New force to contend with in CATV policy: White House solidly in the act
Much more talk, some more action concerning children's television
Stanton won't give in, Staggers won't give up in subpoena showdown
TVB, ARB square off in new escalation of the great ratings war

The Land of Beer & Money!

A dairy market ... yes ... a beer market THE BEST. Reason ...
good stable industry up and down the Fox River Valley — and
with this beer appetite, our folks have a champagne pocketbook —
check your data on this $2 Billion Income Market.

WBAY/Green Bay

BLAIR TELEVISION
Beauty is in the eye of the beholder

In the Southwest, there's only one game, pro football. It's a Sunday afternoon way of life and it's beautiful.

What this means is, if you want to reach people (men and women) in the Southwest during the summer and fall, think pro football. For example, last year KDFW-TV and CBS Sunday NFL football had an *80% share with a *37 rating and delivered *555,000 persons per average quarter hour.

Do this, check the numbers, then contact your H-R representative and ask for availabilities on NETWORK PRE-SEASON PACKAGE, DALLAS COWBOY PRE-SEASON PACKAGE and NFL REGULAR SEASON PACKAGE. Chances are that from where you sit, football is more than just a game, it's business.

We've got your lens!

Broadcast or CCTV, manual or motor, 1" or 1 1/4" plumbicon or 1", 3/8" vidicon—Canon's almost sure to have just the size and performance you need, plus extra features you can't afford to pass up.

There are good reasons why the big names use Canon lenses when they build their cameras—and it's not just price or range. It's also to get the optimum in clear, sharp images for any TV need.

Check our new pride, for example: Canon TV Zoom Lens P17X30B2. Even with a zoom ratio of 17X, the relative aperture at maximum focal length is F2.5 (440-500mm). At 30-440mm it's an impressive F2.2.

This lens is most suitable for telecasting in dim light conditions, providing ideal pictures for field events in huge open areas like race tracks and athletic fields.

Here are a few examples of the whole Canon line.

<table>
<thead>
<tr>
<th>Manual</th>
<th>Servo/ized/Motorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1/4&quot; plumbicon</td>
<td>P17X30B2</td>
</tr>
<tr>
<td>1&quot; plumbicon</td>
<td>P10X20B4</td>
</tr>
<tr>
<td>1&quot; vidicon</td>
<td>PV10X16</td>
</tr>
<tr>
<td>1&quot; vidicon</td>
<td>PV10X15B</td>
</tr>
<tr>
<td>3/8&quot; vidicon</td>
<td>V10X15R</td>
</tr>
<tr>
<td>3/8&quot; vidicon</td>
<td>V6X16</td>
</tr>
<tr>
<td>3/8&quot; vidicon</td>
<td>V6X16R</td>
</tr>
<tr>
<td>3/8&quot; vidicon</td>
<td>V4X25</td>
</tr>
<tr>
<td>3/8&quot; vidicon</td>
<td>V4X25R</td>
</tr>
<tr>
<td>3/8&quot; vidicon</td>
<td>(AC, DC, EE)</td>
</tr>
</tbody>
</table>

For 1" vidicon cameras, try the Canon fixed focal length lenses; they range from 100mm to 13mm.

Professional 16mm movie photography takes on a new simultaneous sound recording dimension with the Canon Sound Scoopic 200 (200 ft. film magazine).
Housewives who can view PGW represented TV stations will spend $12 million on cookies and crackers this week.

Do you sell cookies or crackers?

You can sell more with spot TV

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

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

Will RCA’s next venture be major invasion of CATV? That decision will be made on basis of full-scale study now under way, and informed observers are predicting it will be affirmative because company has all necessary qualifications and assets. It’s in forefront of electronics hardware, owns substantial software (Random House, RCA Victor records, sets and cassettes), is bellwether in research and development, and knows television operations (NBC). Its ownership of NBC presumably would keep it out of cable ownership which FCC denies to networks.

Full field study of CATV has been going on for months, directed by Chase Morsey Jr., executive vice president for financial planning. In immediate charge is Robert Dunlop, who recently joined company from IBM which, after long deliberation, decided cable was not in its orbit. Earlier studies by RCA engineering-products specialists in Camden, N.J., manufacturing headquarters, projected 100-channel cable and equipment market, including local-origination equipment, running into hundreds of millions along with software. Notion is that at this early stage of development there would be no disposition for government to interfere anti-trustwise.

Dead end

Biggest, oldest, most sweeping radio-TV music lawsuit on record has been dismissed. It’s so-called “Schwartz suit,” filed in 1953 by songwriter Arthur Schwartz and 32 other members of American Society of Composers, Authors and Publishers under name of Songwriters of America. They charged broadcasters with conspiracy to keep off all air music but that of Broadcast Music Inc., and asked for divestiture of BMI from its broadcast ownership, dissolution of National Association of Broadcasters and $150 million in damages (BROADCASTING, Nov. 16, 1953).

Broadcasting leaders contended suit was baseless and never gave it any chance of success, but over years it was subject of pretrial conferences and testimony and intermittent efforts at settlement. In one of last known settlement attempts, compromise price was down to about $450,000 (BROADCASTING, July 20, 1964). In end plaintiffs had to settle for dismissal with prejudice and no damages at all. Similar but lesser suits by songwriter Gloria Parker against various broadcasting and music interests were quietly dismissed some time ago for lack of prosecution, and 1954 "Life Music" case by songwriter Barney Young for $7.5 million and BMI dissolution may go same route.

NAB realignment

Reassignment from within, rather than selection of outsider, is likely course in finding successor to Paul Haney as executive vice president, public relations, of National Association of Broadcasters. Mr. Haney will end six-month tenure on Aug. 15, to return to Texas for personal family reasons (page 28).

NAB President Vincent T. Wasilewski is concerned about maintaining momentum, leaving little time to indoctrinate newcomer. New alignment might vest over-all public-relations responsibility in Executive Vice President Grover C. Cobb; reassign station relations from Mr. Cobb to Vice President William Carlisle and shift Vice President James H. Hulbert from assistant to the president to position in public relations under Mr. Cobb. And it would save one top salary at time belt-tightening is needed.

Busy, busy

FCC will work at forced draft to finish far-reaching CATV rulemaking before Congress recesses in August, and thus make good on promise to Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. Beginning at once FCC will spend three days each week on CATV until package is tied into form for special Senate preview that Senator Pastore requested.

Cost cutter

Some station reps are using superlatives to describe initial reaction of advertising agencies to standard-month broadcast-billing-system for spot TV. System, designed to save paper work (one agency says it’s cutting volume in spot billing by as much as 50%), treats final Sunday of each month as end of month for billing purposes, went into effect “officially” last March 28. One rep said agency reaction is "sensational." Another said major agency—which has used system since last Jan. 1—estimates it will have reduced cost of its spot-paper processing by 15% in first half of 1971.

New billing calendar was also supposed to help speed up advertisers’ spot payments, particularly by reducing discrepancies. Reps are cautious in assessing this area, though they tend to believe system “has generally helped.”

One after another

Another hot potato involving CBS News is expected to be handled by FCC soon, possibly this week—news operation’s role in aborted invasion of Haiti by Haitian exiles five years ago. And as in case of last hot potato cooked up by CBS—The Selling of the Pentagon—handling is expected to be gingersly. Commission, in response to report by House Investigations Subcommittee sharply critical of CBS’s actions in connection with Project Nasau, which was never telecast, asked network for comment (“Closed Circuit,” March 8). Subcommittee concluded that network staged scenes of invasion preparations that it could film and encouraged exiles to undertake illegal invasion.

Commission staff has completed draft of letter to Representative Harley O. Staggers (D-W.Va.), chairman of subcommittee and its parent Commerce Committee. And while contents are being kept under wraps, commission is expected to conclude there is no appropriate action it could take (indeed, commission is proceeding with renewals of CBS licenses) but to raise critical eyebrow about manner in which CBS exercises control over employees. Response would come at time when Representative Staggers is locked in battle with CBS over question of Selling out takes (see page 25).

Second year

Colgate-Palmolive will underwrite another 52 weeks of its showcase barter show—Dinah’s Place which has been on NBC-TV, Mon.-Fri., 10-10:30 a.m., since Aug. 3, 1970. C-P packages show replaces it through Norman, Craig & Kummel, New York, and retains commercial positions in exchange for program. NBC sells off show’s remaining commercials to other advertisers.

Diverse sources

Public-broadcasting advocates are elated at conclusions of new study on financing of noncommercial, educational TV and radio stations. Soon-to-be-announced report shows that almost $6 million in facilities grants from federal treasury generated more than $17 million from public, foundations and nonfederal government sources. That 75-25 ratio of private to federal funding is reverse of widely-held belief that federal grants provide 75% of total monies raised for this purpose.
Sudden shift in cable attitude
Broadcaster-CATV-copyright gathering set

Representatives of broadcasters, cable-TV operators and copyright owners will meet in Washington July 9 for what is billed as exploratory talks to see if some compromises can be reached among three components of TV distribution.

Meeting was initiated earlier last week by David H. Horowitz, vice president and general counsel of Columbia Pictures, who is chairman of Committee of Copyright Owners, and agreed to Friday (June 25) by Vincent T. Wasilewski, president of National Association of Broadcasters, and Alfred R. Stern, Telecommunications Corp., New York, who is chairman of copyright committee of National Cable TV Association.

Projected meeting follows indications of readiness to negotiate on CATV issue by broadcasters at meeting last week of NAB board (see page 27).

Agreement to meet also comes two weeks after cable-TV copyright committee and copyright owners signed understanding on issues dividing them (BROADCASTING, June 21). Among provisions were compulsory license for all CATV systems, right of cable systems to carry programs from at least three network, three independent and one noncommercial stations, and special arrangement in top-50 markets whereby cable-TV systems would protect exclusivity provisions of program supplier contracts with TV stations.

That joint announcement was made one day before FCC commissioners appeared before Senator John O. Pastore (D.-R.I.) and his Communications subcommittee, at which FCC Chairman Dean Burch announced tentative plans for CATV regulation (BROADCASTING, June 21). These look to having cable systems provide carriage of all local TV stations, plus prospective chance to carry at least two additional distant TV stations in top-100 markets.

Renewals dominate NAB board meeting
Joint board of National Association of Broadcasters instructed its staff to try hard to expunge eight-day notice item that is part of commission license-renewal proposals—or at least attempt to “ameliorate” it, according to Willard E. Walbridge, Capital Cities Broadcasting Corp., who presided at his last meeting as chairman of NAB Friday (June 25).

Although Mr. Walbridge did not specify what he meant by that term, other sources indicated that NAB’s fallback position on this issue might be to accept requirement that such announcements be made every 30 or 60 days.

On companion license-renewal policy issue, joint board called on FCC to clarify policy on renewals, by court action if necessary. It called on commission to take “all appropriate measures” to foster stability and to reduce harassment of broadcasters. Board also authorized NAB staff to take judicial action if necessary in effort to establish such policy.

In special resolution, NAB board backed Dr. Frank Stanton of CBS in his refusal to provide House Commerce Subcommittee material relating to network’s Selling of the Pentagon documentary. Board said it was supporting Dr. Stanton “in his efforts to establish once and for all that electronic journal-

ism is covered by the same First Amendment guarantee enjoyed by the print media.”

Second resolution on First Amendment rights was in support of New York Times and other newspapers involved in current government suit relating to publication of Pentagon Vietnam war documents. That resolution contained careful exception about means by which documents became available.

To counter what seemed to be growing acceptance of direct satellite-to-home UHF broadcasting at international World Space Communications Conference in Geneva, NAB board authorized message to U.S. delegation expressing opposition to idea, as contrary to local-service philosophy of U.S. broadcasting.

Harris: news credibility holding up quite well
Charges that news media are “too liberal” or “too conservative” or “too full of violence” have not gained majority acceptance among TV viewers or newspaper readers, according to latest findings of pollster Louis Harris & Associates Inc., New York.

Among criticisms of TV and printed news, heaviest negative vote from sample of 1,619 households was registered against “too-full-of-violence” issue; 42% held that television and newspapers are guilty of too much attention to violence.

To other questions, 37% of poll respondents said TV news is “too easy on protesters”; 30% said it is “too full of sex”; 18% said it is “too liberal”; 17% said it is “too easy on the establishment”; 12% said it is “too conservative” and 8% said it is “too hard on protesters.”

Harris noted that reactions to these charges of bias “do not vary greatly between newspapers and television news.” Firm said survey reveals “healthy public skepticism” in that most Americans (61%) report they can recall specific cases of bias in news presentations.

The poll was taken prior to controversy surrounding newspaper publication of classified Pentagon documents.

Phase II for Little study
Group of communications firms, including some broadcasters and cable-TV owners, agreed last Thursday (June 24) that pilot broadband cable system should be established to determine viability of special services. Decision was made at meeting of underwriters of study by Arthur D. Little Co., Cambridge, Mass. (“Closed Circuit,” June 21), and would be aimed at putting up cable system with at least 10,000 subscribers.

Nader-Knauer finale for Dingell hearings
Self-regulation in advertising has poor track record and at best can only supplement government action. That was key point made Friday (June 25) by consumer-advocate Ralph Nader at last day of House Small Business subcommittee hearings under Chairman John D. Dingell (D.-Mich.) that began three weeks ago (BROADCASTING, June 14).

Beyond FTC’s requirement that advertisers back up their claims (BROADCASTING, June 14), he said, advertisers should be compelled to point out prior deceptions and complaint process before regulatory agencies should be improved.

“Any self-regulatory effort, even the relatively detailed one proposed for the National Advertising Review Board, must have as a pre-condition to its impact the finely structured governmental authority to police the marketplace,” Mr. Nader maintained.

Mrs. Virginia H. Knauer, President’s consumer adviser, questioned whether one public member out of five on proposed NARB board would be fair rep-
Some prime-time relief

FCC has issued blanket waivers of its prime-time access rule for half-hour network newscasts starting at 7 p.m.—but only if stations devote previous hour to locally originated news and/or public-affairs programming.

Commission said Friday (June 25) it had stated such waivers would be appropriate when it adopted access rule (which limits to three hours each evening amount of prime-time network programming stations in top-50 markets may present) in May 1970 (BROADCASTING, May 11, 1970). But, commission said, it had been requested to announce that such waivers would be granted without individual licensees having to file specific requests. Accordingly, commission announced, licensees must notify Chief of FCC Broadcast Bureau by Sept. 15 if they plan to operate under this waiver. Waiver is effective through Sept. 30, 1972.

In separate action, commission granted NBC waiver of prime time rule to permit showing of Orange Bowl football game Jan. 1, 1972, and Bing Crosby golf tournament, Jan 14, 1972.

FCC asks for comments on women's employment

FCC has asked for comment on proposal that it include women within scope of present requirement that broadcasters adopt affirmative action programs to assure equal-employment opportunities.

Commission, in announcement on Friday (June 25), said it was acting in response to petition by National Organization for Women (NOW), which argued that women have been subjected to job discrimination throughout broadcast industry.

Commission rule adopted last year adds new section to application forms requiring broadcasters with five or more employees to report on programs assuring equal employment and promotion opportunities to Negroes, Orientals, American Indians and Spanish-surnamed Americans.

Commission last week said it had not included sex discrimination because of determination at that time to “focus [its] major efforts in requiring development of equal employment opportunity programs” on ethnic groups, in view of limited resources “and the national crisis which exists with regard to the problems of racial harmony.”

NOW had asked that commission in-
Whether you concentrate in the printed media or in sky-writing, it's good business to understand broadcasting—its impact, its costs, its inherent value to you, your client. BROADCASTING is the one book that keeps you on the inside of broadcasting. It tells you when, why, where it happens—as it happens. This coverage—accurate, intensive, thorough—gives you the facts you need for your workaday, money-making use. Subscribe now . . . pay later!

Datebook®
A calendar of important meetings and events in communications

Indicates first or revised listing.

June
June 27–30—Summer meeting, National Association of Farm Broadcasters. Executive inn, Louisville, Ky.

July
July 1–9–4th 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 20. Among topics to be discussed is communications. Guest speakers will include Miles Kirkpatrick, chairman, Federal Trade Commission; Robert W. Sarnoff, chairman, RCA, and Clay T. Whitehead, director, Office of Telecommunications Policy. New York Hilton (first meeting), Groverson House hotel, London (second half).
July 2—New deadline for comments in FCC's inquiry into children's TV programs (Doc. 19142).
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 applicants (Doc. 19154).
July 8–10—Meeting of Colorado Association of Broadcasters, Wildwood Inn, Snow Mass, Aspen.
July 12—New deadline for reply comments on application for, and FCC's rulemaking proceeding concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (extended at request of GTE Communications and MCI Lockheed, from June 9) (Doc. 16495).
July 13—Annual stockholders meeting, Taft Broadcasting Co. Kings Island, Kings Mills, Ohio.
July 15–16—Annual general membership meeting, California Association of Broadcasters. Del Monte Hyatt House, Monterey.

July 22—Meeting on CATV and Community Development, sponsored by Morehead State University's Appalachian Community Television Project. Natural Bridge state park, Stanton, Ky.

August
Aug. 2—New deadline for reply comments in two FCC proceedings: formulation of policies relating to renewal of broadcast licenses (Doc. 19153); formulation of policies relating to broadcast renewal applicants (Doc. 19154). Previous deadline was June 3.
Aug. 2—New deadline for reply comments in two FCC proceedings: formulation of policies relating to renewal of broadcast licenses (Doc. 19153); formulation of policies relating to broadcast renewal applicants (Doc. 19154). Previous deadline was June 3.
Aug. 18—New deadline for filing reply comments in response to FCC's further notice of proposed rulemaking on one-to-one rate (Doc. 13110) and crossownership of CATV and local newspapers (Doc. 18919).

Major convention dates in '71
July 6–9—Annual convention of National Cable Television Association, Sheraton and Shoreham hotels, Washington, D.C.

CCA Ultimate Consoles

Unsurpassed for performance and capacity!
'Executive' 8 Fader Mono
'Mono Ultimate' 10 Fader Mono Dual Channel
'Stereo Ultimate' 10 Fader Mono
'Ultimate III' 10 Fader AM FM Simultaneous
'Top 40' 10 Channel Mono Automatic—No Faders

CCA ELECTRONICS CORPORATION
716 JERSEY AVE. GLOUCESTER CITY. N.J. 08030 • Phone 10091 116-7116

Broadcasting, June 28, 1971
You're only
HALF COVERED
in Nebraska...

without
Lincoln-Hastings-Kearney

☐ Check retail sales.
☐ Check the top station dominance.*
  60% Total Day Share, 54% Prime-
  Time, 65% Early Evening, 85% Late Evening.
☐ Check with Avery-Knodel

*Source: ARB Feb./March, 1971

Safety...Who needs it?
People...Maybe even you.

“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 on how you can get involved, write: Mr. Don McEwan

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

*Total accidental deaths, 1960-69
Georgia-Pacific nails down the purchaser

How do you effectively communicate a billion-dollar corporation like Georgia-Pacific—with international resources in timber and gypsum, over 30 operating divisions with thousands of distinct products, many different distribution channels and a deceptively slim ad budget?

Previously, we had employed a combination of print and the NBC package of the Today and Tonight shows, as much for the merchandising value of the stars as for the audience selection and reach. Heavy use of point of purchase linked to Today-Tonight stars provided the merchandising hook. But after three years of excellent results with this merchandising-advertising package, we were in the market for a dramatic new vehicle.

A more sophisticated marketing approach compounded the challenge. Research had shown a definite color-and-species preference for hardwood paneling in various sections of the country. Complicating the situation was the desire to integrate corporate commercials to convey the natural-resources message of the company.

Since we now needed the flexibility to customize commercials on a regional and market-by-market basis, we decided to investigate syndicated TV specials. G-P decided to go shopping for a special that would attract the audience most likely to buy our products. The target audience was the home-owning, family-oriented 35-50 age group with a $10,000-plus income.

After a discussion with numerous TV special-production houses, it was decided to develop three hour-long specials featuring the King Family. Each show would center on a great American historical city with outdoor vistas prominently used as colorful backdrops for the King clan entertainment. The King Family’s theme, “There is beauty all around when there’s love at home,” would project the best of American ideals. Past performances of the family indicated they would attract G-P’s target audience.

The first show, The King Family in Washington, aired in March and featured 25 members of the family with a wide variety of American music. Washington’s most famous landmarks and national monuments provided spectacular backgrounds. The May show in San Francisco presented 37 members of the King Family in sequences ranging from Fisherman’s Wharf to Victoria park and from Chinatown to a cable-car turnaround. Atlanta, Ga., will be the setting of the third special now in production.

Each special, reaching an estimated 8-million households, was timed to coincide with sales-promotion periods for the various product divisions. Commercials covering paper, paneling and charcoal products were interspersed with corporate messages in each market area. Bob Clarke, member of and spokesman for the King Family, recorded the corporate spots on G-P forest lands.

Working with the media department of the McCann-Erickson agency, each special was scheduled to cover 124 key marketing areas throughout the country. Additional spot commercials were programmed around the specials to flesh out a year-long promotional package for G-P distributors.

Once the TV program had been decided upon, the next problem was to develop a promotion to capitalize on the theme of the special—something to harmonize with our American tradition and heritage.

Since we were presenting a look at great American cities of historical significance in the development of our country, it seemed a natural to adopt a promotional theme, “the great American look.” This is best exemplified in the design of several new hardwood paneling to complement this promotion. This meant American consumers in any part of the country could choose a wall paneling to conform to their personal “great American look” in home furnishings.

As the American-look theme flowed from the TV buy, a year-long advertising and promotion campaign was established. Full-page color ads were scheduled in leading building and remodeling magazines as well as national consumer publications.

A ListFax phone number in each ad encouraged the reader to call and obtain the name of his local building-material dealer participating in the program.

To date, the first two shows have proved highly successful. But perhaps Georgia-Pacific tends to use a slightly different yardstick in measuring the impact of our advertising and promotional efforts. We are interested in audience ratings on broadcast and readership scores on print ads. But the final measurement is the number of dealers who participate in our program even before the special aired and the amount of products they purchase in anticipation of the customer reaction to be generated by the advertising promotion.

Approximately 3,000 dealers participated in both the spring and summer promotions. Paneling sales are running approximately 27 percent ahead of a comparable period last year. During one four-week period just prior to broadcast, more than 1.5-million panels were ordered from our mills. Station acceptance has been excellent with show placements now covering over 150 markets.

“the great American look” package has been enthusiastically received by our dealers. The King Family specials have rated well and we look forward to a highly successful year.

Producing, distributing and publicizing your own specials in 124 markets is not necessarily the easiest path to marketing eminence but when you can generate specific results in individual markets, then the labors are worth while.

Harold C. Elicott is assistant to the vice president-public relations and advertising, Georgia-Pacific Corp., Portland, Ore. A graduate of the University of Oregon in business administration, he joined Georgia-Pacific in 1956 after serving as manager of the Hawaii state fair and in PR and advertising assignments with M & M Wood Working Co. and Willamette National Lumber Co. After nine years as manager of advertising and PR for Georgia-Pacific he was named to his present post in 1966.
Now watch!
KWWL-TV, Cedar Rapids-Waterloo, Iowa, has appointed Blair Television.

A strong assist from agriculture and industry (refrigeration, farm machinery, canning and more), plus one of the highest worker productivity rates in the world, has helped the Cedar Rapids-Waterloo market attain one of the nation's highest standards of living. Per capita income exceeds the U.S. average! Home ownership is booming.

Serving this on-the-move area is Black Hawk Broadcasting's flagship station, KWWL-TV, Channel 7. With an impressive share of audience in prime time (up 13% 1971 vs. 1970); and throughout the day, KWWL-TV is one of NBC television's most important affiliates.

Now KWWL-TV has appointed John Blair & Company, America's leading television station representative. If you'd like to know about KWWL-TV, and the rich heartland of northeast Iowa, call your Blair man.**

**And, don't forget KWWL Television's sister station, KAUS-TV, serving Rochester (Minn.)-Mason City (Ia.)-Austin (Minn.), KAUS-TV has appointed Blair television too!

1970 Statistical Profile of Iowa, Iowa Development Commission.
*ARB Feb/Mar Subject to survey limitations. Details on request.

BLAIR TELEVISION
A Division of John Blair & Company
CIRCUS!

26 First-run half-hours
IN COLOR-ON TAPE

Sold!

WCBS-TV/New York
KNXT/Los Angeles
WBBM-TV/Chicago
WCAU-TV/Philadelphia
WWJ-TV/Detroit
WJW-TV/Cleveland
KMOX-TV/St. Louis
KSTP-TV/Minneapolis—St. Paul
WHNB-TV/Hartford
WBAL-TV/Baltimore
WCKT/Miami
KGW-TV/Portland, Ore.
KTAR-TV/Phoenix
WDAU-TV/Wilkes-Barre—Scranton
WDBJ-TV/Roanoke
WCSH-TV/Portland, Me.
WABI-TV/Bangor
KBLU-TV/Yuma, Ariz.

RN to ST

EDITOR: This is just a note of congratulations to both Larry [Taishoff] and you as you assume your new responsibilities. Larry will find it a real challenge to follow in your footsteps, but knowing you as I do, I am certain that you have taught him exceedingly well. Of course, we were delighted to learn of your decision to remain active, and we look forward to many more years of your valuable contributions to the broadcasting industry.


(The President's letter was in response to the announcement that Sol Taishoff became chairman and editor of Broadcasting magazine on June 15, and that his son, Lawrence B. Taishoff, was succeeding him as president and publisher [Broadcasting, June 14].)

Radio '71 earns praise

EDITOR: Congratulations on Don West's superb article on Radio '71 [Broadcasting, June 21]. I'd like to remind some of the skeptics I have been bemoaning for so many years that "I told you so." Fine article.—Ole G. Morby, Westport, Conn.

EDITOR: After reading your special report on Radio '71, may I take this opportunity to thank you for a well-done job. As director of the radio division of the communications department here, I find articles like yours valuable to show communications students the value and impact that radio has.

Too often, radio is put far behind television and film in significance and impact in the communication area. As your article brings out, radio is more exciting than television, in that radio is adapting more readily to the public's needs and not programing for the mass audience (if there really is one) as television does.

Keep up the good work.—Martin M. Goldberg, New York Institute of Technology, Old Westbury, Long Island.

Their own medicine, etc.

EDITOR: Regarding your special report on radio. It is interesting to note that some of the leading radio and television consultants have themselves become station owners. Gene Chenault of Drake-Chenault already owns KYNO-AM-FM in Fresno, Calif. BGW Associates, led by Richard Geismar and Fred Walker, has just acquired WELI(AM) New Haven, Conn. Jerry Graham and I have acquired a construction permit for WDOM(AM) Pittsfield, Mass., and are in the process of building that station.—Bernard Ruttenberg, Graham, Ruttenberg Inc., New York.

Apathy breeds disrepute

EDITOR: I say amen to the letter of Phil Spencer (Broadcasting, June 14) regarding the political broadcast bill. It is unfortunate that the National Association of Broadcasters is composed of tired old men who depend upon the old-hat strategy of "if we don't do anything, maybe it will go away." It's no wonder that broadcasting is in such disrepute in the Congress.

We need more Phil Spencers and Jerry Lees on that NAB board. It's just unfortunate that the younger, active men are usually too busy with their stations to take part in NAB planning and strategy. That leaves, for the most part, the semiretired "pioneers" speaking for us.—William E. Sullivan, president, WAHT(AM) Lebanon, Pa.

Registering a point

EDITOR: In your story on the secondary offering registration by Sonderling Broadcasting Corp. [Broadcasting, May 31], you state: "Price will relate to market trends at time of sale, with a $30% per-share maximum." This figure was based on the May 10 closing price of Sonderling shares on the American Stock Exchange and was used purely for the purpose of estimating the registration fee that is required to be paid to the Securities & Exchange Commission. Actually, the stock can be sold at any price, although the fee payment to SEC will have to be adjusted when that takes place.—Jerrold Levine, treasurer, Sonderling Broadcasting Corp., New York.

For the records

EDITOR: I must express concern at the growing number of record firms seeking annual fees from stations before the stations can receive new records. To pay each of these companies annually for what amounts to nothing more than the privilege of keeping them in business by airing their releases is totally uncalled-for—despite postal rate hikes, the major excuse for such fees. I hope other stations will make it known that this trend is not in the best interest of either industry.—Jerald D. Larsen, operations manager, KDFH(AM) Dubuque, Iowa.
Now watch!
KAUS-TV, Rochester (Minn.) - Mason City (Ia.) - Austin (Minn.), has appointed Blair Television.

The fertile valleys of southern Minnesota and northern Iowa comprise one of the nation's most productive agricultural sectors. Moreover, pioneering medical research institutions, major packaging facilities, important meat packing and distribution centers, and more, add diversity and depth to the area's impressive economic picture.

