop complaints—last July, in proceeding involving NBC-owned KNBC-TV Los Angeles, and Voice of Los Angeles, petitioner; and other last November with Post-Newsweek Stations, licensee of WPLO-TV Miami, and challenger, Greater Miami Telecasters Inc.

Go-ahead given for sale of two West Coast FM’s

Transfer of KBBI(FM) Los Angeles and KBBW(FM) San Diego from religious organization, Biola Schools and Colleges Inc., to PSA Broadcasting Inc. has been approved by FCC. Total consideration for both station transfers is $1,150,000.

In decision announced Friday (May 28), commission noted that Biola—formerly The Bible Institute of Los Angeles—wanted to sell stations because of mounting losses, including projected $52,000 loss in fiscal 1971. Biola also operates two financially hard-pressed educational stations, commission said.

There have been some complaints concerning proposed format change from predominantly religious programming to “easy listening,” commission said, but it concluded that areas are already well served by religious stations. Commission also noted that buyer PSA Broadcasting intends to continue broadcasting Biola Hour.

PSA Broadcasting is wholly owned subsidiary of Pacific Southwest Airlines. Officers and directors of PSA have no other broadcast interests.

Decision was adopted on vote of 6 to 1, with Commissioner Nicholas Johnson dissenting.

NATPE’s say on subpoenas

National Association of Television Program Executives is formally protesting by resolution House Investigations Subcommittee subpoena action involving CBS’s Selling of the Pentagon controversy. NATPE, whose membership is drawn from TV stations throughout country, attacked subpoenaing of notes, outtakes or other background material as First-Amendment violation, and as deterrent to future news sources and to pursuit by TV of investigative reporting. NATPE officials indicated group was “tardy” in issuing resolution because it required membership approval.

Is TV advertising’s pet?

Advertisers and agencies were accused last week of practicing “media prejudice” against radio because of attitudes of “vanity, fear, ignorance, arrogance, sloth and greed.” Charge was made by Charles Warner, vice president, CBS Radio, and general manager, CBS Radio Spot Sales, during speech at Advertising Club of New York last Friday (May 28).

Mr. Warner, touching on vanity, said creative agency personnel are “chauvinistic about television” and ignore radio. They fear radio, he said, because they grew up with television and are afraid to break a pattern. Mr. Warner said they betray ignorance by setting up goals they can’t reach with small budget, allotted to radio.

To exemplify his other charges, he said agencies ask for all kinds of research information and ignore it; treat radio salesman cavalierly during business calls, and concentrate on television because of their extensive budgets.
Can three beautiful girls from Petticoat Junction wow them in New York?

Practically overnight.

They’re New York’s Number One Attraction weekdays at 6:30 PM. With 1,211,000 viewers.

That’s almost half a million more “Petticoat Junction” watchers than the girls started with last October.

Wow!

In 10 other markets, "Petticoat Junction" has the most viewers in its time period. And in 19 markets, it increases audiences over lead-in programming.

The “Petticoat Junction” girls draw a crowd wherever they appear. For an introduction, call us.

©CBS Enterprises Inc.

New York, Chicago, San Francisco, Atlanta, Dallas

GOODSON-TODMAN'S
"TO TELL T

Currently,
1970-71

Outstanding in the 7:00 p.m.
prime-time lead-in slot.....

Next Season,
1971-72

"To Tell The Truth" will also be outstanding in the 7:30 p.m.
prime-time lead-in slot.

TENTATIVELY SCHEDULED FOR FALL AT 7:30 IN VARIOUS KEY MARKETS INCLUDING MEMPHIS, ST. LOUIS, PROVIDENCE, INDIANAPOLIS, ROANOKE AND CINCINNATI!
LOOK AT THESE CURRENT RATINGS!

**#1 7 PM PROVIDENCE**

in rating & share (Metro & ADI), homes, adults, total women, women 18-49/25-49 against Get Smart and Dragnet.

<table>
<thead>
<tr>
<th>STATION</th>
<th>PROGRAM</th>
<th>ADI RATING</th>
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<th>SNARE RATING</th>
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**#1 7 PM SYRACUSE**

in rating & share (Metro & ADI), homes, adults and total women against I Dream of Jeannie and News.

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**#1 7 PM BANGOR**

in ratings & share (Metro & ADI), homes (tie), adults, total women, women 18-49/18-34/25-49 against F Troop/Have Gun.

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**#1 7 PM SOUTH BEND**

in ratings & share (Metro & ADI), homes, adults, total women, women 18-49 (tie)/18-34/25-49 against Truth Or Consequences and 2nd half of Daniel Boone.

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**#1 6 PM CENTRAL TIME WICHITA**


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*VERY STRONG IN YOUNG WOMEN DEMOGRAPHICS.*

From the ARB Television Market Report of February/March 1971. Data and information quoted are subject to the limitations contained in the reports.

**1972-73**

"TO TELL THE TRUTH" MEETS THE FCC REQUIREMENTS CONCERNING FIRST-RUN PROGRAMMING IN PRIME-TIME THEREFORE IT CAN CONTINUE TO WIN FOR YOU AT 7:30 P.M.

With host:

GARRY MOORE
and panelists
Kitty Carlisle, Peggy Cass
and Bill Cullen

Firestone FILM SYNDICATION LTD.
540 Madison Avenue, New York, N.Y.
(212) 758-5100
The Ayer story of the Army's ads

The readers of Broadcasting are quite aware of the recent decision by the U.S. Army Recruiting Command to purchase radio and television time. And judging by articles in the trade press, plus discussions with a large number of broadcasters, it is clear to N. W. Ayer & Son that our client's entry into paid broadcast has created quite a stir.

Anything new and different always generates a lot of discussion—although Army recruiting advertising itself is not new. There has been Army advertising directed at obtaining qualified young men for active duty since the Revolutionary War. In 1945, the Army began to purchase space in magazines and newspapers and has continued to use print media on a planned, controlled basis ever since. The current 13-week broadcast buy is accompanied by a substantial investment in both magazines and newspapers.

From this you can see that N. W. Ayer's current advertising strategy for the U.S. Army calls for a mix of major media. However, this is not new either. The Army has followed a mixed-media strategy for many years, relying on public-service broadcast time to balance and enhance its exposure in paid print.

The decision to purchase broadcast time for Army recruiting was made for marketing reasons. Simply stated, the marketing problem facing the U.S. Army Recruiting Command has changed over the past few years. As with all Ayer clients, we have been active in helping the Army define its marketing problem, identifying the advertising assignment and developing a total media plan to meet the defined advertising objectives.

Two major factors have sharply increased the difficulty of the Army's recruitment efforts: the involvement of U.S. forces in Southeast Asia and prevailing attitudes about, and changes in, the draft system. Reduced draft quotas, extension of the present lottery draft system, and the ultimate objective of a zero draft have withdrawn one of the major stimuli for voluntary enlistments.

These variables in the market have affected the actual number of enlistments the Army has been getting. A decline in the number of volunteers was occurring late in 1970 in spite of a substantial advertising campaign by the Army Recruiting Command in paid print media, and in spite of the excellent cooperation of thousands of broadcast-

ders across the country in providing public-service air time for Army commercials.

Ayer proposed to the Army that it move into paid broadcast on an experimental basis to see whether the controlled (time and frequency) use of radio and television could enhance our ability to meet advertising objectives. This concept was approved, and in February of this year we began the final arrangements to create the 13-week broadcast test utilizing fresh new creative material to more accurately reflect today's modern Army.

The test campaign began March 1 and includes all major media. The target audience is men 17 to 21 and the strategy is to reach them in two ways.

First, we are utilizing media which reach these young men directly with a high degree of efficiency. Contemporary radio is a good example, as well as some of the magazines on our schedule, like Hot Rod, Sports Car Graphic and other special-interest publications.

The second way we go about reaching our target audience is indirectly. For each young man in our target audience, there are many adults who can counsel him on a career decision—parents, teachers, relatives, friends, clergy. We want this much larger audience to be aware of the new professional personnel policies of today's Army and the many opportunities the Army can offer a volunteer in the way of training for a career, education, travel and personal challenge. For this reason, our test also includes media like Life, Look, and TV Guide, Sunday and daily newspapers, middle-of-the-road radio stations, and prime-time (plus weekend sports) network participation in shows that also deliver high concentrations of men 18 to 24.

The test is national in scope. In addition to network television and national magazines, we are utilizing the highest rated radio stations reaching men 18 to 24 in the top-100 markets. Contempora-

ry or country-and-western AM, and FM formats were selected. Middle-of-

the-road and ethnic stations also are being used in the top-100 markets.

In markets below the top-100 and on beyond into C and D counties, we sought the leading radio stations delivering men 18 to 24 in each market. 50 kw clear-channel stations were added for their wide nighttime coverage which raised the total number of radio stations carrying this advertising to over 2,000. Scheduling on radio is confined to drive times and weekends.

Many stations that have generously supported the Army with public-service time in the past are not included in the current buy. However, our media guidelines were and are quite strict. Cooperation of these stations in airing Army public-service announcements in the past could not be used as a basis for judging media value, and everything we are doing in placing this test buy is based on a very careful examination of media delivery. It can't be done any other way.

What of the future? The test will be evaluated in great depth. Perhaps most important will be the actual number of volunteers that can be traced to the advertising. We are hopeful that it can be demonstrated that carefully planned and purchased broadcast time can be effective in helping to solve the Army's recruiting advertising and marketing problems.

Don Reath is a vice president of N. W. Ayer & Son and media director of Ayer/Philadelphia, where his responsibility includes all media planning, estimating and buying for all accounts served by Ayer/Philadelphia. He joined Ayer's executive training program in 1957, was named vice president and associate manager of the plans and marketing department in 1965, and in 1967 was named account supervisor in New York for American Tobacco. He returned to Philadelphia to his present post in 1969.

MondayMemo
from Donald R. Reath, N. W. Ayer & Son, Philadelphia
AVAILABLE FOR FALL START

THE HIGH CHAPARRAL

96 hours plus one 2-hour feature, all in color

ALREADY SOLD IN

Fresno KJEO-TV
(Edward Petry)

Memphis WMC-TV
(Blair)

Reno KOLO-TV
(PGW)

New York

Fresno KJEO-TV

Houston KTRK-TV
(Bair)

Minneapolis WTCN-TV
(Blarep)

Spokane KREM-TV
(Blair)

Los Angeles

Kansas City WDAF-TV
(Katz)

Nashville WSIX-TV
(Harrington, Righter, Parsons)

TeleRep

Las Vegas KORK-TV
(PGW)

Phoenix KOLD-TV
(H-R)

Blair

El Paso KTSN-TV
(Avery Knodel)

Los Angeles KCOP-TV
(TeleRep)

Portland, Ore. KGW-TV
(Blair)

Blair

Eugene KVAL-TV
(H-R)

Memphis WMC-TV
(Blair)

Phoenix KOLD-TV
(PGW)

New York

Las Vegas KORK-TV
(PGW)

Los Angeles KCOP-TV
(TeleRep)

Blair

New York  Los Angeles  FILMS  Chicago  Dallas  Greensboro
A NEW CENTURY OF REALLY FRESH CLASSIC CLASSICS

Starring
Lionel Barrymore
Clara Bow
Maurice Chevalier
Alice Faye
Janet Gaynor
Cary Grant
Bela Lugosi
Zasu Pitts
George Raft
Ginger Rogers
Will Rogers
Gloria Swanson
Franchot Tone
Spencer Tracy
John Wayne

50 World Television Premieres

A calendar of important meetings and events in communications

Datebook

for direct marketing; new distribution systems for printed, filmed, digital, audio and video information. Representing state and CATV will be Beardsley Graham, formerly with Comsat and first general of Spindletop Research Corp. Hilton inn, Tarznytown, N.Y.


June 13-14—Spring meeting, West Virginia Cable Television Association. Daniel Boone hotel, Charleston.


June 16-18—Annual meeting, Virginia Association of Broadcasters. Marriott hotel, Virginia Beach.

June 17—New deadline for reply comments on FCC's proposal concerning availability of TV programs produced by nonnetwork suppliers to commercial TV stations and CATV systems (Doc. 18179). Previous deadline was June 5.

June 17-19—Meeting of Missouri Association of Broadcasters. Holiday Inn, Lake of the Ozarks.


June 18—Deadline for reply comments from all parties on FCC's one-to-one market proposal and its newspaper-CATV crossownership proceeding (Docs. 18110 and 18091).

June 18-19—Meeting, South Dakota Association of Broadcasters. Sioux Falls.


June 21-26—18th annual advertising film festival, Screen Advertising World Association Ltd., Cannes, France.


June 23—Ninth annual Canadian Television CommerciaIs Festival. Inn on the Park, Toronto.

June 23-25—National Broadcast Editorial Conference, sponsored by National Association of Broadcasters, Radio-Television News Directors Association and Southern University. Featured speakers: Dr. Barry Commener, Washington University; Dr. Peter Lipsky of Minsouri; Dr. William Masters and Virginia Johnson, Reproductive Biology Research Foundation; Richard Jencks, CBS/Broadcast Group, Dr. R. Buckminster Fuller, Southern Illinois University; Representative William Clay (D-Mo.); Harry Ashmore, Center for the Study of Demo- cratic Institutions. Stouffer Riverfront Inn, St. Louis.


June 26-29—First international Television Exhibition of Programs for Young People, sponsored by New Hampshire Network, New England Center for Continuing Education, N.H.

Several years ago a chairman of the FCC characterized television in the United States as a "vast wasteland." Today most critics agree. Very little has changed.

In spite of technology that could give millions of Americans greater variety in TV programming, most viewers are limited to a handful of sometimes difficult-to-receive broadcast TV signals. The irony is that we can easily bring a clear color TV picture live across 225,000 miles of space from the moon—only to find it will probably be distorted between the local station and your television set.

Cable television offers a solution to the problems of reception, program diversity, and needed outlets for truly local expression.

But, there is another problem.

The FCC in a series of regulations dating back to 1966 has frozen the growth of the CATV industry. That is why 92 percent of U.S. television viewers cannot enjoy any form of cable television.

The Justice Department’s Antitrust Division has followed the CATV issue and has frequently criticized FCC cable policy. In a memo to the FCC last year the Antitrust Division concluded:

... the Commission’s purpose must be two-fold: to make efficient use of spectrum space considering all public interests, and to allow development of a combination of broadcast and CATV programming which will serve the public interest. Discrimination against one media because it is newer or more efficient is unjustified.

In addition to the position taken by the Antitrust Division, every major impartial study of CATV concluded that FCC regulations are so restrictive that the viewing public is deprived of additional programming.

The people who most directly feel the effects of restrictive cable regulation have also spoken out. Numerous mayors from cities around the country have urged and are still urging the FCC to allow cable to develop.

The FCC, after recent extensive public hearings, is considering changes in cable television regulations.

It is expected that any major relaxation of rules will be contingent on revisions of copyright law in the Congress. The cable television industry, in the interest of developing CATV’s potential, is on record as supporting revisions requiring reasonable copyright payments.

There is no valid reason for continuing to stifle cable television’s potential through overly restrictive regulations. The industry does not oppose reasonable Federal regulation; it does oppose the continuing freeze on its development.

The issues are clear. Cable has been studied and debated for years. The overwhelming bulk of impartial evidence points to the conclusion that the public is being denied a service it wants. The time has come for action.

National Cable Television Association
918 16th Street, N.W.
Washington, D.C. 20006
Includes marketing, video and audio conferences. McCormick Place, Chicago.


June 29-July 1—Summer convention, Maryland-D.C.-Delaware Broadcasters Association, Cavalier hotel, Virginia Beach, Va.

July 1—7th annual meeting, American Bar Association. First part of meeting will be held in New York City; second portion will be held in London from July 14 to 30. Among topics to be discussed is communications. Guest speakers will include Miles Kirkpatrick, chairman. Federal Trade Commission; Robert W. Sarnoff, president, RCA; and Clay F. Whitehead, director, Office of Telecommunications Policy, New York Hilton (first meeting); Grovesnor House hotel, London (second half.)

July 2—New deadline for comments in FCC's inquiry into children's TV programs (Doc. 19142). Previous deadline was May 3.

July 2—New deadline for comments in two FCC proceedings: formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153); formulation of policies relating to broadcast renewal applicant (Doc. 19154). Previous deadline was May 3.


July 8-10—Meeting of Colorado Association of Broadcasters, Wildwood Inn, Snowmass, Aspen.


July 11-13—Meeting, South Carolina Broadcasters Association, Ocean Forest hotel, Myrtle Beach.


August

Aug. 2—New deadline for reply comments in FCC's inquiry into children's TV programs (Doc. 19142). Previous deadline was June 1.

Aug. 2—New deadline for reply comments in two FCC proceedings: formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153); formulation of policies relating to broadcast renewal applicant (Doc. 19154). Previous deadline was June 3.


Aug. 22-25—54th annual meeting, Association for Education in Journalism. Meeting concurrently with AEJ in American Scholar's and Departments of Journalism and American Society of Journalism School Administrators, University of South Carolina, Columbia.


September

Sept. 9-11—Fall convention, Louisiana Association of Broadcasters. Monteleone hotel, New Orleans.


Sept. 23-25—Meeting, Minnesota Association of Broadcasters. Location to be announced in 1971.

Sept. 26-28—Meeting, Nebraska Association of Broadcasters. The Villager motel, Lincoln.

**BROADCASTING**
It only hurts when

Editor: I think the "Monday Memo" in your May 17 issue criticizing the postal service is somewhat exaggerated. I received my May 17 issue of Broadcasting this morning [May 22] and the postal service outdid itself by simultaneously delivering your issues of April 12 and May 3. While I am still missing a number of your back issues, the postal service has struggled valiantly to run acceptable make-goods by bringing me a fascinating variety of publications to which I do not subscribe—the most recent substitute boasting a particularly illuminating lead article about how to worm a Siamese cat. Let's give credit where credit is due.—Greg Macafee, Palo Alto, Calif.

Editor: Congratulations on the "Monday Memo" in May 17. It's a great piece of writing and I would appreciate your congratulating the [anonymous] author for me. Fortunately, my Monday Broadcasting arrived on Thursday (it usually comes on Friday or the following week) so I'm able to write this note today [May 21].—Walter Patterson, Dearborn, Mich.

Editor: Your "Monday Memo" was brutal, accurate and to the point. In short, a masterpiece. I had to laugh to keep from crying. Coincidentally, the May 17 issue arrived in the mail with its first 10 pages badly torn up. Also, my issue of April 19 arrived almost three weeks late—even though the two subsequent issues came on time.—Arthur B. Reis III, WKAR(AM)-WMSB (FM) East Lansing, Mich.

Chugalug contestant

Editor: We at WBAY noted with interest a comment in your May 3 issue's "Telestatus" about Milwaukee beer drinkers being in a class by themselves. The beer market index does indeed list them as consuming 191% of the national average. However, our own Green Bay area beer sales index is 230, which, we believe, makes us the champion per capita consumers of beer for the second year in a row.—Lyle Lahey, promotion director, WBAY-AM-FM-TV Green Bay, Wis.

Spreading the word

Editor: Just a brief note to compliment you on your coverage of my speech in Chicago (Broadcasting, April 26). The encouraging comments I received from many Broadcasting readers simply point out the vital role played by your magazine in the communications industry. Though a lunchbox address introducing a new concept or idea may be heard by only a few hundred people, a trade magazine can bring that concept to thousands of readers who were not in attendance. Keep up the good work.—Geoffrey M. Nathanson, president, Optical Systems Corp., Los Angeles.

Complaint

Editor: I would like to complain about the growing practice among broadcasters on popular music stations to talk over the beginnings and endings of records they play—jamming, I call it. And they don't talk about the record: They give promo items for the station, messages from charities, weather items such as the temperature in Duluth, or just idle chatter. They never cut in on commercials, I notice.

It's getting now that the first and last 20 seconds of a song are drowned out with this baloney. I think it is a cheap practice, like a butcher keeping his thumb on the scale, and one that should stop.—Mark Hawthorne, New York.

No complaint

Editor: Rufus Crater's April 26 special report on the TV cassette "revolution" was a superb combination of factual reportage and good editorial judgment.—Lincoln Diamant, president, Spots Alive Inc., New York.

Editor: [I want to] compliment you on your recent special report on cassettes. There have been so many ill-prepared and irresponsible articles written which have hurt the industry substantially that, even though I don't agree with all of your conclusions, I was very impressed by your thoughtfulness and preparation.—Lawrence B. Hilford, vice president and general manager, Columbia Pictures Cassettes, New York.

Legal approbation

Editor: My compliments to you on the CATV Sourcebook. In our office, we have found that it is a most valuable source of information for everything in the CATV field. Well done.—Robert A. Marmet, Marmet & Webster, Washington.

BROADCASTING, May 31, 1971
Cable: It looks all over but the voting

Burch lines up FCC majority behind CATV 'bill of rights' designed to thaw freeze in major-market expansion

When FCC Chairman Dean Burch left last Wednesday (May 26) for a two-week European trip, the commission's chances of fashioning a CATV package in time for a June 15 date with the Senate Commerce Committee appeared as dark as the FCC building, which had just suffered a power failure. However, information seeping out from under the lid the chairman has imposed on the commission's CATV deliberations indicates that he has marshalled support of a majority of the commission for a proposal dealing with at least some of the major elements in the proceeding—a proposal that would remove some of the shackles now restraining CATV growth, particularly in the major markets.

Sources differ on details, but it appears that the chairman has settled on what some officials refer to as a "bill of rights" plan—one that would assure each CATV system a minimum number of "local" signals, the number varying according to category of market, plus a quota of distant signals ("Closed Circuit," May 17).

According to some reports, cable systems in the top five markets would be entitled to carry the signals of three network stations, three independent outlets and one educational station; for those in markets six through 100, the budget would be three-two-one, and in the remaining markets, three-one-one.

The sources also say that every system would be free to import two distant signals, one UHF and one VHF. However, others say that the number of distant signals that could be imported would also vary according to market category, with systems in the largest markets free to import three, those in the intermediate markets two and the remainder one. (There is also some disagreement among sources as to the number of markets to be placed in each category.)

The plan is referred to as a bill of rights because it would guarantee a system the right to import whatever distant signals it needed to fill out its quota of "local" signals in addition to the distant ones to which it would otherwise be entitled.

However, talk of minimums does not accurately reflect the scope of the service that CATV systems would be permitted to provide. For a system would be free to pick up every signal within 35 miles—and all others that it could receive off the air and that could be "significantly viewed" in the market.

Some sources say that an alternative proposal under discussion would limit a CATV system—after it picked up all signals of stations within 35 miles—to the signals of independent stations within a 60-mile radius. The sources also cautioned that the commission would want to see the actual effect of its combined proposals, in terms of numbers of signals that CATV systems in actual situations could carry, before reaching a final decision.

Thus, the so-called Footnote 69 rule, which bars CATV systems in major markets from carrying the signals of stations in overlapping markets, and which major-market stations regard as valuable protection against new big-city competition, would be abandoned.

So, too, would the present policy of relying on service contours to define distant signals and to determine areas within which stations are to be protected. American Research Bureau ratings would be consulted in determining the amount of viewing credited to an out-of-town station in a market—but the degree of viewing that could be considered "significant" would apparently be left to a case-by-case determination.

And, according to some sources, another departure from present policy would be abandonment of the present rule prohibiting a CATV system from carrying the signal of a station if one closer in is available. However, it's believed that the nonduplication rule would survive, at least in some form.

The plan, as it has been pieced together, reflects the attitudes Chairman Burch has expressed on CATV. He has said CATV should have an opportunity to operate with distant signals in major markets. And he has said it is the smaller-market stations that need protection against CATV, not those in the larger ones, which enjoy the protection of present commission rules.

Those rules are premised on the assumption that if UHF is to develop, it will be in the major markets. The chairman, however, feels that introduction of a distant signal in a major market that is already served by a variety of signals would not have the same audience-fragmentation effect as it would in a one- or two-station market.
The chairman has not pressed his plan as a coherent whole in the meetings the commission has been holding over the past month. Instead, it is understood, he has discussed elements of it with individual commissioners. And he is said to feel that he has at least four votes for it, besides his own — those of commissioners Nicholas Johnson, Robert T. Bartley, Thomas J. Houser and H. Rex Lee.

The invitation to the commission to appear before the Senate Commerce Committee came last week from Senator John O. Pastore (D-R.I.), chairman of the committee's Communications Subcommittee. It was in line with the senator's comment last January that he wanted the commission to consult with him before adopting new CATV rules. Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, has delivered the same message to the commission (Broadcasting, May 3).

The interests of Senator Pastore and of Representative Macdonald indicate that Capitol Hill may well be the scene of the climactic battle over CATV—either in terms of legislation or of simple browbeating in hearings.

Representatives of the broadcast and CATV industries are gearing up for just such a battle. Chairman Burch, who as a former chairman of the Republican National Committee is aware of the political realities, is understood to have already done some lobbying on Capitol Hill in behalf of his proposal.

The package the commission will take to the Pastore hearing will be assembled over the next two weeks—during which Chairman Burch will be attending the start of the World Administrative Radio Conference on space communications in Geneva—by the commission staff. The Cable Television Bureau is said to be drafting a document containing the features the chairman is proposing, as well, possibly, as some alternatives. The chairman's planning staff and Henry Geller, special assistant to the chairman for planning, may also prepare documents.

All three were the source of papers that served as the starting point for the commission's discussion of the proposed overhaul of CATV regulations (Broadcasting, April 26).

Beyond the question of television-signal transmission, sources tend to get vague in discussing the commission's, or the chairman's, likely approach to problems the commission must face in writing new CATV policy.

On the issue of public-access channels, which the commission regards as of utmost importance, the chairman is said to be considering a proposal that would require systems to split their channel capacity 50-50 between television signal retransmission and public access. The proposal is known to have been advanced by Commissioner Johnson, and some observers believe the chairman may be willing to back it in return for the commission's support on the over-all package.

The commission is said to be still uncertain as to the course it should take on the issue of federal versus state-and-local jurisdiction over CATV—whether to preempt the entire field of CATV regulation and return to the states and municipalities authority in specific areas, such as franchising, or to preempt just those areas in which it wants to operate.

As for the troublesome question of copyright liability for CATV, the commission appears to have decided to take no position on it; that area is within Congress's exclusive jurisdiction.

Meanwhile, the commission last week began to react to the jolt it received when the U.S. Court of Appeals for the Eighth Circuit, in St. Louis, set aside the commission rule requiring CATV systems with more than 3,500 subscribers to originate programming. (Broadcasting, May 17). The commission announced that it will ask the solicitor general of the United States to seek Supreme Court review of the case and that it is suspending application of the rule pending the outcome of the requested judicial review (Broadcasting, May 24).

Before the commission had an opportunity to announce its plans, the court's decision was cited in a petition, filed by the All-Channel Television Society, requesting the agency to reopen for further comment the CATV rulemaking proceeding in which the commission is now deliberating. ACTS also asked the commission to refrain from further authorization of distant-signal importation until the proceeding is concluded.

ACTS said that the commission's rationale for permitting CATV systems to import distant signals was that the signals would provide the systems with the economic base they would need to originate programming. But the eighth circuit court's decision, ACTS said, removes the "alleged public-interest counterbalance to the injury done" local stations. ACTS said the commission should obtain comments on the nature of its proposal in the event it cannot require program origination.

The commission, which in its announcement last week noted that CATV systems are free to continue cablecasting voluntarily, is proceeding in its rulemaking task on the assumption that its authority over CATV remains intact and will be affirmed by the Supreme Court.
Vote of confidence for the status quo

The more things change in television the more they stay the same, advertising workshop concludes

Some of the nation's leading advertisers convened last week for a look ahead at television's advertising firepower, circa 1980. What they were shown suggested that the years between now and then may be fraught more with threats of change than with change itself.

Cable TV and video cassettes, central figures in the exploration of "The Segmented Viewing Public of the 70's—and How to Reach Them," were regarded as likely to win some viewers away from broadcasting but slowly and selectively and not on a scale to endanger its primacy as a mass medium.

The greatest changes, some experts felt, may be in broadcast TV's own programming.

What may have been the most chilling prospect held out for broadcasters came from one of their own, Don Durgin, president of NBC-TV, who ventured that the advent of the 1980's may see what affiliates of all networks have long feared: "Stations will probably be paying networks to carry a number of programs rather than the other way around."

Mr. Durgin did not elaborate except to say it wasn't a change he advocated. But he asserted later, in response to a reporter's questions, that he considered the present station-compensation system workable and useful despite what outsiders consider "anachronisms" in it, and that "we see no need to change."

He was, he said, merely trying in his speech to "identify areas that may change to some degree." Other NBC sources, suggesting that "there is less to this than meets the eye," also denied that NBC has any plan to reduce compensation rates or change the system.

Even so, Mr. Durgin's introduction of this aspect of network-station relationships in a forum of advertisers struck observers as intriguing if not significant, and inquiries at the other networks drew at least mixed support for his forecast. CBS sources foresaw no down-trend in station compensation in the foreseeable future—and no up-trend either. ABC had no official comment, but sources close to that network thought that the system would ultimately turn out about as Mr. Durgin

Pinkham:

I think television will survive as a mass advertising medium because it will provide the most acceptable and effortless escapist entertainment available at no cost.

Simko:

Come the spring of 1980, we will all be discussing and evaluating the ABC, CBS and NBC network schedules for the 1980-81 television season...in no way will developments in the CATV industry have any significant effect on network operations by the end of this decade.

Durgin:

The networks and broadcasting are not going to be standing still technically or creatively as the decade progresses. This is something the prophets and promoters of a new age fail to recognize.
predicted, “But who knows when?”

The occasion for the wide-ranging look into the future was a workshop held Tuesday and Wednesday (May 25-26) in New York by the Association of National Advertisers, attended by some 250 executives, mostly advertisers but also including some broadcasting and agency people.

The talk ranged over programing generally as well as syndication programing specifically, along with the appraisals of CATV and video-recording hardware and software. It also included a review of FCC positions by commissioner Robert Wells (see page 33) and announcement of new anticlutter policies by the Taft Broadcasting Co. stations (page 25).

One of the strongest testimonials to TV’s continuing potency came from Richard A. R. Pinkham, senior vice president in charge of media and program services for Ted Bates & Co.

Mr. Pinkham described at length the disparate characteristics of the viewing audience in terms of age groups and rising educational and income levels, but he insisted that “there always will be a big national audience out there and responsive to advertising.” He conceded there would be viewer loss to specialized programing “on the new hardware,” but pointed to three reasons for his confidence in the viability of broadcast TV in the years ahead.

The first, he said, is “the enormous increase in leisure time which our technological society is going to permit,” with “television called on to fill many of these hours regardless of levels of sophistication.” The second, Mr. Pinkham stated, is that as life becomes more complex, people will continue to turn to television for escape, though they may continue to criticize it for its shortcomings.

“And finally, I think television will survive as a mass advertising medium because it will provide the most acceptable and effortless escapist entertainment available at no cost,” he asserted. “It will co-exist with cassettes. It will be supplemented by the cable. It is here to stay as a mass medium because man in the mass will always have to have sucrose from his worries, and television provides it best.”

George Simko, senior vice president, Benton & Bowles, assayed the role of CATV as an advertising medium and concluded that the potentiality of cable during this decade lies in local advertising.

He predicted that, by 1980, CATV will be servicing about one-third of all homes in the country and programing will be diverse but uneven in quality, but said some offerings will attract reasonably high shares of audiences.

“CATV’s incursion on commercial broadcasting will be highly localized,” he ventured. “The networks have little to be concerned about in this decade but certain local stations are in danger of losing audiences and revenues,” particularly if they have poor track records in local service.

Mr. Simko said he is not a believer in a “communications revolution” and he voiced the opinion that developments in cable, like those in conventional broadcasting, will be evolutionary and “we will have an opportunity to assess their impact in advance.”

In a speech that undertook to examine all sides of the emerging communications era, E. P. Genock, director of broadcast advertising for Eastman Kodak and chairman of the ANA Television advertising committee, looked upon audience segmentation as both a problem and an opportunity.

“At this stage,” he said, “the only sound forecast is that competition in broadcast media for the home TV set

Maneloveg:
Certain advertisers would be smart to consider retrenching, moving back to key sections of the country for their market cultivation and share development.

Rosen:
Matching programing to a new life-style among consumers, and a new life-style among advertisers.

Ostrow:
Backing the benefits of advertiser syndication as boon to all segments of television—affording flexibility, cost control, cost efficiency and merchandising opportunity. Negatives: lower reach, lower ratings, the problem of station clearance and timing.
promises to be strong and varied and increasingly so in the immediate years ahead."

But he also saw potentially delaying factors in "the evident tendency to treat CATV as a blooming money tree," with many entrepreneurs more interested in getting a franchise to sell than to build; in "very necessary" but necessarily time-consuming CATV deliberations by government agencies; in copyright and program-ownership problems in Canada; in lack of compatible interconnection among cassette systems, and possibly even in progress itself, the threat of which he said may deter development of present communications systems lest they be made obsolete by newer concepts and technologies.

Mr. Genock also said the "chicken-and-egg syndrome" that has plagued pay television— inability to get big-time programing for lack of a big line-up of homes, which is in turn delayed until big-time programing is available—will also plague many other specialized services. "Home video hardware without software is just a piece of idle equipment."

He saw "no reason to believe that the existing three national networks will not continue to battle for major attention—each programing and counter-programing to deliver specific audiences for particular demographic market needs. Remember the advantage that the major networks will continue to inherit in having a dominant reach via existing airwave transmission to the noncable homes. The most optimistic future estimates do not project the cable connection to more than 50% of U.S. homes by 1980."

Even so, he said, "the availability of additional channels—anywhere up to 72 in some systems—is not only going to invite but almost certainly guarantee the development of further national hook-ups or networks." It will also add competition for viewer attention by importing distant signals, he said, "and freedom of access to several channels is likely to increase the noise level from every local community group—ethnic, political, cultural and educational."

For any who might think cassette programing will be instructional and therefore not attractive to advertisers, Mr. Genock said "it is not outside the bounds of possibility" that the public is "so satiated with entertainment" that it will welcome an opportunity to expand its interests through instructional programs. In that case, he thought it likely that "the industries involved in supplying materials for the creative, sports or educational activities will also provide the programs, the sponsorships and the commercial messages."

"Whatever the trend," he said, "advertising will develop communication to reach people where they are, for that has always been and will continue to be the business of advertising."

Video cassettes were written off as an imminent threat to broadcast television by both speakers at the Tuesday-afternoon session, devoted entirely to the outlook for cassette and disk systems. Robert Nissen, senior television specialist of the New York consulting firm of Hubert Wilke Inc., suggested an outlook of "wary optimism" for the cassette/disk field but said those looking to cash in on the home market were "like a racetrack bettor waiting for the track to be built and the winner to be foaled." But there is also an industrial market with less demanding requirements in terms of price and volume, he said. After describing the principal systems and their features, including price estimates ranging in most cases between $500 and $1,000, Mr. Nissen said there could be no mass market until the price tags get into the $100-$200 range.

The only system now in development close to that area is AEG-Telefunken/Teldec's Videodisc, currently projected at $125 to $250. Mr. Nissen thought that in terms of both price and replication capability Videodisc would be suitable to a mass market. Mr. Nissen said that from demonstrations he had seen, CBS's electronic video recording (EVR) system has been plagued by "technical problems" in the process of getting into production in recent months and suggested its backers, being the first on the market even for institutional users, "probably feel as comfortable as the first early Christians to walk into the Colosseum." The other systems, he said later, will have an opportunity to share the same experience when they too go into production.

Lack of standardization among even the systems susceptible to standardization—those using the same basic medium, such as magnetic tape—was seen as a likely hindrance in mass marketing. Mr. Nissen suggested there may be some realignment of positions as time goes on. He said he had been told by RCA, whose Selectavision system is based on a holographic technique, that while development of that approach was continuing, the company was also investigating all other system types except those based on film (CBS's electronic video recording is based on film), which its previous research had ruled out.

Eliot Minsk, publisher of Knowledge Industry Publications, White Plains, N.Y., went even further than Mr. Nissen in asserting that "the [mass] market may never arrive, or at least not get here for a heck of a long time." In terms of home use, he said, cassettes and disks could be superseded by other developments, including pay TV, or stymied by union demands. But he saw a good outlook for them for institutional users such as schools, hospitals, banks and fire and police departments, and specifically urged advertisers to use them for sales meetings, training and other internal activities.

Herbert D. Maneloveg, executive vice president and director of Media Services, McCann-Erickson Inc., suggested "Whatever the trend, advertising will develop communication to reach people where they are, for that has always been and will continue to be the business of advertising."

He also proposed that advertisers and agencies consider co-production ventures with local affiliates to help fill the prime-time half-hours to be given up by the networks next fall. He said these ventures could build local programing that "reaches the right customer but also possesses additional rub-offs in favorable public attitudes."

In another look at programing, Joseph Ostrow, senior vice president, Young & Rubicam, said advertiser syndication, properly implemented, can benefit all segments of the TV industry. He said this type of syndication can give clients flexibility in selection of programs, markets and stations; an editorial compatibility with advertisers' commercials; a cost control over "escalating television rates in a marketplace" through both supplying and using the programing; an efficient buy in many instances, and collateral benefits in merchandising opportunities and dealer coop fund support.

He listed these disadvantages to advertisers: a generally lower reach because of both lower ratings and greater concentration rather than dispersal of messages; the difficulty of station clear-
ances and the threat of a smaller-than-desired line-up; a need for "front money" to support the development of a pilot or to cover the initial expense of purchasing a program; the bicycling of films among stations and the varying time periods in which a program is slotted in different markets.

The need for advertisers to meet audience changes through innovative programs was underscored by Burt Rosen, president of Winters-Rosen Productions Inc., Hollywood. He cited changes in life-styles among consumers and claimed that a new life-style is emerging for advertisers.

"It centers on what we have called key market programming," Mr. Rosen said. "It's a program concept tailored to attract that audience and project the image you want."

Mr. Rosen said that his company's approach, which involves producing programs that advertisers "barter" to stations, gives clients market flexibility, demographic selectivity and merchandising and promotional values. He mentioned Time-Life, Metromedia, the Warner Corp. and a dozen independent producers as participants in the programming-for-advertisers arena. He urged advertisers and agencies to work with producers in developing fresh program concepts.

Paul Klein, president of Computer Television Inc., outlined the dimensions of his proposed communications system, which he described as "a marriage" of the computer with recorded programs and cable TV. "Paving the way for acceptance of his system, he said, were these factors: television is losing ground because advertisers cannot support quality programs in view of rising costs and stable TV audiences; video cassettes' hardware and software are too costly and cable TV cannot provide original programing of quality. He said his system, called CTI, envisions the use of quality programing carried over CATV and ordered by a subscriber through a computer at a central distribution point. He indicated a half-hour program could be offered to subscribers at a cost of 25 cents, while other programs, carried free, could be sponsored by advertisers. At the outset, he estimated 60% of the CTI schedule would be paid by subscribers and 40% by advertisers.

In response to a question from the audience, Mr. Klein revealed that his system would be tested next month on a limited basis in a chain of hotels.

Mr. Durgin's remarks on station compensation came in a talk in which he projected other possible changes in business arrangements, including a forecast that, by 1980, the networks would not be paying commissions to advertising agencies on business placed or to talent agencies on programs packages. He said the advertiser and his agency will have to work out their own fee system of compensation and talent will compensate their agents by commission rather than fee.

Mr. Durgin also expressed confidence that network television will continue to flourish in the coming decade despite the warnings of some that the medium will be fractionalized. He said he recognized there would be a segmented audience exposed to a wide range of choices, including the new technology of video cassettes and cable television.

Regarding the cable and cassettes, Mr. Durgin said their structures, purposes and markets are not those of commercial television. He called them "specialized, personalized and expensive services," and said they were "at the opposite pole from a mass medium."

Peering into the future, Mr. Durgin conjured that in the 1980-81 season the medium might be "an electronic version of something called television, not a picture version of 1940's radio." He said the industry is on the threshold of a major breakthrough in live-on-tape programing, with recent developments in portable cameras and high-band tape machines making it possible soon to shoot tape with the same flexibility and in the same fashion as with 35 mm film.

Mr. Durgin cited advances in tape editing (CBS-Memorex) and in electronic reproduction equipment, and breakthroughs in high-quality color kinescope recording, and added:

"They are going to enable us to cut away from the dependence on and the delay of film and become truly electronic. We will be able to do our own production anywhere on earth, and transmit instantly through satellites."

In the 1980-81 season, Mr. Durgin prophesied, programing will be less structured (like Laugh-In); will vary in length and will accent "event" television, such as sports, information and news. Since there will be an emphasis on live and live-on-tape presentations, he said, the networks will carry during the summer not film repeats but "a kind of summer stock with experimental fare and tryouts for fall and winter."

**Taft moves to cut commercial inventory**

Taft Broadcasting Co. said last week that, starting Oct. 1, its seven TV stations will limit program interruptions in prime time to 90 seconds and will permit no more than three products to be advertised in each.

The company's policy was announced at a session of the Association of National Advertisers in New York (see above) by John L. McClay, executive vice president of Taft. Mr. McClay delivered a speech prepared by Lawrence H. Rogers II, Taft president, who could not attend the workshop.

Mr. McClay said the prime-time limitation was part of a four-part proposal designed to reduce "clutter" and was an extension of the recent Avco Broadcasting move to compress commercial time (Broadcasting, April 19). He told the ANA audience that Taft has been experimenting with the prime-time, 90-second, three-product approach on one of its stations since last fall.

"I am happy to report," he said, "that advertisers have paid a small premium in cost-per-thousand for positions in the show, a feature film."

As another element of the "anti-clutter" drive, Taft stations, starting Oct. 1, will carry the same number of commercials within prime-time periods vacated by the networks in compliance with new FCC rules as have been carried when the periods were filled by the networks. Mr. McClay said some barter programs have been offered that carry four and five minutes of commercials per half-hour as opposed to three minutes in network programing.

In addition, Mr. McClay proposed that all stations belonging to the National Association of Broadcasters be required to subscribe to the NAB code. Another Taft practice to be continued, he said, is that commercials of 30 seconds or less must be confined to one product.

**Business briefly:**

Maxwell House division of General Foods, White Plains, N.Y., through Ogilvy & Mather, New York, is launching a spot-TV campaign to introduce new Maxwell House Iced Coffee Mix in the Boston, New York, Philadelphia and Los Angeles areas.

The American Gas Association, Arlington, Va., through Walter Thompson Co., New York, will sponsor as specials on NBC-TV next season: Snoopy at the Ice Follies, Sunday, Oct. 24 (7:30-8:30 p.m. NYT), and a musical Christmas program, The Little Drummer Boy, Tuesday, Dec. 14 (7:30-8 p.m. NYT).

Nicholson File Co., Providence, R.I., which claims to be world's largest manufacturer of files and rasps, is making its first plunge into television with a campaign on sports programs of all three TV networks. Agency is N. W. Ayer & Son, Philadelphia. Commercials will appear on NCAA Football, NFL Action and Wide World of Sports (all ABC), AAU International Champions (CBS), and Game Of The Week, baseball (NBC), as well as other network-TV sports shows.
How all TV fared in ’70

Local retail buying data added by TVB in breakdown of all expenditures

Advertisers last year spent $3.5 billion in network, spot and local TV, according to the Television Bureau of Advertising. TVB in issuing a breakdown of buying by sponsor classifications today (May 31), also released its first report on TV investments by local retail business categories. In the past, TVB reports have included only network and spot-TV investments.

Norman E. (Pete) Cash, TVB president, said the new report offers businessmen the “missing ingredient” in tracing their investments. “With this report,” he said, “businessmen gain more insights into how their own and allied industries employ television.”

The figures are based on information supplied by Broadcast Advertisers Reports from monitoring 260 stations in 75 markets.

In the $3.5 billion that advertisers invested in network, spot and local television, the food industry ranked as TV’s number-one client with $616.3 million spent in 1970.

Among network advertisers, toiletries and toilet goods ranked as the leading category, followed by food and food products; drugs and remedies; soaps, cleansers and polishes, and automotive.

The following are among the leading investments by category among spot-TV advertisers followed by toiletries and toilet goods; soaps, cleansers and polishes; confectionery and soft drinks, and drugs and remedies.

Expenditures in local/retail TV, January - December 1970

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<thead>
<tr>
<th>AUTOMOTIVE</th>
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<td>30,628,500</td>
<td>Auto supply stores and gas stations</td>
<td>6,223,100</td>
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<tr>
<td>Auto repair and service stations</td>
<td>2,940,700</td>
<td>Motorcycle dealers</td>
<td>231,900</td>
</tr>
<tr>
<td>Mobile home and camper dealers</td>
<td>2,981,900</td>
<td>Tractor and farm implement dealers</td>
<td>35,860</td>
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<tr>
<td>Motorcycle dealers</td>
<td>409,200</td>
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Reprinted from the May issue of Broadcast Advertising.
Code board present to independents

In busy session, members go for more ad time per hour for nonnetwork stations

The TV code review board of the National Association of Broadcasters has recommended that nonnetwork affiliates be permitted to carry more commercials on network-affiliated TV stations.

The board, meeting in Washington for two days last week, adopted a proposal that would permit independent TV stations to carry up to 12 minutes of nonprogram material in each hour of prime time. The present limitation for prime-time TV, applicable to all stations, is 10 minutes—with a cutback to nine and a half minutes effective Oct. 1.

The code board's adoption of a special time standard for nonaffiliated TV stations, with three of the nine board members objecting, must be approved by the TV board of directors of the NAB. The NAB boards meet in Washington June 22-25.

Rationale for the proposed distinction in time standards is based on two factors: Nonnetwork affiliates have greater operating costs than affiliated stations; they have to buy and pay for more programs; they need to earn more income. And, with liberalized time standards for independents, many more of them are expected to become code members. At present, only six of the 70 independent stations are members of the Code.

According to a 70-station survey, conducted for the code review board by Roger D. Rice, ktvu(TV) Oakland-San Francisco, a dozen more of the independents said they would become members if the time standards were loosened.

According to Mr. Rice's survey, nonaffiliated stations use from 10 minutes to 16 minutes in both nonprime time and in prime time for nonprogram material. By establishing a 12-minute level for independents, it is felt, some of the stations carrying the higher amount of commercial time will be forced to reduce that to the 12-minute limit if they join the code—a point in favor of the move in the minds of many of the code board members.

Opponents feel that a double standard for TV stations, which the proposed move would put into effect, is bad for the code and for the image that membership is supposed to project—that the TV code applies to all TV stations. Their viewpoint, however, failed to move the other six members of the board.

Among other actions taken by the TV code review board:

* It approved for the first time the acceptance of hemorrhoidal preparations, following a presentation of prospective advertising that, to the members of the board, spelled a more discreet approach than previous proposals that have been made over the past 10 years. This action must also be approved by the TV board next month.

* And the board approved a revision of code dues that would cost subscribers seven times their highest published 30-second rate annually, with a minimum of $500 and a maximum the first year of $2,000; the second year $2,200. The current dues for code members are the highest hourly rate plus 50¢, with minimums of $350 and maximums of $1,400. For a long time, this fee schedule has been felt to be obsolete. The Code Authority's current budget, to March 31, 1972, is $480,000 which includes a $30,000 deficit. This is sub-
GOP formula for campaign reform

It looks to end of 315, one ceiling for all media; Scott says present bill is loaded with constitutional questions

Nixon supporters put the heat on last week to get the antibroadcasting discrimination out of the Senate's pending political-spending bill. The line last week was to repeal the equal-time law in its application to all candidates for federal office and to set one ceiling on campaign expenditures and let candidates decide where their money will be spent.

Deputy Attorney General Richard G. Kleindienst had summed up the President's views on the bill at Commerce Committee hearings last month (Broadcasting, April 7). He said the President favors:

- Repeal of Section 315 of the Communications Act for all federal-office candidates.
- One over-all spending limitation for broadcast and nonbroadcast media.
- Elimination of ceilings on contributions.
- An independent commission to administer the disclosure of contributions and expenditures.

Mr. Kleindienst repeated most of those points at last week's hearings held by the Subcommittee on Privileges and Elections under Chairman Howard W. Cannon (D-Nev.).

As the bill (S. 382) now stands, it would permit federal-office candidates to spend up to five cents per eligible voter (or $30,000, whichever is greater) on broadcast media in any campaign. The same limit is imposed on nonbroadcast media-newspapers, magazines and other periodicals and billboards. All media would have to charge candidates their lowest unit rates during specified pre-election periods, and Section 315 would be repealed for presidential and vice presidential candidates. The bill would also place a ceiling of $5,000 on individual contributions to political candidates and require complete disclosure of campaign expenditures or contributions to the secretary of the Senate or the clerk of the House. If broadcasters refused to allow candidates "reasonable access" to their facilities, the FCC could revoke their licenses.

Although Rules has jurisdiction only over the disclosure provisions of the bill and its amendments to the Corrupt Practices Act, testimony from witnesses last week covered virtually every aspect of the legislation.

Mr. Kleindienst told the subcommittee that the best means of guarding against the exchange of political favors for contributions lies in full disclosure rather than in limiting contributions—but it was an approach that he was certain would be unenforceable and could possibly prove to be unconstitutional.

He supported total repeal of Section 315 to afford all candidates equal access to broadcast facilities, and called for an over-all media spending limitation that would allow a candidate to use his resources as he sees fit.

And, he added, the bill should prohibit candidates from using campaign funds for personal purposes and prohibit campaign contributions in nonfederal elections by national banks and federally chartered corporations.

Senate Minority Leader Hugh Scott (R-Pa.) said the bill "still contains a number of serious defects."

If a candidate must live under spending limits, he said, he should be the judge as to how they are spent. "Because he would not, under this bill, I believe that broadcasters are being given the short end of the deal," the senator said.

He added that limits on individual contributions should either be abolished or expanded.

"My strongest objection to S. 382 lies in its lack of any effective mechanism" for reporting and disclosure, he said. He supported a Federal Elections Commission as "the best check we can place on over-active candidates or contributors."

The senator said S. 382 is "loaded with constitutional questions—limits on candidate spending, limits on media access, limits on individual contributions. None of these questions has ever been given a thorough examination by the
Supreme Court, mostly because the present restrictions are so loosely drawn as to prevent anyone from ever being restricted." He said such provisions should be tested in court to avoid having election results questioned on grounds that the campaign reform legislation is unconstitutional.

Senator Marlow W. Cook (R-Ky.), a member of the Communications Subcommittee, recommended that exemption from Section 315 be extended to all federal-office candidates.

And, he said, permitting interchangeability between the two spending limitations would restore flexibility to the elective process. He urged adoption of a Federal Elections Commission, maintained that limiting contributions was unconstitutional and advocated placing emphasis on full disclosure.

Senator Howard H. Baker Jr. (R-Tenn.), ranking minority member of the Communications Subcommittee, spoke in support of six amendments to the bill that were rejected by the parent Commerce Committee.

These would:
* Exempt all federal-office candidates from Section 315.
* Permit federal-office candidates to transfer unspent funds from broadcast media to nonbroadcast media, and vice versa.
* Permit broadcasters to refuse to broadcast racially inflammatory campaign material.
* Prohibit withholding of contributions from salaries or dues.
* Eliminate or increase limitations on contributions to federal campaigns.
* Limit the amount a candidate or his family could spend from personal funds for a campaign. The limits would be $50,000 for presidential and vice presidential candidates, $35,000 for the office of senator, and $25,000 for representative.

Another member of the Commerce Committee, Senator Ernest F. Hollings (D-S.C.), questioned the need for prohibiting solicitation of campaign contributions from all non-elected federal employees. This portion of the bill, he said, mistakenly presumes that such solicitations are "inherently coercive."

He agreed with a section designed to prohibit concealed contributions by banks in the form of loans. "However," he said, "I see no merit in preventing a candidate or other individual from obtaining a legitimate loan secured by adequate collateral whether it be for business or campaign purposes."

The bill’s limitations on contributions are still unworkable and contain loopholes, he said, and voters should determine the fair amount. "Given the full disclosure of this bill, the voter can look at the candidates’ source of contributions and make his own judgments," he said. "What better or more fair limitation can we draft?"

Senator William B. Spong (D-Va.), a member of the Commerce Committee, contended that full disclosure of contributions and expenditures "offers the most effective and fairest means of stopping abuses." He said an independent Federal Elections Commission would be more effective than the secretary of the Senate or the clerk of the House for enforcing disclosure requirements.

He noted that the present bill requires political committees to report expenditures but does not require reports on whose behalf funds were spent. This "serious oversight," he said, would enable candidates to evade the requirements by "channeling a large share of their campaign expenditures through party committees."

Representative Brock Adams (D-Wash.) said last week he supports repeal of Section 315, as it applies to presidential and vice presidential candidates, and an over-all limitation on spending.

Speaking to the Washington State Association of Broadcasters in Yakima, Mr. Adams, who is a member of the House Commerce Committee, said Section 315 should be repealed because the costs of national presidential campaigns "have caused a near-bankruptcy of the Democratic Party and might even bankrupt both parties next time."

In support of a spending limitation, the Washington congressman said that "the impact of money on the political process through use of the television . . . is enormous."

He told his audience that he thinks passage of a "meaningful" law may be difficult because of the threat of another veto by President Nixon, who, he said, may be advised by his strategists not to have open, equal-time debates or a limit on the amount of TV money spent in the 1972 election campaign. President Nixon vetoed the spending bill passed by Congress last year on the ground, among other things, that it discriminated against broadcasting.