The market's 3 principle metropolitan areas are served by Minnesota-Iowa Television's powerful ABC affiliate, KAUS-TV Channel 6 — #1 in prime time with a 39% share. (An 18% increase over a comparable 1970 period — and it's still growing!)*

Now KAUS-TV has appointed John Blair & Company, America's leading television station representative. If you'd like to know more about this prosperous Minnesota-Iowa market, and KAUS-TV, call your Blair man.**

**And, don't forget KAUS Television's sister station, KWWL-TV, Cedar Rapids-Waterloo, Iowa. KWWL-TV has appointed Blair Television, too!

*ARB Feb/Mar 1971. ARB Feb/Mar 1970. Subject to survey limitations. Details on request.

BLAIR TELEVISION
A Division of John Blair & Company
The White House: CATV scene stealer

Nixon names top-level group for cable policy; where the FCC and Congress now stand is uncertain

The announcement, though expected, had the impact and prestige of having been made by President Nixon himself: He had established "a special administration committee to develop a comprehensive policy with regard to cable television."

But it offered no clue to the question that had been raised by broadcasters and cable operators since word of administration plans to formulate basic policy in the CATV field first began circulating several weeks ago ("Closed Circuit," June 7).

Was the administration planning to override the FCC on cable policy? Broadcasters, who feel the commission's proposals on cable are too liberal (they would open the major markets to distant signals and assure even small-market viewers a choice of programming), hoped that it was. They recalled the report that President Nixon had expressed concern about cable TV's possible adverse impact on television (BROADCASTING, March 22). CATV spokesmen expressed confidence the commission would not be pre-empted.

Administration sources said the formation of the committee had "nothing to do with the FCC," that it would be free to proceed with its deliberations. They also said that the committee will require "three to six months to complete its work"—but there is no fixed deadline. Commission Chairman Dean Burch said the chairman of the special committee, Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, had told him the commission was not expected to "slow down." Mr. Burch also said he would brief the committee on the commission's proposals for CATV.

The commission has committed itself to completing its deliberations and reporting its conclusions to the Senate Commerce Committee before Congress recesses, on Aug. 6 (BROADCASTING, June 21).

And Chairman Burch, who reported on his conversation with Mr. Whitehead during a Senate appropriations subcommittee hearing on the commission's budget request for fiscal 1972, said the agency will proceed "post haste." Senator John O. Pastore (D-R.I.), who is chairman of the Senate Commerce Committee's communications subcommittee and who extracted the commission's promise to consult with the full committee before acting, is also chairman of the appropriations subcommittee. He is said to be reserving judgment on the possible effects of the White House committee.

Chairman Burch indicated that his discussion with Mr. Whitehead did not remove all doubts that the commission would have a clear path. Mr. Burch said he was told that the commission, the Congress and the special committee would each be free to discharge their responsibilities. But, he said, "I don't know if there will be any conflict among them.

Mr. Whitehead himself has indicated that the administration will eventually propose legislation. In closed-door testimony before a House Appropriations Subcommittee that was released on June 18 he said that, "ultimately," Congress must make the "fundamental decision" on CATV policy. OTP feels that the many problems pertaining to cable "do not fit existing regulatory molds" (BROADCASTING, June 21).

However, OTP officials say that proposed legislation is "not a foregone conclusion" but rather a live possibility; in any case, they add, it would be a decision for the full committee.

OTP officials, in attempting to distinguish the special committee's responsibilities from those of the commission, speak of the committee's concern with "the long-term structure" of CATV policy, with problems likely to be encountered "not next year but in the next decade." They talk of developing "cohesive national policy" that would obviate the need for dealing with CATV problems "every year."

The committee, they say, will not be concerned with such matters of great concern to the commission as importation of signals from overlapping markets or the number of distant signals a CATV system in a particular market should be free to carry.

They add that the committee will be concerned with such "broad questions" as whether cable should be regulated as a common carrier in the next five years, the kinds of services it should provide,
and, "What are the social and economic implications of cable?"

Although the commission does not often talk of the "social and economic implications" of cable, there would appear to be a possible overlap of interests between it and the committee on the uses to which cable might be put. That is one of the questions with which the commission is now grappling.

The identifications of the committee members indicate the types of interests they will bring to their committee assignment. As disclosed two weeks ago (Broadcasting, June 21), the members include three cabinet members and three White House aides, along with Mr. Whitehead.

The cabinet members are Elliott L. Richardson, secretary of Health, Education & Welfare; George Romney, secretary of Housing & Urban Development; and Maurice H. Stans, secretary of Commerce.

The White House aides are Robert H. Finch, one of two counsellors to the President, who has broad responsibilities in the area of domestic policy; Leonard Garment, a special consultant to the President, whose concerns include minority-group affairs and the arts; and Herbert G. Klein, director of communications for the executive branch.

All are said to be interested in "the visionary" aspects of cable, in its potential for distributing information on health and education, for instance, and in the impact it could have on sociological patterns. However, OTP officials say the committee members have no "preconceived views," that the only thing they are agreed on at this point is that there is to be no "serious, precipitous harm" done to broadcasting.

The President's announcement said that an OTP review of broadcasting and cable TV policies that has been underway for several months will serve as the focal point for deliberations.

The committee met with Mr. Whitehead for its first meeting on Wednesday morning at the OTP offices. It did not discuss any substantive matters. Rather, Mr. Whitehead outlined the CATV studies OTP has been doing, and discussed with the committee the manner in which it might proceed. The committee also set up a "working group," which will consist of representatives of each of the members.

One matter agreed on was that the committee will solicit the views of the affected industries, though a procedural question to be resolved is whether the committee or its working group will hear the industry representatives.

OTP officials said they realized there was a danger of duplicating the educational process the FCC recently completed in its deliberations on cable. But they assume the industry representatives would submit views on the "long-term issues"—not the kind of "bread-and-butter" matters in which most of those who filed views with the commission were interested.

The date of the next meeting of the committee has not been set.

The President's announcement appeared carefully balanced to allay concerns of both broadcasters and CATV operators. It said that "Coaxial cable provides a means for the distribution of television programming and for the development of new communications services as well," and added:

"The President recognizes that television, which has rapidly become an enormously important nationwide news and entertainment medium, has a pro-

Nixon's team: new platoon in CATV policymaking

found impact on the social fabric of the nation. He wishes to avoid in the field of television that instability which technological change has caused in some of our heavily regulated industries.

"A number of complex issues must be resolved if cable TV is to grow in an orderly way and without serious disruption of existing television service. The President has asked the committee to develop forward-looking policy proposals that will permit the full potential of cable TV to be realized and enhance the television service available to the American public."

The statement enjoys the unusual distinction of being welcomed both by the National Association of Broadcasters and the National Cable Television Association, organizations that rarely agree on governmental initiatives dealing with cable policy.

NAB President Vincent Wasilewski found it particularly "heartening that the White House recognizes the importance of developing cable television in a way that will not disrupt and will maintain the stability of free broadcasting service to the public."

NCTA President Donald Taverner expressed pleasure that the administration is undertaking a comprehensive policy study of cable television and said "the President's action in establishing this high-level committee underscores the critical importance to the American public of the development of cable TV."

Mr. Taverner, for one, appeared to see no conflict shaping up between the commission and the committee. The committee's deliberations over "long-
'Round it goes about children's shows

Critics and broadcasters confront one another at ABC-TV workshop, but hard answers are few

The thorny issue of improving and expanding quality children's programs on television without prohibitive costs was dissected and debated last week by broadcasters, advertisers, agency people and producers.

There was universal agreement that television must shed its action-filled cartoon syndrome of yesteryear. But industry officials at the two-day children's program workshop, sponsored in New York last Wednesday and Thursday (June 23-24) by ABC-TV, were less forceful in meeting the challenge of critics who contended there aren't enough high-caliber children's shows on the TV screens.

There was no absence of skeptics in the audience of more than 400. Representatives of the academic community and of various citizen organizations doused cold water on broadcasters' claims that they are making significant strides in fashioning meaningful, involved programming for next season. In essence, they maintained the industry has taken only a short step toward the goal and, moreover, should overhaul its commercial advertising structure in the children's area.

In his keynote speech James E. Duffy, ABC-TV president, cited four areas of concern for deliberation: (1) program content, production and scheduling; (2) commercial content, production and scheduling; (3) audience measurement; and (4) regulatory agency activities.

In the program-content area, he singled out the issue of violence in children's programs as an overriding topic for exploration. Mr. Duffy also urged participants to discuss ways in which the television industry might expand its sources of program supply by discovering and supporting new talent and new approaches.

He also raised the question of advertisers' attitudes toward the proposed clustering of commercials in children's programs. He pointed to these possible areas of investigation: the number of commercial breaks to be scheduled; efforts to improve the quality of commercials; the alternatives to commercial programing for children, and the impact on quality of programs without commercials.

Mr. Duffy asked the participants to examine "the feasibility of doing away with ratings on a weekly basis for Saturday-morning programs, instituting perhaps full-industry studies aimed at determining children's motivations and attitudes." He suggested that consideration be made of audience measurement of noncommercial broadcasting, so that these programs could be judged on the same basis as commercial ones.

"On regulatory agencies," Mr. Duffy said, "I would hope that everything from government control to self-regulation standards and practices be ventured and voiced; that we meet the views and criticism of everyone from the FCC to the burgeoning civic groups head-on and—whether violently agreeing with them or violently disagreeing with them—discuss them; that there is no issue we cannot at least try to come to grips with as a collective and responsible body."

Mr. Duffy emphasized that ABC-TV in no way would control or guide the discussions, adding that the network is simply the sponsor of the event" and was there "to listen, to speak, to question, to learn."

On a subject that was to recur throughout the two-day meeting, Mr. Duffy made his position abundantly clear: He is a firm believer in commercial sponsorship of children's programing.

Chuck Jones, executive producer of ABC-TV's new Curiosity Shop series for children, offered suggestions for upgrading the quality of these productions. One significant recommendation was that writers' pay be raised.

"The buyer should demand that at least 10% of any show budget be spent on story and the producer should see that it is spent," he said. "I know that on some Saturday-morning shows costing in the nature of $60,000, less than $1,000 often is allocated to story."

The problems and opportunities in producing quality children's TV programing at the local level were outlined by Jack Harris, president and general manager of KPRC-TV Houston. He cited as an example KPRC-TV's Sundown's Treehouse program, which went on the air last year after a year of study and planning, involving consultation with professionals in education, child psy-

At the opening session of the workshop in New York: (front row, l-r) Mr. Harris, Mr. Duffy and Mrs. Sarson; (second row) Mr. Johnson, Dr. Bronfenbrenner, Mr. Pierce and Mr. Braren.
WCCO-TV used a color processor to win the battle for news ratings. "With six stations fighting for the same audience, you learn to move pretty fast," says Sherman Headley who is General Manager of the Minneapolis-St. Paul television station.

"And when we got our own color processor in 1965, we really opened up. Now we process over 1,500,000 feet of color film a year—and that's almost exclusively for color news, sports, and public affairs.

"Our film units have contributed tremendously to the range of our news coverage. A happy result of this has been the number of awards we've received—just recently for our third documentary filmed entirely in Vietnam.

"But the best award is audience recognition. Our news programs have about 50% share of TV viewers, and that's the kind of recognition we're after.

"As you can see, we keep our machine pretty busy. But the ME-4 Process is so simple, especially in combination with Kodak's packaged chemicals, that all our cameramen know how to run the machine. So if you come across anyone who's not yet sold on the ME-4 Process, have him talk to us.

Need more information? There's someone else you can talk to your nearest Kodak Representative. Call his number below and check out the benefits of Kodak ME-4 and mini ME-4 color processing. But you don't want to wait too long. A color processor may give you a big advantage, but it's not exactly a secret weapon.

EASTMAN KODAK COMPANY
ATLANTA: Bob Baker 404/351-6510
CHICAGO: Dick Potter 312/654-0200
DALLAS: Frank Renking 214/351-3221
HOLLYWOOD: John Wane, 213-264-6131
NEW YORK: Bill Reddick 212/262-7100
SAN FRANCISCO: Joe Semmelmayer 415/776-6055
Send me my own copy of the 1971 Broadcasting Yearbook

Please send ______ copies at $13.50 each to

Name: two initials and last name

Company Name

Address

City State Zip Code

Home? Yes No

Payment enclosed

Bill me

Order your own copy of the 1971 Yearbook. Just fill in the coupon and return it to us. Your copy will be shipped at once.

The 1971 Yearbook contains all of the valuable 53 directories found in previous editions... plus the new section of comprehensive market data, the exclusive "Broadcasting Guide to National Spot Planning." This section gives all the basic information on markets, demographics and rates that media buyers need to draw up spot campaigns.

For all the facts and figures on television... AM and FM radio... broadcast equipment products... FCC rules... NAB codes... and much more, simply fill in the coupon and return it to us.
He described the program as one that telecasts children's experiences and adventures, and their reactions. Projects include a trip through the city, to a cow ranch, a Mexican bakery and an antique toy museum. He said he considers the series a success in terms of acceptance by children, parents and educators though it is not sponsored and was not offered for sponsorship. He added that the station is planning to develop a second children's program.

But Mr. Harris cautioned that a quality children's program is neither inexpensive nor easy to produce. It is not certain that a local station can succeed in producing even one locally oriented show for children, he said.

"Ask or demand that we go five a week and I'm afraid we'll have to turn back the clock to Popeye or Looney Tunes," he warned.

Dr. Urie Bronfenbrenner, professor of human development and family studies and child psychology at Cornell University, called upon television to use its resources to "bring children and adults back in each other's lives."

To accomplish this interaction, he said, "what is called for is the development of an entirely new kind of television programing... which involves family members in activities with each other in games, conversations and joint creativity."

He cited as an example a "do-it-yourself soap opera," in which family members are invited to improvise their own sequel to a broadcast episode, or plays in which parts are taken not only by the professional in the studio but by father, son, daughter and neighbor sitting in front of the set in the living room.

Dr. Bronfenbrenner also suggested that television, instead of depicting life with children as "either a slapstick comedy or flight of fancy," might focus on problems and solutions as they occur in everyday life.

Mrs. Evelyn Sarson, president, Action for Children's Television, emphasized that the organization she heads is pursuing a vigorous effort to alter the course of programing and commercials aimed at children only because she considers the medium to be so effective, particularly in influencing youngsters in the 2-to-11 age bracket.

Despite the preferred plans of the TV industry, she continued, "the present situation is not healthy and I see very little change in children's programing in the new network schedules."

On the advertising side, she attacked the policy of stations in "carrying 16 minutes of commercials in Saturday-morning children's shows, while carrying about only half of that amount in adult shows." Mrs. Sarson also made the point that television stations persist in the practice of using the host on children's programs to recommend products to the viewers.

She repeated an earlier ACT recommendation that 14 hours a week be devoted to quality children's shows and that commercials be prohibited within the body of the programs. In reply to a question from the audience, she suggested that programs be "sponsored" by advertisers who would receive a credit at the end.

Another critical salvo was aimed at the television industry by Warren Braren, executive director of the National Citizens Committee for Broadcasting, who contended that TV "rarely has sought to make a meaningful positive contribution to the well-being of children." On the contrary, he said, "broadcasters are 'selling children' as part of the television market."

Mr. Braren also downgraded the 1971-72 programming efforts of the three TV networks, insisting that the vast majority of new shows are cartoons or are not substantially different from shows that have been presented in prior years. He added that the industry has given no indication it has any plans to reduce the number of commercials and the number of commercial interruptions within children's programs.

Frederick S. Pierce, vice president in charge of planning and assistant to the president of ABC-TV, who was chairman of the workshop, reported on the closed roundtable discussions held Wednesday afternoon. He said more than 270 comments were made but network officials had not had an opportunity to evaluate them.

He told the workshop that over the next few weeks, a complete report on these sessions would be made to the workshop participants.

Senator Edward M. Kennedy (D-Mass.), who was to have spoken at the workshop on Wednesday but remained in Washington for a cloture vote on draft legislation, sent a telegram the next day. He commended ABC-TV for its leadership in sponsoring the workshop and called on the TV industry to improve the quality and balance of children's programing.

James Day, president of the Educational Broadcasting Corp., repeated a position that he has previously taken, calling for commercials to be "bunched" at the beginning and the end of children's shows and networks. He also voiced the view that if broadcasters produced better children's programs today, today's children in the years to come would demand better adult programing.

James N. Harvey, president and creative director, Harvey and Carlson Inc., New York advertising agency, expressed the opinion that children's programing is "reasonably good, but it can—and must be constantly improved." He stressed that the accent should be not on developing "fewer good shows that appeal to fewer children, but more good shows that appeal to more children."

Mr. Harvey reported that research conducted over the past five years for one of his agency's clients in the toy field, Milton Bradley Co., revealed that most people and most parents "see nothing wrong with addressing commercials to children' and TV commercials "do not manipulate children into buying things they do not need or want."

Another brainchild from workshop
Joan Cooney's organization reads 'Electric Company' reading program for fall

Children's Television Workshop, producer of Sesame Street, last week in New York unveiled its second experiment in educational television. A new half-hour series, The Electric Company, will help teach basic reading skills to second-, third- and fourth-grade children, seven to 10 years in age. Mrs. Joan Ganz Cooney, CTW's president, said the series was in preparation for over a year and a half. She said the workshop took up the project in response to a request of the Nixon administration that designated the 1970's as the "right to read" decade with universal literacy as a major national goal.

Underwriters of The Electric Company—budgeted at $7 million for its first season—include the Office of Education of the Department of Health, Education and Welfare, the Ford Foundation, Carnegie Corp. and the Corporation for Public Broadcasting.

The reading program will broadcast 130 segments for 26 weeks over more than 200 Public Broadcasting System stations beginning Oct. 25 (a Monday). Mrs. Cooney said that some communities not served by noncommercial stations may see the programs on commercial outlets.

The Electric Company title refers to the repertory company of seven players who are hosts on the series. They will combine short, varied segments using music, color, animated cartoons and electronic effects to reach young audiences. A rock-music group, "Short Circus," will also be featured. Members of the repertory company include comedian Bill Cosby and actress Rita Moreno and also Jim Boyd, Lee Chamberlin, Morgan Freeman, Judy Grau-
bart and Skip Hinnant. The group's characterizations will include Julia Growing up, a TV chef; Easy Reader, who must read everything in sight; and J. Arthur Crank.

Mrs. Cooney said the "bullseye" of the target audience is the child in the lower half of the second grade in reading achievement. She said the program may also be useful to older children and perhaps even to some teenagers and adults. "In addition," she said, "we will be watching carefully to determine the effect of the program on children younger than the target group." She said she hoped that many "graduates" of Sesame Street would not only continue to watch the series but also extend their viewing habits to include Electric Company. Mrs. Cooney pointed out that the program is designed to supplement classroom reading instruction. The majority of ETV stations will carry the show twice daily—during school hours and in late afternoon.

Samuel Gibbon, producer of Electric Company, who also headed the CTW task force that developed the series, said the problems of creating the new series were "even more difficult than we faced in making Sesame Street. He explained the series would concentrate on just one narrow, crucial aspect of learning and must do so with humor and freshness through 130 programs, as contrasted to Sesame Street which has a wide range of subject matter to choose from—from letters and numbers to interpersonal relationships and problem solving.

The curriculum for the series was developed with the aid of more than 100 consultants and advisors. Five test programs on closed-circuit TV this summer will be evaluated. A separate independent study of the teaching effect of the series is to be conducted during and after the broadcast season. CTW also plans to distribute to teachers an advance guide to program content and may consider a magazine for children based on the series.

Frankfurt, Mattel plan alliance for young

Frankfurt Communications Inc. has been formed in New York by Stephen O. Frankfurt, former president of Young & Rubicam, and by Mattel Inc., Hawthorne, Calif., one of the country's largest toy and game advertisers, to specialize in developing communications to young people and families through youth-oriented products and services.

Mr. Frankfurt and Mrs. Ruth Handler, president of Mattel, made the joint announcement last Tuesday (June 22)—he at his offices in the Time-Life building in New York, she in California. Mrs. Handler iterated her firm's commitment early last year "to establish meaningful communication with young people, to find areas of common interest to both old and young, and to stimulate the dialogue between generations."

Mr. Frankfurt said he would not be specifically involved with Mattel's advertising, but will work with Mattel's agencies, Carson/Roberts and Leo Burnett Co.

The new company, with Mr. Frankfurt as president and chief executive officer, is expected to supply certain creative marketing services to the largest toy maker in the U.S., including television and radio programing, new product evaluation and a marketing liaison between Mattel and its subsidiaries. The California firm formed Radnitz/Mattel Productions to make movies for family viewing and has acquired a tape and cassette manufacturer and the Ringling Bros. and Barnum & Bailey circus.

I have always had a more-than-ordinary interest in how we talk to children and how we sell things to families," Mr. Frankfurt said, adding he has been critical of commercials on television. He also pointed out that he is on the board of advisers of the Children's Television Workshop, producer of Sesame Street.

Action for Children's Television has complained to the Federal Trade Commission against commercials for Mattel's Hot Wheels racing car and track sets and Dancerina doll (Broadcasting, June 7).

Mr. Frankfurt said he would be working closely with Mattel's agencies and looking carefully at all communications, especially TV commercials.

Durgin sees specials cut by prime-time rule

NBC-TV and its five owned stations will do better financially during the 1971-72 season because of the new prime-time rule, according to Don Durgin, network president. He made the prediction during the network's annual press tour in Hollywood Monday (June 21). Exactly how much better, he wouldn't say. But Mr. Durgin stated that the one area that would suffer the most as a result of the cutback would be the number of specials used by NBC.

He reasoned that because the amount of time the networks have to work with has been reduced, the maneuverability necessary to pre-empt a program for a special was lost. Mr. Durgin anticipated at least two more seasons before the prime-time rule would be reversed, if that was to be the case. He commented that if the ruling was designed to reduce the profits of the networks, or conversely increase the earnings of smaller producers, the NBC experience for 71-72 would not live up to the FCC's expectations.

During a question-and-answer session, the NBC-TV president said he supported the New York Times in its dispute over the printing of allegedly classified documents detailing American involvement in Southeast Asia. He supported the stand taken by CBS over The Selling of the Pentagon as well, adding that he could detect no concerted campaign on the part of the administration to discredit network news. "The complaints," he said, "get louder as the election gets closer."

NAB-ASCAP accord on O&O payments

NBC and the American Society of Composers, Authors and Publishers settled their differences over NBC's payments for eight years' use of ASCAP music on its owned TV stations last week.

NBC agreed to pay an additional $125,000 in settlement of all claims for the period from Jan. 1, 1962, through Dec. 31, 1969. And at the same time, NBC accepted for its owned TV stations the same ASCAP music license negotiated for independently owned TV stations by the all-industry TV station
Chicanos’ question: What about us?

A Mexican-American citizen group based in Los Angeles has charged ABC with not responding to demands that it stop airing programs considered demeaning to the Spanish community. The group, Justicia, met Monday (June 21) in Los Angeles with Elton Rule, president of ABC, and other representatives of the television network and KABC-TV, the network-owned station there. KABC-TV is one of two TV stations in Los Angeles that Justicia has said it will challenge at renewal time later this year. Kerner (TV), a Chris-Craft station, is the other.

Paul Macias, vice president of Justicia, said the programs considered degrading to Chicanos included The Smith Family, Dan August, Alias Smith and Jones and Lancelot Link, Secret Chimp.

“These shows portray Mexicans as overly meek, consider us recent transplants from Mexico, cast us as hat-in-hand types, give us mascot roles and generally find us the target of a white hero,” Mr. Macias said. “These characterizations are untrue and demeaning.”

The Justicia vice president also claimed that the “Frito Bandito” commercial was still being shown on some ABC network affiliated stations.

Justicia is seeking contractual guarantees from ABC in five areas: 1) that shows considered demeaning to Chicanos be dropped from the air; 2) that the Frito Bandito commercial be removed from the broadcast schedule; 3) that Justicia be permitted to monitor all scripts which include Spanish-speaking groups and to screen completed programs to insure against demeaning portrayals of Chicanos; 4) that KABC-TV hire a man approved by the Chicanos as its community-relations director; and 5) that the network set aside $10 million in program development funds for shows that feature Chicanos in significant roles in order to restore an image of dignity.

“The $10 million is compensatory funds,” Mr. Macias said, “for demeaning Chicanos and keeping them out of the industry for so long.”

1. Martin Pompadour, vice president of ABC, said the meeting with Justicia was constructive, although nothing was settled. Both sides expressed their points of view and another meeting was scheduled for July 6 in Los Angeles.

Mr. Andrade said that the next target of his organization would be NBC-TV because of what he called its poor program content. He said the group’s complaints were not aimed at KNIC-TV, the NBC-owned station there. He said the station employed the most Mexican-Americans and the programs they had direct control over were the least demeaning.

“Bob Howard [vice president and general manager of KNIC-TV] has really put forth the effort,” Mr. Andrade said. “He’s done a lot of things on his own and kept many demeaning programs off the air.”

Jack Petry, director of program practices, NBC, West Coast, said his dialogue with Justicia has been good. The group has come to him with some complaints and he has tried to satisfy them. He added that, in his opinion, NBC is doing quite a bit to aid the Justicia cause.

With CBS, Mr. Andrade said, “our demands will center on the use of the Frito Bandito commercial by some of their affiliates, and their bad employment record. We would also like to see their local station, KTVP (TV), cover the Chicoan community a little better.”

He conceded that there was marked improvement at CBS since Justicia began working with the network’s program practices division. Tom Downer, CBS program practices director, said the group had already monitored programs at the network but has no veto power over either shows or commercials.

“What offends Chicanos is changing constantly,” Mr. Downer said, “and that’s why it’s valuable to meet with Justicia. They definitely perform a useful service as far as we’re concerned.” Justicia requested that where a Mexican part was called for, CBS hire a Mexican actor. Mr. Downer said.
ness doctrine in connection with the program.

The letter, sent over Chairman Dean Burch's signature, was a follow-up to one sent earlier, in which the commission said any attempt to determine the truth or falsity of Selling would be inconsistent with the First Amendment and would involve it "deeply and improperly in the journalistic function of broadcasters" (Broadcasting, May 3).

The commission's letters were in response to a complaint from Mr. Staggers, whose subcommittee is conducting its own investigation of CBS's role in the production of Selling and is engaged in a confrontation with CBS President Frank Stanton on the subcommittee's demand for outtakes from Selling (see facing page).

The commission, in discussing the fairness issue, cited a report by CBS on how it dealt with the fairness issue raised by the documentary that dealt with the Pentagon's public-relations program. CBS mentioned eight programs, including Selling, in which proponents of the Pentagon's public-relations activities expressed their views. It also noted that an invitation to Assistant Secretary of Defense Daniel Henkin to appear on Face the Nation remains outstanding.

"On the basis of the showing made in the CBS letter," the commission said, "the network appears to have afforded reasonable opportunity for the presentation of significant contrasting views on the issues involved in the program."

In another footnote to the commission's involvement in the Selling controversy, Chairman Burch was reported angered over published reports that, in the commission's deliberations over how to deal with allegations of distortion, he had prepared a letter much more critical of CBS than the one finally approved and that Commissioner Thomas J. Houser was the commissioner who turned the tide against it.

The letter is said to have contained much if not all of the language that finally was published. But commission officials last week confirmed that it also contained language to the effect that CBS was guilty of "sheer hubris—overweening pride and even arrogance that simply will not allow of the possibility that error may have occurred, and that leads to the knee-jerk response of closing ranks against the critics, of 'we can retute all charges.'" The chairman was exercised over the manner in which CBS edited and rearranged some remarks of Mr. Henkin's in the documentary—the heart of the controversy in which Representative Staggers is engaged with CBS. The Burch draft is also said to have held that CBS accused the Pentagon "of a massive effort to propagandize the public regarding the war in Southeast Asia and the 'image' of the Defense Department over-all."

Commissioner Houser asked for additional time to consider the letter, which indicated to the chairman he lacked a majority for his draft. However, commission officials state it was doubtful any commissioner would have agreed to include the tough language and that the chairman willingly acceded to its removal. "To his credit," one official said, the chairman was more interested in a unanimous vote on the issue. Others saw the draft submitted by the chairman as simply part of the customary evolutionary process that attends commission decisions on difficult questions. The letter went through a number of drafts before it was adopted.

Chairman Burch's attitude on what the government's role should be in policing broadcast news was also indicated in closed-door testimony given May 6 to House Appropriations subcommittee, and made public last week.

Representatives Burt L. Talcott (R-Calif.) and Robert N. Gianno (D-Conn.) were questioning him on the issue of alleged news slanting in broadcasting and the fact that the three networks provide the news programs most Americans watch. How does the government, Representative Gianno asked, make certain "there is fairness in what these three censors [the networks] are doing to 100 million or more American people...?"

Assuming the worst, Chairman Burch said, that the handful of network officials "are deciding what it is we will see," the question that arises is whether that problem is so great that the government's intervention would be helpful, "or be more of a problem than we presently have."

"I am sort of inclined," the chairman said, "toward the latter point of view, myself."

Chairman Burch saw one effective control—competition among the networks. "Unless you can assume that the three of them work in concert, there is the effect of competition in the presentation of news, because nobody wants to be scooped..."

Elsberg unearthed for CBS News reports

CBS became a player of sorts in another freedom-of-the-press issue last week. As President Frank Stanton was in Washington's Madison Hotel preparing his defiance of a House subcommittee's subpoena (see facing page), correspondent Walter Cronkite of CBS News was interviewing one of the key—and until last Wednesday night most shadowy—figures in the Vietnam history disclosures that began with the New York Times and went on to encompass an important segment of the nation's press.

The result, first, was an eight-minute segment on the CBS Evening News and, later (10:30 p.m.) a 30-minute special report entitled A Conversation with Daniel Ellsberg. Both had been filmed earlier that day at an undisclosed location: Dr. Ellsberg, the MIT research associate generally conceded—but not by his own admission—to have made the Vietnam history available to the Times, had gone into seclusion soon after the first stories broke on June 13. It was not known how CBS News made contact with Dr. Ellsberg. It is known that Dr. Ellsberg was at one time an associate of the RAND Corp., the California-based "think tank" of which Dr. Stanton was once chairman, and of which he remains a trustee.

Most of Dr. Ellsberg's answers to Mr. Cronkite's questions dealt with the effect the Vietnam disclosures might have on American foreign policy, and on the rightness or wrongness of one individual's deciding what was or was not to be kept secret. Mr. Ellsberg, on the latter point, agreed it was a moral question, and asserted his belief that the Times and others struck the right position when they "went ahead at their jeopardy" in deciding to publish. In the closing minutes of the interview Mr. Ellsberg cited the adage that "The truth shall make you free," and voiced his feeling that the truth (about Vietnam decision-making) "was now out of the safes" and that there was no way to get it back.

CBS estimates its CBS Evening News segment with Dr. Ellsberg reached 11 million viewers, and that 10 million saw the later Conversation. (Both also were broadcast in the CBS Radio Network.) The combined daily circulation of the New York Times, the Washington Post, the Boston Globe and the Chicago Sun Times—the papers in which various segments of the Vietnam history disclosures had been printed before Conversation was aired—is 2,384,432.

Dr. Ellsberg on CBS News
Stanton stands his ground

CBS President Frank Stanton last week made good his promise not to provide the House Investigations Subcommittee with outtakes from The Selling of the Pentagon documentary.

That decision may lead to a contempt-of-Congress citation against CBS and a resulting court battle over broadcast journalism's right to freedom of the press.

Dr. Stanton testified before the subcommittee last Thursday (June 24) in answer to a subpoena, which also called for CBS to produce unused parts of filmed or taped sequences of the program that, after editing, got on the air (Broadcasting, May 31).

A subcommittee statement, attached to Chairman Harley O. Staggers's (D-W.Va.) opening remarks, summed up the principal disagreement between the subcommittee and Dr. Stanton. It said: "The issue here today is not the First Amendment. It is the willful deception of the public." The subcommittee pointed out that it has sworn testimony thatCBS, "by electronic manipulation altered the words of at least two speakers" on the program.

"Clearly this raises important issues concerning the adequacy of the laws governing broadcasting," said Chairman Staggers in his opening statement. He contended the public has a right to be forewarned about the techniques of "distortion, misrepresentation and propaganda.

Dr. Stanton, in his opening statement, cited his "duty to uphold the freedom of the broadcast press against congressional abridgement" and contended that the subcommittee's legislative purpose in demanding the outtakes has no constitutional basis. Based on the advice of our counsel and our own conviction that a fundamental principle of a free society is at stake, I must respectfully decline, as president of CBS, to produce the materials covered by subpoena...." he said.

"We are going to take under serious consideration the matter of your refusal to produce the records and materials we have requested," warned the chairman. "In my opinion," he said, "you are now in contempt."

Daniel Manelli, the subcommittee's acting general counsel, pointed out to Dr. Stanton that CBS had previously provided the subcommittee with program outtakes. He cited the subcommittee's investigation of CBS's uncompleted documentary on an aborted invasion of Haiti, Project Nassau, as one example.

That did not involve surveillance of CBS's editing procedures, countered Dr. Stanton. He said CBS weighs the focus of the investigation in providing such material. However, he added that the "accumulation of experience in the past puts me in a different position to make a decision" now and "candidly, I am not sure we would have provided that material today."

Dr. Stanton emphasized throughout the four-hour hearing that the controversy was a First Amendment issue.

"We need those outtakes to see what we should do," snapped Chairman Staggers. "The First Amendment has nothing to do with it."

Representative Richard G. Shoup claimed that the credibility gap of news reporting is suffering and said the subcommittee is trying to help close it. "CBS is deliberately refusing to accept the thrust of this hearing—deceit, deception and dishonesty," he said.

Dr. Stanton's staunch refusal to accept the subcommittee's viewpoints obviously rankled the chairman. "You're just a figurehead," he burst out. "You've been put up to this." At another point he contended that television is the most powerful of the media and it "can control this country if this is allowed to go on. I blame your organization."

And so it went. Dr. Stanton repeatedly said he thought Selling was edited fairly, but refused to provide outtakes as proof because of the "chilling" effect such action would have on press freedom. The subcommittee kept insisting that the public's right to be protected against deception is the issue at stake.

At the conclusion of the hearing, Chairman Staggers gave Dr. Stanton one last chance. "I am again directing you to comply," he said.

"I respectfully decline," replied Dr. Stanton.

After the hearing, Mr. Manelli told Broadcasting that it was likely the subcommittee would meet this week to vote on recommending to the parent Commerce Committee that CBS be cited for contempt of Congress. If that happens, the full committee would have to vote on a motion to be sent to the House floor asking the House to issue the citation. If the House approved the motion, the Justice Department would take the case to court.
Newsman who used epithet reinstated by arbiter

Newscaster Lee Murphy, fired last December by WINS(AM) New York, was reinstated after arbitration and was back on the air June 18. Mr. Murphy was discharged by the Group W all-news station after he broadcast a news item quoting former Soviet Premier Nikita S. Khrushchev as calling President Richard M. Nixon “a son of a bitch.”

In dismissing Mr. Murphy, WINS management claimed that in broadcasting the epithet he had seriously violated company policy and basic broadcasting tenets. The newscast containing the Khrushchev slur was aired last Dec. 13. The next day Mr. Murphy and News Editor Jerry Nadel, who had approved the item, were suspended. On Dec. 29 both were discharged. Mr. Murphy took the case to his union, the American Federation of Television and Radio Artists, which took it to arbitration.

The union lawyers claimed that the phrase had been contained in the Khrushchev memoirs printed by Life magazine, and use of it was a legitimate news judgment and Mr. Murphy should not be penalized.

The attorneys also pointed out that Mr. Murphy in an earlier broadcast had used the same expression in a news item quoting California Governor Ronald Reagan in an attack on a political foe, and this was not brought to the attention of the WINS management.

Thomas A. Knowlton, a senior arbiter for the America Arbitration Association, ordered Mr. Murphy reinstated with full back pay and no loss of seniority. A request for damages, however, was denied.

Mr. Nadel, a WINS spokesman said, accepted another position rather than seek reinstatement.

NPR pioneers live Hill coverage

Although House ban is off, some committees balk, Staggers’s among them

More than six months after the formal admission of television and radio to House committee rooms, National Public Radio has become the first broadcast organization to provide live coverage on that side of Capitol Hill.

NPR is covering a series of hearings before the House Subcommittee on Foreign Operations and Government Information, dealing with questions of government classification procedure. The subcommittee’s investigation was prompted by the dispute that presently surrounds publication of classified Pentagon material in the New York Times and other major newspapers.

The hearings, and NPR’s coverage, began last Wednesday (June 23) and will continue through June 30.

Although NPR is the first to provide live coverage, since the House ban was officially lifted last January, there have been numerous filmed and taped reports during that time. However, not all committees have opened their doors to broadcast journalists.

Under the legislative reorganization act, which was signed into law last year and became effective with the convening of the 92d Congress, television and radio are given a general authorization to cover committee hearings. However, specific approval must come from individual committees—and several have been more than leisurely in giving their approval.

Among that group is the House Commerce Committee, which regulates television and radio. According to House sources, Chairman Harley O. Staggers (D-W. Va.) has withheld approval until he can meet with his subcommittee chairmen to discuss the subject.

The University of Chicago
urban journalism fellowship program

The University of Chicago’s Urban Journalism Fellowship Program offers an intensive, six-month period of study for journalists who specialize, or wish to specialize, in the coverage of urban affairs. It is designed to improve the newsmen’s skills in analyzing, interpreting and reporting the causes and cures of urban problems. The 10 Fellows selected annually audit courses, attend special seminars and engage in individual research projects. The program is administered by the University’s Center for Policy Study.

Men and women from the print and broadcast media who apply must be from 23 to 35 years of age, hold a full-time news media position and be able to arrange for a six-month leave of absence.

Full University tuition costs are paid for each Fellow. A weekly stipend of $200 is provided to cover living expenses.

Applications for the program running from January 3 through June 10 of 1972 must be received by August 30. For complete details and an application form, write to:

Paul Gapp, Coordinator
Urban Journalism Fellowship Program
The University of Chicago
5801 South Ellis, Room 501
Chicago, Illinois 60637
NAB board meeting runs the gamut

Renewal procedures draw sharp concern, while CATV becomes 'fact of life' for broadcasters

An easing of attitude toward CATV regulation, concern over the new uncertainties in license renewals and slight rumblings of dissidence among the radio members highlighted the four-day meeting last week in Washington of the TV and radio boards of the National Association of Broadcasters.

On cable TV, signs of accommodation were evident throughout the full morning devoted to that subject by the TV board. One member said he was "encouraged" at the new attitude toward cable. Another said the consensus was to find "a workable solution" to cable TV.

Although no specific positions were enunciated at the TV board meeting, there was, according to reports, a sense of the meeting: that broadcasters will have to accept some importation of distant signals, perhaps a formula of three networks and three independents in the top 50 markets, three and two in the next 50, and three and one in the remaining markets.

But if a mood of compromise was evident on cable regulation, no such feeling was expressed when talk turned, at the TV-board meeting and at the next day's radio-board meeting, to the threats licensees now face at renewal time. The consensus was that strong efforts must be made to head off some of the more radical changes in renewal procedures that have been proposed by the FCC and to obtain legislative correction of the recent appellate-court reversal of the FCC's policy favoring incumbents who perform adequately.

One element in the FCC's rulemaking drew particular attention: the proposed requirement that every station broadcast, at eight-day intervals, announcements inviting public complaint.

Victor C. Diehm, president of the Mutual Broadcasting System, who is a member of the radio board, exemplified the irate feeling of most broadcasters. He urged that a special committee of broadcasters be organized to battle the FCC proposals and also, in light of the appeals court decision striking down the FCC policy statement on renewals (BROADCASTING, June 21), to seek congressional legislation that would provide protection for responsible licensees against what most broadcasters call irresponsible challenges at renewal time.

Noting that broadcasters and the NAB have organized to battle against the FCC's one-to-a-customer philosophy, including possibly divestiture for newspaper owners, Mr. Diehm recommended a similar approach to the renewal question, including possibly a $100,000 war chest and the hiring of outside counsel to aid in the fight.

No specific action was taken on Mr. Diehm's recommendation, but a decision was expected to be made at the joint board meeting Friday (June 25).

The third major issue discussed during the board meetings last week which also saw the election of officers of each board and of a joint chairman (see page 28) involved pending political spending bills. Here board members felt they were the side of the angels, namely President Nixon, who told them at a reception he held at the White House for them Wednesday (see page 31), that he favored an over-all spending limit, but no barriers to how the money is spent.

The radio board meeting was enlivened by Philip Spencer, WCBS (AM) Amsterdam, N.Y., who recommended that the NAB support the establishment of a Radio Information Office, similar to the Television Information Office, that would act to promote radio usage (BROADCASTING, June 21). Although there was support for Mr. Spencer's resolution, there was also some opposition. A committee was named to study the feasibility of the idea, with instructions to report back at the January board meeting. Members of that committee are Wendell Mayes Jr., KNOW (AM) Austin, Tex., the newly elected vice chairman of the radio board; J. Kenneth Marston, WDXI (AM) Jackson, Tenn., and Frank A. Balch, WJOY-AM Burlington, Vt.

The Spencer proposal is felt to be an expression of unrest among radio broadcasters at the purported dominance of NAB by television. Some radio broadcasters have occasionally talked of forming their own organization. This is opposed strenuously by many broadcasters as well as the NAB establishment as potentially damaging to the mission of NAB to represent all of broadcasting.

The President was host to the 44-member joint board of directors of the National Association of Broadcasters at a White House reception last week (see page 31). Here he greets Dale G. Moore, president of a station group with holdings in Montana and Idaho. Next in line is Hamilton Shea, executive vice president of Gilmore Broadcasting Corp. Standing with the President is Herbert G. Klein, director of communications for the Nixon administration.

BROADCASTING, June 28, 1971
'Youth' movement at NAB boards

Chapin top chairman; Ockershausen, Read head separate boards

The new chairman of the National Association of Broadcasters suffered a kidney-stone attack before last week's board meetings began. He flew home from Washington and missed his inaugural.

It was just about the first NAB event Richard W. Chapin has missed in the past decade. At the age of 48 he still qualifies as one of the young Turks who are out to invigorate the trade association. Mr. Chapin, who is also president of Stuart Enterprises, a station-group owner based in Lincoln, Neb., looks the part. His hair is styled; his clothes are mod. Windows in Brooks Bros. shatter as he passes.

Evidence of a second-generation take-over in NAB leadership was accented with the election of Andrew M. Ockershausen, of the Evening Star Stations, Washington, as chairman of the radio board. Mr. Ockershausen is 42. The chairmanship of the television board passed to A. Louis Read, WTVG, New Orleans. He is 57.

The NAB chairman has had an 18-year career in broadcasting, beginning in 1953 when he joined KFOR(AM) in his home town of Lincoln, Neb., as an account executive. Before that he was a Chamber of Commerce official in Nebraska and in Iowa.

Within a year, Mr. Chapin was named general sales manager of KFOR-AM-TV (later sold). And a year after that, he was named general manager of both stations.

In 1958 he was elected a vice president of Stuart Investment Co. (now Stuart Enterprises) and successively became executive vice president and, in 1970, president.

Stuart Enterprises, which also owned KFGR(AM) Grand Island, Neb., when Mr. Chapin began his business climb, acquired during his tenure KMNS(AM) Sioux City, and KOEL(AM) Oelwein, both Iowa; KSAL(AM) Salina, Kan., and WMAV(AM) Springfield, Ill. In addition to broadcasting ownership, Stuart Enterprises also owns Imperial Outdoor Advertising, with plants in Lincoln, Omaha and Sioux City; two weekly newspapers (Wapakoneton [N.D.] Farmer-Globe and Breckenridge [Minn.] Valley Alert), an insurance business and various real-estate holdings.

Mr. Chapin's career at NAB also has been one of involvement and rise. He served four two-year terms as one of the 29 members of the radio board, the last two years as chairman. During his association activities he served as vice chairman and member of the NAB's Future of Broadcasting Committee and as chairman of the Nebraska code membership committee.

He is married to the former Jacqueline Beech. The couple has two children, Debora, 19, and Richard, 16. He was named "Advertising Man of the Year" in Lincoln last year.

Mr. Chapin succeeds Willard E. Walbridge, executive vice president for corporate affairs, Capital Cities Broadcasting Corp.

As expected, the television board elected Mr. Read, who is president and general manager of WDSU-TV New Orleans, as chairman and Donald P. Campbell, vice president and general manager of WMAR-TV Baltimore, as vice chairman.

Mr. Read entered upon his broadcasting career in 1938 as commercial manager of WWL(AM) in New Orleans, his birthplace. After service in the Navy during World War II and a stint in advertising, he returned to broadcasting in 1948 as general manager of WABB(AM) Mobile, Ala., but after a year joined WDSU-AM-TV as commercial manager. He became chief executive of the stations (including WDSU-FM) in 1965.

He is immediate past vice chairman of the NAB's television board, chairman of the NAB's Television Information Committee (whose members make up the board of the Television Information Office), and chairman of the executive committee and a member of the board of the Radio Advertising Bureau.

Mr. Read succeeds Hamilton Shea, Gilmore Broadcasting Co. Mr. Shea is chairman of the association's Future of Broadcasting Committee.

Mr. Campbell, also 57, started out in 1938 as an announcer on WEST(AM) Easton, Pa., his native city. Over the next 33 years, he worked for the NBC Blue network (now ABC), Mutual Broadcasting System, Edward Petry & Co., Storer Television Sales Inc., became assistant to the general manager, WMAR-TV in 1957. He became vice president and general manager in 1964.

Mr. Campbell is serving his second term as a member of the TV board. He has been a board member of the CBS Affiliates Advisory Committee and a member of the board of Broadcast Skills Bank.

At the radio board Mr. Ockershausen was unopposed for the chairmanship. He had been vice chairman.

A three-candidate race for the vice chairmanship was won by Wendell Mayes Jr., KNOW(AM) Austin, Tex., who defeated John F. Hurlbut, WVMC-(AM) Mt. Carmel, Ill., and Allan Page, KGWA(AM) Enid, Okla., for the post.

Mr. Ockershausen was the only candidate for the radio board chairmanship. Ben A. Laird, WDIZ-AM-FM Green Bay, Wis., who until the week before the board meetings in Washington had said he was thinking of running, failed to have his name placed in nomination.

A 42-year-old native of Washington, Mr. Ockershausen has spent his entire broadcasting career at the Evening Star stations, which is affiliated in ownership with the Washington Evening Star. He joined WMAL(AM) as a page at age 20 and progressed steadily upward. Earlier this year, he was named secretary-treasurer and assistant general manager and a director of all the Evening Star stations. In addition to the Washington stations, the Evening Star owns WVAY-AM-TV Lynchburg, Va., and WCV-TV Charleston, S.C.

His NAB activity includes a two-year stint on the Radio Code board, 1966-68. In 1969 he was elected to his first term on the radio board; last year he was chosen vice chairman.

Mr. Mayes, 47, president of the Austin station, has interests, through the estate of his father, broadcasting pioneer Wendell Mayes Sr., in KVIC(Victoria), KXOL(AM) Fort Worth, KCSR(Midland), KSNY(AM)(Snyder) and KBWD(Brownwood, all Texas.

He is a former president of the Texas Association of Broadcasters, and a member of communications advisory committees at the University of Texas and at Texas Tech, his alma mater.

He became active in NAB affairs only in the past four years, serving his second two-year term on the radio board and having been a member of the by-laws committee and a special committee on revising districts for radio board elections.

Paul Haney makes surprise, quick exit

Quits NAB post after just six months; Bednerick leaves too

Paul Haney, who joined the National Association of Broadcasters as executive vice president for public relations only last February, resigned last week for what were termed "personal reasons." No immediate successor is in view.

Mr. Haney was chosen as the first public-relations chief holding one of the three executive vice presidencies created following the June 1970 reorganization of the association. He was chosen early this year by a special NAB committee, reportedly from a portfolio.
of more than 40 applications (BROADCASTING, Jan. 11).

Mr. Haney, who gained public notice as the voice of Mission Control at the Houston Manned Flight Center during the early Apollo flights, came to the NAB from public-relations work for the Houston Astros as well as the Astrodrome there, in addition to freelance work for Britain's Independent Television Network on the later Apollo flights.

The Haney resignation, which came as a complete surprise, was announced by Vincent T. Wasilewski, president of NAB, who termed the departure "a keen personal loss." He leaves Aug. 15. Mr. Haney's resignation was not the only one at the NAB last week. Jon C. Bedenrik, a member of the association's government-relations department, is leaving June 30. He is joining the National Society of Public Accountants, Washington, as legislative director.

And, two veteran employees of NAB are retiring the end of this month: Florence Mitchell, secretary to Dr. Harold Niven, vice president for planning and development; and Adeline Macloskie, on the staff of Everett C. Revercomb, secretary-treasurer of the association.

Higher price tag for code

NAB's TV board approves rate increase, allows independents 12 ad minutes an hour

The television board of the National Association of Broadcasters approved a hike in fees for TV code members, and at the same time approved a recommendation that independent TV stations who are code subscribers be permitted to run up to 12 minutes of commercials and nonprogram interruptions every hour in prime time effective Sept. 1.

The TV board turned down, however, an additional recommendation that code stations be permitted to accept advertising for hemorrhoidal preparations.

The two approvals were virtually unanimous, but the rejection was decided by a closely divided board. The actions were taken at the TV board meeting last week in Washington (see page 27). All three of the suggestions came from the TV code-review board that met in Washington last month (BROADCASTING, May 31).

The increase in dues—to seven times the highest published 30-second spot rate, effective Oct. 1 this year—is expected to bring $625,000 yearly to the Code Authority. It will, it is said, permit the NAB's Code Authority to expand its activities, hire new personnel and perform additional functions that its executives feel are being overlooked at the present time.

The Code Authority's current budget, $480,000, is based on a schedule that calls for the highest hourly rate plus 15%, with a minimum of $350 and a maximum of $1,400 for any subscriber.

The new dues structure also contains a floor and ceiling—a minimum of $500 and a maximum the first year of $2,000, the second year, $2,200.

In recommending the change in permissible interruptions to programs, the review board made two points: The operating cost of independent TV stations is very much higher than for network affiliates, since the former have to buy and pay for programs to fill their entire day's programming; the latter's direct program costs are less, since in prime hours their networks supply the material. Also, independent TV stations use from 10 minutes to 16 minutes every hour for commercials or other interruptions, according to a survey by a review board subcommittee, and by easing the maximums for them they will be more amenable to joining the Code and maintaining Code levels. At present only six independent TV stations are members of the Code. Current maximum for prime time is 10 minutes per prime-time hour; but on Oct. 1, this is being cut back to nine and a half minutes.

The recommendation by the review board that hemorrhoidal advertising he considered acceptable was turned down by an eight to six vote. The review board made its recommendation on the basis of a presentation of TV advertising for Preparation H at the Washington meeting that seemed to a majority of the review group to be acceptable according to current standards.

Two for CBS Radio

CBS Radio announced two new station affiliations last week. WRNG(AM) North Atlanta, Ga., owned by the Ring Radio Co., broadcasts with 25 kw on 680 khz. The station was affiliated with the ABC American Information Network since October 1970. Also, WTVR(AM) Richmond, Va., an ABC American Entertainment Network affiliate since 1956, switches to a CBS affiliation effective Sept. 5. It is owned and operated by Roy H. Park Broadcasting of Virginia Inc. and operates full time with 5 kw on 1380 khz. ABC is replacing the former affiliate with WEET(AM) there in July.
CBS opts for Boston 'professional'

Network will leave channel 5 for 7 if WHDH-TV at last loses license

A realignment in network affiliations in Boston appears assured should the Boston Herald-Traveler Corp. be required to turn its channel-5 WHDH-TV over to Boston Broadcasters Inc. (“Closed Circuit,” June 21).

CBS-TV said last week it will switch its affiliation to WNAC-TV (channel 7), an RKO General station and currently an ABC-TV affiliate, “in the event that the present CBS-TV network affiliate’s operation of station WHDH-TV in Boston is to be discontinued.”

CBS’ statement—by Carl S. Ward, CBS-TV vice president and director, affiliate relations—also said the change in affiliation “would be consistent” with CBS-TV’s “history of association with broadcast groups which have significant professional broadcast experience.” (CBS said WNAC-TV has been under the same ownership since 1948).

ABC-TV said that in any event it intends to “continue to have a strong affiliation” in Boston, and Boston Broadcasters Inc., in a filing with the FCC, indicated it would take over the ABC-TV affiliate. ABC probably would sign on the new owners of channel 5. The other commercial VHF in Boston is Group W’s WBZ-TV (channel 4) and that is an NBC-TV affiliate. CBS’s contract with WHDH-TV, which runs till Nov. 27, 1972, would expire upon change of station licensee. ABC’s contract with WNAC-TV reportedly expired recently, with the affiliation continuing on a day-to-day basis since then.

And BBI last week stepped up its efforts to persuade the FCC to bring an end to the 14-year tenancy of Boston Herald-Traveler on channel 5. BBI asked the commission to specify Sept. 12 as the date for vacating the channel and turning it over to BBI. It had earlier requested termination on Sept. 26.

BBI explained that when it petitioned the FCC for the Sept. 26 termination date last month (BROADCASTING, May 24), it was under the impression that CBS was not going to start its fall schedule before that date. And, it said, it had no indication that CBS was contemplating a shift in affiliation at the time.

BBI contended that failure by the FCC to specify Sept. 12 as WHDH’s termination date “could result in leaving Boston without ABC network programming and WHDH-TV without any network service.”

Further, BBI urged the commission to deny a WHDH pleading several weeks ago that WHDH’s April 21 request for further proceedings on the issue of alleged wrongdoing by BBI to be consolidated with BBI’s request for a termination date. WHDH’s contention in this petition that its April 21 pleading and BBI’s May 18 request involve the same parties and the same issues and should therefore be considered together, BBI said, is based on “an erroneous factual predicate.”

Legally, BBI contended, the end became “automatic” two weeks ago, when the Supreme Court denied WHDH’s petition for review of the case (BROADCASTING, June 21).

San Antonio group pushes for reforms

One of the more extensive lists of demands made by Mexican-American group

San Antonio, Tex., has become the latest city where a citizen group has made demands on broadcast stations that are coming up shortly for license renewal by the FCC.

The Bilingual Bicultural Coalition on Mass Media, composed of more than 40 Mexican-American groups, is seeking commitments by the city’s radio and television stations that in some cases go beyond those that have been sought in other cities.

The coalition seeks more than programming and employment and job-training programs designed to meet the needs of Mexican Americans—and the list of demands regarding these matters is extensive. It is also asking stations to agree to submit complaints about allegedly deceptive advertising, as well as ads and programming said to be offensive to Mexican Americans, to an arbitration committee, and make a donation to the coalition if it is found to have been negligent in carrying the commercials or programming.

Another demand calls on the stations to work with each other or other businesses in establishing child-care centers for children of their employees and to establish plans for paid maternity or pregnancy leaves.

The coalition established contact with the stations at a meeting two weeks ago, and last week dispatched teams of three or four members to discuss its demands with each of the stations.

Victor Soto, a college student who is
the coalition’s chairman, said that the negotiations will determine whether the coalition will file petitions to deny the stations’ license-renewal applications. Mr. Soto said the coalition was instructed in tactics and all regulations by members of citizens groups that negotiated with stations in Atlanta and Denver, and by Domingo Nick Reyes, of Washington, executive director of the National Mexican-American Anti-Defamation Committee.

The Texas licenses are due for renewal on Aug. 1. The deadline for filing protests is July 1.

Thus far, one station has reached agreement with the coalition—KENS-TV. It will file with the commission a statement of policy based on negotiations with the group. In it the station accedes to the coalition’s demands.

An encouraging word from the President

At White House reception Nixon tells NAB board he admires broadcasting

President Nixon said last week the American broadcasting system was the best in the world.

He made the statement during informal remarks to the directors of the National Association of Broadcasters at a special reception in the White House on Wednesday, June 23. It was the first such White House recognition of an NAB board (“Closed Circuit,” June 21).

The 44 board members, plus top executives of the association, heard the President say that he believes in our “competitive” system of broadcasting. He noted that the vice president had been critical of the broadcast establishment. The president, however, said he thought in general it was doing a good job. He even had a few good words to say about the networks, particularly their coverage of the wedding of his daughter Tricia.

The warmth of the reception and the President’s words elevated the spirits of the otherwise bedeviled broadcasters. “Maybe now we’re being accepted and recognized,” one said. The same thought was expressed by others.

After greeting the broadcasters in a receiving line (see picture, page 26), the President observed that, hearing all the communities represented by the guests, he was reminded of the campaign trips.

Continuing the campaign theme, Mr. Nixon remarked that he felt all media, even billboards, were important in elec-

tion campaigning. Referring to the pending campaign-spending bills in Congress (see page 39), he said candidates should be allowed to allocate their media spending as they chose, subject to an over-all limit.

Herbert G. Klein, the President’s director of communications, performed the introductions. Also present at the gathering were Clay T. Whitehead, director of the Office of Telecommunications Policy, and Alvin Snyder, Mr. Klein’s radio-TV deputy.

At one point during the reception, in the Blue Room, Leslie H. Arries, of WHEN-TV Buffalo, N.Y., a TV board member, had the President autograph a 1955 picture showing the then Vice President Nixon inaugurating a local program on WTTG-TV Washington. Then owned by the Dumont Broadcasting Corp. Mr. Arries was general manager of the station at the time.