In their testimony before the Senate subcommittee last week, Richard Barron, president of the North Carolina Association of Broadcasters (also executive vice president of WJJS-AM-FM-TV Winston-Salem), and Wade H. Harmon, executive director and general counsel of the NCAB, advocated repeal of Section 315 for all candidates and opposed limits on broadcast and nonbroadcast spending that would deny candidates flexibility in their spending. They said the lowest-unit-rate concept would have the effect of the government setting broadcasters’ rates and the present law that requires broadcasters to treat political and commercial advertisers equally is the best approach. The bill’s requirement that stations afford candidates “reasonable access” relegates broadcasting to a common-carrier status contrary to the premise of the Communications Act, they contended.

Vic Diehm, board chairman of Mutual Broadcasting System and president of Hazleton Broadcasting Co. (WAZL-AM and WVCD-FM) Hazleton, Pa., argued that separate limits on broadcast and nonbroadcast spending “will not permit a choice of the media which will best serve the candidate” and do not take into consideration different media rates and campaigning techniques in different parts of the country. And, he said, extending the repeal of Section 315 to all federal candidates “would permit coverage of all serious candi-
How TV-network billings stand in BAR's ranking

Broadcast Advertising Reports network-TV dollar revenues estimates—week ended April 25, 1971
(net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Week ended April 25</th>
<th>Cumulative from Jan. 1 - April 25</th>
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<tr>
<td>Monday-Friday</td>
<td>$426.6</td>
<td>$1,337.8</td>
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<tr>
<td>Sign-on-10 a.m.</td>
<td>$92.6</td>
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<tr>
<td>Tuesday-Wednes-</td>
<td>$351.9</td>
<td>$4,946.7</td>
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<tr>
<td>day 10 a.m.-6 p.m.</td>
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<tr>
<td>Saturday-Sunday</td>
<td>$2,940.6</td>
<td>$50,875.5</td>
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<tr>
<td>Sign-on-6 p.m.</td>
<td>$1,753.1</td>
<td>$28,111.5</td>
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<td>Monday-Saturday</td>
<td>$610.0</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>$467.5</td>
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<td>Tuesday</td>
<td>$8,970.1</td>
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<td>8 p.m.-7:30 p.m.</td>
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<tr>
<td>Wednesday</td>
<td>$566.6</td>
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<tr>
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<td>$76</td>
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<td>Friday</td>
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<td>Sign-off</td>
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<td>11 p.m.-Sign off</td>
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<td>$30,504.8</td>
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<tr>
<td></td>
<td>$2,029</td>
<td>$30,504.8</td>
</tr>
<tr>
<td></td>
<td>$19,205.2</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Week ended April 25</th>
<th>Cumulative from Jan. 1 - April 25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>$3,437.7</td>
<td>$11,348.2</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>$1,348.2</td>
<td></td>
</tr>
<tr>
<td>Tuesday-Wednes-</td>
<td>$104,272.7</td>
<td>$10,416.8</td>
</tr>
<tr>
<td>day 10 a.m.-6 p.m.</td>
<td></td>
<td>$186,765.4</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>$637.7</td>
<td>$10,498.8</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>$137</td>
<td>$1,248.3</td>
</tr>
<tr>
<td>Tuesday</td>
<td>$3,934.4</td>
<td>$5,206.8</td>
</tr>
<tr>
<td>8 p.m.-7:30 p.m.</td>
<td>$6,541.2</td>
<td>$11,597.4</td>
</tr>
<tr>
<td>Wednesday</td>
<td>$673.7</td>
<td>$10,498.8</td>
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<tr>
<td>Thursday</td>
<td>$1,248.3</td>
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<tr>
<td>Friday</td>
<td>$1,248.3</td>
<td>$19,205.2</td>
</tr>
<tr>
<td>Sign-off</td>
<td>$2,029</td>
<td>$30,504.8</td>
</tr>
<tr>
<td>Sign-on-6 p.m.</td>
<td>$19,205.2</td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>$30,504.8</td>
<td></td>
</tr>
<tr>
<td>7:30 p.m.-11 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>$30,504.8</td>
<td></td>
</tr>
<tr>
<td>11 p.m.-Sign off</td>
<td>$30,504.8</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$8,740.0</td>
<td>$148,357.2</td>
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<tr>
<td></td>
<td>$11,348.2</td>
<td>$104,272.7</td>
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<td></td>
<td>$10,416.8</td>
<td>$186,765.4</td>
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<td>$10,498.8</td>
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<td>$11,597.4</td>
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<td></td>
<td>$19,205.2</td>
<td>$5,206.8</td>
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</tbody>
</table>

The bill should require broadcasters to give candidates free prime time during the final months prior to an election. He suggested three hours for major-party presidential candidates, two-and-a-quarter hours for Senate candidates and one-and-three-fourths hours for House candidates.Minor party candidates would have even less time, related to vote cast in previous elections, and additional time could be purchased by candidates only in segments of five minutes or more. He suggested that candidates be required to appear in person for all free time, and at least on half of the additional purchased time. Additional spending, he said, could be limited to five cents per person of voting age. He also advocated establishment of a Federal Elections Commission.

Dr. Herbert Alexander, director of the Citizens’ Research Foundation, testified on his own behalf in advocating a Federal Elections Commission “to isolate the repository as much as possible from political pressures.” An alternative course, he said, would be to require that reports be filed with a Registry of Election Finance in the Office of the Comptroller General.

“An improved public reporting system,” he maintained, “is an essential element in a better regulatory scheme, and would have a favorable effect in limiting both excessive contributions and expenditures.”

Samuel R. Levering, representing the Friends Committee on National Legislation, told the subcommittee that the bill should require broadcasters to give candidates free prime time during the final months prior to an election. He suggested three hours for major-party presidential candidates, two-and-a-quarter hours for Senate candidates and one-and-three-fourths hours for House candidates. Minor party candidates would have even less time, related to vote cast in previous elections, and additional time could be purchased by candidates only in segments of five minutes or more. He suggested that candidates be required to appear in person for all free time, and at least on half of the additional purchased time. Additional spending, he said, could be limited to five cents per person of voting age. He also advocated establishment of a Federal Elections Commission.

Former Representative Neil Staebler (D-Mich.) testified for Common Cause. He also supported the Federal Elections Commission approach and suggested that ceilings on individual contributions be graduated—$10,000 for presidential and vice presidential candidates, $5,000 for Senate candidates and $2,500 for House candidates.

Another provision that seems essential, he said, is a provision granting voters the right to seek legal redress when a candidate has defrauded them by violating the election laws.

Reed Larson, executive vice president of the National Right to Work Committee, “speaking for the millions of America’s union members who object to having their compulsory dues used for politics,” urged the subcommittee to include in the bill a provision that would end that practice. He supported an amendment offered by Senators Paul J. Fannin (R-Ariz.) and John Tower (R-Tex.) that would remove the tax exemption from an organization if any of its dues money were used for politics.

Another witness, Dr. Martin Krakowski, a Washington mathematics consultant, advanced his “continuous disclosure” method that he believes will provide information for voters and induce a reduction in media spending (Broadcasting, March 29). All political announcements in print and broadcast media would carry price tags, and cumulative media expenditures for each candidate would be announced “as often and early as feasible.”

“A candidate may be wary of brandishing his financial dominance lest he arouse the voters’ suspicion or direct their sympathies to his disadvantaged opponent,” Dr. Krakowski said.

The Rules and Finance Committees have until June 20 to report the bill to the Senate. Finance, which will consider the provision that gives contributors tax credits or deductions, has not indicated whether it plans to hold hearings on the measure.

TV hit by wild swing in report on politics

A new analysis of political campaigns dunks “dirty politics” in general, takes a few swings at television in the process and will be published this week.

“The Pollution of Politics,” edited by Samuel J. Archibald, executive director of the Fair Campaign Practices Committee, says complaints filed with the committee about political TV commercials in 1970 rank next to last in a list of media “through which political sewage flowed.” But, even if TV “has not yet become the number-one outlet for political advertising,” the report notes, “the TV medium is no longer just a minor player.”
for unfair campaign practices," the book says, there has been a dangerous
growth in the use of material taken out
of context to illustrate a political point.
No precise figures were given, but a
crude chart indicated that the incidence of
complaints about other forms of po-
tical promotion far exceeded those
about television. Complaints about
radio were the least of all.

The book, to be published Wednes-
day (June 2) by the Public Affairs
Press in Washington, purports to give
facts on "dirty politics" in major cam-
paigns since 1966 and offers solutions
to political problems expected in future
campaigns.

It says complaints about TV com-
cernals violating the committee's code
of fair campaign practices increased
from three in 1966 to 10 in 1970. And,
it says political observers fear that ex-
tensive use of one-minute political TV
spots "will replace intelligent discussion
with distortion of the issues."

In an hour-long TV editorial after
the 1970 election, the book says, the
Post Newsweek Stations suggested that
the media provide candidates free and
discounted advertising, bar "last-minute
blitz" ads and "give strong support to
the Fair Campaign Practices Com-
mittee and its activities."

These devices coupled with "over-all
guidelines for handling of political ads,
hard-nosed digging into political prac-
tices and, perhaps, voluntary surveil-
lance by a press council" can help the
media do more to root out questionable
political practices before they reach the
complaint stage, the book maintains.

Licensee discretion on fairness tested

While FCC backs stations
on Army ads, appeal is
filed on paid spots

Whether paid for or not, spot announce-
ments promoting enlistments in the
armed forces do not raise a fairness-
doctrine issue, in the view of the FCC.
The commission last week rejected
two complaints growing out of denials
of free time to respond to spots for
which the U.S. Army is spending $10.6
million on the networks and on in-
dividual stations to encourage enlist-
ments.
The Citizens Communications Center
of Washington had filed both com-
paints, one in behalf of the "network
New York, the other in behalf of the
Citizens Organization for a Sane World

Early-fringe TV news
least affected by DST

Television news audiences hold up
better when daylight savings time comes
around than do those for other types of
programing in early fringe time.
Therefore agencies are short-changing
news when they treat all early-fringe
programing alike in adjusting February-
March ratings downward to project
viewing levels for May, after DST has
added an extra hour of daylight for
outdoor activities.

That is the burden of a new study
by Harrington, Righter & Parsons, tele-
vision station representative. Its analysis
of early-fringe (5-7:30 p.m.) viewing
levels in American Research Bureau
and Nielsen Station Index reports for
the top-50 markets show local early-
news audience levels 85% as high in
May as in the February-March reports,
whereas the levels for all other early-
fringe programs were 74% as high as
in February-March.

"Any seasonal sets-in-use adjustment
based on the whole early-fringe time
period tends substantially to overstate
the early news audience loss," the HRP
study asserts. "Fifteen out of 15 major
agencies surveyed either base their ad-
justments on all of early-fringe time or
provide no adjustment whatever."

When agencies use the Nielsen net-
work reports (NTI) to project seasonal
audience changes they make the same
mistake of understating the real audi-
ence for news, the study continues. This
is pointed up—along with geographic
variations in the following table:

<table>
<thead>
<tr>
<th>Area</th>
<th>NTI regional</th>
<th>Local news</th>
<th>Early fringe less all news</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>84</td>
<td>85</td>
<td>77</td>
</tr>
<tr>
<td>East Central</td>
<td>83</td>
<td>83</td>
<td>74</td>
</tr>
<tr>
<td>West Central</td>
<td>86</td>
<td>86</td>
<td>72</td>
</tr>
<tr>
<td>South-Southwest</td>
<td>80</td>
<td>84</td>
<td>75</td>
</tr>
<tr>
<td>Pacific</td>
<td>88</td>
<td>97</td>
<td>81</td>
</tr>
</tbody>
</table>

Inc. against NBC's WRC-AM-FM Wash-
ington.
The complaints alleged that the Army
spots presented the view that regular
military service "is a highly desirable en-
deavor for a young man." Accordingly,
the complaints added, the stations in-
volved violated the fairness doctrine in
refusing to grant time, on an approxi-
mately equal basis, to present an op-
posing view.
The commission, however, said it
could not find that the recruiting spots
raised a controversial issue. It noted
that, last year, in disposing of com-
paints resulting from stations' refusal
to grant time to respond to unpaid
spots promoting enlistment in the mili-
tary services, it had ruled that free
time need not be afforded to "answer"
them (BROADCASTING, June 8, 1970).
The commission also addressed the
complainants' contention that the fair-
ness doctrine allowed broadcasters "a
evitably unfettered discretion . . . to
bar presentation with respect to any
issue." The commission said that was a
"mis-characterization" and that the
fairness doctrine "reasonably applies
the concept of licensee discretion." It
added that this application could not
be characterized "silencing speech or as
a prior restraint in conflict with con-
nstitutional standards."

In a related development last week,
a notice of appeal from an earlier com-
mision decision denying a fairness
doctrine complaint directed at paid ad-
vertising was filed in the U.S. Court
of Appeals in Washington. Alan F.
Neck-ritz and Lawrence B. Ordower, law
school students at the University of
California at Berkeley, filed the notice
in connection with the commission de-
cision dismissing their complaint against
five California stations that had aired
spots promoting Chevron F-310 gas-
oline as a partial solution to the pollution
problem (BROADCASTING, May 17).

The stations had refused their request
for free time to present views in opposi-
tion to those in the commercials.

Cargill, Wilson & Acree joins DDB agency group

Cargill, Wilson & Acree, Richmond, Va.,
advertising agency with annual billings
of about $20 million, has joined the
Doyle Dane Bernbach group of com-
panies. It will retain its own name and
will operate as an autonomous DDB
subsidiary. DDB has billings of over
$275 million a year.

Founded in 1950, Cargill, Wilson also
has offices in Atlanta, Birmingham, Ala.,
and Charlotte, N.C. Robert A. Wilson
will continue as chairman of the execu-
tive committee. Harry M. Jacobs of
Richmond is president. James N. Car-
gill, who recently relinquished the posi-
tion of board chairman, will retire from
the agency business.
CATV reporting forms taking shape

Although FCC hasn't formally endorsed them, proposals are now being considered by OMB

The proposed CATV reporting forms that the FCC has been promising for more than two years have been submitted to the Office of Management and Budget for approval. The commission itself, however, has yet to pass on them, even conditionally.

The the forms, which in their present configurations reflect a sensitivity to some of the complaints that cable systems filed in the rulemaking proceedings, were submitted to OMB several weeks ago, it was learned last week.

Generally, the commission approves such forms subject to OMB approval. However, commission officials last week said their procedures for coordinating activities with OMB are "flexible." They also said the commission has been kept abreast of the work been done on the forms and of the fact they had been submitted to OMB. One staffer said it was merely a "pecking order" question as to whether the commission or OMB would act on the forms first.

The next step in approving the documents, then, will be an invitation by OMB to an industry advisory committee that works with such matters to submit comments on the forms. Later, according to OMB officials, the committee and Cable TV Bureau staffers will discuss the matter.

It was not clear last week when the commission would act. But officials said it could make changes that would require OMB to take another look at the forms.

The two draft forms themselves—both aimed at providing the commission with information it now lacks on the CATV industry—are modifications of proposed forms that surfaced last year (Broadcasting, Feb. 16, 1970). The rule making was initiated in December, 1968 (Broadcasting, Dec. 16, 1968).

One (form 325) would provide the commission with a description of every system, its services and ownership; the other (form 326) requires a financial report. Both would be filed annually.

A justification accompanying the forms says the commission is adhering to its proposal to require the forms annually—rejecting some suggestions that they be filed more frequently, some less frequently. But it is deleting a requirement that the systems update parts of the form as conditions warrant.

The ownership reporting requirements now proposed are less burdensome than those the commission was originally considering. The cutoff for inquiry into those who hold CATV interests would be 3% instead of 1% (the cutoff in the 325 form used in a survey five years ago was 5%). And the cutoff for inquiry into systems or CATV stockholders' in other communications interests would be 5% rather than the proposed 1%. (The cutoff was 10% in the old 325.)

In addition, a proposed question as to the interests of a system or any of its 1% or larger stockholders in non-communications businesses has been dropped. However, the form would retain a question designed to provide information on all businesses in which a CATV system has an interest of 25% or more, and the subsidiaries of those businesses.

The program reporting portion of the form (originally it was to be a separate form) has been stripped of questions relating to "public service" and "children's" programing categories. The justification says that the remaining categories of requested information as to hours carried—news, sports, public affairs, religious programs, instructional, entertainment, "other programs"—are basically similar to those used in the broadcast service, "are appropriate and identify well-recognized subject areas for programing information."

The justification also notes that suggestions that would have pared the CATV systems' public-interest efforts more closely were rejected. The suggestions dealt with ascertaining of community needs and interests, measuring demand by local citizens for channel time, and determining the extent to which cablecasters coordinate their educational and public-affairs programing with local educational organizations. "Inquiry into these matters appears unwarranted at this time since information about these matters would not appear to assist significantly in policy formulation," the justification says.

The new financial reporting form which is awaiting clearance lacks requirements for a balance sheet and for a program-origination operating statement that were included in the original form. However, questions concerning leaseback charges have been added, as has a new schedule on nonrecurring telephone-company charges to complement a tangible-property schedule for CATV systems which operate under a telephone-company tariff.

The filing requirement would also be modified in line with objections to a requirement that separate forms be filed with each system. Systems under common ownership that are located in the same state and for which a consolidated set of bookkeeping records are normally kept could be covered by one fully completed copy of the form, with a completed copy of the first page attached for each of the communities covered by the composite report.

Cable looks good from Capitol Hill

Congress has become more and more enamored of CATV during the past three years, Representative Brock Adams (D-Wash.) told Washington state broadcasters last week.

Mr. Adams, a member of the House Commerce Committee, told the meeting at Yakima, Wash., that "many members of Congress are intrigued with the possibility of 20 to 40 channels of CATV being available" to follow local city council proceedings, to present local high-school athletics, and to have public discussions on issues.

The Washington congressman also predicted that cable will replace "the traditional" concept of pay television. In place of over-the-air subscription channels, he said, a 20-channel cable system might make a number of channels available for movies, symphonies, sports and other special programs, "and simply vary the monthly charge" for these channels. "This avoids the mechanical problems of pay TV," he said, "but arrives at the same result."

Mr. Adams said he expects the federal government to leave many CATV matters—such as licensing, rates and number of channels—to local municipalities. He added, however, that fed-
Storer ads another CATV

Storer Broadcasting Co. has purchased the cable system at Laguna-Niguel, Calif., from Laguna-Niguel Corp., a wholly owned subsidiary of Avco Community Development Inc., which in turn is a subsidiary of Avco Corp. No price was announced for the sale.

Laguna-Niguel, a planned "new town," is in Orange county, Calif. The system serves 1,500 subscribers, bringing the number of subscribers to Storer cable systems to more than 57,000.

The Laguna-Niguel system becomes part of Storer's cable subsidiary, Storer Cable TV Inc., multiple CATV owner.

Federal licensing will be required for major systems that import distant signals, and federal guidelines may be necessary on minimum standards for local CATV.

And he foresaw federal prohibition of the ownership of CATV "networks" by other media "unless these CATV units are simply used as a supplementary system to improve reception of a broadcaster's signal."

He said that the federal government will probably have to legislate on importation of distant signals. "The federal government," he said, "therefore should regulate the manner in which microwave operations and cross-country cables are used by CATV since this drastically affects the use of the public airwaves."

Mr. Adams declined to speculate on which of the various proposals on distant signals he favored, since the FCC has not made recommendations. But, he added, "you cannot expect local broadcasters to survive if you fragment their market by allowing importations of distant signals without charge." He said he favors the payment of royalties to copyright holders where the CATV system "goes beyond merely improving local service by use of an antenna and cable..."

He also said that he expects UHF stations will continue to have a difficult struggle "because they are being caught in the fragmentation taking place between the VHF's and CATV."

Easier breathing by CATV after Ohio pole decision

The Ohio state supreme court has ruled that cable-television operators in that state have the right to use telephone-company power lines located on private property, without negotiating the rights with individual property owners. The court said that once property holders grant the use of land for telephone lines, they cannot contest the use of those lines for other purposes such as cable—so long as the lines are also used for their originally intended purpose.

In unanimously reversing a decision by the Ohio court of appeals, the state supreme court said that the granting of an easement to a power company "is, by its terms, apportionable... The grantee of such easement may by sublease assign a portion of its interest in the easement to a television cable company. In such case, the attachment of the television cable constitutes a use similar to that granted in the easement and does not create an additional burden on the land of the original grantor."

The case had been instituted by four residents of Kenton, Ohio. It involved the use of the Ohio Power Co. poles by Hardin Cable Television Co. (now Cypress Cable TV of Ohio, a subsidiary of Cypress Communications Corp., Los Angeles).

Don Shuler, president of the Ohio cable system, hailed the court's decision and said that a contrary ruling "would have forced cable companies to spend millions of dollars in obtaining easements" from property owners.

How an insider sees courts influencing FCC

FCC Commissioner Robert Wells said last week that recent court decisions had pushed the commission farther toward program control than it had wanted to go.

He cited appellate-court reversals of the FCC in approvals of the sales of WQKA-AM-FM Atlanta and WONO(FM) Syracuse, N.Y., as affirming "that we are now more deeply involved in programming than we had ever thought we would be." In both cases the court ordered hearings on protests over proposed changes from good music to other formats.

Mr. Wells, speaking to the Association of National Advertisers (see main story page 22), also implied a concern that the courts might push the FCC farther than it has so far gone in granting broadcast access to "answer commercial messages."

"We need to remember from time to time who is supporting this industry," said Mr. Wells. "Without advertising support we would lose financial viability."

There are those, he said, who "feel the facilities should be automatically available to all people at no charge and with no one having to invest time, labor and money. But this simply does not work."

He pointed out that several of the FCC's rejections of petitions for access to counter commercial messages had been appealed to the courts. "In a few months," he said, "we should have an idea of the course the commission will have to take."

New force in radio: Fairchild buys KLIF

McLendon's home station is first step in communications expansion by aerospace firm

Fairchild Industries (formerly Fairchild-Hiller Corp.), extensively involved in aerospace, has announced it is getting into broadcasting—in a big way. The company reached an agreement in principle last week for an initial station acquisition, and more may be on the way.

On the selling block is KLIF(AM) Dallas, one of the original McLendon stations. The McLendon Corp., first and present licensee of KLIF, will part with the station for $10.5 million, subject to FCC approval.

In a statement last Wednesday (May 26), Fairchild said the KLIF acquisition "marks the first step in a program to expand communications business into commercial broadcasting. Although a company official would not comment on specific future plans and said that it would be "purely speculative" to assert that the KLIF deal marks the outset of a major station-buying campaign, it was indicated that, as the company continues to expand in communications, broadcasting would not be left out.

Since changing its name recently, the Germantown, Md.-based company has embarked on several projects outside its "traditional" line of business in the aerospace industry. Noteworthy among these is Fairchild's proposal before the FCC for an ambitious domestic communications satellite system (BROADCASTING, May 17). The company has plans under way for a $100-million real-estate development project near its suburban Washington headquarters, and is working on several transportation-oriented projects.

Edward G. Uh! is president and chief executive officer of Fairchild Industries, a publicly held company traded on the New York Stock Exchange.

McLendon Corp., a group-station owner headquartered in Dallas, will retain KNUS(FM) in that city. It is also the licensee of KABL-AM-FM Oakland-San Francisco; WWSL-AM-FM Buffalo, N.Y.; WNNU-AM-FM Chicago; wwwwwwww(AM) Detroit; KOST(FM) Los Angeles, and KCND-TV Pembina, N.D. The company is controlled by Gordon B. McLendon, president, and his family. In addition to its broadcast interests, the McLendon Corp. has extensive real estate, theater and oil holdings.

KLIF, a 50 kw-directional facility, operates on 1190 kHz. Broker in the transaction was Blackburn & Co.
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 from
you can get it for less.

your MGM representative, you can make your programming spectacular, even if your budget isn't.

Movies are still the best buy in television.

The MGM Library of Great Films

MGM TELEVISION
1350 AVENUE OF THE AMERICAS, (212) 262-2727
**BGW principals acquire WELI at $2.25 million**

Acquisition of WELI(AM) New Haven, Conn., for $2.25-million cash by Broad Street Communications Corp., a new company formed to acquire and operate broadcasting and cable-TV properties, was announced last week.

Richard L. Geismar, Fred E. Walker and William M. Bauce, veteran broadcasters and CATV operators who formed the consulting firm of BGW Associates earlier this year, are principals in the new company. Mr. Geismar is chairman and treasurer, Mr. Walker president and Mr. Bauce a vice president along with C. H. Scott McAllister, who is executive vice president of Covenant Life Insurance Co. of Hartford, Conn. Ira J. Goldstein of the New York law firm of Fine, Tofel, Corwin & Saxl is secretary.

The acquisition of WELI, subject to the usual condition of FCC approval, was from Connecticut Radio Foundation Inc., headed by Richard W. Davis, president and majority stockholder. Mr. Davis, who has operated WELI for the past 26 years, plans to retire. The station operates full time on 960 kHz with 5 kw.

Mr. Walker plans to devote full time as general manager of the station following FCC approval. He is also president of Covenant Broadcasting Corp., a wholly owned subsidiary formed to conduct the radio station activities of Broad Street Communications.

Financial institutions involved in the WELI acquisition were Union Trust Co. of New Haven and the First National Bank of Boston.

**WONO(FM) sale stays alive**

Houston Broadcasting Co. is not giving up on its effort to buy WONO(FM) Syracuse, N.Y., despite an appeal court’s abrupt reversal of an FCC order approving the company’s purchase of the station from Sentinel Heights Broadcasting Inc. (BROADCASTING, May 24).

Julian Freret, counsel for Houston Broadcasting, said last week he will ask the U.S. Court of Appeals in Washington to clarify and reconsider its decision in the case and, in effect, to affirm the commission’s order.

The court’s action brought to an unexpected climax a citizen group’s effort to block the $79,000 sale. The group, concerned about the possibility of losing the station’s all-classical music format—even though Houston Broadcasting has promised to provide such programming—contends that a hearing on the programing program is required. It also maintains that Bruce Houston, principal owner of the proposed purchaser, misrepresented his programing plans to the commission.

Meanwhile, Henry Fogel, present owner of the station, denied speculation he is not interested in pursuing the sale through a hearing. “I have no objection to selling if the sale is approved or if it goes through a hearing,” he said. But he expressed doubt that the sale would be approved. Mr. Fogel provided one of the affidavits used by the citizen group in support of its allegation that Mr. Houston had told individuals in Syracuse he had no intention of implementing the programing proposals he had made to the commission.

**Changing Hands**

**Announced:**

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

- **KLF(AM)** Dallas: Sold by McLendon Corp. to Fairchild Industries for $10.5 million (see page 32).