Vincent T. Wasilewski, president of NAB, presented the President with a leather-bound copy of “Cavalcade of Broadcasting,” a book published by the NAB last year in honor of broadcasting’s 50th birthday. Also present were the three NAB executive vice presidents: Grover C. Cobb, station relations; Paul B. Comstock, government relations, and Paul Haney, public relations.

Each broadcaster was given a pair of gold cutlinks bearing the President’s seal and a gold pin with the same imprint to take to his wife. Earlier in the day the wives of board members had been conducted on a special tour of the White House.

What new name for CBS?
(It just might be CBS)

The Columbia Broadcasting System Inc. may change its name. The authority for that statement is Frank Stanton, president of the Columbia Broadcasting System Inc.

In a memo circulated to CBS executives last week, Dr. Stanton said that in view of the company’s diversification into a variety of fields, Lippincott & Margulies, design experts, had been retained to make a study of CBS’s current communications practices and come up with recommendations for “a new corporate nomenclature system.” The idea, he said, was to make sure that the company’s various activities are accurately defined and properly expressed to their various audiences.

“This new program may result in a new name for the corporation,” Dr. Stanton’s memo said.

And what new name might be chosen? No one would guess officially though some executives suggested—not entirely in jest—that since RCA changed its name from Radio Corp. of America to RCA on the recommendation of Lippincott & Margulies, “maybe CBS will become CBS.”

I&M is expected to take several weeks, if not months, in developing proposals. It cannot eliminate the “Columbia” connotation altogether, however, without undoing a change made on its recommendation as recently as March 15, when CBS Direct Marketing Services became Columbia House.

Lamar finds no friends at the Supreme Court

Lamar Life Broadcasting Co. has lost a bid to the U.S. Supreme Court for review of an FCC decision terminating Lamar’s operation of WLBTV (TV) Jackson, Miss.

Lamar, which lost its license to operate WLBTV as a result of an appeals court order, had been appealing a commission action authorizing operation of the station by nonprofit organization pending a decision on a new licensee. Lamar is one of five applicants for the license.

The high court last week refused to review and thus left standing an appeals court decision upholding the commission’s action in the case. The nonprofit organization involved, Communications Improvement Inc., has been operating the station since June 14 (Broadcasting, June 14).

Lamar lost its license two years ago as the result of complaints by the United Church of Christ and local blacks that it discriminated against its large Negro audience in programing. However, Lamar had contended that it was entitled to continue operating the station until a new licensee was chosen. It had been the licensee since 1953.

FCC strictures prompt Liberty to quit CATV

Liberty Corp., Greenville, S.C., has sold its 80% interest in Cox-Cosmos, cable-television operation in Charlotte, N.C. to Charlotte Cablevision Co. for more than $1 million. Cox-Cosmos will now operate under the name of Cable Television Co.

A Liberty spokesman said the sale was consistent with the corporation’s planned divestiture of its cable-TV properties, mainly as a result of an FCC ruling that prevents broadcasters from owning cable-TV systems in areas in which they operate TV stations. Another Liberty subsidiary, Cosmos Broadcasting Corp., owns and operates wis-tv Columbia, S.C. Liberty sold its cable-TV facility in South Carolina a year ago.
The Great TV Movie Contest

Sure, you know who played the title role in Madame Curie. But do you remember who played her husband? If you do, you’re either (a) over 35, (b) a late show addict, or (c) married to a late show addict.

In any case, you’ve got a good chance to win a nifty prize in MGM-TV’s Great TV Movie Contest.

Answer the 20 questions based on the more than 1200 movies in the MGM Library of Great Films. If you get them all right, you’ll win a copy of “Films in America 1929-1969” (published by Golden Press), inscribed with a testimonial to your movie expertise.

Of course, if you’re involved in the programming of movies for television, most of the questions should be easy for you. (The more you know about available films, the better equipped you are to program effectively.)

But be careful. They’re not all as easy as they look.

If the official contest form is missing from this copy, write us or call an MGM-TV Sales Office, and we’ll get one to you.

Answers must be printed or typed. Answers written in longhand and misspelled answers will be counted as wrong answers. Decisions of the judges will be final.

Mail your entry to The Great TV Movie Contest, P.O. Box 1200, Blair, Nebraska 68009. All entries must be postmarked not later than August 5, 1971, and be received by August 12, 1971. Winners will be notified by mail.

Entries become the property of MGM-TV. This contest is subject to all federal, state and local regulations. And is void where prohibited by law.

Oh, and one more thing:
Movies are still the best buy in Television.
1. What is the name of the place these three people are searching for?
A: ________________________________

2. In what MGM film do James Mason, John Gielgud, and Edmond O'Brien gang up to kill Louis Calhern?
A: ________________________________

3. Who plays the Marquess of Frimon, the first owner of The Yellow Rolls-Royce (MGM 1965)?
   □ Ingrid Bergman
   □ Rex Harrison
   □ George C. Scott

4. A hilarious MGM film concerns the invention of an amazing elasti-glass windshield by one of the screen's great comics. In the film, what is his occupation?
   □ Brush salesman
   □ Photographer
   □ Cab driver

5. Blackie Norton, Duke Bradley, and Flint Mitchell are characters played by this great MGM star. Who is he?
A: ________________________________

6. Sean Connery and Van Johnson star in MGM's 1958 adventure drama, Action of the Tiger. The title is a quotation from Shakespeare's:
   □ Richard III
   □ Henry V
   □ Macbeth

7. The Magnificent Yankee (1951) is about what famous American?
   □ Mark Twain
   □ Oliver Wendell Holmes, Jr.
   □ Lou Gehrig

8. Margarita Carmen Cansino is the original name of:
   □ Anne Bancroft
   □ Rita Gam
   □ Rita Hayworth

9. Emlyn Williams appears in an MGM film about one of the most celebrated trials in history. Whom does he play?
   □ Emile Zola
   □ William Jennings Bryan
   □ Cardinal Wolsey

10. Who played the original Young Dr. Kildare (MGM 1938)?
    □ Lionel Barrymore
    □ Lew Ayres
    □ Ralph Bellamy

11. In this important MGM film, Glenn Ford plays a school teacher. What nickname do the kids give him?
A: ________________________________

12. What Oscar-winning MGM movie drew the largest single television audience of any film ever shown on TV?
A: ________________________________

13. The Outrage (MGM 1964), starring Paul Newman, Laurence Harvey, Claire Bloom, and Edward G. Robinson, is based on:
   □ Rashomon
   □ The Seven Samurai
   □ Hiroshima

14. What famous theatrical family accounts for all three leads in MGM's 1932 classic about the Russian Imperial Court?
A: ________________________________

15. A film legend. Here she is playing:
   □ Anna Christie
   □ Susan Lennox
   □ Mata Hari

16. What movie is this scene from?
A: ________________________________

17. What is the title of the 1956 MGM film biography that tells the story of a singer's successful fight against alcoholism?
A: ________________________________

18. Which of these MGM films is not based on a book by Shirley Jackson?
   □ Julie (1956)
   □ Lizzie (1957)
   □ The Haunting (1963)

19. In 1932 Clark Gable made Red Dust. Years later, he starred in the remake, which is titled:
   □ Across the Wide Missouri (MGM 1951)
   □ Mogambo (MGM 1953)
   □ Betrayed (MGM 1954)

20. Who plays the title role in this heartwarming 1943 MGM film?
   □ Mickey Rooney
   □ Elizabeth Taylor
   □ The Horse

Name ________________________________
Company ________________________________
Address ________________________________
City ______ State ______ Zip ______

Anyone is eligible to enter except employees of MGM, Hecht, Vidmar Advertising, D.L. Bliss, an independent judging organization, and their families. Correctly spelled answers must be printed or typewritten on the official entry form, only one entry per contestant. All entries must be postmarked no later than August 5, 1971, and be received by August 12, 1971.

Mail to The Great TV Movie Contest, P.O. Box 1200, Blair, Nebraska 68009
Ch. 12 Jacksonville finally finds a home

1950's ex parte case ends as grant is made to consolidated applicants

The long-disputed struggle for occupancy of Jacksonville, Fla., channel 12 apparently came to an end last week when the FCC's review board approved an arrangement between the four competing applicants for the channel, calling for the four to consolidate into one company.

The action by the board last Monday (June 21) signifies the culmination of one of the six ex-parte cases that rocked the commission during the 1950's. The dust raised by another such case, that of WHDH-TV Boston, has yet to settle.

In approving the agreement between Florida-Georgia Television Co., The New Horizons Telecasting Co., Florida Gateway Television Co. and Community First Corp., the board awarded the channel to Channel 12 of Jacksonville Inc., the surviving company in the merger of the four applicants. The applicants had submitted their agreement to the commission nearly a year ago (Broadcasting, June 29, 1970).

Channel 12 has since 1957 been occupied by WFGA-TV. Until 1969 the station was operated by Florida-Georgia, which is 45.5% owned by group-broadcaster Wometco Enterprises. It has been operated under interim authority by Channel 12 of Jacksonville for the past two years, pending a final decision on the competing applicants' settlement agreement.

The agreement provides for the reimbursement of Florida-Georgia for its assets in WFGA-TV—reported to be in excess of $2 million. Each of the four applicants will have equal interest in the station and the applicants' respective companies will be dissolved.

Barring an appeal, the review board's decision laid to rest one of the longest and most controversial cases in the FCC's history. It started in 1956 when the commission granted a construction permit for Channel 12 Jacksonville to Florida-Georgia, the victor in a comparative hearing with two other firms. The company proceeded to build WFGA-TV and put it on the air in 1957.

But in 1960, the proceeding was reopened following revelations by a congressional committee that ex-parte influences (off-the-record contacts) had been brought to bear by applicants for channel 12 on the late FCC Commissioner Richard Mack.

WFGA-TV was reviewed with five other cases by the commission (one of which is the still on-going WHDH-TV case) and a ruling was handed down in 1963—in which Florida-Georgia was cleared of ex parte charges; one of the other applicants, Jacksonville Broadcasting Corp., was disqualified on the ex-parte issue, and the third, City of Jacksonville, was eliminated on comparative grounds. Florida-Georgia's license for WFGA-TV was reaffirmed.

But shortly thereafter, the U.S. Court of Appeals for the District of Columbia remanded the case back to the commission and threw out the grant to Florida-Georgia. The commission then invited new applicants for channel 12 and consequently received bids from Florida-Georgia and the three other companies now making up Channel 12 of Jacksonville. All four applicants asked for permanent authority for the channel and Florida Gateway and Community First requested interim operation.

Florida-Georgia, meanwhile, continued to operate WFGA-TV.

The commission, in 1967, designated the four applications for comparative hearing, rejected the interim authority bids from Florida Gateway and Community First and permitted Florida-Georgia to continue to operate WFGA-TV on an interim basis, pending the outcome of the hearing.

But once again, the court stepped into the proceeding, overruling the interim grant to Florida-Georgia and directing the commission to either establish a new interim operator not involved in the comparative hearing or to let the station go dark until the channel is awarded.

Following the court directive, the four applicants pulled together and proposed to operate WFGA-TV under a joint venture: the commission granted interim authority under this plan in March 1969, and this venture later resulted in the merger and formation of Channel 12 of Jacksonville.

Channel 12 of Jacksonville's application for the channel had been opposed by the FCC's Broadcast Bureau and a Florida theater owner. They charged that Channel 12 of Jacksonville is not financially qualified to be a licensee. The theater owner, Antwin Theaters Inc., also raised antitrust issues against Wometco (which also owns theaters in Florida), arguing that Wometco had used the film purchasing power of WFGA-TV in a conspiracy to deny Antwin access to first-run films.

But in its decision last week, the review board ruled that Channel 12 has adequately refuted the allegations in supplemental pleadings, adding that "very substantial public-interest considerations have been advanced by Channel 12 in support of their proposed settlement agreement." It noted that the principals of Channel 12 are
paying the fair market price for Florida-Georgia's assets in WFGA-TV and that each of the four applicants are paying a proportionate amount for their equal interest in Channel 12.

The board said that approval of the settlement agreement is in order because it "would not only terminate a long-lasting proceeding, but would expedite the inauguration of regularly licensed service on channel 12."

**Changing Hands**

Announced:
The following sales of television stations were reported last week, subject to FCC approval.

- **KMAK (AM)** Fresno, Calif.; Sold by ASI Communications Inc. (formerly Atlantic States Industries) to John F. McCarthy and others for aggregate sum of about $800,000. Group broadcaster ASI, a publicly owned company, owns KFAC-AM-FM Los Angeles; WERE-AM-FM Cleveland; WRYT (AM) Boston, and KLYD-TV Bakersfield and KROY (AM) Sacramento, both California. Mr. McCarthy, a veteran broadcaster, was most recently associated with group-owner Capital Cities Broadcasting Co. as advertising director of its subsidiary, Fairchild Publications. KMAK is on 1340 khz with 1 kw day and 250 w night.

- **KTT-AM-FM** Springfield, Mo.; Sold by Radio 14 Inc. to F. F. (Mike) Lynch and Michael Oatman for $350,000. Radio 14 is a wholly owned subsidiary of Independent Broadcasting Co., which owns KTTV-AM Springfield. Independent Broadcasting is controlled by the J. H. G. Cooper family and others. Buyers have an interest in KFDI (AM) Wichita, Kan. KTT (AM) is on 1400 khz full time with 1 kw day and 250 w night. KTT-FM operates on 94.7 mhz with 10 kw and an antenna 660 ft. above average terrain. Broker: Chapman Associates.

Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 50).

- **WALL-AM-FM** Middletown, N.Y.; Sold by Strauss Broadcasting Group to James F. O'Grady and others for $600,000 plus $300,000 covenant not to compete for seven years in Wall stations' service area. R. Peter Strauss is president of Strauss group, which also owns WMCA (AM) New York and WEVA (AM) Geneva, N.Y. Strauss is selling WTLB (AM) Utica-Rome, N.Y., to a group of Utica businessmen for $500,000. Mr. O'Grady is the majority stockholder in the purchasing group (with 60.3%). There are eight other stockholders, including Robert A. Dreyer, a long-time broadcast attorney. Mr. O'Grady has announced his resignation as president of RKO Radio Representatives to devote his full efforts to Wall stations. WALL (AM) is on 1340 khz with 1 kw day, 250 w night. WALL-FM operates on 92.7 mhz, 3 kw, with an antenna 190 feet above average terrain.

- **KBNF (FM)** Houston; Sold by Culligan Communications Corp. to Zantanon Communications Corp. for $460,000. Matthew J. Culligan is president and principal owner of Culligan Communications, which has requested FCC approval for the sale of WHIM-AM-FM Providence, R.I. (its only other broadcast interests), to John E. Franks and others for $450,000. Mr. Culligan was a former head of Mutual and NBC Radio. Zantanon Communications is controlled by 17 stockholders, including James Duncan, president of a Houston music-publishing firm. KBNF is on 93.7 mhz with 25 kw and an antenna 560 feet above average terrain.

- **WGGG (AM)** Gainesville, Fla.; Sold by Robert Brown to Victor Knight for $525,000. Mr. Brown owns WORD (AM) Spartanburg, S.C. Mr. Knight is president of a Quality Broadcasting Corp., licensee of WDBF (FM) Delray Beach, Fla. WGGG is on 1230 khz with 1 kw day and 250 w night.

- **Wkow (AM)** Spring Valley, N.Y.; Sold by Arthur L. Winn Jr. and others to George S. Stayner, William A. Littauer, Zelda K. Mendelson and others for $225,000. Mr. Stayner, a physician, has a medical practice at Nanuet, N.Y. Mr. Littauer is a newsmen with NBC-owned WRC-AM-FM-TV Washington. Miss Mendelson owns a dog-breeding business at Nanuet. Wkow, which has been silent since August 1970, is authorized to operate daytime on 1300 khz with 500 w directional.

- **WXTA (FM)** Greenacres, Ind.; Sold by Charles R. Banks to Leon Buck for $145,000. Mr. Buck was formerly co-owner of WEZJ (AM) Williamsburg, Ky., and owner of KDXI (AM) Mansfield, La. He is currently director of Elkins Institute, Nashville, a technical school. WXTA operates on 94.3 mhz with 3 kw and an antenna 160 ft. above average terrain.

FCC denies renewals to two Oklahoma AM's

A three-year battle by an Oklahoma father and son to hold on to the radio stations they operate in that state ended unsuccessfully when the FCC last week denied license renewals for KWLG (AM) Wagoner and KVIN (AM) Vinita. The commission also rejected the son's bid

---

**25 YEARS AMERICA'S MOST EXPERIENCED MEDIA BROKERS**

**EXCLUSIVE LISTINGS!**

**KANSAS:** —Well established profitable fulltimer, non-directional, lots of equipment, experienced staff with real estate included. Priced approximately 1 1/2 times cash flow. $155,000 — 29% down, balance 10 years.

**Contact George W. Moore in our Dallas office.**

**ROCKY MOUNTAIN:** —Major market daytimer, well established, with early renewal. Sign-on, non-directional that has good dial position and coverage. Excellent potential. Price $420,000 with liberal terms.

**Contact Richard A. Shaheen in our Chicago office.**
for a new FM facility also in Vinita.

The commission ordered KWLQ, owned by Lurn A. Humphries, and KVIN, owned by his son, Gene, to terminate operation within six months, or as soon as a new broadcast service in those communities is established, whichever comes first. The action last week reaffirmed a 1969 initial decision by FCC Hearing Examiner David Krausbaar which proposed denial for all three applications.

The proceeding involved a number of alleged rule violations, including antenna-lighting violations; unauthorized presurremise operation at KWLQ; disproportionate billings of political candidates; inadequate sponsorship identification of political announcements, and numerous logging violations.

But the real issue in the case of both stations, the commission said, was a history of alleged misrepresentations made by the Humphries in connection with the day-to-day operation of KWLQ. Investigation disclosed that KWLQ was "for all practical purposes . . . under the control of Gene Humphries." The elder Mr. Humphries had contended that he took an active part in the supervision and review of the station's operation.

"Gene Humphries," the commission said, "not only undertook to operate KWLQ but, what is far more significant, he engaged in a series of actions designed to conceal from the commission his father's failure to exercise effective control over the station." The fact that no violations occurred at KVIN, it continued, is "outweighed by the adverse factors of record."

No Pastore for protection now

Stung once, he tells FCC it must find own relief from court decision opening renewals to challengers

Senator John O. Pastore (D-R.I.) laid it out on the public record last week: He is not going to take the lead in seeking legislation that would override an appeals-court decision and afford broadcasters protection at license-renewal time. The FCC, he said, must take the initiative.

"I had my day," said the senator, whose legislative proposal in the last Congress to afford broadcasters such protection led to charges by citizen groups that he was a racist. "I'm not going through that again."

The senator, who is chairman of the Senate Communications Subcommittee, made the comment while wearing a second hat, as chairman of a Senate Appropriations Committee subcommittee, during a hearing on the administration's budget request for the FCC.

Commission Chairman Dean Burch had been discussing the decision of the U.S. Court of Appeals in Washington declaring illegal the commission policy statement on comparative hearings involving renewal applicants (Broadcasting, June 14). The statement, which the commission adopted after the Pastore bill had come under sharp attack, held that the commission would dismiss competing applications if the incumbent proved he was providing "substantial service."

Chairman Burch said the chief hearing examiner had told him more money and personnel would be needed to handle the increased hearing load the decision would require. He said the commission might have to seek a supplemental appropriation.

He also said that the commission might seek legislation "if the court means what it says." He said the decision "revitalizes" the concern the commission had felt—before adopting its policy statement—about the role of multimedia owners in broadcasting. The Pastore bill and the policy statement were designed to calm the fears raised by the commission's Jan. 23, 1969, decision denying renewal of license to WHDH-TV Boston and granting the competing application of Boston Broadcasters Inc., principally on grounds of diversification of ownership of media and integration of management and ownership.

But Senator Pastore said that, in response to queries he had received, he has said that it is up to the commision to "take the initiative," to decide whether to appeal the court's decision or to make recommendations for legislation.

Chairman Burch said the commission would get back to him "shortly." It is expected to consider a number of possible courses of action this week—a leading one being that it will ask the court for a rehearing of the case and, if that is denied, appeal to the Supreme Court.

A request for legislation is also being considered, however, as is the option of simply living with the decision and letting policy develop on the basis of individual cases. Another possibility, presumably, would be to transform the pending inquiry seeking a definition of "substantial" service into one seeking a definition of "superior" performance—the standard the court said the commission should use in determining whether an incumbent under challenge deserves an advantage because of his record.

The Senate hearing was held as the House Appropriations Committee was releasing a report recommending an appropriation of $31,454,000 for the commission—the full $29,990,000 requested by the administration plus funds needed to finance a pay raise authorized by Congress. The commission's present appropriation for fiscal year 1971 was $26,201,000. In making what is believed to be an unprecedented recommendation that the commission be given the full amount sought, the House committee noted that the commission's new fee schedule is expected to recover the total operating costs.

Chairman Burch, while "delighted" with the recommendation, privately expressed dismay over the House committee's report. The committee noted that last year it had held there was a need "to develop sound and effective policies regarding violence and obscenity on television, and to develop the full potential of this medium to enhance the quality of American life."

The House committee's report said the commission had advised the committee during the hearing on its budget request that no progress had been made in that area, and added: "The commission is again admonished to look into this sensitive but very important matter and the committee will hope for a more favorable report when the next budget is reviewed."

The question of violence on television, particularly as it relates to children, was raised in the Senate hearing also by Senator Charles Percy (R-III.), and Chairman Burch made it clear he had no ready answers—and had no immediate hopes of finding any. He noted that the surgeon general's study on the impact of televised violence on children, undertaken at the request of Senator Pastore two years ago, is due to be completed in September. But he said he has "reason to believe" the report will not be as definitive as he had hoped. He said there is "a lack of clear knowledge."

Chairman Burch sketched three possible courses of action in the event that televised violence is determined to have an adverse impact on children: I.
Broadcasters could act voluntarily to reduce the amount of violence on television. (He noted in his prepared testimony that this had been thrust of his own effort "in repeated conferences and communications with industry leaders.")

2. The commission could invoke the Communications Act's public interest standard, as it did in applying the fairness doctrine to cigarette commercials, and adopt regulations. Or 3. Congress could provide guidance.

"But once you start talking about the commission setting standards," he said, "you have a buzzsaw by the tail." However, he also said that the commission has started "gearing" itself to deal with the problems involved—that "in the next few months" it would pick a staff whose initial job, he said later, would be to analyze the surgeon general's report. In other matters covered at the hearing, Chairman Burch:

* Promised to ask the commission to review its decision last year providing for land-mobile radio sharing of UHF channels (BROADCASTING, May 18, 1970), with a view toward meeting a request of Senator Gordon Allott (R-Colo.). Senator Allott, as he has in past commission budget hearings, asked why the commission could not provide for land-mobile sharing of channels 16, 17 and 18 in Denver, where they are not assigned. The commission decision applies only to the 10 largest cities in the country; and Chairman Burch did not offer much hope the commission, which had refused to go along with his recommendation that the sharing principle be applied to the 25 largest cities, would reconsider its decision.

* Cited the need to beef up the commission's complaints and compliance division to handle a soaring case load. He said that the number of complaints, comments and inquiries received by the commission has jumped from 12,000 in 1962, when the division was established, to 60,000 last year but that staff levels have remained essentially frozen.

* Noted the commission's intention to conduct an over-all review of the agency's organizational structure. The last such review was made 10 years ago, and the many developments in communications since then, the chairman said, make it essential that a review be undertaken in fiscal 1972.

The search begins for new NCTA chief

The National Cable Television Association last week appointed a presidential selection committee to begin the search for a successor to the departing Donald V. Taverner.

Serving on the committee are NCTA national chairman Ralph Demgen, Willmar Video, Willmar, Minn.; Edward M. Allen, Western Communications Inc., Walnut Creek, Calif.; Polly Dunn, Columbus TV Cable Corp., Columbus, Miss.; William Karnes, National Transvideo Inc., Dallas; James Klungness, Badger CATV, Iron Mountain, Mich.; Robert H. Symons, Teleprompter Corp., New York, and Robert Weary, Junction City Television Inc., Junction City, Kan. The national chairman elected at next month's NCTA convention will serve as an ex officio member.

Mr. Demgen said the committee will have an organizational meeting at the convention to elect a committee chairman and secretary, and to formulate plans for evaluating candidates.

Mr. Taverner, present president of NCTA, resigned earlier this month amid controversy over the renewal of his contract (BROADCASTING, June 14).

The wrinkles still in FCC's cable forms

It's back to work on them at the commission following OMB meeting

A proposed FCC questionnaire designed to provide the commission with detailed information annually on CATV systems (BROADCASTING, May 31) was back on FCC drawing boards last week after commission staffers discussed it with representatives of the CATV industry and the public, before officials of the Office of Management and Budget.

The session, part of the procedure followed by OMB in clearing government questionnaires and forms for distribution, revealed CATV industry unhappiness with, among other things, the commission definition of a "separate" CATV system. And citizen groups were concerned about the lack of questions dealing with children's programming.

The form defines a system as a separate operation that requires the filing of a separate form if it serves "a separate and distinct community or municipal entity" even if it is part of a system that extends into several communities and is served by a single headend.

CATV industry representatives, including attorney Charles Hellein and Amos B. Hoister, of Continental Cablevision Inc., argued that the definition would require cable operators to repeat some information for as many communities as a single system serves. They urged a broader definition that would permit a cable-system owner to provide data once, in a single form, for a system serving related communities.

Jerold Jacobs of the commission's Cable Television Bureau said the purpose of the definition was to enable the commission to trace the growth of individual systems. However, he indicated the staff would have another go at the problem and that it "might be able to work this out."

Albert Kramer, of the Citizens Communications Center, and Lynn Nadeau, of Action for Children's Television, did not fare so well in urging that a question dealing with children's programming—originally a part of the draft questionnaire—be restored. It is "essential" that CATV systems report on the children's programming they originate, Mr. Kramer said.

However, Mr. Jacobs pointed out that the commission is conducting an inquiry into children's programming in broadcasting that among other things, is aimed at developing a definition of children's programming. As a result, he said, a question on the CATV form regarding children's programming would be "premature."

A second questionnaire was also under discussion—one that would provide the commission annually with data on CATV systems' finances. The CATV industry spokesmen said it should be modified to elicit information on amortization of intangible assets and on interest expense.

The commission staff will revise the forms, which have evolved out of a notice of proposed rulemaking issued in December 1968, in light of last week's discussion, and resubmit them to OMB. The parties who attended the session may also file comments.

Ultimately, the Office of Management and Budget will decide what changes it will suggest that the FCC make before adopting the forms.

Back-up from FCC's general counsel

Wiley contends advertising on radio-TV is endangered by media discrimination

Broadcasters who see themselves as the victims of discrimination were given some support for that point of view last week by FCC General Counsel Richard Wiley.

He cited the law excluding cigarette advertising from broadcasting while permitting print and other nonbroadcast media to carry unprecedented amounts of such advertising; the political-spending bill that would have contained limits only on broadcast expenditures that President Nixon "wisely" vetoed last year; and, now, efforts to extend the fairness doctrine "beyond all logic and necessity to require free time to reply
CBS, Viacom defend spinoff
They say objectors raise issues that FCC has already resolved

CBS and Viacom International Inc. last week struck back at three minority stockholders in a Viacom-controlled CATV system who are seeking to halt CBS's spinoff of its cable and syndication businesses into Viacom. The two companies told the FCC there is "no basis" for consideration of the stockholders' request that the commission rescind its June 3 order authorizing the spinoff and initiate a "full investigation" of CBS's conduct.

Filing separately, both companies asked the commission to deny the petition of Louis Benedetti, Frank Veroucci Jr. and Marino L. Iacopi, submitted three weeks ago (BROADCASTING, June 14). Messrs. Benedetti, Veroucci and Iacopi, who have minor holdings in a San Francisco cable operation that was part of the CBS/Viacom package, have vigorously opposed the spinoff since its inception last year. Earlier this month they secured a stay from the U.S. Court of Appeals for the Ninth Circuit in San Francisco of the FCC grant of the spinoff. CBS has called the stay "nonsensical" since the issuance of Viacom stock to CBS stockholders had already taken place (BROADCASTING, June 7).

The petition by the stockholders with the FCC dealt, essentially, with a series of maneuvers by CBS on June 3, the date of the commission's action, and June 4, the day the action was officially announced to the public. CBS, the stockholders charged, must have received preferential treatment in learning of the action on June 3. They noted CBS completed the spinoff immediately after the FCC decision, and before the stockholders could request a judicial

stay—which they obtained the following day.

CBS said last week that the stockholders' pleading should be dismissed. The petition "wishes to use for the commission's rules," said CBS, but merely repeats arguments that were "fully dealt with" in the June 3 decision.

In its reply, Viacom said several of the "unsworn" charges of the stockholders are "directly contrary" to "what" allegations made by their attorney, Harold Farrow, in his presentation before the San Francisco court.

Viacom noted the stockholders charged that CBS "harassed and badgered" the FCC into delaying the announcement of its June 3 action until the spinoff could be completed. This allegation, Viacom contended, was out of line with Mr. Farrow's testimony.

Mr. Farrow, Viacom said, has testified that on June 3 he was told by FCC General Counsel Richard Wiley that the CBS/Viacom decision was to be released that day. Mr. Farrow said he then telephoned Commissioner Robert Bartley, who was acting as chairman in Dean Burch's absence, and argued that the release of the order on June 3 would "deprive the FCC and the court of reviewing the question of a stay." Commissioner Bartley, Mr. Farrow stated, "indicated he understood the problem" and said he would speak to Mr. Wiley. Mr. Wiley called him again later in the day, Mr. Farrow said, and told him release of the order would be held up until the next day.

In their reply, Viacom said, "the petitioners' attempt to point the blame at CBS" for the delay in release of the order, while Mr. Farrow "claims that it was his action" that caused the delay.

Media notes:
On ABC's team *WCBM(AM)* Baltimore will become an affiliate of ABC Radio's American Entertainment Network effective Aug. 19, it was announced last week. WCBM, owned by Metromedia Inc., operates full time with 10 kw daytime and 5 kw nighttime at 680 kHz.

Searching *Syracuse University's new S. I. Newhouse School of Public Communications seeks a dean and has named a 11-member committee to find one. Among the committee members are Gerald Adler, president of NBE Enterprises; Roger Tatarian, editor and vice president of United Press International, and James H. Righter, publisher of the "Buffalo (N.Y.) Evening News," owner of WBN-AM-FM-TV. The committee is expected to make recommendations to the university's November 1971 board of trustees meeting. The school officially came into being June 4.
Will there ever be a spending bill?

It seems the Senate may soon produce, but the House is still plugging away

The seemingly interminable congressional efforts to arrive at a satisfactory political-spending bill continued last week on both sides of Capitol Hill. In the House, an elections subcommittee heard testimony from various congressmen on H.R. 8284 and reached no conclusions. But it looks as if the Senate floor is the next stop for the Senate's version of the bill. The Rules Committee last week reported out its appended version to the Finance Committee, which passed it automatically to the Senate.

Some provisions affecting broadcasters in the revised version of the Senate's political-spending bill were praised by Republicans on the Rules Committee but sharply criticized by their Democratic counterparts.

The views were appended to Rules' report to the Senate last Monday (June 21) on S. 382, the Commerce Committee bill that was marked up in the Rules Committee earlier this month (Broadcasting, June 7).

The bill was also referred to the Finance Committee, which took no action on the measure and allowed it to be automatically reported to the Senate.

A Commerce Committee spokesman said last week that the bill would probably not come to a vote until after the July 4th recess.

The Rules Committee version contains separately listed limits for broadcast and nonbroadcast spending, but in effect, the two limits—five cents per vote or $30,000, whichever is more—can be combined for an all-media spending limit of 10 cents per voter or $60,000, whichever is more. In addition, the bill repeals Section 315 of the Communications Act for all federal-office candidates, provided candidates are given flexibility in choosing program formats.

"We believe that the [Rules] committee amendment which, in effect, placed an over-all spending limitation on communications media goes a long way toward insuring that an effective spending limitation is workable." That was the joint statement issued in the Rules Committee report by Republican Senators Winston L. Prouty (Vt.), John Sherman Cooper (Ky.) and Hugh Scott (Pa.).

Across-the-board repeal of Section 315 would reduce the cost of campaigns if broadcasters provide free time they said, noting that broadcasters have been unanimous in claiming that the equal-time provision has prevented them from providing such time. However, they emphasized that information on media spending patterns is limited and that it is "impossible to determine" how much spending is needed to "insure truly democratic elections."

In his additional views, Senator Scott said that the amendment allowing candidates flexibility in their media spending "takes into account the great variances in style associated with political campaigns, not to mention geographical considerations." And, he said, the amendment "makes the bill less of an "incumbent's bill" since relatively unknown challengers would now be allowed greater, and essential, access to the broadcast media: the new spending formula would not unfairly discriminate against broadcasters. . . ."

However, Senator Claiborne Pell (D-R.I.) contended that combining the limits "would permit a nationwide inundation of political broadcasts in the final weeks before an election."

The provision would allow a candidate to double his broadcast or nonbroadcast media purchases and "nullify the value of the limitation," said Senator Howard W. Cannon (D-Nev.). "The Senate should either reject this amendment or reduce the total limit on expenditures for those media covered by the bill," he maintained.

Total repeal of Section 315 "may
create too many problems relative to broadcasters who may wish to offer free time to congressional candidates. . . .

Senator Cannon said. He pointed out that a broadcaster could select candidates in certain areas over those in other areas for receiving free time. And, he added, the provision that candidates must be given maximum flexibility in choosing program formats is "ambiguous, vague, and uncertain in such degree as to cast doubt upon its intent and its value."

Senator James B. Allen (D-Ala.) noted that the bill places no limit on expenditures for such items as mass mailings, telephones, postage and production expenses for broadcasts. He recommended that 10 cents per eligible voter be the over-all limit set "for all expenditures not limited by the broadcast and nonbroadcast media advertising limitations," pointing out that "it would be in the field of nonmedia expenditures that irregularities, or corrupt practices or abuses, if any, might be more likely to occur." He said he planned to offer an amendment providing such a limit.

In a related development, Democratic National Chairman Lawrence F. O'Brien has urged Congress to pass legislation this year to permit public financing of the 1972 presidential campaign.

In a letter last week to Democratic senators, Mr. O'Brien said that "enactment of a simple dollar check-off system similar to that proposed in 1966, limited to presidential campaigns, and a limited tax credit for small contributors for all federal elections, would be most timely and appropriate."

Mr. O'Brien also supported the provisions of S. 382 that provide for full disclosure and reporting and endorsed recommendations of the Senate Commerce Committee that would limit presidential campaign broadcast expenditures to five cents per eligible voter. "To increase this, or support the [Rules Committee's] amendment that would make this five cents limitation interchangeable with the five cents limit on print media would provide no effective expenditure limitation," he contended.

Over on the House side, there was some evidence among congressmen testifying before a House Elections Subcommittee on the Hays-Abbitt measure (H.R. 8284) that some were thinking in terms of nondiscriminatory spending limits for all media.

Representative Wayne L. Hays (D-Ohio), chairman of the parent House Administration Committee and co-sponsor with Elections Subcommittee Chairman Watkins M. Abbitt of H.R. 8284, said the bill is realistic even though it contains strict limits on spending. The bill, introduced last month (BROADCASTING, May 17), limits contributions or expenditures by or for a House candidate to $30,000 per primary, primary runoff or general election. The limit for Senate or "at-large" House candidates is six cents per person in their states, or $30,000, whichever is greater. Presidential candidates and their running mates could spend and receive up to six cents per person in the U.S. for primary and national convention expenses; the same limit is imposed on nominees for president and vice president in the general election. There is no restriction as to how the funds are to be spent.

Representative Frank E. Evans (D-Ohio) noted there are many similarities between the Hays-Abbitt measure and his own bill, H.R. 8036. However, he suggested that some of the provisions of his proposal—principally those dealing with campaign-spending limits—would be a better approach.

Mr. Evans' bill would limit spending by a House or Senate candidate to 12 cents per person in the congressional district or state. Added to that figure would be another amount—the "media cost unit" multiplied by 30. The media cost unit is the highest cost of either (1) 30 seconds of prime time on a TV station in the district or state, or (2) 60 seconds of prime time or (3) one column inch of the best newspaper advertising space. A candidate could spend no more than 60% of the total amount in the general election, and no more than 40% of it in a primary. In the case of a run-off campaign, a candidate could spend an additional 20% of the over-all figure, still leaving 60% for the general election.

A candidate could spend these funds any way he chose; however, he would have to report, to the clerk of the House or the secretary of the Senate, all his contributions and all expenditures over $50 for TV and radio time, newspaper and magazine advertising, gross wages paid, telephone, postage, billboards, agency fees, direct mail and printed campaign materials. No limit is placed on contributions. The bill does not cover presidential elections. However, Mr. Evans told the subcommittee that his spending-limit formula could also be applied to presidential candidates.

Representative Charles E. Bennett (D-Fla.) recommended his own proposal (H.R. 1213) that would limit House or Senate candidates' spending to five cents per person in their district or state, and limit presidential candidates' to one-half cent per person in all the states. It also places ceilings on contributions and provides for full disclosure of campaign finances.

Mr. Bennett also endorsed his companion bill, H.R. 4086, as a means of equalizing candidates' use of broadcast media. Federal-office and gubernatorial candidates would receive specified amounts of free prime time on each TV and radio station in the general election, and would be prohibited from buying it. However, all other candidates could purchase time and all candidates could buy time for primary campaigns. Political-time could not be used in less than 5-minute segments and prepared material (video tape or film) would have to be followed by an uncontrolled live situation, such as a press conference or a news interview.

Communications Subcommittee Chairman Tomert H. Macdonald (D-Mass.) contended: "At present it is my considered opinion that the cost of broadcast time is the chief reason why the availability of money to a candidate has replaced personal ability as the major criterion in the selection of that candidate."

He said he continues to believe that the legislation drafted by his subcomm-

### 1971 television-network sales as of May 23*:

<table>
<thead>
<tr>
<th>Days</th>
<th>Total minutes week ended May 23</th>
<th>Total dollars week ended May 23</th>
<th>1971 total minutes</th>
<th>1971 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>74</td>
<td>$448,300</td>
<td>1,492</td>
<td>$8,657,800</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>1,000</td>
<td>6,249,200</td>
<td>17,673</td>
<td>127,031,300</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>274</td>
<td>2,647,000</td>
<td>5,816</td>
<td>66,412,700</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>92</td>
<td>1,246,900</td>
<td>1,826</td>
<td>29,845,700</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>237,600</td>
<td>360</td>
<td>10,849,100</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>12</td>
<td>15,642,200</td>
<td>8,865</td>
<td>371,775,700</td>
</tr>
<tr>
<td>7:30 p.m.-11 p.m.</td>
<td>445</td>
<td>25,590,700</td>
<td>2,465</td>
<td>640,163,000</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>1,351,900</td>
<td>2,465</td>
<td>25,590,700</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,035</td>
<td><strong>$27,823,100</strong></td>
<td><strong>38,497</strong></td>
<td><strong>$640,163,000</strong></td>
</tr>
</tbody>
</table>

* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

40 BROADCAST ADVERTISING

BROADCASTING, June 28, 1971
committee last year, and subsequently vetoed by the President, is the remedy to skyrocketing campaign costs.

Mr. Macdonald reintroduced that bill last month, along with a separate proposal designed to meet President Nixon's objections to last year's bill—principally that it discriminated against the broadcast media.

However, at Communications Sub-committee hearings earlier this month some broadcasters complained that Mr. Macdonald's legislative answer to the vetoed bill still discriminates against broadcasters (Broadcasting, June 14, 21). The measure (H.R. 8628) permits federal-office candidates to spend 10 cents per voter on all media. However it specifies that no more than half that amount may be spent on TV and radio advertising.

Representatives John B. Anderson (R-III.) and Morris K. Udall (D-Ariz.) urged the Elections Subcommittee to consider the three concepts embodied in their bill. That proposal (H.R. 5087), which has over 80 co-sponsors, places one over-all limit on five expense items (TV and radio time, magazine and newspaper advertising, billboards, telephones and postage), limits individual contributions and provides for full disclosure of campaign financing.

"While we do not pretend to claim that this legislation will entirely solve the problems," they said, "we do think it can command the kind of broad consensus to assure passage of legislation in this difficult area."

Mr. Abbitt said last week that his subcommittee's hearings will continue even after the July 4th recess.

**TVB still unhappy with audience surveys**

ARB draws particular fire in Cash letter, despite further talks and diary innovations

The fire that broadcasters have lit under the American Research Bureau was the object of renewed activity last week. The Television Bureau of Advertising tried to fan it, and ARB tried to put it out.

*In a letter to all TV stations, Norman E. Cash, president of TVB, recalled earlier efforts to get both ARB and A. C. Nielsen Co. to bring their local-market TV-audience measurements more into line with "truth" (Broadcasting, May 17), and said "we remain as dissatisfied as we were before." He made clear that ARB considers ARB viewing levels to be farther from the "truth" than Nielsen's are.*

*ARB announced its 1971-72 TV survey plans, which contained features obviously intended as quid pro quo to save its broadcaster critics. These included a tentative plan to introduce a "time-formatted" diary, which ARB clearly expects to produce higher viewing-level figures than its current open-end diary does.*

ARB also said it would conduct a May sweep again next year, but that it would build some "defense" into the reports—by showing the comparable ratings and homes-using television data from the preceding November and February-March measurements alongside those for May, for the benefit of broadcasters who contend there should be no May sweeps because agencies misuse the lower homes-using-television figures that are characteristic in Spring rather than in colder periods.

Product-usage ratings will be dropped entirely from the ARB 1971-72 reports. So will market-tonnage estimates.

Other changes: ADI (Area of Dominant Influence) people-rating columns will be reduced in number in the program section and completely replaced in the spot buying guide section by "additional, more frequently used total-survey-area data"; data in the program section will be shown on a single page instead of two; in the day-part summary, "new day-parts have been developed which better suit programing blocks," and day-part averages of network programing only "will be provided to facilitate analysis of network performance by market."

The first reaction among critics of ARB was that nothing much had changed. "They're playing games," said one, who contended that previous tests have shown that "time-formatted" diaries raise ratings by about one point. Critics also said they had been advised by ARB that although product-usage and tonnage data would be dropped from the reports, the questions would be retained in the diaries for reports to agencies. It is the presence of the questions that is protested, on grounds that they discourage diary-keepers and contribute to low viewing-level figures.

TVB officials had no comment on the changes, announced Thursday (June 24), but it was learned that they had been advised of ARB's plans before the new TVB letter was mailed two days earlier.

In that letter, to nonmembers as well as members of TVB, President Cash recalled that TVB had asked ARB and Nielsen to "do whatever they felt needed doing to bring their respective service measures of local television more in line with the truth as established by meters and collaborated (sic) by telephone coincidental measures (CONTAM) and (2) tell us their schedule for making these changes."

The reference to CONTAM was to the committee on nationwide television audience measurement and its studies establishing, according to CONTAM, that Nielsen's meter-based network rating service shows viewing levels virtually identical to those in a "properly executed" telephone coincidental study, regarded as an acceptable standard of "truth" (Broadcasting, June 21). ARB's and Nielsen's diary-based local-market services tend to produce lower audience figures than the meters—more substantially so in ARB's case, according to its critics.

In the month since TVB asked ARB and Nielsen what they were going to do, Mr. Cash said, "three things have happened:

1. Details of the CONTAM study were made available and they show how well telephone coincidental measures support meter measures of TV's audiences.

2. We met with both Nielsen and ARB to learn their plans.

3. We remain as dissatisfied as we were before."

Mr. Cash told the stations that TVB feels obligated to tell them that "we do not feel the rating services reflect the local audiences we believe are being delivered. This is particularly true in regard to ARB."

"This is TVB's conclusion and is based upon our meetings with both services. We wish we could be more positive and are continuing to meet with both services. But we thought you should know what your bureau has learned at this time."

In its announcement of 1971-72 plans, ARB said it has "considerable experimental evidence" that a "time-formatted" diary—one with the quarter-hour time periods printed on it—"induces fuller reporting of audience viewing by respondents." A "controlled experiment" is currently being conducted "to reevaluate the time-formatted diary" and a go/no-go decision to introduce it or to retain the present open-end diary
Blair joins nonclutter club

Rep favors reduction of commercials in prime time

Blair Television proposed last week that TV stations cut back their commercial inventory in nonprime-time positions, effective Sept. 1, as a means of protecting the pricing of the 7:30-8 p.m. period that is to be filled by local outlets in the fall.

Blair suggested that stations sell advertising on the basis of 12 minutes per hour in nonprime time instead of the allowed 16 minutes, and maintain current levels of 9½ minutes in prime periods. The station-representative firm said it had made a study of the actual use of commercials in nonprime time on network-affiliate stations in three major markets during their best commercial week in 1970, and pointed out that all of the 16 minutes were not actually filled.

Under Blair's proposal, it was said, the reduction in nonprime positions and the addition of the 7:30-8 p.m. time to stations would mean "about an even switch in commercial minutes." It was stressed that stations would be acquiring additional prime time when sets in use are high and would be surrendering nonprime time when sets in use are much lower.

Blair also observed that under present conditions many daytime and latenight spot advertisers might want to shift into the prime-time area that is being expanded in the fall, especially if the oversupply results in lower pricing. By cutting down on the nonprime supply this tendency may be decelerated, it was indicated.

Blair has notified its stations that its concept "may entail higher rates, but we think television is worth more than we've been able to get for it thus far in 1971." And Blair said an obvious criticism of its plan is that if one station in a market takes a unilateral cut-back action, it could have unfavorable economic results. But it added that responsible, individual broadcasters have to make a start. "If enough stations feel that this would be a wise direction to pursue," the firm stated, "Blair Television then would put together a promotion campaign, which we would handle on a national basis to call attention to the move."

RAB dangles bait before industry

Use radio and we'll help you pay the costs of learning to understand it as a "viable medium for telling your story in human terms." Miles David, president of the Radio Advertising Bureau, made this proposal in Chicago last week. He said the bureau would share the costs of before-and-after research on a radio campaign by at least one major industrial advertiser in 1971.

"We're challenging at least one company in this room to really find out what radio can do," he told a session during the Association of Industrial Advertisers' annual convention. Advertisers taking RAB up on its offer would accept the following groundrules, he said: The advertisers must be new to radio with the budget newly appropriated; the campaign must be national or multimarket regional (must be more than a localized situation); the campaign must have sufficient depth and duration to achieve documental goals (RAB's marketing department would pass judgment and would serve as consultant) and RAB would provide half the costs of the before-and-after measurements in up to three markets (depending on the campaign's scope).

Mr. David noted that 13 years ago RAB had challenged department stores.
“to find out how to use radio and TV to help pay for research for a participating store. Today most of
the nation’s major retailers have moved into radio. Perhaps we can stimulate a movement which has already
begun among the nation’s industrial advertisers.”

Johnson on ads, Johnson on programs
FCC Commissioner Nicholas Johnson was busy last week offering proposals
to tighten regulations on commer-
cials and denouncing the networks for
keeping their viewers “stupid.”

The proposals on commercials were
made in a letter to Representative John
Dingell (D-Mich.), as a supplement to
his testimony he gave the previous week
before the congressman’s Small Business
Subcommittee. The subcommittee is
holding hearings on advertising self-
regulation (BROADCASTING, June 21).

The commissioner, who said he
would discuss the proposals with his
FCC colleagues, suggested that com-
mercials be limited to eight minutes
an hour and that all commercials be
bunched as near the hour and half hour
as possible. The National Association
of Broadcasters code now permits 10
minutes of nonprogram matter per hour
in prime time; the total will be cut back
to 9½ minutes on Oct. 1.

Commissioner Johnson also suggested
that stations be prohibited from carry-
ing more commercials in programs
“significantly viewed by children” than
in those intended for adults (he said
Saturday morning children’s shows con-
tain twice as many commercials as do
programs shown in the evening) and
that advertising in children’s shows be
“institutional” rather than “product” in
nature.

Commissioner Johnson’s criticism of
network programing was voiced in As-
pen, Colo., at the International Design
Conference, conducted by the California
Institute of the Arts. He said that “get-
ing 100 million people to watch west-
erns, soap operas and other prime-time
junk is a political achievement that
ranks with the Roman circus,” and
added: “The networks want to keep you
crazy stupid so that you’ll watch more of
their programs. They are trying to get
you to turn yourself off and turn them
on.”

A revision of Pulse policy
Pulse Inc., New York, reported last
week it has changed a 30-year policy
and now will accept subscriptions after
issuance of reports. The audience-re-
search firm said such factors as changes
in ownership, management or program-
ing can affect a decision to subscribe
after the survey year.

Stations subscribing after a report
have been published will have to sign for
a full year (as do other subscribers).
For the one report ordered after pub-
lication, there will be a 40% surcharge.

FocusOnFinance®

Employment agency, cable firm to unite
Snelling and Snelling Inc., the world’s
largest employment service, and mul-
tiple-CATV owner Comcast Corp., have
agreed in principle to merge.

Under the agreement, Comcast Presi-
dent Ralph J. Roberts will become
board chairman of Snelling & Snelling,
the surviving corporation. Robert O.
Snelling Sr., present chairman, will be-
come vice chairman.

Comcast’s American Cable System
division owns cable operations with
about 16,000 subscribers. The company
also holds franchises for a major por-
tion of Philadelphia and Upper Darby,
and the nearby suburban communities
of Abington and Cheltenham, all Penn-
sylvania.

In addition, Comcast’s Storecast
Corp. of America supplies marketing
services in 11 major markets to pack-
gaged good manufacturers selling to re-
tail outlets. Storecast also operates two
large Muzak franchises.

Viacom stockholders to meet
Viacom International Inc., New York,
cable-television operator and TV-film
distributor spin off from CBS Inc., will
have its first annual stockholders meet-
ing on Aug. 19 in New York. Company
officials report that holders of order-
forms for fractional interests in Viacom
stock must execute buy instructions for
a full share before July 2 in order to
vote such shares at the meeting.

Loss of Alka-Seltzer hurts DDB finances
Doyle Dane Bernbach, New York, ad-
tertising agency, reported its billings
to $1,758,800,
The public gets a share

Clinton E. Frank Inc., Chicago-headquartered advertising agency with offices in New York, Los Angeles, San Francisco, Dallas, Richmond, Fort Lauderdale and Cincinnati, has announced it plans to go public. An initial stock offering of 245,000 shares, now held by 63 stockholders, will be the subject of an underwriting managed by William Blair & Co. Registration documents filed with the Securities & Exchange Commission indicated that Frank had 1970 billings of $69,120,000, before taxes of $1,104,994 and profit of $543,994. Among principal salaries shown in the prospectus: Clinton E. Frank, chairman of the executive committee, $100,000; Donald Tennant, chairman of the board, $80,000, and Philip E. Bash, president, $85,000.

Company reports:

Ampex Corp., Redwood City, Calif., broadcast-equipment manufacturer, reported a loss of over $12 million for its fiscal year ended May 2. The loss compared with $1,963,000 for the fiscal half-year of 1970. Much of the decline, an agency spokesman said, was due to the loss of the Alka-Seltzer account.

The board of directors declared a 24-cents-per-share dividend for the current calendar quarter on its common stock, payable July 15 to holders of record June 30.

For the six months ended April 30:

<table>
<thead>
<tr>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.78</td>
</tr>
<tr>
<td>Net profit</td>
<td>1,758,000</td>
</tr>
<tr>
<td>Billings</td>
<td>131,725,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,929,235</td>
</tr>
</tbody>
</table>

The Broadcasting stock index

A weekly summary of market activity in the shares of 108 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing June 23</th>
<th>Closing June 30</th>
<th>Net change in week</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>44</td>
<td>41</td>
<td>- 3/4</td>
<td>48</td>
<td>25</td>
</tr>
<tr>
<td>ASI</td>
<td>A</td>
<td>37</td>
<td>46</td>
<td>- 9/16</td>
<td>41</td>
<td>24</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CIB</td>
<td>41/4</td>
<td>41/2</td>
<td>- 1/8</td>
<td>53</td>
<td>48</td>
</tr>
<tr>
<td>CBS</td>
<td>N</td>
<td>45/4</td>
<td>45/2</td>
<td>- 1/8</td>
<td>47</td>
<td>37</td>
</tr>
<tr>
<td>Cox</td>
<td>N</td>
<td>27/8</td>
<td>27/4</td>
<td>- 1/4</td>
<td>31</td>
<td>17</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>GGG</td>
<td>12</td>
<td>12</td>
<td>- 1/4</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>Metromedia</td>
<td>MET</td>
<td>26/2</td>
<td>26/2</td>
<td>- 1/4</td>
<td>28</td>
<td>17</td>
</tr>
<tr>
<td>Mooney</td>
<td>MOON</td>
<td>4</td>
<td>4</td>
<td>- 1/4</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>PSOU</td>
<td>14/8</td>
<td>14/2</td>
<td>- 1/4</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>Railan Commun.</td>
<td>RAHL</td>
<td>8</td>
<td>8</td>
<td>- 1/4</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Reeves Telecom</td>
<td>RBT</td>
<td>2</td>
<td>2</td>
<td>- 1/4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Scrip-Howard</td>
<td>SCRP</td>
<td>21</td>
<td>21</td>
<td>- 1/4</td>
<td>25</td>
<td>8</td>
</tr>
<tr>
<td>Sonwelling</td>
<td>SDB</td>
<td>27/8</td>
<td>27/2</td>
<td>- 1/4</td>
<td>34</td>
<td>21</td>
</tr>
<tr>
<td>Starr</td>
<td>SBB</td>
<td>13</td>
<td>13</td>
<td>- 1/4</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>Taft</td>
<td>TFB</td>
<td>40</td>
<td>40</td>
<td>- 1/4</td>
<td>44</td>
<td>33</td>
</tr>
</tbody>
</table>

Total 67,342 $2,372,567

Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing June 23</th>
<th>Closing June 30</th>
<th>Net change in week</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awco</td>
<td>AV</td>
<td>12/2</td>
<td>12/2</td>
<td>0</td>
<td>18</td>
<td>12</td>
</tr>
<tr>
<td>Baxtel Media</td>
<td>BM</td>
<td>5</td>
<td>5</td>
<td>- 1/4</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Boston Herald-Traveler</td>
<td>BHD</td>
<td>20</td>
<td>20</td>
<td>0</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>Chris-Craft</td>
<td>CCR</td>
<td>7</td>
<td>7</td>
<td>0</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Commerical Communications</td>
<td>CCMO</td>
<td>15/2</td>
<td>15/2</td>
<td>0</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Cowles Communications</td>
<td>CCL</td>
<td>10/2</td>
<td>10/2</td>
<td>0</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>Futura</td>
<td>FOA</td>
<td>23/8</td>
<td>23/8</td>
<td>0</td>
<td>26</td>
<td>13</td>
</tr>
<tr>
<td>Gannett</td>
<td>GCI</td>
<td>46/8</td>
<td>46/8</td>
<td>0</td>
<td>52</td>
<td>32</td>
</tr>
<tr>
<td>General Tire</td>
<td>GT</td>
<td>24/2</td>
<td>24/2</td>
<td>0</td>
<td>26</td>
<td>21</td>
</tr>
<tr>
<td>Gray Communications</td>
<td>GR</td>
<td>6</td>
<td>6</td>
<td>0</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>ISC Industries</td>
<td>ISC</td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Lamb Commun.</td>
<td>LBM</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Lee Enterprises</td>
<td>LNT</td>
<td>25/2</td>
<td>25/2</td>
<td>0</td>
<td>27</td>
<td>18</td>
</tr>
<tr>
<td>Liberty Corp.</td>
<td>LGC</td>
<td>19/2</td>
<td>19/2</td>
<td>0</td>
<td>23</td>
<td>17</td>
</tr>
<tr>
<td>LIN</td>
<td>LNB</td>
<td>12/2</td>
<td>12/2</td>
<td>0</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>Meredith Corp.</td>
<td>MDP</td>
<td>25/2</td>
<td>25/2</td>
<td>0</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>Outlet Co</td>
<td>OUT</td>
<td>17/2</td>
<td>17/2</td>
<td>0</td>
<td>22</td>
<td>17</td>
</tr>
<tr>
<td>Post Corp</td>
<td>POST</td>
<td>13/2</td>
<td>13/2</td>
<td>0</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>Ridder Publications</td>
<td>RDRD</td>
<td>21/2</td>
<td>21/2</td>
<td>0</td>
<td>27</td>
<td>18</td>
</tr>
<tr>
<td>Rolls</td>
<td>ROL</td>
<td>42</td>
<td>42</td>
<td>0</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>Rust Craft</td>
<td>RSC</td>
<td>42/2</td>
<td>42/2</td>
<td>0</td>
<td>48</td>
<td>28</td>
</tr>
<tr>
<td>Schering-Plough</td>
<td>SPC</td>
<td>78/2</td>
<td>78/2</td>
<td>0</td>
<td>84</td>
<td>50</td>
</tr>
<tr>
<td>Seiber</td>
<td>SKB</td>
<td>29/2</td>
<td>29/2</td>
<td>0</td>
<td>33</td>
<td>19</td>
</tr>
<tr>
<td>Time Inc.</td>
<td>TL</td>
<td>48/2</td>
<td>48/2</td>
<td>0</td>
<td>62</td>
<td>40</td>
</tr>
<tr>
<td>Trans-National Comm.</td>
<td>TNC</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Turner Companies</td>
<td>TWC</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Womenco</td>
<td>WMD</td>
<td>18/2</td>
<td>18/2</td>
<td>0</td>
<td>23</td>
<td>17</td>
</tr>
</tbody>
</table>

Total 137,645 $4,730,035

CATV

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing June 23</th>
<th>Closing June 30</th>
<th>Net change in week</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Electronic Labs.</td>
<td>AELBA</td>
<td>7/2</td>
<td>8</td>
<td>0</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>American TV &amp; Comm.</td>
<td>AIVTV</td>
<td>23/4</td>
<td>23/2</td>
<td>- 1/8</td>
<td>26</td>
<td>17</td>
</tr>
<tr>
<td>Burnup &amp; Sims</td>
<td>BSIM</td>
<td>21/2</td>
<td>21/2</td>
<td>- 1/4</td>
<td>37</td>
<td>20</td>
</tr>
<tr>
<td>Cablecom-General</td>
<td>CCB</td>
<td>14/2</td>
<td>15/2</td>
<td>0</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td>Cable Information Systems</td>
<td>CIIS</td>
<td>2%</td>
<td>3%</td>
<td>0</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Citizens Financial Corp.</td>
<td>CPFN</td>
<td>12/2</td>
<td>12/2</td>
<td>0</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>Columbus Cable</td>
<td>CCB</td>
<td>13/2</td>
<td>13/2</td>
<td>0</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td>Communications Properties</td>
<td>COMU</td>
<td>10/4</td>
<td>10/4</td>
<td>0</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Cox Cable Communications</td>
<td>COX</td>
<td>18/2</td>
<td>18/2</td>
<td>0</td>
<td>25</td>
<td>19</td>
</tr>
<tr>
<td>Cypress Communications</td>
<td>CYPR</td>
<td>9%</td>
<td>10%</td>
<td>0</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Entron</td>
<td>ENT</td>
<td>3%</td>
<td>4%</td>
<td>0</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>General Instrument Corp.</td>
<td>GIRL</td>
<td>25</td>
<td>27</td>
<td>0</td>
<td>29</td>
<td>16</td>
</tr>
<tr>
<td>Sterling Communications</td>
<td>SCTR</td>
<td>4</td>
<td>5</td>
<td>0</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Tele-Communications</td>
<td>TCOM</td>
<td>18/2</td>
<td>18/2</td>
<td>0</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>Teleprompter</td>
<td>TPR</td>
<td>81/4</td>
<td>84/8</td>
<td>0</td>
<td>88</td>
<td>51</td>
</tr>
<tr>
<td>Television Communications</td>
<td>TVCM</td>
<td>10</td>
<td>10</td>
<td>0</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Viacom</td>
<td>VIA</td>
<td>14%</td>
<td>14%</td>
<td>0</td>
<td>14</td>
<td>11</td>
</tr>
<tr>
<td>Vioco</td>
<td>VIK</td>
<td>7%</td>
<td>7%</td>
<td>0</td>
<td>14</td>
<td>7</td>
</tr>
</tbody>
</table>

Total 42,252 $889,090

44 FOCUS ON FINANCE

BROADCASTING, June 28, 1971


**Financial Notes:**
Pacific and Southern Broadcasting Co., New York, has filed a statement with the Securities and Exchange Commission seeking registration of 330,000 shares of common stock. Of these, 220,000 shares will be sold directly by the company as a new issue; 110,000 remaining shares are outstanding and will be offered by the respective shareholders. The company said proceeds from the sale will be applied toward retiring a $3-million outstanding bank debt incurred in financing radio-station acquisitions. Estimated offering price per share is $17.25 with an estimated value of $5.5 million.