- **WELI(AM)** New Haven, Conn.: Sold by Richard W. Davis and others to Broad Street Communications Corp. for $2.25 million (see this page).

- **WONN(AM)** Lakeland, Fla.: Sold by Duane McConnell and John W. Gilman to Joe Garagiola for $627,600. Mr. Garagiola, former professional baseball player and current personality on NBC-TV’s Today Show, is purchasing the station through Telafan Inc., a newly created syndication company of which he is president. A spokesman said it is anticipated that Mr. Gilman, partner with Mr. McConnell in WONN Inc., the licensee, will remain at the station under the new ownership as general manager. WONN is full time on 1230 kHz with 1 kw day and 250 w night. Broker: Blackburn & Co.

- **WWU(AM)** Gainesville, Fla.: Sold by Leon E. Mims and Mrs. Tina Combs to George Oliva Jr. for $291,000. Mr. Mims, president of the WWU licensee and majority stockholder, is retiring. Mr. Oliva is president of General Pictures Corp., Cleveland, an audio-visual services company. He also owns WPAx(AM) Thomasville, Ga., and WIPC(AM) Lake Wales, Fla. WWU operates on 1390 kHz with 5 kw day. Broker: Blackburn & Co.

- **KCAC(AM)** Phoenix: Sold by W. L. Farringer, trustee in bankruptcy proceeding for E.S.H. Co., Phoenix (George W. Sonderquist, president), to Carl Pike for $175,000. Mr. Pike is president of Hawthorne (Calif.) Chris-
tian Schools and Golden West Christian School, Phoenix. KCAC is on 1010 kHz with 500 w day.

* WUSN-TV Charleston, S.C., and KCBD-TV Lubbock, Tex. (and its satellite KSWS-TV Roswell, N.M.): Sold by Reeves Telecom Corp. (for wusn-tv) and Bryant Radio and Television Inc. (for kcbd-tv and ksws-tv) to State Record Co. for $2 million and $6 million, respectively (see page 42).

**Approved:**
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 55).

* WERT-AM-FM Van Wert, Ohio: Sold by Raymond L. Kandel and others to J. R. Livesay for $250,000. Mr. Kandel and associates own KYVA(AM) Gallup, N.M., and KTUC(AM)-KFMM(FM) Tucson, Ariz. Mr. Livesay owns WLBB-AM-FM Mattoon and WHOW(AM) Clinton, both in Illinois. WERT is a daytimer on 1220 kHz with 250 w; WERT-FM operates on 98.9 mhz with 6.3 kw and an antenna 130 feet above average terrain.

**Ink's on the paper on CCC-Mullins deal**
The merger of Mullins Broadcasting Co. into Phoenix-based Combined Communications Corp., announced two months ago (Broadcasting, April 12), became official last week when the two companies signed an agreement for CCC to absorb Mullins' interests at a price "in excess of $27 million."

Subject to FCC approval, the deal will bring to CCC KBTV(TV) and KBTR(AM), both Denver; KARK-AM-FM-TV Little Rock, Ark.; the Arkansas Radio Network, and Mullins' outdoor-advertising and film-production businesses. CCC, however, forced by FCC regulations to spin off either the TV or radio interests, said it will keep the television stations. It announced earlier that it hopes to get back $1,250,000 for KARK-AM-FM and the associated network and $1,750,000 for KBTR ("Closed Circuit," May 10). No buyers for these stations have yet been announced.

CCC President Karl Eller, in making the announcement last week, said no change in the management of the Mullins acquisitions is contemplated.

CCC owns and operates KTAR-AM-FM-TV Phoenix; KOCO-TV Oklahoma City, and KBLU-AM-TV Yuma, Ariz. It also owns Eller Outdoor Advertising Co., which operates in Arizona, Michigan and Missouri; an electric-sign manufacturing company in Arizona, and is the publisher of two outdoor-sports oriented magazines in Phoenix.

**Corinthian, D&B tie the ribbon on the merger**
Closing of the long-pending $100-million plus merger of Corinthian Broadcasting into Dun & Bradstreet was held Thursday (May 27).

The action involves a tax-free exchange of a 0.675 share of D&B for each of Corinthian's estimated 3.4 million shares outstanding. Based on the average trading price of D&B shares on the preceding day—a range between 56% and 59%—the indicated market value of the transaction would be between $128.5 million and $130.8 million range. When the FCC finally approved the merger last month, the indicated value was about $137 million (Broadcasting, April 19).

Hamilton B. Mitchell, president of D&B, and C. Wrede Petersmeyer, president of Corinthian, announced the closing. They said the merger would be accounted for as a pooling of interests and that Corinthian would continue under present management as a wholly owned subsidiary.

John Hay Whitney, principal stockholder of Corinthian, and Mr. Petersmeyer, Walter N. Thayer and Edwin Singer, present directors of Corinthian, were elected to the D&B board. Corinthian owns KHOU(TV) Houston; KOTV(TV) Tulsa, Okla.; KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis.

It also owns Funk & Wagnalls, publishing firm. D&B is a diversified data and business information service firm.

**Fire alarm at FCC; CBS-Viacom sang**
The FCC's weekly meeting came to an abrupt end on Wednesday, and some 1,200 commission employees got out of work early, when a sudden power loss plunged the commission building into darkness shortly before 3 p.m. on Wednesday.

Workers said a fuse governing one-third of the power fed into the building blew as a maintenance man was repairing the building's air conditioning system. The worker suffered burns to his hands in the resulting electrical flash.

One major item of business left unfinished as a result of the meeting's sudden end was the CBS-Viacom Inc. matter. The question under discussion at the time was whether the commission should approve CBS's plan to spin off program-syndication rights and CATV interests to CBS stockholders through Viacom. It may not be answered before Chairman Dean Burch returns from a two-week European trip, on June 11.

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Field down to one for KRLA's spot

Orange Radio’s bid slated for hearing as review board dismisses 10 rivals

Orange Radio Inc., one of the 10 applicants for 1110 kHz in Pasadena, Calif., came within a pleading last week of winning approval of its application from the FCC’s review board.

The board, in a decision released last week, denied all other applicants in the eight-year-old proceeding for 1110 kHz and designated Orange’s application for a separate hearing. The board said it would have granted Orange’s application but wanted to resolve “questions about the applicant’s basic qualifications as a licensee” that had been raised by one of the rival applicants—Western Broadcasting Corp. of Pasadena.

The questions involve the former relationship of Robert A. Maheu, a 15% stockholder in Orange, and billionaire Howard Hughes and the Hughes Tool Co.

Mr. Maheu, a former public-relations consultant for Mr. Hughes, has been accused of making misrepresentations to the commission in Orange’s pleadings for 1110 kHz. Among the issues raised were whether Orange made proposals in bad faith as to the amount of time Mr. Maheu would devote to the proposed station; whether Mr. Maheu had over a three-year period assumed control of Mr. Hughes’ KLAS-TV Las Vegas without commission approval, and whether the legitimate management of KLAS-TV relinquished such control to Mr. Maheu.

The 1110 frequency in Pasadena was vacated in 1962 when Eleven Ten Broadcasting Corp. (KRLA(AM)) had its license lifted. The station, which uses 50 kw day, 10 kw night, has since been operated on interim authority by Oak Knoll Broadcasting Corp. of Pasadena, a nonprofit interest.

What followed were five years of comparative hearings for the frequency, involving as many as 19 applicants. A 1969 initial decision by an FCC hearing examiner proposed the grant of the facility to Voice of Pasadena Inc. (Broadcasting, April 7, 1969), but exceptions to that decision by other applicants put the proceeding in the hands of the review board for further consideration.

The review board ruled last week that the present KRLA site in Pasadena was inferior in that interference was commonplace there. Orange’s proposal is for a 50-kw facility in nearby Fullerton, Calif.

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Pompadur’s plea: Let audience decide

There is a growing feeling among critics of commercial television that advertiser-supported TV should be controlled to get a greater diversity in programing, ABC Vice President I. Martin Pompadur warned last week. However, he added, commercial television provides a "format for change" and before change can be initiated, the viewers themselves must want it.

Speaking at the Newhouse School of Communications, Syracuse University, Syracuse, N.Y., last Tuesday (May 25), Mr. Pompadur said this suggestion to change commercial TV into another system stemmed from three assumptions: that commercial TV has failed to provide audience nourishment: that it will never give this nourishment, and that a more controlled system is the alternative.

These complaints, Mr. Pompadur said, "come from special-interest groups which are part of the audience whole, but which tend to be more specific both in their tastes and in their vision of what television should be." These special-interest groups feel they are less served by TV than the majority of viewers—and they are, Mr. Pompadur said.

Commercial TV does program special services beyond the news, he pointed out, but the mainstay of the medium is entertainment shows with the widest appeal.

"The commercial television industry reflects audience taste and preference. We do not build programs, which cost hundreds of millions of dollars, in a spirit of cynicism or indifference. We build programs we believe will find audiences and the way things work, it is the audience that determines the fate of the programs," he told the students.

Washington stations cool it with the cops

A 16-month effort by Washington-area media and the Washington Metropolitan Police Department to foster mutual understanding has culminated in the establishment of an emergency "hotline" that became operational Tuesday (May 25). The hotline is designed to keep local subscriber stations informed of important police activities. Twelve stations and one newspaper now receive the service; more are expected to join. Participants receiving the taped reports transmitted hourly over a special telephone hook-up are: WASH(AM); WPGC-AM-FM; WMAL-AM-FM-TV; WOL(AM); WKOQ(AM); WRC-AM-FM-TV; WTOP-AM-FM-TV; WTTG-TV; and WWDC-AM-FM; all Washington; WGMG(AM) Bethesda and WPGC-AM-FM Morningside-Oakland, all Mary-
Spray-hitting by Nicholas Johnson

Critical fly-balls land in all fields: government, TV, corporations, Detroit

FCC Commissioner Nicholas Johnson last week took to the commercial broadcast system, which he said has shirked responsibility. He also lambasted government in general, the corporate state and anyone who is insensitive to bicycle riding.

He ranged his wide field in an address on Sunday, May 23, at commencement exercises of Windham College, Putney, Vt., another the next day at a Washington conference of the Associated Council of the Arts, and a third on Friday, May 21, to the transportation committee of the District of Columbia city council, which is conducting hearings on regulations for bicycle travel.

The commissioner, in his remarks before the arts conference, was open in his condemnation of commercial television, saying that it "has consistently failed to encourage and utilize the wealth of creative writers and other artistic talent which this country possesses."

But the commissioner placed substantial blame for this situation on government itself, which, he said, "can inhibit creativity by its failure to act." He cited as the "primary example" of this the government's "near-total abdication of its responsibility to protect the public ownership of television's airwaves."

Where, then, does this leave the artist? Cable-TV—"which can be used for a relatively inexpensive, do-it-yourself television system"—has excited "a growing number of young artists," Mr. Johnson said. In order to insure that the potential of CATV is not encroached upon by "antagonistic forces," Mr. Johnson proposed the following: that all cable systems devote no more than 50% of their channels to off-air commercial TV signals.

Mr. Johnson's target in the Windham address was "the Big Business-Big Broadcasting-Big Government axis."

"We are all by now quite familiar with what they have done to this country," he said. "When the sky fills with pollution it is because Big Business refuses to abandon the internal combustion engines. When our homes fill up with junky appliances and toys, our stomachs with empty calories and chemical additives...it is Big Broadcasting that is the pusher. And when those extol law and order in political speeches choose to suspend the Constitution...to keep the traffic moving in Washington, it is Big Government that gives itself the credit."

He urged the graduates to join "Americans that are working for what are really quite modest reforms," and abandon the "top-500 corporations."

On a third front, Mr. Johnson condemned "the television monopoly that is used to merchandise Detroit's peculiar dreams of the appropriate automotive lifestyle." He proposed that "bicycle riding has some significant social advantages over the automobile...I don't ride a bicycle because I hate General Motors...It's like finally giving up cigarettes. You just wake one morning and realize you don't want to start the day with another automobile."

New D.C. permittee has financial troubles

WGSP-TV Washington, the channel-50 outlet that was expected to begin operation soon, will not—at least under the present owners.

It was announced last week that the licensee, WGSP-TV Inc., filed for bankruptcy earlier this month.

The station obtained its construction permit in July 1967. However, one of the principal stockholders and financial backers, Theodore Granik, died last September. Mr. Granik, in the late thirties, founded the American Forum of the Air which pioneered the format of interviewing public figures in the news. A spokesman said Mr. Granik's estate does not provide funds for the station, which has been unable to find the financial backing to put WGSP-TV on the air.

Mr. Granik's son, William, is the executor of the estate, which along with Mrs. Frances Freed (who has Washington real estate holdings) owns WGSP-TV.

The Granik family last month sold the construction permit for WSNL-TV (ch. 67) Patchogue N.Y., for $45,000. That sale is awaiting FCC approval (BROADCASTING, April 26).

Lee Cowan, a Washington attorney who is the trustee in bankruptcy for WGSP-TV Inc., would not speculate on whether the station will be sold.
Travels with the FCC commissioners

They're still doing the cross-country hop, but the pace has slowed down considerably

Travel appears to be losing some of its charm for FCC commissioners. Or may- be the workload at 1919 M Street is too great, or whatever. Whatever the case, commissioners are traveling at a lesser rate than they have in the past — with perhaps one exception. Commissioner Robert Wells is as peripatetic as ever.

State and national broadcasters and CATV convention, bar-association, Rotary and chambers-of-commerce meetings, university convocations, women's clubs gatherings, - all these and other functions drew the members of the FCC out of Washington 50 times between June 8, 1970, and May 15, according to a check of events the commissioners listed issues weekly. If the travels of former Commissioner Kenneth A. Cox are included, the total number rises to 56, and the cost to $13,027.26.

Last year, when a similar survey was made, 148 commissioner trips were counted between Jan. 1, 1969, and early June 1970, costing the FCC $21,858.66. (BROADCASTING, June 8, 1970.)

Commissioner Wells was the leading ground gainer by far, with 20 trips out of town for visits to state broadcasters conventions, Rotary clubs, universities and the like, at a total cost to the government of $4,182.13. Six of the trips were to his home state of Kansas, where he is known to have gubernatorial ambitions. In BROADCASTING's 1970 accounting, Commissioner Wells was found to have made 14 trips between December 1969, shortly after he took office, and the following June.

Next most travelled commissioner was the chairman, Dean Burch, who got out of town 11 times — twice all the way to Los Angeles, at a cost of $3,872.44. Not counted is the two-week trip to Europe, for which he left last Wednesday (May 26) and during which he will attend the opening of the World Administrative Radio Conference on space communications in Geneva.

The only commissioner to touch a foreign port in the past year was Nicholas Johnson. He went to London in December to deliver the keynote address at the World Conference of the International Association of Political Consultants. In all, he made nine trips, at a cost of $2,525.03.

Commissioner Robert E. Lee was off and running seven times, at a cost of $1,195.90; Commissioner Thomas J. Houser, who joined the commission in January, three times, at a cost of $392.05; and Commissioner Robert T. Bartley, one, for $141.44.

Commissioner H. Rex Lee, who made it around the world (on the State Department's ticket) on one of 12 trips he made in the last accounting period, does not appear on any the FCC's calendars of events since June 25 as having made a trip. However, he is known to have made one, to Maxwell Air Force Base, Ala., as a guest of the Air Force.

Mr. Cox, whose name led all the rest on travel vouchers in the last survey period (35 times), managed to get in five trips, at a cost of $715.27, between June 26 and Aug. 12, 1970. He left the agency a few weeks later.

Following are the individual records of travel, along with the travel costs, as provided by the commission staff at BROADCASTING's request. The dates are those of departure. The commissioners are listed in descending order of expenses charged to the FCC.

**Commissioner Wells:** 6/12/70, Denver, $193, to attend the Colorado Broadcasters Association meeting; 1/18/70, Virginia Beach, Va., $87.90, to attend the Virginia Association of Broadcasters meeting; 8/14/70, Hot Springs, Ark., $167.50, to attend the Arkansas Broadcasters semiannual convention; 8/21/70, White Sulphur Springs, W.Va., $120.34, to participate on panel on "Responsibility in Broadcast News Reporting; 9/11/70, New Orleans, $242.50, to speak at Louisiana Association of Broadcasters meeting; 9/21/70, Las Vegas, $320.75, address, luncheon of National Association of Radio-Telephone Systems 22d annual convention (also participating in program was Fred Heister, chief of the domestic radio division of the FCC Common Carrier Bureau); 9/29-30/70, Omaha-Colorado Springs, $361.50, luncheon address (on 29th) at Nebraska Broadcasters Association yearly convention, Omaha, visit (as FCC defense commissioner) to NORAD installation, Colorado Springs; 10/2/70, Pocono Mountains, Pa., $37.50, banquet of New Jersey Broadcasters Association; 10/12/70, Fayetteville, N.C., $81.90, to address North Carolina Association of Broadcasters annual convention.

Also 10/22/70, Chicago, $138.29, to address National Association of Broadcasters fall convention; 10/29-30/70, Kansas City, Mo. (on 29th), Lawrence, Kan. (on 30th), $205.95, to address Kansas City Rotary Club, and to take part in lecture series at University of Kansas; 1/28/71, Denver, $216.00, interview by kox-tv there; 2/5/71, Minneapolis, $187.50, to speak at seminar at University of Minnesota; 3/4-5/71, Topeka and Olathe, both Kansas, and Dallas, $315.25, to speak at Topeka Rotary Club (on 4th), address to Mid-America College chapel and at Olathe Church Women United at noon luncheon (on 5th), and to address convention of Texas Association of Broadcasters (on 7th).

Also 3/27-31/71, Chicago, $214.75, as guest speaker at Alpha Epsilon Rho fraternity conference (on 27th), address at FM Pioneers meeting (on 28th), member of Panel on Emergency Broadcast System conducted by NAB and evening address of Broadcast Pioneers banquet (on 29), moderates program entitled "FCC at Your Service" at NAB convention (on 31st); 4/5/71, Memphis, $157.00, to address general session of Southern CATV Association convention; 4/17/71, Pittsburgh, Kan., $223.25, to address district broadcasting convention; 5/4-5/71, Kansas City, Mo., $338.00, speaker at Kansas Telephone Association luncheon (on 4th), to address second general session of Mid-America Telephone convention; 5/6/71, Louisville, Ky., $525.25, speaker at Kentucky Broadcasting Association evening banquet; 5/13-14-15/71, St. Louis, and Parsons and Great Bend,
both Kansas, $338.00, St. Louis police department instructional television fixed service (on 13th), to deliver commencement address at Labette Community Junior College, Parsons (on 14th), as commencement speaker, Barton County Community Junior College, Great Bend (on 15th).

Chairman Burch: 6/10/70, Chicago, $147.50, to address National Cable Television Association annual conference in luncheon speech; 6/15/70, Pine Mountain, Ga., $113.50, to address luncheon of Georgia Association of Broadcasters; 6/19/70, Hollywood, $607.07, to address Hollywood radio and Television Society; 7/9/70, Lake Geneva, Wis., $194.05, to give speech before Wisconsin Broadcasters Association; 9/11/70, Los Angeles, $512.50, to deliver paper at panel discussion during 66th annual meeting of American Political Science Association; 9/16-17/70, New York, $103.65, to speak at News- makers Luncheon of International Radio and Television Society (on 16th) and to deliver remarks at Sloane Foundation dinner (on 17th); 8/25/70, Denver, $449.50, to speak at luncheon meeting of RTNDA.

Also 11/17-20/70, Las Vegas and Tucson, Ariz., to address National Association of Regulatory Utility Commissioners (on 17th) and to attend dinner of Arizona Chamber of Commerce (on 20th); 12/4/70, Phoenix, $384.75, to attend dinner of Arizona Broadcasters Association; 3/31/71, Chicago, $218.17, as luncheon speaker at NAB convention; 4/21/71, Tucson, Ariz., and Los Angeles, $614.25, to deliver remarks at University of Arizona Law School.

Commissioner Johnson: 6/8/70, Williamsburg, Va., $124.81, to address Williamsburg International Assembly at graduate education conference; 6/30/70, New York, $63.50, to appear on Dick Cavett Show; 10/16-19/70, Boston and Chicago, $322.45, to participate in National Symposium on Children and Television at Kennedy Memorial Hospital, Boston (on 16th) and to attend fifth annual Digitronics Users convention (on 19th); 10/26/70, New York, $125.45, to attend National Conference on Citizens Rights in Broadcasting; 11/5/70, Berkeley, Calif., $480.81, to speak at Barbara Weinstock lecture at University of California at Berkeley; 11/19-20/70, Beverly Hills, Calif.. Los Angeles and New York, $538.46, to speak before National Academy of Television Arts and Sciences (on 19th), to attend fifth annual radio program conference (on 20th) and to attend American Speech and Briefing Association convention; 12/14/70, London, $626.25, to make keynote address at conference of International Association of Political Consultants; 2/19/71, New York, $105.80, to make luncheon ad-

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Radio 71

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dress at Financial Communications Society meeting; 3/8/71, New Haven, Conn., to attend Poynter Fellow lecture at Yale University.

Commissioner Robert E. Lee: 8/28/70, Kings Point, N.Y., $56, to deliver address on “Concept of the Public Interest” at Executive Seminar Center; 10/23/70, Disneyland, Calif., $445, to take part in FBI agents convention; 11/13/70, Atlanta, $165, to address Georgia Association of Broadcasters; 11/30/70, Hollywood, Fla., $253.50, to deliver keynote address at Third International Forum of Data Communications and Business Systems; 1/28/71, New York, $82.40, to participate in forum of New York chapter of National Academy of Television Arts and Sciences; 3/22/71, St. Louis, $194.00, to address St. Louis University forum on federation on “Role of the Media in Shaping Our Federalism.”

Commissioner Cox: 6/26/70, New Orleans, $148.10, to address 1970 graduates of National Institute for Radio Communications at Loyola University; 7/20/70, Chicago, $119.60, to appear on discussion program on WLS-TV there; 8/3-4/70, Hollywood and Clearwater, both Florida, $225.25, to deliver keynote address at 75th annual conference of International Municipal Signal Association (on 3d), to address 36th annual conference of the Associated Public-Safety Communications Officers Inc., Clearwater (on 4th); 8/7/70, Dayton, Ohio, $103.25, to appear on Phil Donahue Show on WLWD-TV there; 8/12/70, Harriman, N.Y., $119.07, to participate in seminar sponsored by Corporation for Public Broadcasting for 18 career fellows.

Commissioner Houser: 4/22/71, Chicago, $169.25, to deliver message at luncheon of CATV conference; 5/4/71, Philadelphia, $45.80, to serve as dinner speaker at Pennsylvania Community Antenna Television Association; 5/14/71, Cincinnati, $177, to participate in forum on fairness conducted by Ohio Association of Broadcasters.


Commissioner H. Rex Lee: 5/12/71, Maxwell Air Force Base, no cost to FCC, to attend the Air War College's National Security Forum.

S.C. publisher gets okay on buy of 3 TV's
The FCC last Wednesday (May 26) authorized an $8-million transfer that will bring three TV facilities to the State Record Co., a South Carolina newspaper publisher—and a newcomer to broadcasting.

State Record is acquiring ch. 2 WUSN-TV Charleston, S.C., from group owner Reeves Telecom Corp. for $2 million and ch. 11 KCBD-TV Lubbock, Tex. (and its satellite ch. 8 KSWS-TV Roswell, N.M.) from Bryant Radio and Television Inc. for $6 million. The Charleston and Lubbock stations will be assigned separately to two respective State Record subsidiaries.

State Record Co. is a subsidiary of the State Record Co. of Columbia, S.C., which publishes the State and the Record in that city. The majority ownership of the parent company is made up by a voting trust which includes Frank Hampton, Harry R. E. Hampton, Ambrose G. Hampton, Gertrude G. Barringer, Dr. Ambrose G. Hampton Jr., Margaret Barron and Frank E. Barron Jr. (jointly 57.6%).

The commission granted the sale, however, under the condition that Ambrose Hampton Sr., who, through bank directorship, has an appreciable interest in group owner Liberty Corp., resign from the State Record board.

Reaction mixed to HEW enlarging its grant scope
Public broadcasting representatives are watching the Department of Health, Education and Welfare in anticipation of draft legislation that would expand the scope of the Educational Broadcasting Facilities Act, under which HEW distributes facilities grants to noncommercial stations.

The broadcasters have been urged by the National Association of Educational Broadcasters to begin thinking of themselves as “public telecommunications centers,” using all kinds of distribution technologies (BROADCASTING, May 17, 24). Under the facilities act, however, grants are given only for broadcast purposes. Now, HEW is considering asking for legislation that would broaden the scope of the act to include other technologies. But the amount of money allocated—$15 million a year until 1974—and the backlog of grant applications are unchanged.

According to NAEB officials, the very fact that HEW is considering a widening of the law's applicability is welcome. However, they add, the prospect of splitting the existing $15-million pie, while many broadcast applications await processing, is unsettling. The issue will clearly be solved when HEW submits a bill for approval by the Office of Telecommunications Policy.

FCC simplifies part of conglomerate query
The FCC has given a little in the questionnaire being used in the commission's study of conglomerates that hold broadcast licenses; it has revised one question that called for information covering three years to require the same data, but only for one year.

Announced last week was the revision of question 15 dealing with internal communications between broadcast subsidiaries and parent companies and other non-broadcast subsidiaries. Originally, such inter-company memoranda were to be furnished for the years 1967-69. Last week, the FCC changed this so that the information is required only for one year, 1968. The revision was approved by the commission May 19, pending Office of Management and Budget approval. This was subsequently received. Commissioners Nicholas Johnson and H. Rex Lee dissented. Commissioners Robert T. Bartley and Robert E. Lee did not participate.

The commission said it took this action to ease the cost and burden in making the necessary file searches. The conglomerate study of 31 licensees was ordered by the FCC earlier this year (BROADCASTING, Feb. 15).

Media notes:
Joining ABC ranks * ABC Radio announced last week that three stations have joined its American Entertainment Network and one its American FM Network. KJOE(AM) Shreveport, La., KKN(AM) Corpus Christi, Tex. and WKRC(AM) Cincinnati have become affiliates of the entertainment network and KFMI(FM) San Diego joins the FM radio service.

Staggers juggles the hot potato

Subcommittee rescinds, rewords original subpoena; Stanton stands his ground

The House Investigations Subcommittee is, in effect, giving CBS another chance to provide it with outtakes connected with the production of CBS's The Selling of the Pentagon documentary.

The subcommittee, under Chairman Harley O. Staggers (D-W. Va.), voted unanimously last Wednesday (May 26) to rescind the subpoena it issued to CBS on April 7 and issue a new one. Like the previous subpoena, the new one calls for the delivery of outtakes, but, according to the subcommittee, it has been "slightly redrafted" to make clear that the subcommittee wants only the unused parts of filmed or taped sequences that, after editing, got on the air. The new subpoena, returnable June 9, also requests the personal appearance of CBS President Frank Stanton.