**Exchanges:**

<table>
<thead>
<tr>
<th>Exchange</th>
<th>Closing June 23</th>
<th>Closing June 16</th>
<th>Net change in week</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>12%</td>
<td>11%</td>
<td>+ 1</td>
<td>17%</td>
<td>10%</td>
<td>6,335</td>
<td>$80,778</td>
</tr>
<tr>
<td>N</td>
<td>112%</td>
<td>113%</td>
<td>112%</td>
<td>126%</td>
<td>77%</td>
<td>110,745</td>
<td>1,529,751</td>
</tr>
<tr>
<td>A</td>
<td>6%</td>
<td>6%</td>
<td>0%</td>
<td>11%</td>
<td>6%</td>
<td>1,754</td>
<td>14,242</td>
</tr>
<tr>
<td>O</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>676</td>
<td>83</td>
</tr>
<tr>
<td>N</td>
<td>27%</td>
<td>28%</td>
<td>1%</td>
<td>31%</td>
<td>19%</td>
<td>14,964</td>
<td>418,992</td>
</tr>
<tr>
<td>N</td>
<td>34%</td>
<td>36%</td>
<td>1%</td>
<td>39%</td>
<td>28%</td>
<td>11,230</td>
<td>429,559</td>
</tr>
<tr>
<td>N</td>
<td>25%</td>
<td>26%</td>
<td>- 1%</td>
<td>30%</td>
<td>21%</td>
<td>8,165</td>
<td>217,352</td>
</tr>
<tr>
<td>N</td>
<td>19%</td>
<td>20%</td>
<td>- 1%</td>
<td>26%</td>
<td>15%</td>
<td>5,886</td>
<td>130,964</td>
</tr>
<tr>
<td>A</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
<td>2%</td>
<td>589</td>
<td>1,396</td>
</tr>
<tr>
<td>N</td>
<td>24%</td>
<td>26%</td>
<td>- 2%</td>
<td>28%</td>
<td>15%</td>
<td>4,977</td>
<td>122,534</td>
</tr>
<tr>
<td>O</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>2,183</td>
<td>2,729</td>
</tr>
<tr>
<td>N</td>
<td>16%</td>
<td>16%</td>
<td>0%</td>
<td>19%</td>
<td>15%</td>
<td>63,765</td>
<td>1,084,345</td>
</tr>
<tr>
<td>N</td>
<td>9%</td>
<td>10%</td>
<td>1%</td>
<td>15%</td>
<td>8%</td>
<td>6,562</td>
<td>108,052</td>
</tr>
<tr>
<td>O</td>
<td>2%</td>
<td>2%</td>
<td>+ 1%</td>
<td>3%</td>
<td>2%</td>
<td>2,414</td>
<td>6,325</td>
</tr>
<tr>
<td>A</td>
<td>7%</td>
<td>7%</td>
<td>0%</td>
<td>8%</td>
<td>6%</td>
<td>2,200</td>
<td>13,750</td>
</tr>
</tbody>
</table>

Total: 148,495 $4,267,602

<table>
<thead>
<tr>
<th>Exchange</th>
<th>Closing June 23</th>
<th>Closing June 16</th>
<th>Net change in week</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>21%</td>
<td>21%</td>
<td>0%</td>
<td>24%</td>
<td>16%</td>
<td>2,564</td>
<td>$45,868</td>
</tr>
<tr>
<td>N</td>
<td>70%</td>
<td>74%</td>
<td>- 4%</td>
<td>84%</td>
<td>49%</td>
<td>10,000</td>
<td>732,500</td>
</tr>
<tr>
<td>A</td>
<td>9%</td>
<td>10%</td>
<td>- 1%</td>
<td>17%</td>
<td>8%</td>
<td>1,102</td>
<td>13,775</td>
</tr>
<tr>
<td>O</td>
<td>24%</td>
<td>23%</td>
<td>- 1%</td>
<td>25%</td>
<td>21%</td>
<td>1,318</td>
<td>42,076</td>
</tr>
<tr>
<td>O</td>
<td>9%</td>
<td>11%</td>
<td>- 1%</td>
<td>16%</td>
<td>8%</td>
<td>1,864</td>
<td>27,240</td>
</tr>
<tr>
<td>N</td>
<td>12%</td>
<td>12%</td>
<td>0%</td>
<td>12%</td>
<td>7%</td>
<td>2,196</td>
<td>23,058</td>
</tr>
<tr>
<td>O</td>
<td>13%</td>
<td>14%</td>
<td>0%</td>
<td>14%</td>
<td>9%</td>
<td>1,207</td>
<td>15,691</td>
</tr>
<tr>
<td>O</td>
<td>12%</td>
<td>13%</td>
<td>1%</td>
<td>15%</td>
<td>10%</td>
<td>585</td>
<td>8,483</td>
</tr>
<tr>
<td>O</td>
<td>9%</td>
<td>10%</td>
<td>0%</td>
<td>18%</td>
<td>2%</td>
<td>504</td>
<td>4,914</td>
</tr>
<tr>
<td>A</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
<td>4%</td>
<td>2%</td>
<td>1,407</td>
<td>4,521</td>
</tr>
<tr>
<td>A</td>
<td>5%</td>
<td>5%</td>
<td>0%</td>
<td>5%</td>
<td>2%</td>
<td>557</td>
<td>57,705</td>
</tr>
<tr>
<td>A</td>
<td>45%</td>
<td>45%</td>
<td>0%</td>
<td>49%</td>
<td>39%</td>
<td>5,299</td>
<td>257,528</td>
</tr>
<tr>
<td>O</td>
<td>33%</td>
<td>35%</td>
<td>- 2%</td>
<td>36%</td>
<td>24%</td>
<td>1,096</td>
<td>35,346</td>
</tr>
<tr>
<td>O</td>
<td>4%</td>
<td>4%</td>
<td>0%</td>
<td>4%</td>
<td>3%</td>
<td>742</td>
<td>7,492</td>
</tr>
<tr>
<td>N</td>
<td>55%</td>
<td>56%</td>
<td>0%</td>
<td>60%</td>
<td>34%</td>
<td>2,721</td>
<td>149,982</td>
</tr>
<tr>
<td>O</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>3%</td>
<td>4%</td>
<td>535</td>
<td>1,739</td>
</tr>
<tr>
<td>A</td>
<td>18%</td>
<td>20%</td>
<td>- 1%</td>
<td>25%</td>
<td>15%</td>
<td>1,575</td>
<td>28,048</td>
</tr>
</tbody>
</table>

Total: 35,692 $1,387,725

**Grand total:** 789,248 $41,244,732

The public gets a share

Clinton E. Frank Inc., Chicago-headquartered advertising agency with offices in New York, Los Angeles, San Francisco, Dallas, Richmond, Fort Lauderdale and Cincinnati, has announced it plans to go public. An initial stock offering of 245,000 shares, now held by 63 stockholders, will be the subject of an underwriting managed by William Blair & Co. Registration documents filed with the Securities & Exchange Commission indicated that Frank ha

The Broadcasting stock index

A weekly summary of market activity in the shares of 108 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing June 23</th>
<th>Closing June 16</th>
<th>Net change in week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Broadcasting</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>ABC</td>
<td>N</td>
<td>44</td>
<td>44 ½</td>
</tr>
<tr>
<td>ASI Communications</td>
<td>ASIC</td>
<td>O</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CBB</td>
<td>N</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>CBS</td>
<td>CBS</td>
<td>N</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>Cox</td>
<td>COX</td>
<td>N</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>GGG</td>
<td>A</td>
<td>12</td>
<td>12%</td>
</tr>
<tr>
<td>Metromedia</td>
<td>MET</td>
<td>N</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Mooney</td>
<td>MOON</td>
<td>O</td>
<td>4%</td>
<td>5</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>PSOU</td>
<td>O</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Rahall Communications</td>
<td>RAHL</td>
<td>O</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Reeves Telecom</td>
<td>RBT</td>
<td>A</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>SCRPR</td>
<td>O</td>
<td>20</td>
<td>21½</td>
</tr>
<tr>
<td>Sandblasting</td>
<td>SBB</td>
<td>A</td>
<td>27½</td>
<td>28%</td>
</tr>
<tr>
<td>Starr</td>
<td>SBG</td>
<td>M</td>
<td>13½</td>
<td>14</td>
</tr>
<tr>
<td>Tall</td>
<td>TFB</td>
<td>N</td>
<td>39</td>
<td>40½</td>
</tr>
</tbody>
</table>

| **Broadcasting with other major interests** |          |                 |                 |                   |
| Avco          | AV       | N               | 12%             | 13½              | − ½          |
| Bartell Media | BMC      | A               | 5               | 5%               | −          |
| Boston Herald-Traveler | BHL     | O               | 20              | −                | −          |
| Chris-Craft   | CCN      | N               | 7               | 7%               | −          |
| Combined Communications | CCOM | O               | 19%             | 20               | −          |
| Cowles Communications | CWL    | N               | 10%             | 11%              | −          |
| Fuqua         | FUA      | N               | 23½             | 23½              | + ½         |
| Gannett       | GCI      | N               | 46½             | 46½              | −          |
| General Tire  | GY       | N               | 24%             | 25%              | − ½         |
| Gray Communications | GOC   | O               | 6               | 6½               | −          |
| ISC Industries | ISC     | A               | 5%              | 5%               | −          |
| Lamb Communications | O    | 2½             | 2½              | −                 |
| Lee Enterprises | LNT     | A               | 25½             | 26½              | − ½         |
| Liberty Corp. | LC       | N               | 19½             | 19½              | −          |
| LIN           | LINB     | O               | 12%             | 13%              | − ½         |
| Meredith Corp. | MDP    | N               | 25½             | 26½              | − ½         |
| Outfit Co.    | OTU      | N               | 17%             | 17%              | −          |
| Post Communications | POST | O           | 13%             | 13%              | −          |
| Ridder Publications | RIDD | O               | 21½             | 22½              | − ½         |
| Rollins       | ROL      | N               | 42              | 43               | −          |
| Rust Craft    | RUS      | A               | 39%             | 42%              | − 3%        |
| Scheering-Plough | PLO   | N               | 79½             | 80½              | − ½         |
| Storer        | SBK      | N               | 29½             | 32               | − 2½        |
| Time Inc.     | TL       | N               | 48½             | 53%              | − 5%        |
| Trans-National Comm. | O |   | ½              | 1                | −          |
| Turner Communications | O |   | 2½             | 2½               | −          |
| Wometco       | WOM      | N               | 18½             | 19½              | − 1%        |

| **CATV** |          |                 |                 |                   |
| American Electronic Labs. | AELBA | O               | 7½              | 8                | − ½         |
| American TV & Comm. | AMTV     | O               | 23              | 24½              | − 1%        |
| Burnup & Sims | BSIM     | O               | 2½              | 2½               | − 3%        |
| Cablecom-General | CCG     | A               | 1½              | 1½               | −          |
| Cable Information Systems | CIBS | O               | 2½              | 3½               | − ½         |
| Citizens Financial Corp. | CPN     | A               | 12½             | 13%              | − ½         |
| Columbia Cable | CCAB    | O               | 13½             | 15%              | − 1%        |
| Communications Properties | CMOD | O               | 9½              | 10½              | − 1%        |
| Cox Cable Communications | COXC    | A               | 18½             | 19½              | − ½         |
| Cypress Communications | CYPR   | O               | 9½              | 10½              | − ½         |
| Entron        | ENT      | A               | 3½              | 4½               | − 1%        |
| General Instrument Corp. | GRL     | N               | 25              | 26½              | − 3%        |
| Sterling Communications | STER   | O               | 4½              | 5                | −          |
| Tele-Communications | TCOM   | O               | 18½             | 18½              | −          |
| Teleprompter  | TP       | A               | 81½             | 84½              | − 3         |
| Television Communications | TVCM | O               | 10              | 10½              | −          |
| Viacom        | VCA      | N               | 14½             | 15½              | − 1%        |
| Vioksa        | VIK      | A               | 7½              | 7½               | −          |
Chromalloy American Corp., New York-based diversified corporation with interests in the Laser Link Corp., a cable-TV transmission systems manufacturer, reported an increase in sales and revenues and a decrease in earnings for the year ended Dec. 31, 1970:
1970          1969
Earned per share $1.50        $1.95
Net revenues 371,697,798 357,562,031
Net income 13,676,290 357,609,32

Financial notes:
* Pacific and Southern Broadcasting Co., New York, has filed a statement with the Securities and Exchange Commission seeking registration of 330,000 shares of common stock. Of these, 220,000 shares will be sold directly by the company as a new issue; 110,000 remaining shares are outstanding and will be offered by the respective shareholders. The company said proceeds from the sale will be applied toward retiring a $3-million outstanding bank debt incurred in financing radio-station acquisitions. Estimated offering price per share is $17.25 with an estimated value of $5.5 million.
Broadcast advertising

Francis J. Van Bortel, executive VP and director of marketing planning, McCann-Erickson, New York, elected to McCann-Erickson board.

Stephen B. Brown, Peter H. Parsons and Charles Lehmann, account executives, Compton Advertising, New York, elected VPs.

Peter A. Lund, general sales manager, WIND(AM) Chicago, appointed general sales manager, WMCA(AM) New York. He is succeeded by Roy Lindau, sales manager, KFWM(AM) Los Angeles. WIND and KFWB are Westinghouse Broadcasting-owned stations.


Mary Wells Lawrence, board chairman and president, Wells, Rich, Greene, New York, named Advertising Woman of the Year in 1971 by American Advertising Federation.

Aaron M. Cohen, manager of participating program sales, NBC-TV, New York, appointed manager of daytime sales. He succeeds Robert McFadyen, who retires after 32 years at network.

James B. Phillips, director, artist relations, CBS-TV, West Coast, joins Los Angeles office of Campbell-Ewald as director, West Coast TV programming.

Richard C. Wright, former VP for advertising and merchandising, Carling Brewing Co., Cleveland, forms consulting and representation service, Richard C. Wright Advertising Services there.

Media

Barry Gordon, director, negotiations-business affairs, Capitol Records Inc., Hollywood, joins ABC-TV there as West Coast director, business affairs. He succeeds Al Rabin, appointed director of ABC daytime serial General Hospital.

James Smith, director of special projects, ABC Owned FM Group, New York, appointed director of administrative operations, and Vincent Lupiano, director of program review, appointed director of program review and special projects for ABC FM group.

Jack Cochran, general manager, WCNY (AM) Columbus, Miss., elected president, Mississippi Broadcasters Association. Eddie Fritts, president and general manager, WNLA-AM-FM Indianapolis, elected VP; Fannie Mae Colthren, manager, WXTN(AM) Lexington, secretary-treasurer, and Bob McRaney Sr., owner, WROH(AM) West Point and WAMY(AM) Amory, executive secretary.

Jack B. Prince, VP and station manager, WTAR-AM-FM Norfolk, elected president, Virginia Association of Broadcasters. Stella Maloney, president and general manager, WMEV-AM-FM Marion, elected first VP; Lyle Motley, president and general manager, WMMA-AM-FM Gretna, secretary-treasurer.

George R. Oliviere, general manager, WXYK(AM) Lehigh Acres, Fla., named VP of station’s licensee, Broadcast Management.

Louis Faust, president, WKNR Inc., licensee of WKRP-AM-FM Dearborn, Mich., and 1150 Corp., licensee of KIS(AM) Los Angeles, resigns due to management differences. Mr. Faust was named president in January 1970 after five years with Capital Cities Broadcasting Co., last two as general manager of WPTAP-AM-FM Paterson, N.J.

Gene Creasy, operations manager, WCPO-AM-FM Baltimore, named VP and general manager, WWOC(AM) Portsmouth, Va. Dave Samuels, station manager, WAGU-AM-FM Augusta, Ga., appointed assistant manager and director of community relations, WWOC.

Programing

Harvey R. Reinstein, VP, Eastern sales, Four Star Entertainment, named to VP, national sales, newly created position.

Arthur L. Zanel, VP and manager of TV-radio production, J. Walter Thompson, Chicago, named president of Arthur Meriweather, program-production firm, Downers Grove, Ill.

R. Jerry Rhoads, program director, Teleprompter of Florida CATV, West Palm Beach, appointed regional manager for programming for Southeast, based in Atlanta, and serving Florida, Georgia, South Carolina, Alabama, Mississippi, and Louisiana.


Tony Masucci, director of operations, Lewron Television, program producer, New York, appointed general manager.

William E. Fagan, director of broadcast services, Midwest Program on Airborne Television Services, Lafayette, Ind., appointed manager of educational TV sales, Learning Corp. of America, program provider for educational TV, New York.

Mike Engel, director of programming and promotions, WBOK(TV) Bowling Green, Ky., appointed manager of station relations for Century Broadcast Communications, station’s licensee.

News

Marc Howard, press secretary to Howard Samuel, unsuccessful New York gubernatorial candidate, rejoins WPIT-TV New York, as political editor.

Sherman Jackson, with NBC News, New York, joins WNBC-TV there as news announcer.


Harold Steele, with Voice of America, Washington, joins WMAL-AM-FM there as newsman.

Lawton Wilkerson, program director, WHEE(AM) Harvey, Ill., joins WMIA-AM-FM Chicago, as public-affairs director.

James Hinton, with news department, KHOU(AM) Denver, joins KBTR(AM) there as director of news.

Dave Godwin, with news staff, KLAC(AM) Los Angeles, appointed managing editor. He succeeds Sam Hall, who joins WNEW-AM-FM New York as news director.

Les Coleman, student at Jacksonville State University and former announcer, WUNI(AM) Mobile, Ala., rejoins station as news director.

John M. Cooper, director of newsfilm syndication, CBS News, New York, re-
More than 500 agencies and advertisers will use these ARB radio audience estimates

For the first time local radio has been measured nationwide with identical time standards for improved market comparisons, giving you more information for multi-market radio buys than you've ever had.

- 150 markets
- 99% of all national and regional radio spot billing
- 91% of the U.S. population 12+
- 120,000 person in-tab sample
- New updated 1970 Census data
### ARB April/May 1971 Radio Market Reports

<table>
<thead>
<tr>
<th>City</th>
<th>City</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron</td>
<td>Des Moines</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Albany-Schenectady-Troy</td>
<td>Detroit</td>
<td>Louisville</td>
</tr>
<tr>
<td>Albuquerque</td>
<td>Duluth-Superior</td>
<td>Lubbock</td>
</tr>
<tr>
<td>Allentown-Bethlehem-Easton</td>
<td>Durham</td>
<td>Macon</td>
</tr>
<tr>
<td>Altoona</td>
<td>El Paso</td>
<td>Madison</td>
</tr>
<tr>
<td>Amarillo</td>
<td>Erie</td>
<td>Manchester-Nashua</td>
</tr>
<tr>
<td>Ardmore-Ada</td>
<td>Eugene</td>
<td>McAllen-Brownsville</td>
</tr>
<tr>
<td>Asheville</td>
<td>Evansville</td>
<td>Memphis</td>
</tr>
<tr>
<td>Atlanta</td>
<td>Fargo-Moorhead</td>
<td>Miami</td>
</tr>
<tr>
<td>Austin, Tex.</td>
<td>Flint</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>Bakersfield</td>
<td>Ft. Lauderdale-Hollywood</td>
<td>Minneapolis-St. Paul</td>
</tr>
<tr>
<td>Baltimore</td>
<td>Ft. Wayne</td>
<td>Mobile</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>Fresno</td>
<td>Montgomery</td>
</tr>
<tr>
<td>Beaumont-Port Arthur</td>
<td>Grand Rapids</td>
<td>Nashville</td>
</tr>
<tr>
<td>Billings</td>
<td>Great Falls</td>
<td>New Haven-Waterbury</td>
</tr>
<tr>
<td>Binghamton</td>
<td>Green Bay</td>
<td>New Orleans</td>
</tr>
<tr>
<td>Birmingham</td>
<td>Greensboro-Winston Salem</td>
<td>New York</td>
</tr>
<tr>
<td>Boise</td>
<td>High Point</td>
<td>Norfolk-Portsmouth-Newport</td>
</tr>
<tr>
<td>Boston</td>
<td>Greenville, S.C.</td>
<td>News-Hampton</td>
</tr>
<tr>
<td>Buffalo</td>
<td>Hamilton-Middletown, Ohio</td>
<td>Oklahoma City</td>
</tr>
<tr>
<td>Canton</td>
<td>Harrisburg</td>
<td>Ohioa-Council Bluffs</td>
</tr>
<tr>
<td>Cedar Rapids</td>
<td>Hartford-New Britain</td>
<td>Orlando</td>
</tr>
<tr>
<td>Charleston, S.C.</td>
<td>Honolulu</td>
<td>Oxnard-Ventura</td>
</tr>
<tr>
<td>Charleston, W.Va.</td>
<td>Houston</td>
<td>Peoria</td>
</tr>
<tr>
<td>Charlotte</td>
<td>Huntington-Ashland</td>
<td>Philadelphia</td>
</tr>
<tr>
<td>Chattanooga</td>
<td>Indianapolis</td>
<td>Phoenix</td>
</tr>
<tr>
<td>Chicago</td>
<td>Jackson, Miss.</td>
<td>Pittsfield</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>Jacksonville</td>
<td>Portland, Maine</td>
</tr>
<tr>
<td>Cleveland</td>
<td>Johnstown</td>
<td>Portland, Ore.</td>
</tr>
<tr>
<td>Colorado Springs</td>
<td>Kalamazoo</td>
<td>Providence-Pawtucket</td>
</tr>
<tr>
<td>Columbia, S.C.</td>
<td>Kansas City</td>
<td>Raleigh</td>
</tr>
<tr>
<td>Columbus, Ga.</td>
<td>Knoxville</td>
<td>Reading</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>Lafayette, La.</td>
<td>Reno</td>
</tr>
<tr>
<td>Corpus Christi</td>
<td>Lancaster</td>
<td>Richmond</td>
</tr>
<tr>
<td>Dallas-Ft. Worth</td>
<td>Lansing</td>
<td>Roanoke</td>
</tr>
<tr>
<td>Davenport-Rock Island-Moline</td>
<td>Las Vegas</td>
<td>Rochester, N.Y.</td>
</tr>
<tr>
<td>Dayton</td>
<td>Lexington</td>
<td>Rockford</td>
</tr>
<tr>
<td>Denver</td>
<td>Lincoln</td>
<td>Sacramento</td>
</tr>
<tr>
<td></td>
<td>Little Rock</td>
<td>Saginaw</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All ARB Audience Reports are estimates and are subject to limitations and possible errors. A description of the limitations and possible errors will be furnished upon request.

---

You’ll be delighted to discover the low cost of these reports. Check the markets you’re interested in, fill in your name and address, and mail this ad to:

**AGENCY AND ADVERTISER SERVICES: AMERICAN RESEARCH BUREAU**

592 FIFTH AVENUE, NEW YORK, NEW YORK 10036

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firm</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City &amp; State</td>
<td>Zip</td>
</tr>
</tbody>
</table>

AMERICAN RESEARCH BUREAU, 4320 AMMENDALE RD. • BELTSVILLE, MARYLAND 20705
Promotion

David Perry, with PR staff, Bozell & Jacobs, Phoenix, appointed firm's director of PR.

Lane Epstein, promotion director, WIRL-TV Peoria, Ill., joins WXIX-TV Newport (Cincinnati), Ohio, as assistant promotion manager.

Jack Sampson, director, advertising, promotion and press information, KGO-TV San Francisco, joins KCBS-AM-FM there as director, information service.

A. Christine Dall, script writer, WIDH-TV Boston, joins WOR(AM) there as promotion manager.


Equipment & engineering

Gilbert E. Ornson, with Wire and Cable Department, General Electric, appointed manager for business development, General Electric Cablevision Corp., group owner of CATV, Schenectady, N.Y.

International


Allied fields


Deaths

Franklyn MacCormack, 60, Chicago radio personality, died June 12 at Loy- etto hospital, there, from heart attack. Mr. MacCormack became nationally known in thirties when he introduced poetry readings on Wayne King orchestra's network broadcast. For past 12 years he had been host of WGN(AM) Chicago's All Night Showcase for Meister Brau Brewing Co. His wife, Barbara, and one son survive.

William D. Wagner, 65, retired VP for Palmer Broadcasting Co., died after illness of several weeks in Tuscon, Ariz. Mr. Wagner joined Palmer in 1933 as auditor and in 1963 was elected VP of firm. Mr. Wagner is survived by his wife, Elizabeth, one daughter and one son.

Harold H. Friedman, 52, treasurer of Pennsylvania Public Television Network Commission and VP of Channel Communications, died June 21 in Pitts- burgh of heart attack. His wife, former Marie Torre, KDKA-TV Pittsburgh newscaster, and two children survive.

For The Record

As compiled by Broadcasting, June 15 through June 22 and based on filings, authorizations and other FCC actions.

New TV stations

Actions on motions

- Hearing Examiner Lenore G. Ehrig in Greens- berg, Pa. (Western Broadcasting Corp. and Warna- man Communications Inc.), TV proceeding, ordered exhibits to be exchanged on June 29, and hearing to be held on July 20; and put parties on notice that no additional continuances will be granted (Docs. 18038-9). Action June 16.


Other actions

- Review board in Los Angeles, TV proceeding.

in response to motion by Community Television of South California, enlarged comparative and share-time issues in proceeding involving mutually exclusive applications of Los Angeles Unified School District and Viewer Sponsored Television Foundation for new noncommercial educational TV at Los Angeles to include determination whether school district is prohibited by Cali- fornia law from producing, financing, and/or telecasting community educational programs with state funds, and if so, what effect this will have on School District's programming; and whether it has reasonable assurance of the availability of other funds (Docs. 19000-1). Action June 15.

- Review board in Orlando, Fla. TV proceeding, scheduled oral argument for July 13 to consider initial decision, exceptions, and briefs in ch. 9 proceeding (Docs. 11083, 17339, 17341-2, 17344). Action June 19.

Other action

- FCC amended UHF ch. assignments in Col- llege, Ariz.; Chico, Calif.; Rochester, N.Y., and Portland, Me. (Doc. 18988); Concord and Pitts- burgh, both California (Doc. 18984); and State College, Pa. (Doc. 19091). Action June 16.

Existing TV stations

Actions on motions

- Hearing Examiner David I. Kraushaar in Poca- tola, Idaho (KBLI Inc. [KITLE-TV] and Eastern Idaho Television Corp.), TV proceeding, rescheduled the initial hearing from June 28 to July 13, and ordered that the names of witnesses desired for cross-examination are to be exchanged informally among counsel no later than July 2 (Docs. 18400-2).

- Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTRARadio-TV Corp. and Hampton Roads Television Corp.), TV proceeding, granted motion by WTRARadio-TV Corp. to file to amend its application with respect to ascertainment of community needs; by separate action granted request of WTRARadio-TV Corp. to reply to opposition for leave to amend its application (Docs. 18794-2). Action June 9.

- Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTRARadio-TV Corp. [WTRARadio-TV], Hampton

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242
West Coast—1357 Jewett Ave., Pacific Grove, Calif. 93950 408-375-3164

BROADCASTING, June 28, 1971
Roads Television Corp.), TV proceeding, granted motion by WATR-TV to strike further interrogatory questions, granted WATR-TV. Radio-TV Corp. (Docs. 18791-2). Action June 10.

Hearing Examiner Forest L. McClellan in Boston, Mass., issued an order (W.E. Eastern contended TV proceeding, granted petition by Community Broadcasting of Boston Inc. for leave to amend its application with respect to ascertainment of community needs and interests (Doc. 18759-61). Action June 10.

Hearing Examiner Forest L. McClellan in Washington (United Television Co. [WFAN-TV], et al. v. Broadcast Bureau), on remand, GRANTED joint application of United Broadcasting Co. and United Television Company for consideration of petitions to reflect election of Morton Silverman as vice-president and assistant secretary of both corporate entities (Doc. 18569). Action June 10.

Chief, Office of Opinions and Review in Montgomery, Ala. (Cosmos Broadcasting Corp. [WSFA], VHF proceeding, granted motion for leave to install antenna and for the correction of procedural time (Doca. 18169-70). Action June 10.

New AM stations

Final action

Waseca, Minn.—FCC reminded to review board petition by The Waseca-Owatonna Broadcasting Co. to amend its application for CP for new AM to operate at Waseca, Minn., to 15,000 watts and to change frequency to 15,000 kw, as it may consider appropriate (Doc. 18078). Action June 16.

Actions on motions


Hearing Examiner Basil P. Cooper in Hartsdale and for Westchester County (Radio Enterprises Broadcasting Co. of Hartsdale and petition by Eastern New England Broadcasters Inc. for leave to amend their applications to reflect the results of recent community surveys in respective communities served by their respective stations; postpone evidentiary hearing to June 30 (Docs. 18198-9). Action June 9.

Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell, Circleville Broadcasting), on remand, Granted petition by Community Broadcasting Co. of Circleville, Ohio, to amend their applications for station's operation at Circleville, Ohio, to 2,000 watts and change frequency to 1,500 kw, as it may consider appropriate (Doc. 18585-88). Action June 15.

Hearing Examiner Lenore G. Ehrg in West Branch, Mich. (Northern Broadcasting Co.), AM proceeding, Granted petition by applicant for leave to amend its application with respect to its efforts and plans for its future development and equipment needs of West Branch and its environs, to specify a new study location and to update information concerning other business interests of Dean Manley, to make the application of Northern Broadcasting Co. for license covering auxiliary channel to East Branch, Michigan (Doc. 18036-43). Action June 13.


Hearing Examiner Ernest Nash in Broadway and Timmerville, both South Carolina (Massachusetts Broadcasting Co. and Charlotte-ville-Atber-marke Broadcasting Inc.), Granted petition by applicants, to extend that agreement of parties is approved and application of Charlotte-ville-Atber-marke will be dismissed upon filing of the bond in the action; action granting application of Massachusetts; and denied petition of B.C. Smith by Pleasant Broadcasting; and concerning community ascertainment problem; and scheduled conference for June 18 (Doc. 18394-6). Action June 16.

Hearing Examiner Lenore G. Ehrg in Stirling and Freehold, both New Jersey (K & M Broadcasters Inc. and Molly Pitcher Broadcasting Co., et al.), AM proceeding, Granted petition by applicants for leave to amend their applications to reflect the results of recent community surveys in respective communities served by their respective stations; and to further hearing scheduled for June 18 (Doc. 18385). Action June 10.

Hearing Examiner Lenore G. Ehrg in Stirling and Freehold, both New Jersey (K & M Broadcasters Inc. and Molly Pitcher Broadcasting Co., et al.), AM proceeding, Granted petition by applicants for leave to amend their applications to reflect the results of recent community surveys in respective communities served by their respective stations; and to further hearing scheduled for June 18 (Doc. 18385). Action June 10.

Hearing Examiner Isadore A. Honig in East St. Louis, Ill, (East St. Louis Broadcasting Co. and Metro Broadcasting Co.), AM proceeding, Granted (in part) a motion on examiner's own motion, ordered that hearing after motion is granted set for June 30 and to file objections without date pending Commission action on the motion for final hearing by Examiner Isadore A. Honig (Doc. 18529-30). Action June 10.

Hearing Examiner Isadore A. Honig in East St. Louis, Ill, (East St. Louis Broadcasting Co. and Metro Broadcasting Co.), AM proceeding, Granted (in part) a motion on examiner's own motion, ordered that hearing after motion is granted set for June 30 and to file objections without date pending Commission action on the motion for final hearing by Examiner Isadore A. Honig (Doc. 18529-30). Action June 10.

Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, Granted petition for leave to install tower and for the correction of procedural time (Doca. 18569). Action June 10.

Hearing Examiner Basil P. Cooper in Roswell, N.M. (Reginaldo Espinosa [KRDID]), Granted motion by Radio Broadcasting, Inc., to amend application; and concerning community needs and interests (Doc. 18759-61). Action June 10.

Other actions

Review hearing in Charleston, S.C., TV proceeding, extended time to file exceptions to initial decision in proceeding involving applications of four Charleston VHF licensees to move their transmitter sites to single 2,000 kw, tower and for other facilities changes, through July 7 (Docs. 18569-72). Action June 10.

Existing AM stations

Applications

KONE Reno—Seeks CP to change ant. tracks, move station's tower to an elevation of 4,000 ft. and to site 3,500 ft. northwest of southwest of the center of center of city, near Sutro Street and Ring Road, May 26.

WCPV Murphy, N.C.—Seeks CP to change ant. tracks, move station's location off southeast of 1,000 ft. southeast of Hulaway Road and 2 miles southeast of city; increase ant. height, August 1 (Doc. 18199-9).

Final actions

KLAK Lakewood, Colo.—Broadcast Bureau granted CP to install new trans., for all main and aux. (Doc. 18269-70). Action June 11.

WMOX Meridian, Miss.—Broadcast Bureau granted CP to install new trans., for all main and aux. (Doc. 18269-70). Action June 11.


KBEL Vernal, Utah—Broadcast Bureau granted CP to install new trans., and to operate for 90 days, and to operate for whatever term (Doc. 18269-70). Action June 11.


Actions on motions

Hearing Examiner Basil P. Cooper in Roswell, N.M. (Reginaldo Espinosa [KRDID]) continued date for start of evidentiary hearing from July 12 to be date to be announced at conclusion of prehearing conference to be convened on Aug. 6 (Doc. 19208). Action June 10.

Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, Set certain procedural dates and scheduled hearing on financial and disagreeing issues for Aug. 1, and hearing on remaining issues for June 17 (Docs. 18856. 18858). Action June 10.


Hearing Examiner Isadore A. Honig in Ashbula, Ohio (Radio Enterprises of Ohio Inc.) for renewal of license of WREO, directed Broadcast Bureau to request from the National Labor Relations Board all available documents and records of that agency concerning investigation and disposition of complaint filed by the Retail Store Employers' Union Local 880 of Cleveland shall produce copies of available documents specified, with these documents to be made available to counsel for Radio Enterprises and to Bureau counsel in writing, by mailing them by June 29 (Doc. 19267). Action June 11.

Hearing Examiner Isadore A. Honig in Ashbula, Ohio (Radio Enterprises of Ohio Inc.) (Continued on page 57)
CLASSIFIED ADVERTISING

Radio Help Wanted

Management

Station manager. Must. East. Must be dynamic. Minimum 3 years successful on-the-air. Daytime station with monthly billing figures to prove progress. Practical knowledge of sales, programming, engineering. Beautiful opportunity for right person. E.O.E. Send resumes and current picture. Box F-73, BROADCASTING.

Sales oriented general manager for weekday new- timer in excellent college market with outstanding growth potential. Proven record necessary as this position requires GM to be on street about 75% of time. Excellent working conditions and fringe benefits. Salary plus percentage of station sales. Send complete resume. Box F-95, BROADCASTING.

Excellent opportunity for reliable sales-minded general manager for solid suburban AM/FM station in northeast. Must be experienced. Send salary requirements and complete resume to Box F-256, BROADCASTING.

Station manager—emphasis on sales. Growth opportunity in Northeast. Top 50 market. Box F-249, BROADCASTING.

Experienced, selling manager for Christian AM & FM in suburban major market. Excellent future. Send resume and salary requirements to Box F-246, BROADCASTING.

Management ability with sales experience for new small town AM, approximately 200,000 within 0.5 mile contour. No experience, no consideration. Promotion from station manager to general manager likely when P&L is in black. With luck we will be programming the station. Send tape and resume. Box F-161, BROADCASTING.

Station manager who sincerely enjoys selling and has ability to motivate others. Must be willing to execute sales plans and help develop sales potential. Excellent opportunity for an aggressive, dedicated, hard working broadcaster. Station is a fulltimer with an outstanding news, sports and music image. Beautiful midwest market with a major college. We are an expanding group and appreciate good management talent. If you have a successful track record that can be verified let's get acquainted. Call Charlie Power, 202-993-2151 after 7:30 P.M. Equal opportunity employer M/F.

Sales

Experienced creative salesman for daytime radio station in beautiful mountainous area. Salary, commission and benefits. Box F-148, BROADCASTING.

Radio sales for Baltimore with track record. Management or capable of. Top opportunity. Unique situation. Good starting salary. Box F-163, BROADCASTING.

Advanced sales training provided experienced radio man with drive. College or equivalent business experience. Prefer businessmen type 25 or over. Station is the best in the business. Wanted. The best salesmen apply what you learn. Midwest city under 50,000. Resume, photo. Box F-220, BROADCASTING.

Head sales department of major midwest market AM/FM station. Excellent salary and benefits. Man who knows how to create the "gimmick" that will sell. Must have good track record and must be willing to be own personal sales plus incredibly attractive percentage arrangement. Very small guarantee but fantastic income possibility for right man. Box F-260, BROADCASTING.

Sales manager with proven track record. Must be outstanding personal salesman. Station is fulltime with excellent area profile in midwest market. You must be pleasurable aggressive and desire station management. Send resume to Box F-287, BROADCASTING.

Announcer-salesman. Georgia fulltime station looking for experienced or seasoned in 4 board shift daily, remainder of time on sales. $125 weekly guarantee. Position open in July. Box F-292, BROADCASTING.

Help Wanted 30c per word—$2.00 minimum. All other classifications 35c per word—$4.00 minimum. Deadline for copy: Must be received by Monday for publication next Monday. Please submit with your nomimal sales. No telephone calls accepted without confirming wire or letter prior to deadline.

Sales continued

Experienced franchise salesman. Must have good presentation ability with selected auto dealers who have responded to our direct mail program. Extensive travel. Two sales per month pays over $42,000. Unlimited earning potential plus small commission fee needed, but small investment pays greater returns. Straight commissions only—but generous! Downtown St. Louis, Missouri. Box (311) 371-4447 call collect for Tom Dombrosky.

Announcers

Major northeast 50,000 watts needs contemporary air personality. Also need qualified production director. Please send tape, resume, and checkable references. Box F-121, BROADCASTING.

Maryland station, first phone announcer, willing to work any shift, including some engineering. Will take beginner with good voice, and willing. Box F-161, BROADCASTING.

Virginia small market needs mature sounding, good voice, with first class license. Good coverage AM/FM, lots of activity; block programming, friendly, solid. Box F-172, BROADCASTING.

Maryland MOR has excellent position available for experienced, self-starter. Good experience. Send tape and resume. Box F-191, BROADCASTING.

We are knocking off the strict rock format and retaining the best of the contemporary music with modern MOR. To complete the package we need bright, active announcers who can project personal appeal to young adults as well as the 30's. Must have voice, station and program department to fit this format, reply promptly with complete information and tape. Station located in midwest university city. Box F-192, BROADCASTING.

Two soul locks wanted for major market, must be a real swinger, experience, rush tape, resume, picture to Box F-232, BROADCASTING.

Looking for announcer with 3rd endorsed. Saturdays and Sundays. New York stations. Box F-276, BROADCASTING.

Morning man—personality, some PD experience helpful. Good salary, station, community. Prosperous central Pennsylvania. Send complete resume. Box F-503, BROADCASTING.

KECK, modern C/W regional facility is looking for mature 1st phone personality. Must have good experience and the desire to live in Capital City of 170,000 and home of major University. Stability, excellent pay and working conditions, congenial staff, just the chance for advancement with major chain are what we offer. Rush tape to and resume to Fred L. Scott, General Manager, KECK Radio, P.O. Box 6006, Lincoln, Nebraska 68506, an equal opportunity employer.

Ten your hide and improve your talents .... "More Music" rocker needs jack. KHHO, Hilo, Hawaii.


First ticket deejay. No maintenance. Late afternoon show. Excellent salary. Experienced. For pop-contemporary. Must have references. Nighttime. Send tape and resume immediately, Tim Burns, Program Director, WAHT, P.O. Box 15, Leetson, Pennne.

WPFL looking for good announcer with feeling for radio. Send resume and references with references, experience. Ideal living conditions, Brewer, New York. Fifty miles from New York City. Write or call Ken Stein, WPFL.

Staff promotion. 6 Midnight shift at WVOJ will soon be open. Top notch facilities—excellent pay for permanent professional—first ticket—send tape to 6 Midnight Office Box 37152, Jacksonville, Florida 32205.

Technical

Chief engineer for direction AM/FM stereo. Must be very experienced, be a willing worker and take pride in his work. Owns a small, but fast growing market in the nicesst southern California. Excellent clean facilities. Start up to $750 per month plus great fringe benefits. Send resume, references, pictures, to Box F-245, BROADCASTING.

Fulltime AM/FM station in southeast looking for well-trained, experienced engineer. Must be capable of complete maintenance. Small town with high schools, college, and mild climate. $125 to $150 plus monthly starting salary. Apply with detailed application, photo, to Box F-293, BROADCASTING.

Small market Maryland station: First phone man for transmitter watch. Box F-298, BROADCASTING.

Recording engineer. Chicago based studio, established firm. Send resume to Box F-304, BROADCASTING.

Chief engineer for three tower directional, 1000 watt full time. In process of installing new trans- mitter and console. Send resume to General Manager, KWBA, Baytown, Texas 77520.

Experience first phone engineer. WXMJ-AM situation in Chicago—small market. Send resume, references, recent photo and salary requirements P.O. Box 940, Mt. Vernon, Illinois.

Chief engineer needed immediately AM/FM Indiana. 812-402-2131.

News

Help wanted: Female career girl with ability and desire to gather, write and radio local and regional news. Will work on station where we believe continuity dictates. Salary open. WETT Radio, P.O. Box M, Ocean City, New Jersey 08226.

Newsmen experienced in gathering, writing and delivering, news with actualities in authoritative manner. Must be stable and professional to be important part of five man news team on top adult station in market. Air mail tape, complete resume, references, mailing address, telephone number to Ted Bradshaw, News Director, WD90, Orlando, Florida.

WNBF-AM/FM Binghamton, N.Y. 13902 needs news director. Minimum 3 years broadcast news experience including one year news director experience.

Programing, Production, Others

Program director to work morning shift at MOR station within weekend commuting distance Wash- ington, D.C. Good experience necessary. Must entail air shift, copy writing and some administration. Send tape, photo, resume and salary requirements with response. Box F-129, BROADCASTING.

Continuity director—experienced. Must write copy that sells. Production knowledge essential. One person ideal. 70% straight copywriting, 30% production and spec. writing. We believe continuity writers are as valuable as DJ's, can pay that way. Excellent opportunity. Send resume to General Manager of W224AM, Box DT, WAXT, 3166, Springfield, Illinois 62708.

Situations Wanted

Management

General manager major group AM/FM seeking major market position. Complete experience in all phases of AM/FM. Must have a record of success with profit and service orientation. Highest industry and community references. Degree. Family. Early thirties. Excellent opportunity for move in near future. Box F-171, BROADCASTING.

Manager, small or medium market. Over 10 years experience in all phases of broadcasting. Strong in sales and programing. Box F-187, BROADCASTING.

Experienced G.S.M. northern radio-TV young, family, honest, ethical, seeks working-arrangement management. Box F-188, BROADCASTING.

BROADCASTING, June 28, 1971
Announcers continued


Will make radio live in your market — 3rd endowed with first class, desire for up-tempo, conversation, growth, enthusiasm, good habits, production understanding, tight board, dependable, seeks top. 

1st class FCC comba-man announcer — DJ — disc jockey — seeking — start professionally trained, for one year — available now. Box F-257, BROADCASTING.

Drop jockey — newscaster, announcer, salesmen, experience, dependable, creative, versatile — tight board and third endorsed. Box F-252, BROADCASTING.

Top references, major market personality wants program director for religious organization. In Mar. 1st phone, looking for first job. Will travel. Box F-264, BROADCASTING.

A top salesman, sales man, seeks position — authoritative, creative, versatile, immediate. Box F-296, BROADCASTING.

Available now. Box F-274, BROADCASTING.

Unique MOR top 40 morning personality with first phone. B.S.B.E. degree, 2 years as program director in college radio, 3 years as comedy writer. Single, 23, dependable, knows when to shut up, and how to be genuinely funny. Box F-288, BROADCASTING.

Resounding sounding air personality desires medium or large market MOR station. Nine years radio and television experience, some play-by-play sports background; B.S. degree, first phone, military, married, race and resume on request. Box F-295, BROADCASTING.

I-1 soul jock in top 10 market is ready to become producer. (504) 922-1265. 1524 Ownes #D N.C. L-7022.

Rock jock, news, copywriting, production; 3rd endorsed; age 19, draft no sweat; 1½ years experience, Top 40 season, would like to follow off-board position. Junior college graduate. Box F-290, BROADCASTING.

Midwestern market soul jock jazz, news or rock 3rd endorsed. Call Jim Richards (312) 277-5497.

Touch that dial—for Sheldon Green. 212-7-5149. Top 40, MOR or country. C.B. brings in those sales you are looking for. Always hiring. Box F-700, BROADCASTING.

Girl Friday. First class license. Skilled in copy, mike work, console operation. Will relocate. Call Placement Department, Brown Institute, Minneapolis 612-721-2481.

Experienced. Prefer Midwest or southwest. Richard Hoff, 202 North 11th, Eau Claire, Wisconsin.

Available immeadiately — small to medium market. 9 mos. experience, some play-by-play, married, 28. 606-740-8480.

1st phone, 1-year experience, announcing, production. 2-way. Home, zd. years experience, adult voice, creative production, dedicated, will go anywhere for right job. Can take orders well. Box F-234, BROADCASTING.

Young teacher-student desires return to DJ work. Two years professional, four college experience plus Army TV producer-director. Lookin for something, any. Box 39, BROADCASTING.

Black personality. Will relocate. Available immediately, will relocate. Box F-241, BROADCASTING.

1st phone, experienced. (714) 222-5334. Mike Sullivan, 3327 Freeman St., San Diego, Calif. 92106.

Eating guaranteed, seven years experience. Seeking permanent location, contemporary preferred. Sonny Moore, 845 W. St. N.W., Fort Payne, Ala. 35967. (205) 845-6418.

Experienced 1st phone, 27, married, 2 children, looking to settle—desire rock or MOR format in large city. Box 39, BROADCASTING. Will relocate.

Young tourist seeks job. New York City, now but ready to relocate. Aircheck on request.

Available now. Box F-274, BROADCASTING.

Available immediately — small to medium market. 9 mos. experience, some play-by-play, married, 28. 606-740-8480.

1st phone, 1-year experience, announcing, production. 2-way. Home, zd. years experience, adult voice, creative production, dedicated, will go anywhere for right job. Can take orders well. Box F-234, BROADCASTING.

Announcers continued


Experienced rock jock, newcomer, announcer, first phone, 1 year, age 25, no experience, willing to work with any format. Not floater nor prime donna, but a hard worker and can prove it. If you want a performer, send me an aircheck and I'll be happy to help. Box F-240, BROADCASTING.

Excellent reporter wants to be your outside man. Also willing to try talk show, news director, or morning show. 28, Hillsdale Ave., Huntington, N.Y. 11743. 516-271-2890.

Eating guaranteed, seven years experience. Seeking permanent location, contemporary preferred. Sonny Moore, 845 W. St. N.W., Fort Payne, Ala. 35967. (205) 845-6418.

Experienced 1st phone, 27, married, 2 children, looking to settle—desire rock or MOR format in large city. Box 39, BROADCASTING. Will relocate.

Young tourist seeks job. New York City, now but ready to relocate. Aircheck on request.

Available now. Box F-274, BROADCASTING.

Available immediately — small to medium market. 9 mos. experience, some play-by-play, married, 28. 606-740-8480.

1st phone, 1-year experience, announcing, production. 2-way. Home, zd. years experience, adult voice, creative production, dedicated, will go anywhere for right job. Can take orders well. Box F-234, BROADCASTING.

Announcers continued


Experienced rock jock, newcomer, announcer, first phone, 1 year, age 25, no experience, willing to work with any format. Not floater nor prime donna, but a hard worker and can prove it. If you want a performer, send me an aircheck and I'll be happy to help. Box F-240, BROADCASTING.

Excellent reporter wants to be your outside man. Also willing to try talk show, news director, or morning show. 28, Hillsdale Ave., Huntington, N.Y. 11743. 516-271-2890.
Situations Wanted

Technical continued

TelePrompTer Corporation is selecting personnel for the following positions in both operating CATV systems and new systems being constructed.
Chief technician: Minimum of 7 years direct experience in CATV systems or an equivalent combination of experience, education, layout, head-end work, customer service, management of personnel and vehicles, and construction practices. Salary: Up to $10,000 per year. Construction manager: Minimum of 5 years experience in CATV systems or an equivalent combination of experience, management and profit or loss. Must be familiar with CATV equipment and system design. Minimum $10,000. Please send resume to Box F-272, BROADCASTING.

News

1st phone (rural endeavors) no commercial experience, microwave & VHF repair experience in military, will consider any offer, Box F-390, BROADCASTING.

Progressive chief engineer and operations manager, with a strong background in consumer-oriented challenge. Well versed in AM, FM, VHF, UHF, color and remotes. Box F-286, BROADCASTING.

News

Major market newsmen with network and happy news format experience needed before consideration renewal in the early fall. Box F-132, BROADCASTING.

Award-winning reporter (Los Angeles Press Club; America's Top 50; MJ, w/news director-anchorman-production executive) seeks TV news, field-reporting challenge. Single, will relocate. Box F-231, BROADCASTING.

Weatherman—major market professional with ten years broadcasting experience seeks relocation. Box F-233, BROADCASTING.

All-around TV newsmen. Seeks reporter/news director position in any market. Have top three market experience in news/sports reporting, writing and producing. Family man will relocate anywhere. If you want him, write Box F-263, BROADCASTING.

Professional meteorologist, excellent credentials, desires position in small or medium market VTB. Box F-270, BROADCASTING.

Programming, Production, Others

Hard-working BA in communications searching for challenging position in production. Trained extensively in writing, performing, set design, visual effects, lighting, camera operation. Send resume. Box F-211, BROADCASTING.

Television Help Wanted

Management

Advertising time sales manager for cable television station. Must have experience in exciting and challenging opportunity. All replies confidential. Box F-300, BROADCASTING.

Sales

Young, aggressive person wanted by group-owned, northeast station. Top 50 markets; CBS affiliate; for the position of National Sales Manager. Send resume to Box F-201, BROADCASTING, stating background, salary requirement and work experience.

Exceptional opportunity for an experienced, productive salesman with a top TV station in the southeast. Salary, generous commission arrangement, active account list with excellent growth potential. Outstanding benefits. A true opportunity employer. If you think you qualify, send your resume to Box F-230, BROADCASTING.

Wanted: TV salesperson for Public Television station in midwest VHF station. Duties will include set/lighting design, set construction, and set and studio requirements to Box F-302, BROADCASTING.

New ABC-TV UHF Sept. sardi needs excellent, experienced staff including: first frame switcher, announcer-videographer, production manager. Send resume, salary, Bob Nelson, WXIT-TV, Box 940, Sarasota, Fla. 33578.

Television Situations Wanted—Management

Program/operator manager. 12 years TV. Strong in programming, administrative leadership, film buying, talent, promotion, production, and sales. Box F-328, BROADCASTING.

Public affairs director desires to advance in management. Knows operations and cost control. Currently in management and would consider move to an executive position in market size where there would be possibility to be owner-operator. Box F-301, BROADCASTING.

Sales

12 years TV. Successful program/operations manager. Strong in programming, administrative leadership, film buying, promotion, and sales. Box F-313, BROADCASTING.

Wanted: General manager—rapid growth TV station. Must have complete weather facilities. Only experienced on-air professionals will be considered. Send resume to Box F-251, BROADCASTING.

Announcers

Midwest major market needs experienced announcer—on-camera possibilities exist. First correspondence—resume and photo only. Write Box F-278, BROADCASTING.

News

Aggressive young news director wanted to build reputation for running on official Chef to get the real news. Top 40 market, network affiliate. Send resume to Box F-70, BROADCASTING.

News director for medium-sized market in south. Must be experienced newscaster, editor and proven on-air man. Resume with VTR air check to Box F-140, BROADCASTING.

Meteorologist needed for on-air work in major market VHF station. Must have complete weather facilities. Only experienced on-air professionals will be considered. Send resume to Box F-251, BROADCASTING.

First phone, experienced TV final control. Reliable nature, Permanent or temporary. Box F-294, BROADCASTING.

Technical

Experienced engineers familiar with Ampex and Norelco equipment. Midwest production house. Send resume to Box F-289, BROADCASTING.

Available now.

MOR or minimum successful, automation specialist. Station. Family; young.

Portering experience—sales. Contact BROADCASTING.

Box F-140, BROADCASTING.

Available now, proven reputation for stepping on toes. Box F-140, BROADCASTING.

Schafer. First F-140, BROADCASTING.

Box F-96, BROADCASTING.

Automation specialist. Gates-Schafer. 1st management—technical programming—production. Box F-107, BROADCASTING.

Attention all top 40 stations! Available now, successful, top rated P.D./M.D. with 1st phone, write now for details to Box F-150, BROADCASTING.

Production pro ... all phases . . . $15,000 minimum will wait for right position. Box F-272, BROADCASTING.

Need numbers? Let me guide your team to the top! 5 squares salary and contract puts me to work on MOR or rock. Box F-273, BROADCASTING.

Talk-show host, news, sports, music of all kinds, radio personality with over 20 yrs. experience. Employed in major market—would like 50% more. Available now. Box F-291, BROADCASTING.

Adverising time sales manager for cable television station. Must have experience in exciting and challenging opportunity. All replies confidential. Box F-300, BROADCASTING.
MISCELLANEOUS

Disaplay. 11,000 classified gag lims. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 93538.


Prizes! Prizes! Prizes! National brands for promotions. Brand new, old favorites. Send small state district license, $1.00 check for $45.00. Others returned. Also Crown SP 724L—under only, sold same. Dec. 2nd. $250.00. F.B. 244. BROADCASTING.