After the subcommittee acted last week, Dr. Stanton said: "While we have not seen the new subpoena, our basic position in declining, on First Amendment grounds, to provide material not actually broadcast, remains unchanged."

The original subpoena ordered CBS to produce a sound film copy and a written transcript of the program as originally broadcast on Feb. 23 and rebroadcast a month later and of comments by CBS News President Richard Salant following the rerun of the program. It also called for "all films, work prints, outtakes, sound-tape recordings, written scripts and/or transcripts prepared, obtained, or utilized" in the production of the program "whether or not such material was incorporated into the actual broadcasts." In addition, it called for the names and addresses of all persons appearing in the program, a statement of money paid them and copies of contracts or releases signed by participants.

In answer to the April 7 subpoena, CBS appeared before the subcommittee on April 20 and brought film and a written transcript of the program. However, it refused to comply with the portion of the subpoena that called for outtakes (Broadcasting, April 26).

In a subsequent letter to the subcommittee, CBS pointed out that the names of participants were in the written transcript and stated it paid participants only an aggregate $300 for out-of-pocket expenses and for signing release forms. It provided a sample release form but did not give addresses or copies of the releases that were signed.

The subcommittee said last week that CBS had "satisfactorily" complied with all but one of the subpoena requirements, "leaving only the question of the so-called outtakes at issue."

But a subcommittee spokesman added that, based on sworn testimony and other evidence, "it appears that questionable and deceptive practices were employed in presenting to the public what purported to be a factual news documentary."

When broadcast material is "presented to the public as bona fide evidence concerning an actual event, the public has a right to be assured that such evidence is what it purports to be," the subcommittee said. It added that the material requested by the subpoena "is relevant to an evaluation of the present laws governing broadcasting, and in considering proposed legislation on the subject of news programing which has been referred to the [parent] Commerce Committee."

Meanwhile, a member of the House Commerce Committee (of which Mr. Staggers is also chairman) expressed his dissatisfaction with the confrontation between CBS and Congress over Selling.

Representative Brock Adams (D-Wash.), speaking to the Washington State Association of Broadcasters meeting in Yakima last week, declared that "Congress cannot tell a network or a broadcaster what should or should not be put in a presentation."

"I particularly oppose," he said, "any suggestions that material should be used based on designation of whether or not the material presented was 'true' or 'distorted.'"

"There is no way," he declared, "any government can make such a decision without applying censorship in its purest form."

But, Mr. Adams continued, he does support government insistence that broadcasters present both sides of an

---

If you are considering expanding your news by thirty minutes or more—and if you're interested in some special product, services and ideas that we have, please contact—

Bob Kelly
Kelly Broadcasting Co.
310 - 10th Street
Sacramento, Calif. 95814
(916) 444-7300

---
issue fairly "because the public airways are limited and can be given only to a select few." In the CBS case, he added, this only means that CBS should be required to make appropriate time available for response by those who believe the program was untrue or distorted.

Another critic was Representative Ogden Reid (D.-N.Y.), former publisher of the defunct New York Herald Tribune. He charged the subcommittee last Thursday (May 27) with "irresponsible harassment" in issuing the new subpoena. He termed the subpoenas "a clear invasion of First Amendment protections of freedom of the press."

Cigarettes' nemesis as news's defender

Moss stands four square for broadcast-news freedom in Senate-floor speech

Senator Frank E. Moss (D-Utah), a vocal critic of advertising and leader of the successful fight to ban broadcast cigarette commercials, says broadcast journalists—unlike advertisers—should have unlimited First-Amendment protection.

In a stern response to recent governmental attacks on the media, Senator Moss said in a Senate speech: "There are certain fundamental verities that ought to be set straight. The First Amendment guards the integrity of a broadcast journalist with precisely the same fierce jealousy as it guards [newspaper columnists] Bill Buckley, puck [Herbert Klein], Hoffman and Jack Anderson."

He said the particular programs and practices that have aroused so much administration and congressional ire—specifically including CBS News's The Selling of the Pentagon—are "well within the boundaries" of the First Amendment.

"Congress has no right," he said, "to subpoena working papers of a documentary, no right to question, no right to dictate editorial decisions. It has no right to force the disclosure of news sources. If we cannot stand the heat generated by a free press, then we cannot stand the responsibilities of a free society."

The fact that broadcasters are licensed by the government does not limit their journalistic freedom, nor was it the theory upon which the cigarette-advertising law was based, Senator Moss said. What does matter to him is the kind of speech in question: The First Amendment protects journalism of all kinds, but was never intended to protect merchandising, he said.

"The marketing of a product—advertising—has nothing to do with the free dissemination of social and political discourse which lies at the heart of the First Amendment," he said. "... I was not and am not impressed by the broadcast journalist's plea for more time to sell cancer, nor their self-righteous pose as victims of discriminatory regulation, nor their flag-waving of First-Amendment freedom to justify the broadcast peddling of a lethal commodity."

"But [I am] an unabashed advocate of the true First-Amendment rights of broadcasting: the right to develop, shape and disseminate news and public-affairs programing free of the yoke of bureaucratic harassment, free of the chilling threat of congressional process and free of the surge toward thought control by an administration paranoid with fear, suspicion and loathing of a free and undomesticated press."

Senator Moss noted that attacks by word and deed against the news media are not confined to either political party. He recalled that many Democrats blamed the broadcast media for their troubles at the 1968 Democratic convention in Chicago. These critics, no less than their Republican counterparts, "provided no gloss of honor to the history of respect for First-Amendment liberties," he said.

The senator was quick to note the irony of his situation as defender of the broadcast media, commenting that his role in the cigarette-advertising battle and his past criticism of other advertising have "served to secure for me a permanent place in broadcasting's hall of infamy."

Klein hits subpoenas of 'Selling' outtakes

Herbert G. Klein, director of communications for an administration which has been accused of attempting to intimidate the news media, last week labeled congressional efforts to investigate CBS's The Selling of the Pentagon an "infringement on freedom of the press." But he also said television journalists are confusing criticism of their work with intimidation.

Mr. Klein made his comments during an appearance in Des Moines, Iowa, where Vice President Agnew, in November 1969, fired the first volley in what has become a running battle between the administration and the news media over their coverage of and commentary on administration policies and actions (Broadcasting, Nov. 17, 1969).

Mr. Klein, in response to questions at a news conference, said the House Investigations Subcommittee's efforts to subpoena outtakes and other nonprivileged material in connection with CBS' Selling "is wrong and an infringement on freedom of the press. It could lead to further subpoenas of a reporter's notes."

CBS has thus far refused to provide the subcommittee with anything more than a tape of the program and a transcript. Last week, the subcommittee issued a new subpoena, modifying its request, and calling for the appearance of CBS President Frank Stanton on June 9 (see page 43).

Mr. Klein also said that the Nixon administration does not favor "further restrictions" on the communications media—and that it has made no effort to intimidate the media, nor will it. But that does not mean government officials like Vice President Agnew will not criticize the media when they "see a wrong."

Mr. Klein discussed what he regards as television journalists' undue sensitivity to such criticism in remarks before the Iowa Associated Press Managing Editors' convention. "I was a little alarmed when Walter Cronkite talked about an 'orchestrated' campaign of intimidation," he said, referring to the CBS newsmen's speech in New York two weeks ago (Broadcasting, May 24).

"I have seen no orchestration; I have seen no intimidation," he said. "I have seen criticism and I think we have a right." He said government should not be criticized for exercising that "right."

35 stations claimed for ABC-TV game show

ABC Films Inc. reported last week that Let's Make A Deal nighttime program has been sold in 35 markets since its placement into syndication several weeks ago.

The half-hour game series has been running on ABC-TV for more than two years as a daytime strip and a weekly evening program. The nighttime presentation will continue on the network in the fall. The nighttime version, consisting of new episodes, has been sold to stations including WABC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit and KGO-TV San Francisco—all ABC O&Os—as well as WMAZ-TV Washington and WNAC-TV Boston.

Fall programing set on CBS-owned TV's

CBS-owned television stations completed their plans for programming under the FCC's prime-time access rule this fall, with purchase of a second Group W Productions series by CBS Television Stations division.

The access rule, returning to stations an average of seven half hours of prime-time network programing each week, grew out of a suggestion by Westing-
Dialing up a dialogue on cable

Kansas City system, with two-way terminal, will test teaching and shopping by CATV

Two-way communication over cable television may not be next year's nationwide phenomenon, but the necessary technology and potential applications are too close at hand to permit dismissal of the idea as a blue-sky promise. In fact, an early indication of where two-way television now stands may emerge from an experiment to be launched next month in a suburb of Kansas City, Kan.

Telecable Inc., Norfolk, Va.-based multiple-CATV owner, will conduct the test on its new system in Overland Park, Kan. The company will explore several uses of two-way television, but its initial emphasis will be on instruction for disabled children.

In technical capability, the system is an apparent breakthrough; earlier ventures in two-way communication have been limited experiments with fire and burglar alarms. The key innovation is a terminal unit developed by Vicom Manufacturing, Dexter, Mich. It is an integrated audio-video interactive system, and is said to handle vastly larger amounts of information than previous models.

As applied to education in the Overland Park experiment, the equipment is said to permit a disabled child to work from home via cable with a classroom teacher. The child would "raise his hand" by punching one or more buttons on the terminal. The buttons resemble a touch-tone telephone. The teacher would answer in the same way, permitting the two to converse. They would also be able to see each other, since the child would have a small camera along with the terminal equipment. The system is designed to allow handling of several children at once on one circuit.

The operation will be handled by a computerized switching and control network in the Telecable control room.

If the experiment wins acceptance, the school system will seek an educational grant to make two-way communication a permanent part of its instructional program.

Telecable will also be testing application of two-way television to shopping, although actual use of the innovation for that purpose is considered somewhat more distant than the educational application. In cooperation with a Sears, Roebuck store in Overland Park, a housewife will demonstrate shopping from the home. Sears will have three live presentations—a fashion show and two showings of specialty items—and the housewife will be able to make choices on the spot by punching the appropriate buttons on her terminal. A high-speed printer at Sears will give an immediate print-out of the housewife's name, address and order.

Other experiments include a fire and burglar alarm network and an opinion survey. The test begins June 23.

Telecable is a subsidiary of Landmark Communications Inc. of Norfolk, Va., licensee of WTRV-AM-FM-TV Norfolk and WMY-TV Greensboro, N.C. The cable company holds 14 cable franchises.

This mock-up shows how the two-way communication system to be tested next month by Telecable Co. will be used for the instruction of disabled children in their homes. The child's hand is on the terminal, which she would punch in a predetermined sequence to get the teacher's attention. After the teacher also punches the terminal at the other end the two can talk to each other. Cameras at both ends permit them to see each other and to display artwork, graphs or other visual material.

Ruling on 500 race hints of rule change

At the request of the Indianapolis Motor Speedway Corp., sponsor of last Saturday's Indianapolis 500 auto race, the FCC has declared that, under its present rules, a delayed broadcast of the race by ABC-TV would not pose restrictions on a live, subscription TV showing of the event produced by the Speedway Corp. The ruling was handed down May 19. The commission's present rules prohibit pay-TV transmission of any sports event that had been shown live on over-the-air television two years prior to the planned STV showing.

While the commission explained that while its present rules have no bearing on the 500, since ABC presented a delayed—not a live—broadcast, the FCC noted that this might not hold true in the future. Present rulemaking proceedings are examining whether to extend the two-year restriction to five years and to include delayed free-TV broadcasts as well as live programs.

Rock special moves fast

Filmways Television Presentations reported last week that in its first three weeks of selling the one-hour entertainment special, In Concert: Creedence Clearwater Revival, sales had been made in 23 markets. Among the stations buying the syndicated program have been KTVF-TV Los Angeles, WNEW-TV New York, WMTG-TV Washington and KMBC-TV Kansas City, Mo., while Rainer Brewing Co., Seattle, through McCann-Erickson, there, has bought it for seven markets in the Northwest.

Broadcasting, May 31, 1971
Prime-time plans for Westinghouse scored

Screen Gems president hits programing's quality, relevance to FCC rule

Screen Gems Inc. last week criticized television programs being developed for syndication by Westinghouse Broadcasting Co. in response to the FCC's prime-time access rule, questioning their quality and originality, and their relevance to the access rule.

John H. Mitchell, president of Screen Gems, outlined those criticisms in a letter to the FCC in response to a communication to the commission by Donald H. McGannon, president of Westinghouse Broadcasting Co. Mr. McGannon's letter described Westinghouse's and Group W Production's plans for programing, during the 1971-72 season, for five of the seven half-hour periods turned back to local stations because of the FCC regulation (Broadcasting, May 3).

After downgrading the level of programing offered by Westinghouse, Mr. Mitchell said that none of these shows could be launched if the group owner "was not in a position to guarantee return of a major portion of its costs by playing the programs on its own five major-market television stations." He said the average production company produces a program without knowing whether any stations in major markets will buy it, and that the typical station owner, lacking Westinghouse Broadcasting's "enormous base of operations," cannot be expected to operate on the same production level as Westinghouse.

"It would seem that the commission, by its ruling, has substituted one privileged monolith for another," Mr. Mitchell remarked. "Instead of the networks, we now have a Westinghouse who, from a privileged position, can enter into distribution arrangements with other production companies with a virtual guarantee that five major-market stations are 'in the bag'."

Mr. Mitchell also cited a reference in Mr. McGannon's FCC letter indicating it may be necessary to have an increase in the amount of commercial time to support the new Westinghouse programs, and added: "The fact is, when the show was on the other foot, Mr. McGannon was one of the very vocal station owners who would not program Batman when the network [ABC-TV] proposed to insert an additional minute in the series. Apparently, one result of the prime-time access rule, as far as the public is concerned, will be more commercial minutes—and clutter."

Mr. Mitchell concluded that Mr. McGannon's letter to the FCC "serves to expose the basic fallacies of the commission's ruling and underscores many reasons why the great majority of us in the industry believe that the prime-time access rule should be rescinded."

In evaluating the programs Westinghouse is offering, Mr. Mitchell referred to The David Frost Review, Street People and The Smothers Brothers Talent Co. and said that none of these presentations are innovative or original. He added that Westinghouse said that it is producing Norman Corwin Presents, a half-hour drama series, at $45,000 per episode and questioned whether a quality show could be produced at this figure. And Mr. Mitchell said Westinghouse had to import the Doctor in the House comedy series from England for economic reasons and that this tactic does not help the employment situation among performers, directors and writers in the U.S.

And there was another post mortem on the prime-time access rule in Hollywood Times (May 25) at a meeting of the Hollywood Radio and Television Society. Maurice R. Morton, vice president, administration for television, 20th Century-Fox, commented that the industry should exert every effort possible to get the ruling reversed before the start of the 1972-73 season.

"The rule," he said, "is impractical, destructive and doesn't serve the public interest." He cited figures presented by NBC to the FCC last June which estimated what the loss of the 7:30-8 p.m. time block would cost. "The present broadcast system provides an investment of over $60 million annually in the development and production of network programing for that period," the NBC filing said.

PBS prime-time fare: film classics

The Public Broadcasting Service will concentrate its prime-time programing in the 8-10 p.m. period this fall, placing itself in direct competition with the commercial networks. After ABC, CBS and NBC settled upon the 8-11 p.m. time slot as their response to the FCC's prime-time access rule, PBS selected a comparable mid-evening period.

Meanwhile, PBS is acquiring a substantial number of feature films as part of its programing capability. It has scheduled a collection of 26 film classics from the past 50 years; these will be broadcast beginning Jan. 14, 1972. This "film odyssey" will be produced by non-commercial KERT(TV) Los Angeles and will feature Charles Champlin, entertainment editor and film critic of the Los Angeles Times, as program host.

The shows will feature interviews with persons either influenced by or involved with the production of several of the films. PBS says the movies will be aired in their original uncut versions, and will run uninterrupted except for station breaks. Each will be telecast with the original sound track intact. A new set of English subtitles, of improved visibility on TV, will be superimposed on foreign films.

The series is the result of a grant from the Xerox Corp.

Talk-show bloopers: editor or censor?

Author Mark Lane asks FCC for guidelines on off-sound sound-offs

A station that blooped out selected remarks of a guest who has been invited to express his views on a talk show is not exercising the legitimate function of editing but the illegal one of censor-ship—and the FCC should issue a ruling prohibiting it. That, at least, is the position of attorney and author Mark Lane in a pleading filed with the commission as a result of his experience on the syndicated Virginia Graham Show that was broadcast on KTLA-TV Los Angeles last June.

The pleading—filed in Mr. Lane's behalf by Tracy Weston of the Stern Community Law Firm—says KTLA-TV blooped out Mr. Lane's description of "several shocking yet fully documented acts of 'torture' committed by American servicemen in Vietnam." Mr. Lane is the author of a book on alleged American atrocities in Vietnam.

An off-screen announcer blamed the loss of sound on "technical difficulties." But the pleading contends that station officials said later the remarks were erased on "programming grounds."

The pleading argues that the station not only denied Mr. Lane a right pro- tected by the First Amendment and the Communications Act to express his views to the public but the public's right to "receive suitable access to social and political ideas."

Accordingly, the pleading requests the commission to rule that stations may not censor comments of guests on talk shows when their comments fall short of illegal (for example, obscene) speech, and when "the program is otherwise broadcast in its entirety—without editing or journalistic condensation."

It also asks the commission to rule that KTLA-TV was guilty of illegal cen-sorship in the case of Mr. Lane and to direct the station to afford him another opportunity to express the content of
his "censored remarks" to its viewers.
The pleading notes that Mr. Lane is seeking a narrow ruling. He does not question a broadcaster's right to exercise his judgment in choosing guests for talk shows. Nor does he challenge a broadcaster's right "to edit or condense an interview or discussion... for valid journalistic reasons."

He does, however, contend "that once a guest has been invited to express his views over the forum of radio or television, and once that program is broadcast either live or taped in its entirety, without journalistic condensation, then the licensee cannot pick and choose between comments and observations, and arbitrarily delete those it finds too 'controversial' or contrary to its own political views."

The bloopering incident involved Mr. Lane's confrontation with a member of the audience, identified as John Cole, who had stood up to denounce a group called Movement for a Democratic Military, described in the pleading as an organization "seeking to eliminate racial injustices in the armed services."

Mr. Lane said Mr. Cole had been one of the Americans he had interviewed for his book on Vietnam and went on to relate what he said was Mr. Cole's admission of "torturing and killing Vietnamese to extract information..." Mr. Lane said Mr. Cole had given him a taped and filmed interview, and had shown him military documents to support his account.

According to the pleading, the program, as broadcast over KTLA-TV, proceeded normally until Mr. Lane began to speak. Then the audio disappeared and "Mr. Lane's mouth was shown moving silently" while Mr. Cole "was shown [in split screen] listening nervously."

The pleading asserts that one reason given for the deletion of the remarks was the fear they were libelous. However, it says that the station did not accept Mr. Lane's offer—made during the two weeks between the taping and broadcast—to check a signed affidavit and release Mr. Lane said Mr. Cole had given him.

**Changing Formats**

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

* WWCW(AM) Brazil, Ind.—Albert S. Tedesco, licensee, has announced that station will begin broadcasting a "country-politan" format with increased farm programming. This will replace the current country and middle-of-the-road format. Changes will also include increased

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"Now" is too late for 1,050,000 people. With the help of concerned media, accidental deaths decreased 2% in 1970. But there's more to be done for accident prevention. If you do it, your finest journalistic efforts can be considered for a National Safety Council award. It's our small way of thanking those who care. For full information how you can get involved, write: Mr. Don McEwan

Public Service Awards; National Safety Council
425 North Michigan Avenue, Chicago, III. 60611

*Total accidental deaths, 1960-69*
Sunday religious programming. WWCM broadcasts on 1380 kHz with 500 w day.
* WCSS(AM) Amsterdam, N.Y.—Community Service Broadcasting Corp. has increased its middle-of-the-road format by dropping special programming in Polish and country-and-western music now offered. Polish broadcasts are currently heard 7-8 p.m., while country and western is featured 8-11 p.m. WCSS broadcasts on 1490 kHz with 1 kw day and 250 w might.
* WRWR-FM Port Clinton, Ohio—Ohio Radio Inc. has changed the station's programming from easy listening instrumental to a blend of uptempo easy listening and country-and-western music.
  WRWR-FM broadcasts in stereo on 94.5 mhz with 6.7 kw and an antenna 165 feet above average terrain.

TV slots its reports on White House wedding
All three commercial TV networks—NBC, CBS and ABC—plan coverage of the wedding of Tricia Nixon and Edward Finch Cox on June 12.

NBC News plans two taped special color programs at 6:45-6:30 p.m. and at 7:30-8:30 p.m. (NYT). NBC News correspondent Edwin Newman and Barbara Walters of NBC-TV's Today show will be the reporters at the White House. The earlier program will show guests arriving at the White House, the wedding procession in the Rose Garden, the posing for official photographs and the early part of the receiving line. The second show will include all the sections of the first program plus the cake-cutting, the couple's first dance and their departure. Gulf Oil Corp., through Young and Rubicam, will sponsor the 7:30-8:30 program.

CBS not only will have the wedding highlights on June 12 from 6 to 7 p.m., but will have a preview of the wedding on June 11 from 10:30 to 11 p.m. CBS News White House correspondent Dan Rather and reporter Marya McLaughlin will co-anchor this special report. ABC News will show taped highlights and featured material of the White House wedding from 7 to 7:30 p.m. on June 12.

ABC News special correspondent Frank Reynolds and Washington correspondent Virginia Sherwood will co-anchor the "White House Wedding." Tom Jarriel, ABC News White House correspondent, will participate in the special coverage.

'Mafalda' to Telpac
Telpac Productions Inc., New York, has acquired unspecified broadcast rights as well as publishing and merchandising rights in the U.S. and Canada for "Mafalda," an international socio-political comic strip written by Joaquin Lavado. Mafalda, the young heroine of the strip, and her friends discuss world problems in a humorous manner.

Closed-circuit applause for CBS-TV outlets
CBS-TV affiliates were lauded last week by CBS News President Richard Salant for the support they had given in defense of The Selling of the Pentagon Documentary.

Mr. Salant, who spoke to affiliated stations on a closed-circuit telecast Thursday (May 27) as part of a report to them in lieu of a convention, said that their continuing support is important. With this backing, he said, "Broadcast journalism will come out stronger than ever and its position under the Constitution will be finally confirmed in concrete terms."

Gordon Manning, vice president and director of news, CBS News, reviewed the accomplishments during the past year of the various "hard news" programs carried on CBS-TV. He expressed appreciation to the various affiliated stations that had contributed coverage of significant national stories originating in their areas.

Bill Leonard, vice president and director of news programs, outlined some of the changes to be effectuated in regular documentary programming, including the new information series for children, In the News.

FocusOnFinance

Technicolor, Movielab intend merger course
Two giants in the film processing industry—Technicolor Inc., Hollywood, and Movielab Inc., New York—have agreed in principle to join forces. Approval of the boards of both companies and the stockholders of Movielab, plus various regulatory agencies, is required.

Under the terms of the proposed merger agreement, Technicolor will issue 175,438 shares of its stock in exchange for the 1,407,266 shares of Movielab stock currently outstanding. Public stockholders will receive one share of Technicolor for every 7.62 shares of Movielab. Saul Jeffer, chairman and chief executive officer of the New York company, will receive one share of Technicolor for each 8.62 shares he holds.

Technicolor closed at 13 3/4 Tuesday (May 25), down 3/4. That would place the value of the Technicolor stock exchanged in excess of $2,412,000. Also part of the proposed merger is the dropping of claims by Berkey Photo Inc. against Movielab in exchange for $2 million of Technicolor 4% subordinated convertible debentures.

Fox claims victory in proxy fight
Twentieth Century-Fox Corp. reported last Thursday (May 27) that an unofficial tally of voting by shareholders shows that management has an indicated lead of more than 1.5-million votes over those of an insurgent group seeking control of the corporation.

According to the Fox management, an estimated 6.4-million shares were voted in total. The official tally of the results of the voting at the Fox annual stockholders meeting last May 18 (Broadcasting, May 24) will be released by the independent judges of election on June 8.

The proxy battle followed severe financial losses by Fox over the past two years. Fox during that period lost $144 million and incurred a bank-loan default approaching $67 million.

Company reports:
Grey Advertising Inc., New York, reported an increase in gross billings and net income for the first quarter of 1971. The figures include revenues from Grey-North, Chicago, which joined the agency last Jan. 1.

For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 0.04</td>
<td>$ 0.33</td>
</tr>
<tr>
<td>Gross billings</td>
<td>43,419,000</td>
<td>42,229,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>44,000</td>
<td>41,000</td>
</tr>
</tbody>
</table>

Taft Broadcasting Co., Cincinnati-based group owner, reported a slight decrease in net revenues and net income for its fiscal year ended March 31. Lawrence H. Rogers II, president, noted that earnings in the fourth quarter suffered because of a poor broadcasting economy; by the prolonged strike at the company's TV and radio facilities in
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(Without Par Value)

Price $44.875 Per Share

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White, Weld & Co.
Salomon Brothers
Paine, Webber, Jackson & Curtis
Kidder, Peabody & Co.

Blyth & Co., Inc. The First Boston Corporation Drexel Firestone
Inc. Incorporated

duPont Glore Forgan Eastman Dillon, Union Securities & Co.
Incorporated Incorporated

Hornblower & Weeks-Hemphill, Noyes Lazard Frères & Co. Lehman Brothers
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Loeb, Rhoades & Co. Smith, Barney & Co. Stone & Webster Securities Corporation
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CBWL-Hayden, Stone Inc. Clark, Dodge & Co. Dominick & Dominick,
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Equitable Securities, Morton & Co. Robert Fleming Harris, Upham & Co.
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May 21, 1971
Buffalo, N.Y., to which they attributed an earnings reduction of $108,500, or $0.03 per share; and by the sale of King Pin Lanes, a bowling center in Cincinnati, at a loss of $58,799 or 1.4 cents per share.

For the year ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenue</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>$0.70</td>
<td>$21,457,000</td>
<td>$912,700</td>
</tr>
<tr>
<td>1970</td>
<td>$0.79</td>
<td>$22,370,000</td>
<td>$912,700</td>
</tr>
</tbody>
</table>

The Grass Valley Group Inc., Grass Valley, Calif., builders of solid-state equipment for television, reported a 36% decline in net income for the first quarter of 1971 compared with last year. Earnings for the period were down 50%.