"Free" catalog—everything for the deal $1.00. Comedy, Burlesk, air, advertising tape, old radio shows, and more! Write: Command, Box 26348-R, San Francisco 94126.

Radio station transmitters: Dallas-Fort Worth Regional, Atlanta, Chicago, and New York. High power, 24K W and 24 AM transmitters from July 20, 1971. Both new and in operation and condition are surplus due to relocation of stations WFAA/WBAP from the airport site. For details, see our ad in this magazine, dated May 17, 1971.

Two RCA TK-43 Color Cameras with 10/98 pedestal, Varicol V zoom lens, 100 foot cables. Tektronix/RCA monitors, $15,000 each. Call 303-653-6431.

Attenion: Broadcast Engineers: Advance yourself. Earn a degree in electronic engineering while you're working. All the courses are accredited, according to the Accrediting Commission, NASHE. Course approved under the GI Bill. Be a real engineer—higher income, prestige, security, etc. Complete training in Audio-Video Engineering, 1505 N. Western, Hollywood, California 90028.

First class FCC license theory and laboratory training in six weeks. Be prepared! Let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans' and accredited member National Association of Television and Telecommunications Schools. Write or phone the location most convenient to you. ELKINS INST. TELECOMMUNICATIONS SCHOOL, 1020 N. Tenth Street, Dallas, Texas 75205. Phone 360-3570.


ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345.


ELKINS in Florida, 1970 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-352-0422.

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30301. Phone 404-877-8844.

ELKINS in Illinois, 2643 N. Central Avenue, Chicago, Ill. 60647. Phone 312-922-9818.

ELKINS*** in Louisiana, 333 S. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747.

ELKINS in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-715-1687.

ELKINS in Missouri, 665 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4691.

ELKINS*** in Ohio, 11750 Chestardale Road, Cincinnati, Ohio 45246. Phone 513-772-8580.

ELKINS in Oklahoma, 501 NE 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970.

ELKINS*** in Tennessee, 1360 Union Ave., Memphis, Tennessee 38104. Phone 901-724-7120.

ELKINS* in Tennessee, 2106 8th Avenue, South, Nashville, Tennessee 37203. Phone 1-297-6804.

ELKINS*** in Texas, 6821 Visconti Blvd., El Paso, Texas 79925. Phone 915-797-8803.

ELKINS* in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569.

ELKINS* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

ELKINS* in Texas, 503 South Main, San Antonio, Texas 78005. Phone 210-228-2686.


In Washington, 611 N. Mayfair Road, Milwaukee, Wisconsin 53216. Phone 414-352-9445.

Announcing: Programming, production, newsroom, scattering, recording, editing, voiceovers. 10-week course offering for Class FCC Licensed Broadcasting in 18 weeks. Approved by the B.E.T.A. School of Broadcasting. Write or phone the location most convenient to you. ELKINS*** in Chicago — Denver — Hartford — Houston — Memphis — Minneapolis — Nashville — New Orleans — Wausau

INTERNATIONAL SALES

Career opportunity for area sales manager in International Department of radio and TV broadcast equipment division of Harris-Intertype Corporation. You’ll be working out of our New York City offices with some Overseas Travel. You must have a strong technical knowledge of radio and TV transmitting equipment and fluency in Spanish.

Excellent Salary fully commensurate with responsibilities and generous company-paid benefits. For further information, send your resume including salary history in complete confidence to:

Robert T. Fluent, Assistant Personnel Manager, or Call (212) 222-8200

GATES RADIO COMPANY
A Division of Harris-Intertype Corporation
123 Hampshire Street, Quincy, Illinois 62301
An Equal Opportunity Employer

News

Eight station chain looking for two good news- men . . . ability to write and deliver a must!!! Good salary, vacation and a five day work week. Your reply held in confidence. We are an equal opportunity employer.

BOX F-269, BROADCASTING

Television Help Wanted

Management

PRESIDENT

S station TV group. $100,000 plus executive package. Mail confidential inquiries to Dr. White, Mgt. Consultant.

BOX F-290, BROADCASTING

THE NEXT STEP

A rare general manager-sales management opportunity. Important station, major market, outstanding company. If you are bright, well-organized, aggressive and personable with an exceptional record of sales management performance, send complete information to

BOX F-306, BROADCASTING

All replies treated in absolute confidence.

NEWS

WEATHER WIZARD OR WIZARDNESS

Network owned VHF in top 10 market needs a youthful personable, attractive and promotable guy or gal to handle the weather. Some meteorological background preferred, AMS seal not required. Full time permanent position. Equal opportunity employer. Send resume and tape if possible.

BOX F-114, BROADCASTING

TELEVISION

Situation Wanted News

NEWS DIRECTOR

An experienced (23 years) newsman, with proven administrative record at network affiliate in Top 25 Market, is seeking new challenge. News anchorman slot, plus a stint in sports, preceded my 10 years as news director, and leading a professional news team to number one ratings should qualify me for something bigger and better. BOX F-295, BROADCASTING

Miscellaneous

14 E. 60 ST “Just off the Plaza”

Completely renovated 12-story and penthouse landmark building

NEW OFFICE SPACE

400 to 4,000 sq. ft.

Complete installation including wall-to-wall carpeting

Immed. Occupancy — Brokers Prot.

NICHOLAS DANA, PL 3-620

DOUGLAS L. ELLIMAN & Co., INC.

Owner/Builder—Peter Sharp & Co.

Television Help Wanted Technical

TELEVISION BROADCAST SALES ENGINEER

Broadcast Equipment / Technical Operations Experience

A leading manufacturer of radio and TV broadcast equipment has a territory open. Prior broadcast equipment sales desirable and technical operations experience essential.

For further information, send your resume, in confidence, to

OR CALL

Robert T. Fluent
Assistant Personnel Manager (217) 222-8200

GATES RADIO COMPANY
A Division of Harris-Intertype Corporation
123 Hampshire St., Quincy, Illinois 62301
An Equal Opportunity Employer (m/f)

Employment Services

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY

Sherlee Barish, Director

FOR SALE Stations

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>South</td>
<td>small</td>
<td>AM + FM</td>
<td>$130M</td>
<td>29%</td>
</tr>
<tr>
<td>East</td>
<td>small</td>
<td>profitable</td>
<td>225M</td>
<td>29%</td>
</tr>
<tr>
<td>West</td>
<td>medium</td>
<td>fulltime</td>
<td>160M</td>
<td>29%</td>
</tr>
<tr>
<td>N.E.</td>
<td>medium</td>
<td>AM + FM</td>
<td>255M</td>
<td>$100M</td>
</tr>
<tr>
<td>Midwest</td>
<td>sub.</td>
<td>FM</td>
<td>440M</td>
<td>nego</td>
</tr>
</tbody>
</table>

Chapman Associates

Media Brokerage Service

Atlanta • Chicago • Dallas • Detroit • New York • San Diego

Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

Broadcasting, June 28, 1971
FOR SALE—CALIF.

Single station market full time AM. Excellent growth. Asking $265,000 with 25% down, balance terms to be arranged.

BOX F-184, BROADCASTING

250,000 MARKET AM

Daytimer off air but good value. 70% of price is real estate, equipment. Almost half of property can be expensed. Total price $80,000. Takes $20,000.

BOX F-238, BROADCASTING

FM is GROWING!

Get in on the Boom! For Sale: a "Top 15" market Class "C" 100,000 watt FM Station at 104.9 Mhz, $250,000, Terms.

BOX F-262, BROADCASTING

NEW YORK STATE

Profitable major market radio station. $40,000, Ideal owner-operator opportunity.

BOX F-277, BROADCASTING

STATIONS FOR SALE

1. SOUTHWEST, AM-FM, 250,000. Terms.

2. WEST CENTRAL. Full time. Profitable. $575,000. Terms.

3. PACIFIC NORTHWEST. Full time. $112,000. Terms.

4. SOUTHWEST. AM-FM. $252,000. Terms.

Jack L. Stoll and ASSOCIATES

6430 Sunset Blvd., Suite 1113

Los Angeles, California 90028

Area Code 213-464-7278

BROADCASTING, June 28, 1971

(Continued from page 51)

[WREO], on request by Union Local 880, postponed hearing from July 12 to Aug. 3 at 10 a.m. (Doc. 19097). Action June 6.


- Hearing Examiner Forest L. McClelling in Jackson, Mo., and Mattoon, Ill. (Jackson Missouri Broadcasting Co. [WLBH]), AM proceeding, granted petition by applicant to amend their applications concerning community ascertainment problem (Docs. 18354-5). Action June 10.

- Hearing Examiner Chester F. Naumovic Jr., in Chattanooga, Saddlebrook, and Rock City Broadcasting [WLLH]), AM proceeding, granted petition by Jay Sadow for leave to amend their applications concerning community ascertainment problem (Docs. 18354-5). Action June 10.

- Fine

- KRIB. Mason City, Iowa. KXTX(FM) Independence and WMBH Joplin, both Missouri-Iowa, is notified Mason City Broadcasting Co. of the issuance of the license to KRIB Mason City; Sensusho Broadcasting Association, licensee of KXTX(FM) Independence, is granted leave to amend its application concerning community ascertainment problem (Docs. 18901-2). Action June 8.

- Fine

- New FM stations

Applications

- Westport, Conn.—Board of Education, Town of Westport, is notified that an application has been filed for construction of a station transmitting at 107.1 mhz., 3 kw. average height above average terrain 300 ft. P.O. address: Bruce G. Gould, 16 Central Park South, New York, N.Y. 10023. Estimated construction cost $8,683; first-year operating cost $2,050; revenue none. Principals: Joan Schine, chairman, et al. Action June 7.


Actions on motions

- Hearing Examiner Buell P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.) to proceed with a request to amend its application concerning community ascertainment problem (Doc. 19165-6). Action June 8.

- Hearing Examiner Frederick W. Demnast on in Birmingham, Ala. (Voice of Dixie Inc. and First Broadcast Exchange Corp.) FM proceeding, granted a petition by Voice of Dixie for leave to amend its application and received into evidence written statement of Daniel M. Benson, presented his resolved statement as Voice of Dixie exhibit 11. The petition for leave to amend the exchange, received into evidence statement of Edward F. Arroyo identifying such statement as First Radio exhibit No. 9, closed record and set certain procedural dates (Docs. 18664, 18666). Action June 8.

- Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasters, Inc. of An.) FM proceeding, granted a petition by W salads Broadcasting Inc. for leave to amend its application to reflect results of recent community needs survey (Docs. 19168-9). Action June 8.


- Hearing Examiner Joan Schine, phy. (Christian Fellowship Mission Inc.), FM proceeding, granted petition by an applicant to leave its application to reflect its regular quarterly financial report, and by separate proceeding, granted a preliminary hearing to reflect its regular quarterly financial report and by separate proceeding, granted a request to file additional evidence concerning community ascertainment problem (Docs. 18686-8, 18689). Action June 15.

- Hearing Examiner Ernst Naus in Wichita, Kan. (Kin. Inc.), FM proceeding, granted petition by applicant to leave its application to reflect its regular quarterly financial report, and by separate proceeding, granted a preliminary hearing to reflect its regular quarterly financial report, and by separate proceeding, granted a request to file additional evidence concerning community ascertainment problem (Docs. 18686-8, 18689). Action June 15.
Summary of broadcasting
Compiled by FCC, June 1, 1971

<table>
<thead>
<tr>
<th>Licensed</th>
<th>( \text{On air STAs} )</th>
<th>( \text{CPs} )</th>
<th>( \text{Total on air} )</th>
<th>( \text{Not} ) on air ( \text{CPs} )</th>
<th>( \text{Total} ) ( \text{authorized} )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,325</td>
<td>3</td>
<td>9</td>
<td>4,337</td>
<td>59</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,204</td>
<td>1</td>
<td>37</td>
<td>2,241</td>
<td>11</td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>500</td>
<td>1</td>
<td>10</td>
<td>512</td>
<td>14</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>170</td>
<td>0</td>
<td>13</td>
<td>183</td>
<td>77</td>
</tr>
<tr>
<td>Total TV - VHF</td>
<td>3,774</td>
<td>1</td>
<td>70</td>
<td>3,844</td>
<td>91</td>
</tr>
<tr>
<td>Educational FM</td>
<td>452</td>
<td>3</td>
<td>15</td>
<td>460</td>
<td>55</td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td>79</td>
<td>1</td>
<td>6</td>
<td>85</td>
<td>5</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>180</td>
<td>1</td>
<td>18</td>
<td>198</td>
<td>22</td>
</tr>
</tbody>
</table>

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

Other actions:
- Review board in Donaldsonville, La., FM proceeding, added financial qualification issue against Lafourche Valley Enterprises Inc., Donaldsonville, La., for CP for new Class A FM (Docket. 19004-5). Action June 16.

Rulemaking petitions:
- Schenectady, N.Y.-Union College. Requests amendment of FM table of assignments to add ch. 264A.

Existing FM stations

Final actions:
- WHSD(FM) Hinsdale, III.-Broadcast Bureau granted CP to install antenna; makes changes in ant. System. Action June 15.
- WENE Endicott, N.Y.-Broadcast Bureau granted CP to change MEOV's for its NDA radiation pattern. Action June 11.
- KBOX-FM Dallas-Broadcast Bureau granted CP to install new main transmission antenna at proposed main station location. Action June 15.
- KEIR(FM) Dallas.-Broadcast Bureau granted request for SCA on sub-carrier frequency of 67.6 kHZ. Action June 15.
- WVPD(FM) Anderson, Ind.-Broadcast Bureau granted request for SCA on sub-carrier frequency of 67.6 kHZ. Action June 15.
- WAIR-FM Morgantown, W. Va.-Broadcast Bureau granted request for SCA on sub-carrier frequency of 67.6 kHZ. Action June 15.
- WKZM-FM Kenosha, Wis.-Broadcast Bureau granted request for SCA on sub-carrier frequency of 67.6 kHZ. Action June 15.

Actions on motions:
- Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, granted petitions of Eastern Broadcasting Corp. to leave at apply its application in certain financial matters, and to reflect construction of assignment of Station WHAP(AM) Hopewell, Va., to WHAP(AM); return to Radio Hopewell Inc., and fact that Eastern terminated its proposed acquisition of WOHI(AM) and WRTS-FM, both East Liverpool, Ohio. Action June 9.
- Hearing Examiner Forest L. Mclnenny in Wilmington, Ohio (3 KW Inc. and Clinton County Broadcasting Co.), FM proceeding, set certain procedural dates, scheduled hearing to commence Sept. 27 (Docket 19218-9). Action June 11.
- Chief, Office of Opinions and Review in San Francisco (Chronic Broadcasting Co. [KRON-FM-TV]), granted motion by Chronic Broadcasting Co. to discontinue operations in San Francisco, pending to July 2, time to file reply brief to exceptions filed by the complainants, Albert Kihn and Blanche Streeter (Docket 1935). Action June 11.

Rulemaking petitions:

Renewal of licenses, all stations
- Broadcast Bureau granted renewal of licenses for following stations and their co-pending applications: \( \text{KRC-FM} \) Tucumcari, \( \text{KBAB(AM)} \) Las Vegas, \( \text{KBAB(FM)} \) Minot, N.D., \( \text{KHAK-FM} \) Cedar Rapids, Iowa; \( \text{KAMS-FM} \) St. Paul, Minn.; \( \text{KCVI(FM)} \) Springfield, Mo.; \( \text{KYSS(AM-FM)} \) Missoula, Mont.; \( \text{WCCO(FM)} \) Wellington, Both Kansas; \( \text{KTTR(AM)} \) Macon, Mo.; \( \text{KNOC(AM)} \) Jackson; \( \text{KPDW-FM} \) Fonda, Iowa; \( \text{KVLM-AM} \) Waukesha, Wis.; \( \text{KWTO-AM} \) Minneapolis; \( \text{KLTS(AM-FM)} \) Gonzales, La.; \( \text{KSYD(FM)} \) Waynesville, Mo.; \( \text{KIIA(AM)} \) Lincoln and \( \text{KLLY-FM} \) Wellington; both Kansas; \( \text{KTJU-FM} \) Madison, Wis.; \( \text{KPIN-FM} \) Madison, Wis.; \( \text{KQRL(AM-FM)} \) San Antonio, Texas; \( \text{KQDQ-FM} \) Orlando, both Florida. Action June 15.

Other actions, all services
- FCC denied requests of NBC and ABC for reconsideration of commission ruling that certain sponsorship identification announcements must be logged as commercial time. Action June 14.
- FCC, in response to joint petition by several broadcasters for additional time to file comments in construction rulemaking matters relating to NEA processing, and policies relating to renewal of broadcast licenses and amendment of rules of policies relating to broadcast renewal applicant, the commissioner issued revised notice of hearing. Action June 14.
- Broadcast Bureau granted CP to KXOA(FM) Dunkirk, N.Y. for new FM station to serve Dunkirk and surrounding area. Action June 11.

Modification of CP's, all stations
- WCUG Guthurth, Ga.-Seeks mod. of CP to install translator antenna to UHF translator station to 2,880 ft NNE of U.S. Highway 82, 2.8 miles west of center of closest market of 75. Action June 15.
- WRBS(FM) Baltimore.-Broadcast Bureau granted CP to change transmission and make changes in system. Action June 15.
- KPTL Carson City, Nev.-Seeks mod. of CP to change MEOV's. Action June 8.
- WPVL Painesville, Ohio.-Seeks mod. of CP to make changes in N ant. system. Action June 18.

Ownership changes
- KKEP(AM) East Park, Colo.-Broadcast Bureau granted CP to Baker Broadcasting Co. to change ownership from Oval to Baker Broadcasting Co. to Maurice J. and Julia W. DaVolt (100% interest, none after) to Paul Noyes (100% interest, none before, Baker Broadcasting Co. to Baker Broadcasting Co.). Action June 10.
- WEOV(AM) and WEOV(AM) Receives CP for translator station (call letters WEDO(AM)) to serve Fairbanks, Alaska. Action June 9.
- KBAB(AM) Baker and Lomeli Valley, both Idaho.-Broadcast Bureau granted mod. of CP to extend comment date from June 9 to Oct. 1. Action June 15.

CATV

Applications:
- Pineola, Calif.-Contra Costa Cable Co. Seek CATV license covering service area of 10% of population in Contra Costa County, Calif. (San Francisco. ARB 7). Ann. June 17.
- Macclenny, Fla.-Macclenny Cable TV Inc. seeks CATV license covering service area of 10% of population in Clay County, Fla. (San Francisco. ARB 7). Ann. June 17.

Final actions:
- Columbus, Ind.-FCC authorized Columbus Communications Corp. to carry distance signal from Muncie, Ind., to operated CATV in Painesville, Ohio. 60-day extension to carry programming of number of broadcast stations. Action June 16.
- Davenport, Ky.-FCC granted Top Vision Cable to add CATV in Phencro, Tenn. Action June 16.

Rulemaking petition:
- Washington-Cable Television Association, Inc. Seeks amendment of rules and regulations with respect to CATV systems for television receivers designed for connection to cable television distribution systems. Action June 16.
Richard Eaton, president of a broadcast group that owns TV and radio stations from the White Mountains of New Hampshire to the beaches of Hawaii, still writes all the checks for his 350-employee enterprise. And once each week he visits one of the 16 stations owned by his United Broadcasting Co.

So close is he to his management that an FCC examiner once found the ownership-management balance of one of his stations "overly integrated." This finding came from one of his many bouts with the FCC that have, in some eyes, flawed his broadcast credentials. Many of these troubles involved technical violations, but others, like one in which he is currently involved, are more complicated. The latest problem relates to the charge that his WOOK (AM) Washington was used in a numbers racket. Friends of Mr. Eaton maintain in ex-temination that his troubles stem largely from his employees who don't take governmental requirements seriously enough, particularly such things as log keeping, frequency-modulation measurements, and other meter-reading obligations.

This complex man, hampered since youth by a polio-crippled leg, has had two careers. His first was as a newspaper correspondent and publisher in Europe before 1940. His second has been as a broadcaster since 1947.

Taken to France when he was 7 by his physician father, who became a member of the staff of the American Hospital in Paris, Mr. Eaton grew up in that city, and attended French schools. He returned to the U.S. for his college education, graduating cum laude from Harvard University. On his return to Paris, he began a career as a foreign correspondent for such newspapers as "Journal des Debat et Figaro" in Paris, "National Belge" in Brussels, and the "Westminster Gazette" and the "Daily Mail" of London. It was while he was working for the "Daily Mail" in Moscow that he was picked up by the Soviet secret police and held incommunicado for two months before being released. To this day he doesn't know what the charges were, but he surmises they were related to the fact that he had delivered messages and money to Soviet citizens from their emigre relatives and friends in Paris.

At one point in his Moscow incarceration, he was marched into a cell that held a dozen prisoners—all condemned to death. He was sure he too had been chosen for the firing squad. Fortunately, his newspaper had by then received word of his whereabouts and he only spent a few days in this Russian death row before being released and deported.

After four years as a correspondent, Mr. Eaton decided to become a pub-

**Weeks Profile**

Richard Eaton: colorful past, colorful present

lisher. He founded a pictorial weekly, "L'Etoile," named after the famous Paris landmark. Although this was an innovation for that time, circulation of the picture weekly never reached viable proportions. So he turned it into a supplement for other newspapers. This experience led him to begin acquiring provincial newspapers in France, and by 1940 he was the publisher of 26 newspapers as well as the owner of two printing plants.

In that year, Hitler's legions swept across the Maginot Line and France fell. Fleeting Paris with his family, Mr. Eaton went south to Spain and Portugal, catching the last oceanic trip west of the old S.S. Manhattan.

The Eatons settled in Washington—and with the publishing fever still in his bones, Mr. Eaton borrowed $300 on the second-hand Dodge that he had bought for $800, and founded two suburban newspapers in nearby Virginia.

Soon he was also doing foreign-news commentary on WWIN (AM), then in Washington, and later he joined WOOL (AM), also in Washington and at that time the Mutual Broadcasting System affiliate there. When Pearl Harbor screamed the nation, Mr. Eaton began reporting on that network, continuing this career throughout the war years.

He soon realized, however, that the future lay in broadcast ownership and in 1947 he received FCC authority to establish what is now WOOK (AM) Washington in the suburb of Silver Spring, Md. He says he intended to make it mostly a talk station, but his Negro printer (Mr. Eaton was publishing the Virginia newspapers) urged him to consider covering the expanding black population in Washington and he took that advice.

As he broadened his broadcast ownership, minorities became central to his program format. He claims he hired the first black disk jockey (in Washington) and the first black general manager (in Newport News on a station since sold). He feels that this format was early on, before it became chic in broadcast circles.

His thrust for ethnic programing took a peculiar turn in Hawaii, where he proposed to broadcast a substantial Japanese-language program on what is now Kiku-TV in Honolulu. His application to buy the channel-13 station was ordered to hearing by the commission on this issue—rather odd when almost 30% of the population of the islands is of Japanese descent. The transfer was granted.

And in some cases, he has carried his community-service ideas beyond racial concerns. In the Washington-Baltimore area, for example his radio and TV stations now carry consumer-education programs, under the title Buyer Beware, principally aided by the Federal Trade Commission's Bureau of Consumer Education. The video tape is then bicycled among other Eaton-owned TV and radio stations.
Collision of powers

The press—all of it—is now engaged in historic confrontations with the government over the government's right to control information and the press's right to report government affairs. The printed press is having its showdown in the courts over the exposure of secret Pentagon documents in the New York Times and, later, other papers. The broadcast press, in the person of Frank Stanton, met its challenge last week before a House subcommittee. The outcome of both proceedings will have lasting effects on journalism throughout the U.S.

The issue in the newspapers' publication of the Pentagon documents may be narrower than that in CBS's broadcast of its Pentagon documentary. The newspaper cases are based on the government's charge that the national security was compromised by the illegal release of classified material. The CBS case is based on a House subcommittee's meddling desire to investigate a television program that offended supporters of the Pentagon's public-relations machine but that in no way could be construed to have endangered security. The First Amendment is a presence in both situations, though the House subcommittee argues that broadcasting, as a licensed medium, is entitled to less constitutional protection than newspapers.

The subcommittee is echoing an interpretation that has come into alarmingly widespread use in recent years. It is interesting to conjecture what would have happened if CBS, and not the New York Times, had been the first to break the story of the Pentagon's Vietnam reports. A broadcast service in that position would not only be in court, defending itself against government requests for injunctions. It would also be under investigation by the FCC and Congress.

If the weight of journalistic coverage went more heavily last week toward the government versus New York Times and other papers than toward Harley Staggers versus broadcast journalism, the interests of journalistic management deserved to be more evenly distributed. The principles at stake in the Stanton-Staggers case are at least as important as those in the newspapers-administration cases. Once again the universality of journalistic problems becomes apparent. In print or on the air, journalists must help one another in the preservation of the republic's fundamental rights.

Overboard

There are signs that the Nixon administration is out of sympathy with some of the more radical consumer-protection programs adopted by its appointees. As reported here a week ago, Herbert G. Klein, director of communications in the executive branch, has taken explicit exception to the latest Federal Trade Commission excess.

Mr. Klein, in a speech to the Public Relations Society of America, decried the FTC's new policy of requiring advertisers to furnish documentation of their advertising claims. Mr. Klein said the policy could discourage advertisers from advertising and could reduce the economic base of all news media. "I believe it's a move against a free press," he said.

Well, of course, he is right. As has been repeatedly reported in this publication, Robert Pitofsky, director of the FTC's Bureau of Consumer Protection, has moved into a position of power at the agency and is bent on drastic reforms of the whole advertising structure.

This is not to suggest, however, that consumerism can be rejected in all of its forms. There have been abuses in American business and American advertising, and the abuses need correcting if business and advertising are to prosper as they should. Nor is the criticism of the new FTC policy intended to suggest that advertising claims should be immune to question or prosecution.

It is to suggest, however, that all advertising has been maligned if all advertisers are to be required to defend the truth of all of their advertising. The implication is that, absent that requirement, there is no truth in any ad. The law already gives the FTC all the power it needs to police deceptive advertising and puts the burden of proof where it belongs—on the prosecuting agency.

Everybody's in the act

The President's announcement of an intention to formulate an administration position on cable-television regulation introduces a new force into an already complicated array of forces. At the very least it probably will mean some delay in the adoption of a national regulatory plan.

It may be, as FCC Chairman Dean Burch told a Senate appropriations hearing, that the President's announcement will be no factor in the commission's prompt resolution of the extensive rulemaking it has been working on. It is difficult to believe, however, that congressional committees, which are divided in their attitudes toward cable and which have all but told the FCC to clear with them before making anything final, will endorse an FCC scheme now. It would be more in character for the Congress—or at least its members who are concerned about the impact of cable expansion on broadcast television—to wait for the promised administration plan before undertaking or encouraging action.

A wait for the administration plan could run on, if Mr. Nixon's announcement is an accurate reflection of his charges to the committee he named. In one sentence he is represented as recognizing that complex issues must be resolved "if cable TV is to grow in an orderly way and without serious disruption of existing television service." In the next he is said to have instructed the committee to come up with proposals that will "permit the full potential of cable TV to be realized." Arriving at a plan that will achieve those antithetical goals may take a while.

Whatever comes out of Mr. Nixon's committee, it is sure to precipitate legislative review and will perhaps require legislative action. More and more it looks as though the Congress will have to do the final job on CATV regulation.

"Until they settle the fairness-doctrine question, let's just tell them to buy it without telling them why."
We want you to use more KPRC-TV.

The Station is concentrated in Houston. It's real sales-power concentrated into result-packed spot announcements. And each spot has so much flavor that less than one sixty will seem like a whole campaign. So sell more. And get more of the market that made The Station, The Station.
It puts the best signal out there because we put only the best in here.

Introducing the most advanced VHF transmitter ever made. It's RCA's new 50kW TT-50FH. And it puts out the best color-television signal in the business.

Why? For one thing, the TT-50FH gives you solid state diode modulation at carrier frequency and our sideband shaping takes place at the output, so you get greater assurance of spectral purity than you do from any other transmitter.

Also, the TT-50FH has only two tuned visual amplifier stages, so it's easy to maintain. The fewer stages you have, the fewer adjustments you have to make, and there's less chance for trouble.

The design is reliability itself. The circuits are all solid state up to the IPA. There are only three tubes in each transmitter. Only two tube types. And the control logic is solid state. That's more solid state than any other transmitter.

If you're planning unattended operation, the TT-50FH is designed for it, with provisions for automatic logging and remote control. It's the only highband VHF transmitter specifically designed as a twin system, which fulfills the FCC's requirements for remote operation with once-a-week inspection.

It all adds up to superior performance. The TT-50FH performance specs are 100 percent better than the previous generation transmitter.

We've been the leader in TV transmitters since television began. Now we have something new for you. The most advanced transmitter on the market. Ready for remote control. The most reliable design. The best performance. The best signal. All the best.

The TT-50FH. By RCA.