For the first quarter ended March 31:

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Earnings per share</th>
<th>Revenue</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>$0.07</td>
<td>$616,000</td>
<td>$807,000</td>
</tr>
<tr>
<td>1970</td>
<td>$0.10</td>
<td>$97,000</td>
<td>$152,000</td>
</tr>
</tbody>
</table>

American International Pictures Inc., New York, reported last week an increase in revenue from film rentals over last year from all sources except television. The decline in television rental was attributed to a generally slow market. Over-all revenues and share earnings were off slightly, AIP said.

For the year ended Feb. 27:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenue</th>
<th>Net income</th>
</tr>
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<tr>
<td>1971</td>
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<td>$0.79</td>
<td>$22,370,000</td>
<td>$912,700</td>
</tr>
</tbody>
</table>

Kaiser Industries, Oakland, Calif., reported a net loss of over $1.2 million for the first quarter of 1971 compared with a $3.5-million profit the year before. Kaiser Broadcasting division increased its revenues to $2,906,000 from $2,608,000 and reduced its first quarter

The Broadcast stock index

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

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exchange</th>
<th>Closing May 26</th>
<th>Closing May 18</th>
<th>Net change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Acme</th>
<th>AV</th>
<th>10%</th>
<th>5%</th>
<th>$14</th>
<th>18</th>
<th>12%</th>
<th>$11,470</th>
<th>$177,755</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barst</td>
<td>BMC</td>
<td>6%</td>
<td>5%</td>
<td>$28</td>
<td>28</td>
<td>23%</td>
<td>$2,254</td>
<td>12,961</td>
</tr>
<tr>
<td>Boston Herald-Traveler</td>
<td>BHL</td>
<td>20%</td>
<td>20%</td>
<td>$28</td>
<td>28</td>
<td>23%</td>
<td>$57</td>
<td>15,002</td>
</tr>
<tr>
<td>Chris-Craft</td>
<td>CCR</td>
<td>7%</td>
<td>8%</td>
<td>$14</td>
<td>18</td>
<td>12%</td>
<td>$3,901</td>
<td>51,676</td>
</tr>
<tr>
<td>Combined Communications</td>
<td>CCOM</td>
<td>16</td>
<td>14%</td>
<td>$9</td>
<td>7%</td>
<td>8%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Colman</td>
<td>CRL</td>
<td>11%</td>
<td>12</td>
<td>$14</td>
<td>12</td>
<td>8%</td>
<td>$3,901</td>
<td>51,676</td>
</tr>
<tr>
<td>Ford</td>
<td>FORD</td>
<td>12%</td>
<td>11%</td>
<td>$28</td>
<td>28</td>
<td>23%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>General Tire</td>
<td>GTS</td>
<td>23%</td>
<td>23%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Gray Communications</td>
<td>GRAY</td>
<td>6%</td>
<td>6%</td>
<td>$8</td>
<td>8%</td>
<td>5%</td>
<td>$1,250</td>
<td>11,989</td>
</tr>
<tr>
<td>ISC Industries</td>
<td>ISC</td>
<td>6%</td>
<td>6%</td>
<td>$8</td>
<td>8%</td>
<td>5%</td>
<td>$1,250</td>
<td>11,989</td>
</tr>
<tr>
<td>Liberty Corp.</td>
<td>LBC</td>
<td>20%</td>
<td>20%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Lomax Communications</td>
<td>LAX</td>
<td>13%</td>
<td>13%</td>
<td>$9</td>
<td>7%</td>
<td>8%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Medford Corp.</td>
<td>MFD</td>
<td>9%</td>
<td>9%</td>
<td>$28</td>
<td>28</td>
<td>23%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Outwest</td>
<td>OUT</td>
<td>11%</td>
<td>11%</td>
<td>$28</td>
<td>28</td>
<td>23%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Post Corp.</td>
<td>POST</td>
<td>12%</td>
<td>12%</td>
<td>$28</td>
<td>28</td>
<td>23%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Rollins</td>
<td>ROLL</td>
<td>40%</td>
<td>40%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Rubble</td>
<td>RUBB</td>
<td>12%</td>
<td>12%</td>
<td>$28</td>
<td>28</td>
<td>23%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Schlumberger</td>
<td>SMC</td>
<td>78%</td>
<td>78%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Sodor</td>
<td>SDR</td>
<td>30%</td>
<td>30%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Time Inc.</td>
<td>TLD</td>
<td>3%</td>
<td>3%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Trans-National Comm.</td>
<td>TNC</td>
<td>3%</td>
<td>3%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Turner Communications</td>
<td>TUR</td>
<td>2%</td>
<td>2%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>WomSon</td>
<td>WOM</td>
<td>21%</td>
<td>21%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
</tbody>
</table>

Total 137,846 12,685

CATV

<table>
<thead>
<tr>
<th>Acme</th>
<th>ACO</th>
<th>8%</th>
<th>8%</th>
<th>$12</th>
<th>12%</th>
<th>6%</th>
<th>$1,200</th>
<th>9,900</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Electric Labs.</td>
<td>AELB</td>
<td>8%</td>
<td>8%</td>
<td>$10</td>
<td>10</td>
<td>3%</td>
<td>$1,200</td>
<td>9,900</td>
</tr>
<tr>
<td>American TV &amp; Comm.</td>
<td>AMTV</td>
<td>22%</td>
<td>22%</td>
<td>$28</td>
<td>28</td>
<td>23%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Burnup &amp; Sims</td>
<td>BSM</td>
<td>20%</td>
<td>20%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Cablecom-General Systems</td>
<td>CGS</td>
<td>20%</td>
<td>20%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Citizens Financial Corp.</td>
<td>CNS</td>
<td>20%</td>
<td>20%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Columbia Cable</td>
<td>CCB</td>
<td>15%</td>
<td>15%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Communications Properties</td>
<td>CPM</td>
<td>8%</td>
<td>8%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Cox Communications</td>
<td>CXC</td>
<td>20%</td>
<td>20%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Cypress Communications</td>
<td>CVPR</td>
<td>20%</td>
<td>20%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Entron</td>
<td>ENT</td>
<td>2%</td>
<td>2%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>General Instrument Corp.</td>
<td>GIC</td>
<td>20%</td>
<td>20%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Sterling Communications</td>
<td>STL</td>
<td>20%</td>
<td>20%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>TCOM</td>
<td>20%</td>
<td>20%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Teleprompter</td>
<td>TP</td>
<td>70%</td>
<td>70%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Television Communications</td>
<td>TVCM</td>
<td>20%</td>
<td>20%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Viacom</td>
<td>VIA</td>
<td>20%</td>
<td>20%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
<tr>
<td>Viola</td>
<td>VIP</td>
<td>20%</td>
<td>20%</td>
<td>$14</td>
<td>14%</td>
<td>6%</td>
<td>$2,048</td>
<td>30,200</td>
</tr>
</tbody>
</table>

Total 41,477 7,999

50 FOCUS ON FINANCE
losses to $1,173,000 from a 1970 loss of $1,858,000.

For the first quarter ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share (loss)</td>
<td>$0.05</td>
<td>$0.85</td>
</tr>
<tr>
<td>Revenues</td>
<td>$184,106,000</td>
<td>$182,600,000</td>
</tr>
<tr>
<td>Net income</td>
<td>$347,000</td>
<td>$5,345,000</td>
</tr>
</tbody>
</table>

Based on average shares outstanding during each period, adjusted for subsequent stock dividends. Convertible debentures and stock options were not dilutive in 1971.

For the nine months ended March 27:

<table>
<thead>
<tr>
<th>Year</th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share (loss)</td>
<td>$0.05</td>
<td>$0.85</td>
</tr>
<tr>
<td>Gross income</td>
<td>$184,106,000</td>
<td>$182,600,000</td>
</tr>
<tr>
<td>Net income</td>
<td>$347,000</td>
<td>$5,345,000</td>
</tr>
</tbody>
</table>

Columbia Pictures Industries Inc., New York, parent company of Warner Bros. Corp., reported record net income for the first half of fiscal 1971. For the six month ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share (loss)</td>
<td>$1.10</td>
<td>$1.02</td>
</tr>
<tr>
<td>Revenue</td>
<td>$36,447,000</td>
<td>$33,385,000</td>
</tr>
<tr>
<td>Net income</td>
<td>$20,365,000</td>
<td>$17,975,000</td>
</tr>
</tbody>
</table>

Despite a poor performance in the first quarter, the company showed a sharp increase in earnings for the half-year. The results were attributed to the success of *The Godfather,* which generated over $1,000,000 in income (loss) ($1,224,000) in the quarter and $3,534,000 in the half-year.

In the first quarter, Warner Bros. spent $50,000 to promote the film, which included a full-page ad in the New York Times and a half-page ad in Variety. The company also increased its advertising budget by 10% in the second quarter to promote the film further. The film was released in theaters in May 1971, and Warner Bros. expected it to continue to perform well.

<table>
<thead>
<tr>
<th>Year</th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income (loss)</td>
<td>11,224,000</td>
<td>3,534,000</td>
</tr>
<tr>
<td>Net income</td>
<td>17,975,000</td>
<td>17,975,000</td>
</tr>
</tbody>
</table>

The company's total market capitalization increased to $2,49,600 from $34,725,000 in the previous year. The company's stock price also increased to $5,900 from $3,500.

The company's stock price increased to $5,900 from $3,500 in the previous year. The company's stock price also increased to $5,900 from $3,500 in the previous year.

In the second quarter, the company continued to promote the film and increased its advertising budget by 10% to promote the film further. The film was released in theaters in May 1971, and Warner Bros. expected it to continue to perform well.

<table>
<thead>
<tr>
<th>Year</th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income (loss)</td>
<td>11,224,000</td>
<td>3,534,000</td>
</tr>
<tr>
<td>Net income</td>
<td>17,975,000</td>
<td>17,975,000</td>
</tr>
</tbody>
</table>

The company's total market capitalization increased to $2,49,600 from $34,725,000 in the previous year. The company's stock price also increased to $5,900 from $3,500.
American Television & Communications Corp., Denver, multi-CATV owner, reported record net income and revenues for the nine months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.13</td>
<td>$0.11</td>
</tr>
<tr>
<td>Revenues</td>
<td>7,418,562</td>
<td>6,013,031</td>
</tr>
<tr>
<td>Net income</td>
<td>577,338</td>
<td>26,729</td>
</tr>
</tbody>
</table>

* Restated to reflect the May 29, 1970. posting of Interests with Cabelvision of Guymon Inc.
* Earnings per share not shown because preferred dividends exceeded net income.

Cypress Communications Corp., Los Angeles-based multiple CATV owner, reported a sharp decline in net income for the nine-month period ended March 31, despite a better than 50% increase in revenues. The income decline was attributed by the company to increased interest costs associated with the acquisition of United Utilities CATV properties (part of Harriscope Cable, now merged with Cypress).

For the nine months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.09</td>
<td>($0.01)</td>
</tr>
<tr>
<td>Revenues</td>
<td>6,510,656</td>
<td>4,065,370</td>
</tr>
<tr>
<td>Net income</td>
<td>19,833</td>
<td>48,385</td>
</tr>
</tbody>
</table>

Notes: Per-share earnings for 1970 showing a loss at one cent per share result after giving effect to dividends of $7,125 on preferred stock. Shelter resources converted 190,000 shares of Cypress preferred into 208,333 shares of common on April 1, 1970. Had that conversion been made on July 1, 1969, the beginning of the Cypress fiscal year, earnings for 1970 would be three cents per share profit.

**Financial notes:**

* Ridder Publications Inc., New York, broadcaster and newspaper owner, declared regular quarterly dividend of eight cents per share on its common stock and $2.00 per share on the firm's preferred. Both are payable June 30 to stockholders of record on June 10.
* Sonderling Broadcasting Corp., New York, group broadcaster, filed a registration statement with the Securities and Exchange Commission May 10 in conjunction with the sale of 41,120 shares of outstanding common stock. Egmont Sonderling, board chairman and president, may occasionally sell up to 25,000 of the 199,750 shares he now holds in the company. The remaining 16,120 shares affected by this registration are held by five other individuals. Price will relate to market trends at time of sale, with a 30% per-share maximum.

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**International**

Fulbright committee airs RFE funding debate

A dispute arose in a Senate Foreign Relations Committee hearing last Monday (May 24) over the value of Radio Free Europe and Radio Liberty, the two principal U.S. propaganda outlets.

The hearing focused on a bill (S. 18) introduced earlier this year by Senator Clifford Case (R-NJ.), under which funding authority for the two stations would be lifted from the Central Intelligence Agency and vested in Congress (Broadcasting, Feb. 1). A companion bill was introduced in the House by Representative Ogden Reid (R-NY.).

Martin J. Hillenbrand, assistant secretary of state for European affairs, said RFE, which broadcasts to all Eastern Europe countries except Yugoslavia, and Radio Liberty, which beams programming only to the Soviet Union, perform a unique and valuable educational service for people living under a government-controlled press.

However, committee Chairman J. William Fulbright (D-Ark.) countered that the strongly anti-Communist tone of the stations' broadcasts is not in keeping with plans to improve relations with Russia.

Although the two stations are ostensibly supported by private corporations, foundations and individuals, several hundred million dollars of CIA money have gone into their operation during the past 20 years, according to Senator Case.

The Nixon administration last week proposed creation of a public-private corporation—the American Council for Private International Communications Inc.—to provide overt public funding for Radio Free Europe and Radio Liberty at approximately the current level. The stations now get $40 million a year.

**BBC bars drug lyrics in get-tough maneuver**

The British Broadcasting Corp. last week banned the playing of songs that encourage illegal drug use.

The government-supported BBC was explicit in doing what some have accused the FCC of attempting to do by indirectness. Douglas Muggeridge, BBC's head of radio broadcasting, was quoted as saying:

"It is going to be our policy to be very tough about this kind of thing. We have a duty to avoid any action that could lead to the encouragement of illegal drug-taking."

A song called "Have a Wiff on Me," was said to be the first one affected by the BBC decision. Among the song's offending lines: "Who wants friends when you can have snow [cocaine]"

The FCC issued no such ban, but has reminded broadcasters they are responsible for knowing the lyrics of songs aired, including those that might tend to encourage drug use (Broadcasting, March 8, et seq.). Although it later issued a "clarification," the commission has never ruled out the possibility that playing of drug lyrics might be held against a broadcaster at renewal time.

**Abroad in brief:**

South Seas cooperation * Honolulu broadcasters joined with the University of Hawaii in a six-week seminar on radio development which was held for Pacific Island broadcasters from March 29 through May 8. Participants in the seminar came from New Guinea, Western Samoa, American Samoa, Cook Islands, Tonga, and the U.S. trust territories of Saipan, Truk, Yap, Ponape, Palau and the Marshall Islands. The attending program and news directors worked directly with staff at cooperating stations: KHVI-AM-FM; KORL(AM); KCCN(AM); KGU(AM); KSZO(AM); KSKU(AM); KGMB(AM); KIKI(AM) and KUMU(AM), all Honolulu, and KAHU(AM) Waipahu, Hawaii. The seminars were held at the East-West Center, an educational institution of the U.S. government.

Ad ban * The government of British Columbia has banned all liquor and tobacco advertising by media located in the province, beginning Sept. 1. At the present time no liquor advertising is permitted on Canadian stations. Last year tobacco companies spent $435,000 in radio and $310,000 in television in British Columbia.

**Shuffling Chaplin's films**

Roy Export Co., which is owned by Charlie Chaplin and which controls rights to his feature films, has entered into an agreement with Black Inc., A.G., London, for worldwide distribution of his films in theaters and for TV and video-cassette showings. Nine films were involved, including "Gold Rush," "Modern Times," "Limelight," "The Great Dictator," and "City Lights." It was reported earlier that Toronto film distributor and broadcaster Leslie Allen had bid $6 million for rights to ten features and seven short subjects. However, no mention of the shorts was made in the Black Inc. deal.
Broadcast advertising

Stan Moldovan, director of creative research, SSC&B, New York, elected VP.

Doug Finley, VP and general manager, KTLA(TV) Los Angeles, named president, Media Buyers Inc., media buying service there.

Ronald K. McCreight, director of product market research and planning, Sears, Roebuck & Co., Chicago, joins Campbell-Ewald Co., Detroit, as VP and director of marketing research.

M. John Cole, manager of media buying services and associate media director, Chicago office, Needham, Harper & Steers, New York, elected VP.

Curtis R. Troeger, financial advertising manager, New York Times, joins Doremus & Co. there as VP.

Jules Bacal; Robert Collins; Elizabeth Eddy; Austin Hamed; John Lapick; George Robinson and Gerald Wein-stein, all associate creative directors, and Gordon Webster, creative department manager, Benton & Bowles, New York, all named senior VP's.

Jack Connell, with CBS Television National Sales, New York, joins WBBM-TV Chicago, CBS-owned station, as sales manager.

Don H. Junisco, with CBS Radio Spot Sales, Detroit, appointed sales manager of that office. He succeeds Ralph H. Patt who retires.

Bob Pritikin, senior VP and creative director, Dailey & Associates, San Francisco, agency, and Jerry Gibbons, VP and account supervisor, Dailey, leave to form Pritikin & Gibbons Communications, agency there.

Ray Sutton, participating program salesman, NBC-TV, Burbank, Calif., appointed Western sales manager, network TV sales.

Harry L. Nolan Jr., VP and management supervisor, Lampert Agency, New York, leaves to become principal of Nolan Marketing Group, Tampa, Fla.

Charles Meehan, account executive, WNED-TV New York, appointed national sales manager.

Fred R. Petrosino, with sales staff, KMBC-TV Kansas City, Mo., appointed local sales manager, WTOP-TV Washington.

Ned S. Tolmach, VP and associate creative director, Benton & Bowles, New York, joins Grey Advertising there as creative director.

John R. Jones, with sales staff, KTTV-

Media

Richard David, business manager, KTTV(TV) Los Angeles, named VP and business manager.

J. Herman Stirick, general manager and sales manager, WGRT(AM) Chicago, named to additional duties as VP of parent Atlass Communications there.


Marvin Astrin, general manager, WGN-AM-FM and VP of WGN Continental Broadcasting; and Ralph Batt, VP and manager of engineering for parent, elected directors of parent.

Morton N. Goldstein, manager of production control for taped shows, ABC-TV West Coast, appointed director for production control and assistant business manager. Edward E. Lerche, business manager, TV facilities and service, ABC-TV West Coast, appointed manager, financial forecasts and production controller, ABC-TV.

Richard J. Meyer, director of School of Television Service, noncommercial WNET(TV) New York, elected VP of newly created education division, Educational Broadcasting Corp. there.

Daniel D. Villanueva, station manager, KMXV-TX Los Angeles, appointed general manager.

John Thomas Mazzie, station manager, WREX-TV Rockford, III., appointed acting general manager.

Joseph A. Short, assistant manager and program director, WCHU-AM-FM Ithaca, N.Y., retires after 30 years with station.

Lynn A. Christian, general sales manager, WVLG(AM) and WYOR(FM) Coral Gables, Fla., named executive VP and general manager.

Harold James Davis, senior VP in charge of radio stations, Doubleday Broadcasting Co., group owner, Dallas, appointed general manager, KBTR(AM) Denver.

Eugene Hester, sales manager, WKEE-AM-FM Huntington, W. Va., appointed manager, WWKE(AM) Oklahoma, Fla.


Fred E. Furnish, specialist in sales training, audio products department, General Electric Cablevision Corp., Schenectady, N.Y., appointed general manager of firm's Decatur, Ill., system.

David S. Hanson, assistant North Bay area manager, Tele-Vue Systems, Fairfax (San Francisco), Calif. appointed area manager.

Programming


Jerry Kreeger, director of TV production, Wells, Rich, Greene, New York, joins Telpac Management, program and commercial producer, there, as VP and executive producer.

Robert E. Lee, operations supervisor, WCFL(AM) Chicago, appointed program manager.

News


Norman Brenner, production super-

BROADCASTING, May 31, 1971
visor, CBS News, appointed manager, news production services, CBS-TV, New York.


John Q. Adams, with news staff, WON-AM-FM-TV Chicago, joins WCU-TV there as news director and anchorman.

Bill Ames, political editor, KXNT-TV Los Angeles, appointed director of news.

William N. Cothran, news writer-producer, KTLA-TV Los Angeles, appointed news director. He succeeds William Fyffe who rejoins news.

Mason City, Iowa, Mike EauClaire, newsman, appointed sports director.

Los Angeles, John D'Arcy-McManus Intermarco charge advertising, New & Promotion FM-TV.

Bill Winn, appointed sports director. Mason City, Iowa, Mike EauClaire, newsman, appointed director of news.

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For The Record

As compiled by Broadcasting, May 18 through May 25 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aura.—aural. aux.—auxiliary. CATV—community antenna television. CH—channel hours. CP—construction permit. D.—day. DA—dis-rectoral antenna. ERP—effective radiated power. kHz—kilohertz. kw—kilowatts. LS—local sunrise. mbb.—megahertz. mod.—modification. N.—night. PSA—press-release service authority. SCA—subsidary communications authority. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. VHF—very high frequency. vis.—visual. wats.—watts.—

New TV stations

Application


Final action

- WFTT(TV) Bridgeport, Conn.—FCC granted request by Newsvision Corp. for reinstatement of CP, subject to application for license of WFTT(TV) (ch. 43). Action May 19.

Other actions


Initial decision


Rulemaking petitions


Call letter application

- Boston Broadcasters Inc., Boston—Requests WCVB-TV.

Existing TV stations

Final actions

- KCOY-TV Santa Maria, Calif.—FCC rejected nonduplication agreement between Cable TV of Santa Barbara Inc. and Central Coast Broad casters Inc., licensee of KCOY-TV, stipulating that KCOY-TV will not file or support applica-tions for translator facilities until such time as Cable TV's system is equipped to provide sub-scribers with 14 or more channels. Action May 19.


- WGM(TV) Gary, Ind.—FCC denied petition by Field Communications Corp., licensee of WFLD-TV Chicago, asking reconsideration of FCC approval of assignment of CP for WGM(TV) from General Media Television Inc. to Family Stations Inc., mod. of CP and for exten-sion of time to complete construction of WGM(TV). Action May 19.

- WGBX-TV Boston—Broadcast Bureau granted CP to change ERP to vis. 269 kw, surs. 55.7 kw and change type ant. Action May 11.

- WLBT(TV) Jackson, Miss.—FCC ordered La-mar Life Broadcasting Co. to place in escrow all profits from operation of WLBT after 3 a.m., April 17. Action May 19.

Actions on motions

- Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, granted request by Civic Communications Corp. to the extent that Lamar is directed to produce in Washington, documents itemized in Civic's requests 1 through 4, set out in schedule A to its second request. Lamar was simi-larly directed to produce material requested in item 3 of schedule A restricted, however, to the 1961-1966 period (Docs. 18845-9). Action May 12.

- Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted motion of Community Broadcasting of Boston Inc. and ordered that witness list of RKO General Inc. stricken (Docs. 18759-61). Action May 14.

- Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Solves Florida Broadcast ing Inc. [WESH-TV] and Central Florida Enter prise). TV proceeding, denied request for per-mission to file appeal by Central Florida Enter prise Inc. (Docs. 19168-70). Action May 18.

Other action

- Cheyenne, Wyo.—FCC rescinded six month limitation on Frontier Broadcasting Co. of Cheyenne, in which to divest itself of KFBC-TV Cheyenne; FSTP(TV) Scottsbluff, Neb; KTVYS (TV) Sterling, Colo; and CP for KVWR(TV) Rawlins, Wyo. (Docs. 18797). Action May 9.

New AM stations

Actions on motions

- Chief, Office of Opinions and Review in Henri-ta, Geneva and Warsaw, all New York (What the Bible Says Inc., et al.), AM proceeding, granted petition of What the Bible Says Inc. and extension of June 1 time to file responsive pleading to petition to dismiss application filed by John B. Weeks (Docs. 17571-3). Action May 18.


- Hearing Examiner Chester F. Naumowicz Jr. in Pikeville, Tenn. (Pikeville Broadcasting Co.), AM proceeding, on request of Broadcast Bureau, con-tinued May 18 prehearing conference to June 2 (Doc. 19146). Action May 17.

Other actions

- Review board in Brush, Colo., AM proceeding, extended on motion by Brocade Broadcasting Co., until June 2, time to file responsive pleadings to petitions to enlarge hearing issues (Docs. 19157- 9). Action May 18.

- Review board in Mt. Pleasant, Iowa, AM pro-ceeding, extended time to June 3 to file responsive pleadings to appeal from hearing examiner's ad-verse ruling in proceeding on applications of Pleasant Broadcasting Co. and BEST Co. of Iowa, Mt. Pleasant, and Charlton Radio Co., both Iowa (Docs. 18394-6). Action May 20.

Existing AM stations

Applications


- WOGO New Smyrna Beach, Fla.—Seeks CP to move trans. site 250 ft. southeast of Yacht Club Island, New Smyrna Beach; change tower to be self-supported. Ann. May 20.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W. Wash., D.C. 20006 296-6400</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>Suite 402, Park Building 6400 Goldsboro Road Bethesda, Md. 20034 (301) 229-6600</td>
<td>Member AFCCE</td>
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<tr>
<td></td>
<td>Established 1926 —</td>
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<td></td>
<td>PAUL GODLEY CO. CONULTING ENGINEERS</td>
<td>Box 798, Upper Montclair, N.J. 07043 (201) 746-3000</td>
<td>Member AFCCE</td>
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<tr>
<td>COHEN &amp; DIPPEL</td>
<td>CONSULTING ENGINEERS</td>
<td>527 Munsey Bldg. 783-0111 Washington, D.C. 20004 (202) 447-8315</td>
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<td>COMMERCIAL RADIO</td>
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<td>A. D. Ring &amp; Associates</td>
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<td>1771 N St., N.W. 296-2315</td>
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<td>GAUTNEY &amp; JONES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>2922 Telestar Ct. (703) 560-6000 Falls Church, Va. 22042</td>
<td>Member AFCCE</td>
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<tr>
<td>LOMNES &amp; CULVER</td>
<td>Consulting Engineers</td>
<td>1242 Munsey Building Washington, D.C. 20004 (202) 347-8315</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N.W. Hudson 3-9000</td>
<td>WASHINGTON, D.C. 20036</td>
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<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS</td>
<td>INWOOD POST OFFICE</td>
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<td>711 14th St., N.W. Republic 7-6646</td>
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<td>SILLMAN, MOFFET &amp; KOWALSKI</td>
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<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>CONSULTING ENGINEERS</td>
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<tr>
<td>Carl E. Smith</td>
<td>Consulting Engineer</td>
<td>1100 Beech Road</td>
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<tr>
<td>VIR N. JAMES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>Application and Field Engineering 345 Colorado Blvd. 80206 Phone: (Area Code 303) 333-5562</td>
<td>Member AFCCE</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl. Hilland 4-7010</td>
<td>KANSAS CITY, MISSOURI 64114</td>
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<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>SUITE 716, ASSOCIATIONS BLDG.</td>
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<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>1100 Beech Road</td>
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<td>Merl Saxon</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>622 Hawkins Street</td>
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<tr>
<td>Associated Communications Consultants</td>
<td>Suite 18th Floor Tucson House Tucson, Arizona 85705 (602) 792-2124</td>
<td>Phone: 214-351-3820</td>
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<td>SPOT YOUR FIRM'S NAME HERE</td>
<td>TO BE SEEN BY 120,000 READERS—AMONG THEM, THE DECISION MAKING STATION OWNERS AND MANAGERS, CABLE ENGINEERS AND TECHNICIANS—APPLICATIONS FOR AM-FM TV AND FACSIMILE FACILITIES. *1000 READERSHIP SURVEY SHOWING 3.2 READERS PER COPY.</td>
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<td>contact</td>
<td>BROADCASTING MAGAZINE</td>
<td>1735 DeSales St., N.W. Washington, D.C. 20036</td>
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<tr>
<td>SerCe Directory</td>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY</td>
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<td>MEASURING SERVICE</td>
<td>ENGINEERS</td>
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<td>SPECIALISTS FOR AM-FM-TV</td>
<td>445 Concord Ave.</td>
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<td></td>
<td>Cambridge, Mass. 02138</td>
<td>Phone: (617) 876-2810</td>
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<tr>
<td>BFM ASSOCIATES</td>
<td>Management Consultants</td>
<td>Specializing in</td>
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<td>Traffic—Billing—Acquisitions</td>
<td>Management Partner</td>
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<td></td>
<td>41-30 58 St., N.Y., N.Y. 11377</td>
<td>Phone: (212) 638-1022</td>
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Summary of broadcasting
Compiled by FCC, May 1, 1971

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<tr>
<th>Licensed</th>
<th>On Air</th>
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<th>CP's</th>
<th>Total</th>
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<td>Commercial TV-VHF</td>
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<td>Commercial TV-UHF</td>
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<td>178</td>
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<td>Educational TV-UHF</td>
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<td>105</td>
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<tr>
<td>Total educational TV</td>
<td>189</td>
<td>16</td>
<td>205</td>
<td>15</td>
<td>221</td>
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</table>

* Special Temporary Authorization.
1 Includes 25 educational AM's on nonreserved channels.
2 Includes 12 educational stations on reserved channels.
3 Does not include six commercial UHF TV's licensed but silent.

- KLO Ogden, Utah—Seeks CP to change D hours of operation from directional to non-directional. Ann. May 17.

Final actions
- KGOF Thousand Oaks, Calif.—Broadcast Bureau granted license to add CP to extend completion date to Sept. 30. Action May 17.
- WONF Pensacola, Fla.—Broadcast Bureau permitted to add CP and to change antenna. Action May 13.
- WCAL Calhoun, Ga.—FCC denied petition by Gordon County Broadcasting Co., licensee, for reconsideration of commission action refusing to request refund of WCAL renewal case from Court of Appeals as “completely without merit” (Docs. 17695-6). Action May 19.
- WEVE Brevette, Minn.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes. Action May 18.
- WWRL New York—FCC issued short-term renewals of existing CPs for WWR, for expiration on June 1, 1972, following FCC investigation of broadcast on which Revered James Lofton Jr., advertised meetings at which he solicited and received money from audience in return for tips on numbers game. Action May 19.
- WASP Brownsville, Tex.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes. Action May 18.
- WOAC Blytheville, Ark.—Broadcast Bureau granted license for new station to be constructed at 1600 Lakeshore Drive, Blytheville, Ark., and operating by remote control from main studio location; rule waived. Action May 17.
- KVOUT Uvalde, Tex.—Broadcast Bureau granted new CP to increase D power to 1 kw, condition. Action May 14.

Actions on motions
- Chief, Broadcast Bureau granted request by Association of Federal Communications Consulting Engineers and extended through July 21 time to file comments, and through Aug. 2 time to file reply comments in amendment of rules concerning specifications and measurements of power of AM's (Doc. 19200). Action May 21.
- Hearing Examiner Billard F. French in Lexington, Ky.—Broadcast Bureau granted renewal of license of WVLK, granted motion by applicant and extended to June 7, time to file proposed findings, and to June 21, time to file reply findings (Doc. 18285). Action May 21.
- Hearing Examiner Forest L. Mcclennan in Jacksonville, N.C. (Seaboard Broadcasting Corp.), renewed license of WJSM, granted motion by applicant and extended to June 2, time to file proposed findings, and to June 21, time to file reply findings (Doc. 18235). Action May 21.
- Hearing Examiner M. Hansford in Sandersville, Ga.—FCC proposed amendments to amendment to rulemaking to commission petition for leave to amend, filed by WSNW at May 11 (Doc. 19467). Action May 12.
- Hearing Examiner Forest McClenning in Jacksonville, Fla. (Belk Broadcasting Co. of Florida), renewal of license of WIPQO, continued hearing to Aug. 4, at 10:00 a.m., inasmuch as hearing examiner has been designated to preside over other hearings to be held in Florida in August (Doc. 19126). Action May 11.

Call letter action
- WSWA, Shale Broadcasting Co., Brea, Ky.—Granted WKXXO.

New FM stations

Final action

Actions on motions
- Hearing Examiner Forest L. Mcclennan in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcast Inc.), FM proceeding, ordered five-day filing requirement of rules waived; granted joint petition as supplementation for approval of agreement and accepted supplemented agreement subject to condition that reimbursement for expenses not exceed sum of $7,309.66; dismissed application of Trend Broadcast Inc. with prejudice; and retained application of Christian Fellowship Mission Inc. in hearing status (WSTW, 1971-21). Action May 18.
- Hearing Examiner Forest L. Mcclennan in Wilmington, Ohio (5 Kw Inc., Clinton County Broadcast Corp.), FM proceeding, on request of Broadcast Bureau, continued June 10 prehearing conference to June 11 (Docs. 19118-9). Action May 17.

Other actions
- Review board in Virginia Beach, Va., FM proceeding, denied joint petition for approval of merger agreement between Virginia Seashore Broadcasting Corp. and Sea Broadcasting Corp., and dismissal of Sea's application in proceeding involving applications of VSBC, Sea, and Payn of Virginia Inc. for new FM at Virginia Beach (Docs. 19099-7).

Rulemaking pettitions

Rulemaking actions
- FCC proposed amendments to FM table of assignments involving class A ch. at Kinston, N.C., and fifth channel at Wilmington, N.C., and elimination of short-spacing between Wallace and Farmville, N.C. Action May 19.
- FCC amended rules to add class A FM ch.'s as first assignments for following 19 communities: Newport, R.I.; Pennington Gap, Va.; Columbus, Tex.; Middlebury, Vt.; Three Rivers, Mich.; Ashdown, Ark.; Vandalia, Ill.; Lincoln, Me.; Veray, Ind.; Delphos and Georgetown, both Ohio; Jenkins, Ky.; Petersburg, N.H.; Lowest, Minn.; Napoleon, Ohio; Central City, Pa.; Wescar, Minn.; Quebradillas, Puerto Rico, and Ord, Neb. Action becomes effective July 9, Ann. May 19.
- WGGY(AM) Bangor, Me.—FCC denied application of licensee for rulemaking proceedings for change in FM table of assignments to add ch. 293 to Bangor. Action May 12.

Call letter actions
- Raymond I. Kandel, Oxnard, Calif.—Granted KDFR(AM).
- Peach Broadcasting Co. Inc., Louisville, Ga.—Granted WPBF-AM.
- Memphis Community TV Foundation, Memphis—Granted WKNO-AM.
- Vanderbilt Student Communications, Nashville—Granted WDBU(FM).
- William Marsh Rice University, Houston—Granted KIVU(FM).

(Continued on page 64)
CLASSIFIED ADVERTISING

Radio

Help Wanted Management

If you have a track record in management and sales you are worth more as a consultant. Small investments needed. Audit Associates. Box E-198, BROADCASTING.

Assistant promotion manager—immediate opportunity for individual experienced in program and sales programs. Must be able to create master promotional campaigns, plan budgets, and coordinate activities with ad agencies. Send resume and salary requirements to Box D-243, BROADCASTING. An equal opportunity employer.

Executive director to serve as chief executive officer of Institute of Broadcasting Financial Management. Responsibilities include planning, organizing, directing the staff, programs and activities; maintaining effective internal and external relationships; public relations and financial background preferred. Box E-382, BROADCASTING.

Have a proven sales record? We have an exclusive media market in eastern AM. We need a sales manager general who is able to sell and further increase station volume in progressive community. Sell us. Box E-383, BROADCASTING.

Operations manager—radio—very large southern market. Growing organization needs young but experienced general manager with contemporary format management experience. Please have and can handle employees... and is really strong on FCC regulations, broadcast equipment maintenance. Young, attractive, will hold in strict confidence. Send fullest details to Box E-385, BROADCASTING.

WCCO-Immaculate, Fla. Needs manager immediately. If you have first phone and think you are ready for small market management... call me (813) 657-2603 C. R. Buck handle creative and administrative duties with a major market station. Must be able to create master promotional campaigns, plan budgets, and coordinate activities with ad agencies. Box E-386, BROADCASTING.

Opening J fry for station manager KOSU, 100,000 watt educational FM station. Prefer at least 5 years professional broadcast experience and 3rd class license. Contact Chairman, Radio-TV-Film Department, Oklahoma State University, Stillwater, Oklahoma 74074. An equal opportunity employer.

Sales

Join our sales staff. We’re enthusiastic, ambitious, and need someone with a successful track record or who will consider training experienced announcer who want to learn more. We have an assistant manager—$40,000, resume, photo. Box C-111, BROADCASTING.

Join our sales staff. We’re enthusiastic and successful. Requires successful track record. Midwest city under 100,000. Please send resume and photo and state salary. Equal opportunity employer. Box E-121, BROADCASTING.

Salesman, $500 reward for information leading to apprehension and development of successful salesman candidate. Person accepted will be processed through most modern, most competitive radio sales training program in industry and will earn in excess of $20,000 first year. Candidate may turn self in and get substantial reward if other qualifications are met. E.O.E. Women welcome. Box E-269, BROADCASTING.

Experienced salesman needed for fulltime regional station covering Florida territory. Box F297, BROADCASTING.

Experienced creative salesman with proven record. Must be creative and willing to please each visit, write proposals, circuit firms, etc. If you’re truly professional and want to work permanently in market of 75,000 apply to Box E355, BROADCASTING.

Salesman/announcer broadcast experienced, get greater with proven record sales. Good mature voice for announcer. Send resume and proofs, and call or write for an interview. Box H222, BROADCASTING.

Help Wanted Jegue for a 100,000 watt educational FM station. Prefer at least 5 years professional broadcasting experience and technical training. Box D-243, BROADCASTING. An equal opportunity employer.

Sales continued

Money is the name of the game. Florida major market station with studios in luxurious resort hotel offers part ownership and a great money deal to the right sales manager with a proven track record sales success. Send sales figures and resume in first letter. WILZ, 200 North Atlantic, West Palm Beach 33401.

Active list with top station, market of 126,000. Salary plus commission. Resume and sales record to Bob MacCallum, WVLA Radio, Box 238, Lynn-

berg, Va. An equal opportunity employer.

Announcers

First phone... growing Florida group... needs seasoned record, easy-going pro! AM/FM drive... must create mature audience sound... top pay, benefits, combo chief/announcer preferably... package deal... tape, resume, snapshot, Box E-11, BROADCASTING.

Pennsylvania small market with MOR & country format needs experienced announcer with first class ticket. Send tape and resume to Box E-173, BROADCASTING.

One of the nation’s top 10 modern country stations located in the southeast is looking for a professional broadcasting engineer to apply now so that future station opening will take place in a timely and efficient manner. Knowledge of sound and continued growth. Our prime facility and phenomenal success story are the talk of the trade. Our pay scale is competitive. Our new plant leaves nothing to be desired. If you appreciate a business-minded, broad background stands up under scrutiny, send resume with references to Broadcast Financial Management, Box E-297, BROADCASTING.

Midwest radio-TV outlet seeking 2 experienced men. Newsman & jock with minimum 2 years experience & some stage experience. Send pic-air-

check, resume & job preference to Box E-281, BROADCASTING.

Young progressive group has an immediate opening for a heavyweight drive-time personality. Golden opportunity for growth within chain. No experience necessary. Send resume, fulltime, AM FM drive, with references and salary requirements to Box E-293, BROADCASTING.

Opportunity for first phone beginning announcer in Maryland Atlanta market for 4 days per week, 10-11 am—4:30 p.m., working 5 days a week, 10-11 am—4:30 p.m., 4 days a week. Day off varies. Send resume to Box E-332, BROADCASTING.

Announcer, first ticket, immediate opening modern C&W format, medium-size market, southern California. Box E-348, BROADCASTING.

Soul jack with first phone can move up fast if you are professional and know production. Experienced. Rush resume and tape. Box E-360, BROADCASTING.

Midwest medium market station looking for next announcer-production combination. Beautiful facilities, great working conditions. Some experience necessary. Send tape and resume. Box E-370, BROADCASTING.

Modern country jock, experienced only—good salary and benefits—southwest. Send air check, resume E-374, BROADCASTING.

Immediate opening in Florida for 1st ticket an-

nouncer. Will consider beginner, but looking for experience. C&W, Play-by-play would help too. Write Box E-390, BROADCASTING.


Good all night jock. CHED, Edmonton, Alberta, Canada. Contact Keith James.

Progress stimulated in a 75,000 to 125,000 market? Know there’s a lot more potential in you, but your situation is such that only a top position and a top salary will do. Send resume to Gene West, P.O. Box 110,004, Amarillo, Texas 79106, today! 1st class ticket required. An equal opportunity employer.

Anuncios continued

Midwest major market good music station needs announcer—good voice—at least 3 years experience with working knowledge production techniques. Send resume and resume to Frank Prorok, P.O. WATI, Indianapolis.

Mature DJ who understands bright MOR operation. Qualify person, strongly position important Florida market. All details first letter with tape resume. Bill Taylor, Prog. Dir., WDBO Radio, P.O. Box 21, Orlando, Florida—... exciting, growing home of Walt Disney World.

Announcer—with first phone. Immediate opening for qualified man, modern country station. Must be sharp announcer with good voice. Experienced only. Contact, send tape to manager WJAZ Radio, Box 545, Albany, Georgia.

Experienced announcer wanted for 21 small market contemporary AM & FM operation in Southwest located in fast growing market. No phone calls or references and photograph to WJU-WWVW Radio, Box 30, Christianna, Va., 24673. No phone calls.

First time, PP personality, needed for number one Pulse-ARB station. Rush resume and recent tape to WJPR, Evansville, Indiana 47720.

Announcer wanted with top 40 and progressive BROADCASTING station! Send tape and resume. No phone calls. Tad Murray, O.D., WSAK AM/FM, Box 70, Fort Knox, Kentucky 40121.

First phone young, ambitious for contemporary 5000 market! Send resume and tape to manager. Box E-384, BROADCASTING.

Technical

Class C FM in southern resort city taking applica-

tions for chief engineer. Must have experience in maintenance of transmitter, automation and production equipment. Light announcing required also Salary, resume, references and tape to Box E-354, BROADCASTING.

Combination engineer-announcer,... or engineer-announcer,... or other position, must have FM stereo knowledge and be familiar with all aspects of a stereo system. Excellent opportunity for advancement. Send resume, audition information, other information to KEBK/C007 Radio, P.O. Box 1648, Jacksonville, Texas 75666.

Assistant Chief for WEAM, Arlington, Va. EOE. Send resume and references to manager, WEAM, Box C-197, Arlington, Va. 22209.

Need first phone engineer for AM direction-FM stereo facility. Position available July 1. Send re-

sume, references, picture and salary to general man-

ager, P.O. Box 946, Mt. Vernon, Illinois.

News

Somewhere in the southeast there is a young, experienced newsmen who is ready to move up. A top market medium market station in the southeast wants this man to head up a full time radio news department. We will provide the finest equipment, on-the-air and fringe benefits he wants. He will provide the dedication, authoritative delivery, and superior reporting that you are looking for. Send your air check, resume and photo to Box E-313, BROADCASTING.

Top Florida MOR wants drivenline news anchor-

man, big voice, conversational style, field reporting experience. Resume, tape, references immediately to Box E-392, BROADCASTING.

Do you feel for news? Have experience and first? Want ideal living conditions near New York? Send resume and tape to Box E-392, BROADCASTING.

Wanted strong news voice for Miami modern good music station. 75,000 to 125,000 market. Must be able to function in third class and broadcast endorsement, ability to function in early morning and late night. Ability to handle creative and competitive. All details first letter with resume, box number. No phone calls.
**Announcers continued**

Disc jockey—newscaster—salesman—dependable—experienced—creative—tight board—third in national—enforced—long in current market—authoritative news—aggressive salesman—will locate anywhere in U.S. Box E-288, BROADCASTING.

Beginner, but trained in broadcasting school. Want experience in small market. Writing and eager. Box E-289, BROADCASTING.

Seal and good on news. Need experience. Please have my tape. First phone/rock & S.S. degree/51 yrs. exp./his, but mature/intelligent—enthusiastic—fast moving show/love good production/very good sales/3rd. At top notch minor market/ready to make a good move. Box E-302, BROADCASTING.

Seal jock—heavy on production. 1st phone. Prefer southeast brokerage and market are right. Box E-307, BROADCASTING.

Cowboy man—1st phone and no prima donna. Position. Strong experience over 20 yrs old and stable. Box E-308, BROADCASTING.

Hard working rock jock wants stable position. Over 3 years experience, strong production, news, tight copy, programming, experience will work any capacity. Married. 1 child. Box E-313, BROADCASTING.


Experienced and creative disc jockey. Newscaster desires position anywhere. Tight board, draft exempt and experience. Box E-325, BROADCASTING.

Have a place for college graduates, with third endurance, broad school background, writing ability, musical knowledge, and dedication? Box E-339, BROADCASTING.


Experienced radio-TV sports director would like to relocate. Will consider many combinations—sports, sales, contemporary director. Mid-westerner. Box E-351, BROADCASTING.

D.J., tight board, good news, commercials, 3rd phone. Box E-352, BROADCASTING.

Professional trained announcer. Some engineering. Will relocate military completed. Box E-356, BROADCASTING.

Do Broadcasting's acts really work? We shall see. Four years experience, 3rd phone, announcer, copy, production, news (table TV), MOR, easy listening, top 40. Sincere, dependable, cooperative, aggressive, creative and others. Married (beautiful little girl), vet, 24. Not looking for “Big Time”, just a good salary, decent working conditions, and friendly people. (No New England please). If you are a man write E-358, BROADCASTING.

I offer maturity, training, intelligence, creativity, hard work, short and sweet, bright, new production. Prefer S.E. but will travel. Tape and resume the drop of a hat. Box E-361, BROADCASTING.

Experienced announcer, newswoman, DJ, copywriter. College major: Mass Communications. Third class ticket. Single. Box E-363, BROADCASTING.

First phone, big voice, production, humor, P.D. ability, experience, family men. Box E-366, BROADCASTING.

First phone jock wants to make it with promising station. Three years, good job done, but sale ruins it all. Help! Box E-380, BROADCASTING.

Where's the station still believing in tasteful professional sell-skill personality approach? Highly experienced and ready to move into this established equitable compensation. Mature, responsible family man. Let's make good radio together. Box E-383, BROADCASTING.

Personality & numbers - I have both. Currently in top-10 market gig, but only part time. Formerly #1 afternoon drive, in largest market coast to coast hemiurth. Seek full time at your contemporary-MOR. First kickoff too. Box E-389, BROADCASTING.

Black Jack, first phone. Box E-393, BROADCASTING (or 313) 924-2600.

Award winning Black D.J. seeks announcing job with top 40 rock of rock and blues or soul station. Highly experienced and eliminated due to automation. Asking only moderate pay. Wife is teacher. Strong on personality, production, and news. Box E-395, BROADCASTING.

Write or call Larry Mathis, WIRA, Ft. Pierce, Florida 33460, 450-400.

**Announcers continued**

**Sales**

Available June 7—south only—selling sales manager, Direct, Dallas, Texas. Must relocate. Willing to work. In sales, first phone—maintain, some sales. Medium to large market U.S. Or Canadian. Box E-305, BROADCASTING.

Successful general manager, under 40 topflight experience in major, medium, small markets. Experience includes creative selling, programming, first class ticket. Excellent references, will relocate for greater opportunity and challenge. Box E-268, BROADCASTING.

Program/operator, professional, 12 years TV. Strong in programming, administrative leadership, film buying. Dedicated professional. College graduate, family, veteran. Box E-328, BROADCASTING.

Pre salesman, managerial experience, years of board work, currently employed, seeks challenge. Write Box E-337, BROADCASTING.


**Announcers**

DJ, tight board, good news, commercials, 3rd phone. Box E-3, BROADCASTING.

Michigan…surrounding area, dj, copy, production, experienced, 1-313-881-9348 or Box E-149, BROADCASTING.

Soul announcer—salesman, experienced; looking for soul, jazz or contemporary station. Box E-184, BROADCASTING.

Female DJ experienced, 3rd, soul, jazz or MOR. Box E-185, BROADCASTING.

Knowledgeable young sportscaster with two years play-by-play experience. Major college football, basketball and baseball. Desire position with play-by-play opportunities. Box E-199, BROADCASTING.

First phone experienced for heavy rocker or soul music. Box E-201, BROADCASTING.

1st phone announcer; pro-trained; professional music background; tight board; dependable; sensible. Box E-239, BROADCASTING.

**Modern country!** Experienced professional! Personal appearance! First phone! Box E-202, BROADCASTING.


1st phone, experienced. MOR—up/temps. Milk route. Box E-203, BROADCASTING.

Black, female announcer and newswoman. Excellent voice quality and department. Must have at least major airline. Good writing and production. 3rd endorsed. Call L. Miller, Seattle 206-329-3660.


First phone: Married, Bill Wade grad., college, vet. 22, will relocate, tape and resume. Call 408-262-2025; Write 5315 Madrid Dr., San Jose, Calif. 95132.

1st phone, 4 years exp., 21 years old, no maim, draft free, can start immediately. Someone out there needs me. Rick Moore, Rt. 2, Boulder, Tenn. 38008. 901-658-3376.

Young but steady, 3 yrs major market experience at the same station. 21 years old, draft exempt, first phone, prefer southwest but will consider right opportunity anywhere. I love the medium and will work hard. If interested write. Box 793, Shamrock Mission, Kansas 66201.

Wheasol I grew faster than the market if you want excellent enthusiasm, and audience appeal for you personally-oriented major market station —you just might want me! I'm young with first ticket, college degree, not afraid of competition, experience, ambition and a demonstrated ability to come up. Preference top 10 MOR. Must have at least $600, but I'd be cheap at $400, for routine and serious. Call or write Mr. Dennehy, 2650 Village Drive, San Antonio, Texas 78240.

Touch that dial 212-71-5419 for Sheldon Green top 40, MOR or country. Can bring in those sales, too. Ask him; talking to you diat?


Recent C.A. graduate looking for first announcing job. Young, ambitious, tight board, eager to start working. Willing to relocate and work any hours. 3rd class license; resume and tape on rebuttal. Joe Pergola—1917 Ryder St., Brooklyn, N.Y. 11234.

Third, available immediately, central Indiana. Combo; Dave Hobbs, (317) 452-6050.

Experienced announcer, radio, tenor voice, medium market. Married, called Good Joe after 7, 505-234-5674.

Program director/DJ, top 40, 10 yrs experience, 3rd phone, will wait for your tape. Box E-190, BROADCASTING.

Draft exempt, 3rd endorsed, Broadcasting school graduate, 4 yrs college. Strong background in all phases music involved in radio. Whatever the situation will do any format. Willing to relocate. Call Cliff Woycke, 1315-251-3655, 6777 Memory Lane, Cincinnati, Ohio 45239.


Mature 1st phone will relocate have complete format and will teach first phone course. Prefer general Ken/Loren areas. Would love working small station. Phone 206-437-3279, Siverson, 161-14/13 Ave. S.W., Seattle 98116.

Experienced announcer, Desire Colorado, Arizona, Nevada, New Mexico, Utah, Oklahoma, Kansas or Texas. Complete radio background. Prefer MOR or modern country music/Indian musical format. Richard Hoff, 202 North 11th Street, Eau Claire, Wisconsin 54701. Phone 715-834-5392.

**Technical**

Experienced chief engineer-announcer available. Box E-231, BROADCASTING.

Chief engineer, 23 years experience all phases AM and FM. Presently employed. All locations considered. Box E-259, BROADCASTING.

Change needed by fully qualified chief engineer. AM-FM or SCA automatic two way you name it. If you need help let's get together. Box E-324, BROADCASTING.
Situations Wanted

Technical continued

Vacation-relief engineering position desired. Some experience in audio construction, board work, production, etc. 24, first phone, BSEE, will relocate anywhere. Box E-347, BROADCASTING.

Experienced chief engineer, looking for permanent position. Enthusiastic, thoroughly experienced in construction, maintenance, operation and proofs. Age 36, available immediately. Box E-339, BROADCASTING.

Do you have a small market AM-FM station that needs personal engineering attention and would appreciate help? Can also be an on-call shift, I would like to hear from you. Box E-384, BROADCASTING.

Experienced 1st phone. Detroit area, Ken MacGregor, 106 Cowan, Mason, Ohio, 513-398-2338.

1st phone tech background desires start in broadcasting, Pacific northwest. Tom Smith, 2280A So. Bascom Ave., Campbell, Calif. 95008.

News

Wild hard working objective reporter, experienced news director, wants responsible news operation. FJB-3, work hard, 3rd and last. Late 30's, family. Box E-318, BROADCASTING.

Major market newsmen, seasoned, versatile, try me. All credentials acknowledged. Box E-231, BROADCASTING.

Film director—18 years network experience—news, documentary, D.P. shooting position with strong growth potential. Box E-330, BROADCASTING.

Experienced young sportscaster—worked college basketball and football, play-by-play. Excellent sports background. Box E-336, BROADCASTING.

39 year old dy, newsmen, production, copywriter, sales promotion. Ideal relocation try to West coast, Gulf coast, southern Nevada or southwest. 2nd phone 915-134-6409 or write Box E-237, BROADCASTING.

First phone, 3 years experience, excellent voice, 28, northeast medium, major market. Box E-338, BROADCASTING.

News director midwest desires to relin on radio news field. Ideal relocation public relations and newspaper experience. Eleven years experience including 3 session coverage of a state legislature and one year as editor of one of the midwest's oldest, finest 5 kilowatt stations. Box E-381, BROADCASTING.


Hold a first class, 3 years experience, 24, single and ready to work hard for the station, anywhere, in Wisconsin. Love sportscasts, news, all around disco production, certainly will let me stay in the state of the three greats—Bucks, Packers, Brewers. Call (414) 621-5082.


Eight years' experience as newscaster, MOR dejaye; 2 years' talk shows. Authoritative delivery; young thinking 37. Endorsed 3rd class with 1st class des- sires to please. My vacation runs from June 6 through 19th. At my expense, I will personally audition for radio & TV stations in California & Arizona. Other southwestern areas considered. Contact Matt Muller, 6608 Flora Avenue, Bell, Calif. 90201.

Good, experienced, hard hitting news man, 25 with family. Call (502) 738-3967 after 2 P.M. Ohio area preferred.

Excellent reporter wants to be your outside man. Also willing to try talk show, news director, or learning experience. 28 Hillside Ave., Hunters- tington, N.Y. 11743, 516-271-2890.

Newman with one year experience in major market operation desires relocation to smaller area. Experience producing, writing, reporting, editing. Col- lege graduate. For further information write R. Russ, Box E-73, Buffalo, N.Y. 21420.


Programing, Production, Others

Radio salesman, 26, single, seeks trains position in major television programing/production. Box E-221, BROADCASTING.

I need a job! Former production manager (and good produc- tor/director). Experience in total broadcast operation for station in top 5 market. Your inquiry brings (1) 18 minute formal presentation tape (2) resume (3) top references. Box E-325, BROADCASTING.

Experienced two man team—talent and production— for local Kiddie show. New format and approach. Box E-332, BROADCASTING.

Programming manager—sixteen years experience in all aspects of black and white and color television programing and operation. Large market station manager. Salary open. Resume sent upon request. Box E-340, BROADCASTING.

Producer-director 11 years experience. All phases production. Seeks position with organization that offers future with growth. Box E-350, BROADCASTING.

Programing, Production, Others

Network affiliate, heavy in local commercial de- velopment and production needs experienced, crea- tive, working supervisor to head up 6 man dept. Or interested in exposure. Please contact Ray Gilvarda, WGAN-TV, 390 Congress St., Portland, Maine 04111. Phone 207-772-4661.

Television

Situations Wanted

Management

Energetic program/operations man in medium market desires advancement. Box E-266, BROADCASTING.

Announcers

Experienced, versatile air personality available mid July. Prefer top 50 but all considered; tape and resume on request to Box E-137, BROADCASTING.

Hey kids! I know you don't read this type of magazine but, maybe your TV station needs a children's show expert with a versatile broadcasting background and an Education Degree. Just this favor? Tell your station I am at Box E-939, BROADCASTING.

Technical

Experienced—directional AM, FM, doing FM and TV audio work, would like more video. Prefer north Arkansas to south Missouri. Other offers considered. Box E-237.

Are you a TV station, production house or CATV in need of a chief engineer and/or operations manager with experience in planning, budgeting, con- struction, procurement, staffing, maintenance and day to day operation? You are looking for a Man or a Nickel and Dimer, I'm not. I have twelve years experience in getting things done. Box E-308, BROADCASTING.

Eight years as radio chief plus seven years of TV experience. Ready now to assume responsibilities of small to medium market TV chief or assistant chief. Available immediately. Box E-373, BROADCASTING.

News

Award-winning reporter (Los Angeles Press Club, American Political Science Association) . . . 32, MA, w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will re- locate. Box E-227, BROADCASTING.

Three young and experienced television news reporters-producers available July 14 for key positions in your newscast. Experienced in all phases of news coverage and newswriting. Applicant looking for station with strong commitment to broadcasting. Will relocate anywhere for the right challenge. I am also looking for a position at a major midwest station. Optimistic for any position. Seeking close working relationship and coordination, desire to move into team leader. Box E-362, BROADCASTING.

Wheatman—major market professional with ten years experience seeks relocation. Box E-346, BROADCASTING.

Meteorologist to relocate. Nine years top market stations, AMS professional with television and radio seals. Box E-349, BROADCASTING.

Programing, Production, Others

Radio salesman, 26, single, seeks trains position in major television programing/production. Box E-221, BROADCASTING.

I need a job! Former production manager (and good produc- tor/director). Experience in total broadcast operation for station in top 5 market. Your inquiry brings (1) 18 minute formal presentation tape (2) resume (3) top references. Box E-325, BROADCASTING.

Experienced two man team—talent and production— for local Kiddie show. New format and approach. Box E-332, BROADCASTING.

Programming manager—sixteen years experience in all aspects of black and white and color television programing and operation. Large market station manager. Salary open. Resume sent upon request. Box E-340, BROADCASTING.
**PROGRAMMING, PRODUCTION, OTHERS CONTINUED**

I've got some great programming ideas. Looking for a trainee position in television programming. 28, married, with experience in all areas of television production. Box E-355, BROADCASTING.

Television film director, fully experienced, seeks film, television position. Top 100 only. Box E-375, BROADCASTING.


**WANTED TO BUY EQUIPMENT**

We need used 250, 500, 1 kw to 10 kw AM and FM transmitters, complete or not complete. 8:45, 349.034.


Wanted: Used FM antenna and transmission lines. State price, condition, and location first letters. S.X Electronics, 5210 Avenue F, Austin, Tex. 78751. 512-454-7014.

Educational radio station looking for donation of stereophonic tape deck. Box 377, Providence, Rhode Island. 401-656-2640.

Wanted—two self-supporting towers, any height from 50-75 feet. Contact A. J. Smith, P.O. Box 647, Atlanta, Georgia 30301—or phone 404-875-3511.

**FOR SALE EQUIPMENT**

Hallas-styrelax. Large stock—bargain-priced and certified. Write for price list and stock list. Box 25723, Western Electric, Box 23722, Oakland, Calif. 94623. Phone (415) 832-3527.


Action Legato Stations, agencies, clients need strong visual identification for TV, For best animation, action fast. Contact George Buchanan, The Pros, P.O. Box 3544, Miami 21963—or call 305-529-1400.


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INSTRUCTIONS


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FCC, type exams... Guaranteed to prepare you for FCC, 3rd, 3rd and 1st year exams, 3rd class $7.00, 2nd class $12.00, 1st class $16.00, Broadcast Endorsement $5.00, complete package $25.00. Due to demand, most complete training available. Contact Research Company, Box 2214, Tampa, Florida 33620.

Pennsylvania and New York, F.C.C. first license in 1 to 1½ months. Results of 1971 Intensive Theory Course (Research Company approved for Veterans) (Bank financing available). Learn from the finest Instructors in the country. Preparing students for the FCC licensing exam as well as providing useful background in communications electronics. Our proven record of success is second to none. Why take chances on second best or Q&A courses? Our intensive course gives you all the necessary information. Call or write Don Martin School of Radio & TV, 1651 Oxendale St., No. Hollywood, California 90027.

Don't take time off to prepare for your F.C.C. license. Learn by correspondence, at home. Get complete preparation (not just practice tests) and our money-back warranty. G.I. Bill approved. Free catalog. Pathfinder Division of Grantham Schools, 1309 N. Western, Hollywood, California 90027.

Need a 1st phone test? Then the Don Martin School Intensive Theory Course (Researched approved for Veterans) (Bank financing available): Learn from the finest Instructors in the country. Preparing students for the FCC licensing exam as well as providing useful background in communications electronics. Our proven record of success is second to none. Why take chances on second best or Q&A courses? Our intensive course gives you all the necessary information. Call or write Don Martin School of Radio & TV, 1651 Oxendale St., No. Hollywood, California 90027.


United Broadcasting College—get your 1st class radio telephone license in 3 to 5 weeks (depends on your license grade). Call U.B.C., 3217 Atlantic Blvd., Jacksonville, Florida 32207.
Situations Wanted

Management

MAJOR MARKET PROGRAM MANAGER

My specialty is "people"... working with them and programing for them. Now in top 10 market... seeking new challenge in medium major market... present station #1 MOR. 18 years experience all phases... best references.

BOX E-319, BROADCASTING

Announcers

KSTP—MINNEAPOLIS-ST. PAUL
50,000 WATT CLEAR CHANNEL

We're looking for an MOR personality who can best be identified as "interesting." Send your air check and resume with references to: Garfield Clark, Manager, KSTP Radio, 3415 University Avenue, Minneapolis-St. Paul, Minnesota 55414

News

W0AI—50,000 watts
San Antonio

WBC—top news image. Opening for experienced, authoritative on-air newswoman. Good delivery essential. Excellent opportunity for medium-market tiger to join 20-man news operation. Tape and resume, including salary desired to: Cliff Hunter, General Manager—W0AI, 1031 Navarro Street, San Antonio, Texas.

Technical

TV ENGINEERS

Immediate openings in upstate New York and Pennsylvania for studio and transmitter engineers. Salary up to $14,000.

Call: Carl Young
Nationwide Broadcast Personnel
(312) 337-5318 collect
(no fee)

Programing, Production, Others

PROGRAM DIRECTOR

KVA—SAN FRANCISCO

One of America's great contemporary stations is seeking a program director. Candidates should have successful administrative programing experience. Too compensation package available to person selected. Rush complete resume in confidence to Howard Kesler, Vice President and General Manager, KVA, 2110 Hob Hill Circle, San Francisco, California 94118.

An Equal Opportunity Employer M/F

TELEVISION BROADCAST SALES ENGINEER

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Midwest Territory

A leading manufacturer of radio and T.V. broadcast equipment has a Midwest territory open. Prior broadcast equipment sales desirable and technical operations experience essential.

For further information, send your resume, in confidence, to:

GATES RADIO COMPANY

123 Hampshire St., Quincy, Illinois 62301
An Equal Opportunity Employer M/F

VIDEO ENGINEERS

Ampex has immediate opportunities in the New England area for qualified professionals.

SALES

Requires strong sales background in the full line of broadcast video equipment and good knowledge of the marketplace.

SERVICE

We're seeking mature, experienced service engineers with backgrounds in RF production and VTR's plus camera product knowledge. Moderate travel is required.

Please send your resume in confidence to Mr. Al Slater, 75 Commerce Way, Hackensack, New Jersey 07601, OR to Mr. Harlyn Fruty, 2655 Bay Road, Redwood City, California 94063. An equal opportunity employer M/F.

PRODUCER/DIRECTOR

Produce and direct University TV programs for CATV and broadcast. Must have studio/ videotape production experience. University degree (MA preferred) and at least five years full time professional experiences as television producer and director, immediate opening. Relocation allowance and excellent fringe benefits. Competitive salary based on qualifications. Send complete resume and cover letter stating availability and salary required to:

Henry H. Mamet, Director of Radio-TV University of Alberta
Edmonton, Alberta, Canada

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Los Angeles, California 90028  
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Century City, Suite 501  
West, D.C. 20006  
975 Eye St., N.W.  
Suite 714  
202/323-7573

*I'M AN INDIVIDUAL
NOT A BROKER

I am prepared to purchase for cash and personally operate a profitable radio station in medium to small market (location unimportant) all replies held in strict confidence. Contact John P. McCarthy, Taylor Lane, Harrison, N.Y. 10028 Telephone 914-587-4149.

*Age 38—radio experience—10 years all phases—last nine years with Capital Cities Broadcasting.

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Enclosed  □ Payment enclosed

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BROADCASTING, May 31, 1971

For the Record

□ Riverview Baptist Church, Pasco, Wash.—Granted *KOLU (FM).

Existing FM stations

Final actions

KLOF (FM) San Diego—Broadcast Bureau granted mod. of CP to change station location and remote control to San Diego, and install ant. Action May 13.

K06GR Weed, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 13; granted mod. of CP to change type of trans. to television Technology, Action May 13.

WDDD (FM) Dover, Del.—Broadcast Bureau granted mod. of CP to change station date. Action May 14.

WHY1 (AM) Noblesville, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action May 17.

W1AT Bowling Green, Ky.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Nov. 4. Action May 18.

KBIA Columbia, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action May 18.

KWUM1 (FM) St. Louis—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 14. Action May 18.

W42AY Asco, Pt. Rico—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 18. Action May 18.

WISS (AM) Berlin, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 15. Action May 17.

KCGO Cheyenne, Wyo.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 15. Action May 17.

Broadcast Bureau granted mod. of CP to extend completion dates for KMFJ, Fresno, Calif., to Oct. 1; KBFS—FM San Diego, to Nov. 6; KAPB—FM Marksville, La., to Aug. 6; WLTJ—FM Lowery, Mass., to Aug. 6; KUUM—FM St. Louis, to Nov. 1; WNLA—FM Perkinsville, N.Y., to Nov. 30; WQVU—FM Orlando, Fla., to Nov. 1; WCUFT—FM Culpeper, Va., to Nov. 21; WRAN—FM Tappahannock, Va., to Aug. 11. Action May 18.

Ownership changes

Applications

KENA—AM-FM Mena, Ark.—Seeks transfer of control from Earl M. Jones (33 1/3% before, none after), to Jack R. Reeves and William A. Reeves (each 33 1/3% before, 50% after). Consideration: $21,000. Reeves are presently partners in licenses of KENA (AM) with Mr. Jones, who now withdrawing from partnership. Ann. May 14.

WSOK (AM) Savannah, Ga.—Seeks assignment of license to B. C. Montgomery Inc. for $400,000. Seller: Joe Speidel. Mr. Speidel owns WTVL—AM, WPEN—AM, WPAL—AM, and WNCA (FM) in Columbia and majority interest in WOIC (AM) in Columbia and all of South Carolina. He also owns WHHM—FM Portsmouth, Va.; Buyers: Black Communications Inc. (61.6%), et al. Principal of Black Communications: Benjamin M. Tucker (40%), G. Douglas Pugh (20%), Earl U. Graves (10%), William E. Taylor (20%) and Cohen, Liebowitz and Latman, New York law firm (10%). Ann. May 14.

WXLY—FM Green Bay, Wis.—Seeks assignment of license from Charles R. Banks to Radio Greencastle Inc. for $50,000. Seller: Charles R. Banks (sole owner). Mr. Banks also owns WNON—FM Lebanon, Ind., which is in process of selling, Buyer: Leon Mitchell (100%). Mr. Buck is director of Eikins Institute, Nashville, vocational training center, Ann. May 14.

WHNC—AM-FM Henderson, N.C.—Seeks assignment of license from Henderson Radio Corp. for $16,000. Seller: Nathan Frank, Buyers: George W. Beasley, James V. Easterly and William H. Mains. Mr. Beasley owns 33.3% of WKYYX—AM Paducah, Ky.; 50% of WAD1—AM Springfield, S.C.; 5% of WKOXI (AM) Lebanon, N.C.; 5% of WMIOO—FM Mobile, Ala.; 55% of WENL—FM North Augusta, S.C. 40% of WMFC (AM) Goldsboro, N.C., and application for renewal for there. He is in process of applying to buy WFAI (AM) Fayetteville, N.C. law firm. He is also 45% owner in WKYYX—AM which is being sold. He is also 30% owner of WAD1—AM in Cleveland, N.C.—Ann. May 14.


Janus Productions Inc. company for various multimedia pursuits, including broadcasting, publishing, film production and CATV—Ann. May 13.


KTON—FM Chanhassen, Minn.—Seeks modification of license to add carrying mirrorcopy only (none before, 76% after). Consideration: $50,000. Seller: W. F. Samuelson Jr., Buyers: C. F. Samuelson (44%), Mr. Samuelson is also sell- er of WLSW (AM) and President, R.I. Buyers: Assemble group consisting of Mr. Samuelson, Mr. Samuelson, and Homer L. Bruce Jr., et al. Major stockholder, interest is yet to be determined. <Mr. James F. Duncan, Houston attorney, recording artist and music publisher—Ann. May 17.

KIKZ—AM(S) Seminole, Okla.—Seeks assignment of license from Accent Radio Corp. to KIZK Inc. for $65,000. Seller: Bill H. Burnet, Buyers: Michael Horne (59.99%) and Guy Patrick Russell (49%). Mr. Horne is president and general manager of KIBA (AM) and has interest in KBLI and KTLE-T Vs. Mr. Russell is sales manager of KRAV. Ann. May 14.

KEVA—AM Evans ton, Wyo.—Seeks transfer of control of KEVA Inc. from Albert J. Pilch and Harry L. Harris (jointly 100% before, none after) to Jerold W. Johnson and Donald B. England individually and as trustees for Donald K. W. Johnson, minor (each none before, 33 1/3% after). Consideration: $30,000. Jerold W. Johnson has interest in KNAK (AM) in City, and KBLL (AM) Blackfoot and KTLE-TV Pocatello, Idaho. Mr. England is a partner in KNAK and has interest in KBLI and KTLE-TV. Donald K. W. Johnson is in student and part-time employe at KNAK. Attn. May 5.

Action

WKYYX—FM Paducah, Ky.—FCC notified Mar- nath Broadcasting Co. that it is holding in abey- ance further action on application for assignment of license of WKYYX—AM to Marantha Broadcasting Inc., a subsidiary of the Multichannel Broadcasting Inc. Action May 12.

CATV

Final action

Scratch a communications lawyer in Washington, and chances are it will be an ex-FCC attorney who bleed. The law offices representing the nation's broadcasters are filled with a generation of former commission personnel who as young men helped devise and execute regulation they now often oppose.

Harry Plotkin, for instance. As the leading communications lawyer in the firm of Arent, Fox, Kintner, Plotkin & Kahn, he represented Midwest Video Inc. in the case in which the U.S. Court of Appeals for the eighth circuit, in St. Louis, two weeks ago set aside the commission's rule requiring CATV systems with 3,500 or more subscribers to originate programing—and in language so broad as to cast doubt on the commission's authority to adopt a number of other CATV regulations it is contemplating (BROADCASTING, May 17, 24).

Twenty years ago, Harry Plotkin was working to strengthen and expand commission power, not weaken it. He had joined the commission in 1940, three years after leaving Harvard Law School, at a time when the New Deal, dormant in most other areas of American life, was being introduced into the commission by Chairman James Lawrence Fly. And Mr. Plotkin, first as assistant general counsel in charge of litigation, later as assistant general counsel for broadcasting, was in tune with it. He believed then, as he does now, in action. Power was something to be used, and if a staff member's power lay in the ability to persuade the commission to a course of action, he did not hesitate to press his views on the commission.

Mr. Plotkin played a role in drafting the famous Blue Book—that macrocommission incursion into program regulation, in which the agency first made sounds indicating it would hold broadcasters to their promises. He was a factor in the commission adoption of the chain-broadcasting rules, which for the first time regulated station-network relations and forced NBC to divest itself of one of its two networks (the Blue, as it turned out, which was later transformed into ABC). The 1949 report on editorializing, which embodied the first formal expression of the commission's fairness doctrine, bears his imprint (as well as that of Benedict Cottone, then general counsel and, like Mr. Plotkin, long since in private practice).

Mr. Plotkin was not alone in his activism. There was a whole class of attorneys who appeared to take secret delight in the industry complaint that the staff was leading the commission around by the nose—whether or not the complaint was justified. But Harry Plotkin is regarded by former colleagues still at the commission as the staff member who was the target of Communications Act amendments pushed through Congress in 1952 that, among other things, prohibited the FCC's general counsel's office from advising the commission in adjudicatory matters. There are not many bureaucrats with that kind of testimonial to their swingi

Eventually, wrote a report described as recommending a "radical" overhaul of the networks' method of doing business (BROADCASTING, Jan. 24, 1955).

Given that background in government, Mr. Plotkin's contention that the rule compelling CATV systems to originate is beyond the commission's authority, appears ironic.

But to most attorneys, one constant is loyalty and service to the client—whether public or private. And one commission attorney who has maintained friendly relations with Mr. Plotkin over the years and who has on several occasions opposed him in cases before the commission says Mr. Plotkin has "a passion for communications—he eats, sleeps and drinks it" and he "gives his clients 1,000 percent."

There is at least one client on his list that permits Mr. Plotkin to give vent to his liberal instincts—Pacifica Foundation Inc. Its five noncommercial, listener-supported stations with their free-wheeling programing formats are frequented by the object of complaints filed with the FCC; listeners regard the programing as obscene or subversive or anti-Semitic—or a combination of the three. But defending Pacifica's freedom of speech is a task that, his friends believe, Mr. Plotkin finds joyful.

Besides loyalty to his clients, Mr. Plotkin has other standout qualities—an outspokenness and a desire to be number one. He left the commission after the agency was reorganized and he was not named chief of the new Broadcast Bureau—"too controversial," the story went. "I believe that when you're passed over you should allow yourself the luxury of sulking for 10 days, then either get out or roll up your sleeves and go back to work." When his 10 days were up, he was still sulking. So he left.

And, while he does not like to discuss his reasons for leaving Arnold, Fortas & Porter, other than to speak vaguely of "personality clashes" (though not, he says, with Paul Porter, a former FCC chairman), friends say that decision probably can be ascribed to frustration at not being the top communications lawyer in the firm. (Mr. Porter is.)

Mr. Plotkin appears to see himself as product of a typical American success story. He tells how, 40 years after his mother, poor and uneducated, arrived in the U.S. from Russia in 1904, she saw her son argue a case before the Supreme Court. "Where else but in America could this happen?" he asks, managing not to sound like Harry Golden. "And not by the power of some czar, but as a matter of right. It's always been an important lesson to me."

Harry Plotkin, radio-lib of a bygone era, victor over the government in the eighth circuit, believes in the system.
Flaw in the silver lining

Broadcasters as well as advertisers heard more reassuring words about the future of the television business than they might have expected, considering the title, at last week's Association of National Advertisers workshop on 'The Segmented Viewing Public of the 70's—and How to Reach Them.' For network affiliates, however, it was not unblemished solace: A long-dreaded prospect was held up for them unexpectedly, almost as an afterthought.

For the most part, as reported elsewhere in this issue, the experts called in by ANA to plumb the likely effects of cable TV, video cassettes and other developments on broadcast TV audiences tended to agree that the viewing public is not apt to become all that segmented in the 70's.

Then came the prediction by NBC-TV President Don Durgin—two lines near the end of an 18-page speech—that by the end of this decade "stations will probably be paying networks to carry a number of programs rather than the other way around."

The prediction is not new. Affiliates of all three networks have speculated about the possibility, and bristled at it, for years. Coming from a network president, however, it takes on new substance, even though Mr. Durgin offered it as a long-range guess and lumped it with other predictions that he said he was not necessarily advocating. The fact that he mentioned it at all to a meeting of advertisers not concerned with the mechanics of affiliate-network relationships—except for program clearances, of course—suggests that stations should begin getting used to the idea that cuts in compensation may be more imminent than they thought.

On the table

The proposal for a publicly funded corporation to finance the operations of Radio Free Europe and Radio Liberty instead of undercover funding from the Central Intelligence Agency is a distinction without a difference.

It really matters little whether the $40 million that is said to be needed to sustain the standard-broadcast transmissions to penetrate the Iron Curtain comes through hidden CIA funds or through direct appropriation. Either way the operations are subsidized. If they serve useful purposes in backing up the more extensive and often-jammed world-wide shortwave transmissions of the Voice of America they deserve to be retained.

The administration proposal should be approved if only to cut out the sham. For years half-hearted campaigns have been run through ostensibly nongovernment committees soliciting funds for Radio Free Europe and Radio Liberty. To most people in communications, however, the word that the CIA was subsidizing these operations was as much a disclosure as a tomato surprise.

From the sewer

The Fair Campaign Practices Committee, established in 1954 as a clearinghouse for complaints about dirty politics, has issued a new report on its work. Its analysis of media-used to distribute campaign material about which there have been complaints starts with the following paragraph:

"Television has not yet become the number-one outlet for unfair campaign tactics, although there was an increase from three complaints about TV commercials which violated the code of fair campaign practices during the 1966 campaigns to 10 complaints about TV commercials during the 1970 campaigns. But complaints about television commercials in 1970 still were in the next-to-last place in the list of the channels through which political sewage flowed."

As an example of the antitelevision bias that pervades the uplift community, the opening sentence of that passage may stand alone. The truth is that complaints about television advertising in the latest campaigns were far exceeded by complaints about flyers and brochures, about newspaper advertising, about newspaper news stories, about speeches, news releases, letters and telephone calls. The only medium generating fewer complaints was radio.

If this kind of analysis is up to this committee's standards of fairness, the organization has disqualified itself from further work in its field.

Any questions?

As the 44-man board of the National Association of Broadcasters prepares to meet in Washington, during the week of June 20, let's say it once again about the various congressional proposals to limit campaign contributions and, without really doing so, expenditures.

If the proposals discriminate against broadcasters in any manner, they should be opposed. Broadcasters know from bitter experience that they invariably get the short end. To those operators who say broadcasters will suffer new and vicious sanctions if they do not give their time and substance away at bargain-basement rates, pre-empting better-paying, time-honored accounts, let them recite the benefits that have accrued to broadcasters by knuckling under. Ban on cigarettes, for example? Authorization of so-called filing fees that are actually license fees, but without the concomitant benefits? Bigger budgets and carte blanche to the FCC for made-work investigations into new areas in the private sector when there are antitrust laws and the courts to deal with such things? And so on.

Broadcasters have gained nothing by compromising, hat-in-hand. Short-term benefits are a mirage.

If Congress would be realistic and quit playing power politics, the answer would be simple: Give broadcasters licenses revocable only for cause. Repeal Section 315 in its entirety, and let broadcasters exercise their own editorial judgments. Most broadcasters are fair. Those who are not are doomed to lose out in the marketplace.
The Security Station.

Poor you. The dubs were late, the coffee cold, and even man's best friend growled at you this morning. And to top it off, all day long the whole world's been trying to get right to your eyes. Lucky for you you're advertising on a station that will get to theirs. The Security Station, KPRC-TV in Houston.

We telecast in all colors, and the way you feel advertising on KPRC-TV, you'll never feel blue. We're the solid kind you can depend on.

With availabilities in a stylish blend of spot announcements, programs, and participations. Featuring Perma-View material so the channel never needs changing. The Security Station.

In total color, with the Madison Avenue collar. KPRC-TV, Channel 2, Houston. When an advertiser needs a friend.

From KPRC-TV, colorful the color Television Station.
We took Teddy’s advice to heart. We at Channel 7 built the biggest VHF “stick” in Ohio. Our 1096 foot tall antenna reaches a much larger audience than our competitors, 26% more than Station A and 91% more than Station B in Weekly Cume households.∗

Our extra signal reach is evident from a quick look at our coverage map, yet all that bonus coverage usually costs no more than others ask to cover Dayton metro alone.

When you want to reach the total Dayton market, use our big stick to get their attention.

A reflection of Dayton

WHIO Television

∗Source: NSI Weekly Cume Audience, 7 A.M.-1 A.M.—Sun.-Sat., Feb./Mar. 71

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

COX BROADCASTING CORPORATION STATIONS: WHIO AM-FM-TV Dayton, WSB AM-FM-TV Atlanta, WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, WTIC-TV Pittsburgh, KTVU San Francisco-Oakland